South Carolina Department of Labor, Licensing and Regulation
South Carolina Real Estate Commission
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SOUTH CAROLINA RESIDENTIAL DISCLOSURE AND ACKNOWLEDGMENT OF LIMITED MARKET EXPOSURE LISTING

Property Address: ____

Seller(s): ____

Listing Brokerage: ____

Listing Licensee: ____

Section 1: Seller Acknowledgments & Request

The South Carolina Real Estate Commission advises that broad public marketing[1] ordinarily provides the greatest opportunity for buyer competition and best serves a seller's financial interests. However, legitimate circumstances may justify a more limited marketing strategy.

(By *initialing each item below, Seller confirms understanding):*

_____ 1. **Limited Marketing Choice:** I have voluntarily chosen to limit the public marketing of my property.

_____ 2. **Disadvantages Explained:** My real estate licensee has explained the advantages and disadvantages of a Limited Market Exposure Listing (e.g., Delayed, Exclusive, private, Off-Market, or Pocket Listings).

_____ 3. **Exclusion from Platforms:** My property may not be entered publicly into the MLS or marketed through broad public marketing.

_____ 4. **Potential for Fewer Offers & Lower Sales Price:** Because fewer buyers and licensees are aware the property is available, I may receive fewer offers, resulting in a lower sales price or less favorable terms than might be obtained through broad public marketing.

_____ 5. **Increased Market Time & Reduced Competition:** Limiting market exposure may increase the time required to sell and reduces the opportunity for competing offers.

_____ 6. Buyers may have less information regarding my property's availability than they would if the property received broad public marketing.

_____ 7. I understand that broad public marketing generally promotes greater market exposure and equal housing opportunity.

_____ 8. I have had the opportunity to ask questions regarding this marketing strategy, and all of my questions have been answered to my satisfaction.

_____ 9. **Representation Considerations:** Limiting market exposure increases the likelihood that the listing brokerage or one of its affiliated licensees may also represent a prospective purchaser.

_____ 10. **Comparable Sales Impact:** High numbers of private listings in an area may mean local comparable sales do not reflect the true value a property could achieve on the open market.

_____ 11. **Right to Change Marketing:** I understand I may request that my property receive broad public marketing at any time, subject to the terms of my listing agreement.

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[1] Broad public marketing is marketing typically provided through public multiple listing services (MLS), internet websites, real estate portals, social media, or other marketing to the general public.

It is the Seller's choice whether to list their real estate as a public listing or a brokerage exclusive listing. Whether a public residential listing or a brokerage exclusive, listing for the Seller's property is a personal decision driven by the Seller's goals and needs during the selling process.

Section 2: Seller Certification

By signing below, the Seller certifies and acknowledges that:

- Seller has read this disclosure.
- Seller understands the advantages and disadvantages of limiting public marketing.
- Seller understands that broad public marketing generally exposes a property to more prospective purchasers.
- Seller voluntarily instructs the brokerage to market my property as a Limited Market Exposure Listing.
- Seller understands that they may request that their property receive broad public marketing at any time, subject to the terms of my listing agreement.

Section 3: Brokerage Certification

Brokerage certifies that the listing agent has discussed with the Seller the advantages and disadvantages of a **Limited Market Exposure Listing**, including its potential effect on market exposure, buyer competition, sales price, marketing time, fair housing considerations, and any known or reasonably foreseeable conflicts of interest.

Brokerage further certifies that (Select ONE):

☐ The seller independently requested a Limited Market Exposure Listing.

☐ I introduced a Limited Market Exposure Listing based on the Seller's stated objectives and best interests.

Brokerage must not recommend this strategy primarily to increase the likelihood of representing both parties, retaining commissions within the brokerage, to benefit the brokerage/licensee over the Seller, or to obtain any other financial or competitive advantage inconsistent with the Brokerage's statutory duties.

Section 4: Acknowledgment & Signatures

By signing below, the Seller acknowledges reading and voluntarily executing this disclosure, and the Licensee certifies that the required discussions, disclosures, and brokerage approvals were provided prior to execution.

(Note: This document is an explanation and acknowledgment of marketing strategy; it is not an agency, listing, or purchase agreement and does not constitute an agreement to pay compensation).

Seller: ____ Date: ________________________
Signature

Seller: ____ Date: ________________________
Signature

Listing Licensee: ____ Date: ________________________
Signature (Licensed Real Estate Agent/Broker)

Broker-In-Charge: ____ Date: ________________________
Signature (Broker-in-Charge)
Signature indicates that the Broker-in-Charge is aware that the seller has selected limited marketing.