



**MAINSTREET ORGANIZATION OF REALTORS®  
PRIVATE LISTING NETWORK ADDENDUM**



1 To be used as an addendum to Exclusive Marketing Agreement (“Agreement”) dated \_\_\_\_\_ 20, \_\_\_\_ by  
 2 and between: \_\_\_\_\_ (Seller/Landlord) and \_\_\_\_\_ (Brokerage)  
 3 for property located at \_\_\_\_\_ (“Property”).

4 A seller may market its real estate in Midwest Real Estate Data’s MLS Private Listing Network (hereinafter referred to as “Private Listing  
 5 Network”). The Private Listing Network is a tool that allows a seller to limit the scope of its real estate’s marketing exposure. Use of Private  
 6 Listing Network may lead to a sale or may simply be a step in the sale process.

7 Marketing activities associated with the Private Listing Network reach a limited pool of potential buyers. As a result, a seller may not obtain the  
 8 maximum price or optimal terms for the sale of seller’s real estate. Real estate that is under contract before it becomes “active” in Midwest Real  
 9 Estate Data’s MLS or other listing services (hereinafter referred to as the “Services”), has not had the benefit of being fully exposed to the open  
 10 market.

11 Seller hereby grants Brokerage and Broker the authority to list Seller’s Property in the Private Listing Network and understands that such listing  
 12 will limit the scope of marketing for the Property.

13 All properties listed in the Private Listing Network are subject to the Illinois Real Estate License Act of 2000, as amended, and any and all  
 14 applicable local, state or federal laws or regulations related to the sale of real estate, and require a valid signed Exclusive Brokerage Agreement.  
 15 Seller acknowledges that Brokerage has obligations under applicable rules and regulations as a condition of placing Seller’s Property in the  
 16 Private Listing Network.

17 Seller further acknowledges during this marketing stage, information about Seller’s Property will not be transmitted through the Services used  
 18 by the public to search for property listings.

19 Acknowledging the foregoing, the parties hereby agree and Seller authorizes Brokerage to engage in marketing activities described herein and  
 20 as set forth below.

21 Initial all marketing activities that Broker is authorized to conduct:

22 \_\_\_\_\_/\_\_\_\_\_ Place a “Yard Sign” and any appropriate sign riders on the Property.

23 \_\_\_\_\_/\_\_\_\_\_ Place advertisements and conduct other marketing activities.

24 \_\_\_\_\_/\_\_\_\_\_  Show the Property to prospective buyers and/or their brokers, or

25 [CHOOSE ONLY ONE]  Do not show the Property to prospective buyers and/or their brokers (including listing brokerage).

26 \_\_\_\_\_/\_\_\_\_\_ Property will be submitted to the Private Listing Network within twenty-four (24) hours of the effective date of the

27 [CHOOSE ONLY ONE] Exclusive Brokerage Agreement and:

28  Will remain on the Private Listing Network until written direction of the Seller is received, and then submitted to  
 29 MRED’s Standard Listing Network (SLN).

30  Will be submitted to MRED’s Standard Listing Network (SLN) on \_\_\_\_\_, 20 \_\_\_\_.

31  Will remain on the Private Listing Network until expiration of the Agreement

32 All terms of the Exclusive Marketing Agreement shall remain unchanged and in full force and effect, except as amended herein.

33 \_\_\_\_\_  
 34 Managing Broker (Print)

\_\_\_\_\_  
 Seller (Signature)

35 \_\_\_\_\_  
 36 Managing Broker (Signature)

\_\_\_\_\_  
 Seller (Signature)

37 \_\_\_\_\_  
 38 Date

\_\_\_\_\_  
 Date

39 \_\_\_\_\_  
 40 Designated Agent (Signature)

41 \_\_\_\_\_  
 42 Date