



Big Bear Association of REALTORS®, Inc.

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SUBJECT: BROKER RECIPROCITY
WEBSITE ADVERTISING
GENERAL ADVERTISING

RE: OPTING IN OR OUT

Broker Reciprocity Is A System Where Brokers Give Each Other Permission To Display Their Listings On Each Other's Websites. Brokers Who Participate In The Program (Called Broker Reciprocity Subscribers Or BRS) Can Display All Of Each Other's Active Listings.

If You Choose Not To Participate, No Other Broker Will Be Permitted To Display Your Listings, And You Will Not Be Allowed To Display Any Other Brokerage Listings On Your Website.

Example Only (If Opting For Broker Reciprocity) Scenario:

If Fred Sands Real Estate Is Advertising Desert Real Estate Company's Listings On Their Website, Then Fred Sands Real Estate Must Insert The Following Information Per Each Listing Page - As Part Of The Disclosure To The Consumer:

Listing Brokerage	Desert Real Estate Company
Listing Agent	Mr. John Jones

Company Name _____

Opting In _____ Opting Out _____

Broker's Signature _____

