EDITORIAL

WHO HOLDS THE LISTING

Diary of a listing

Thirty days in the life of a Chicago three-bedroom.

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Day 1.

My owner signed a written agreement with a licensed agent. Since the commission settlement became final in August, that's how it's done.

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Day 14.

My price drops. 27% of us had a price cut last month. Every portal shows it. One shows the day count too.

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Day 15.

A federal judge in my own city lets the big MLS shut off a national portal. My feed goes dark on that site at 2 p.m.

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Day 22.

The biggest brokerage in America launches its own site: every listing, every stage, no days on market, no price history. A class action starts recruiting buyers.

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“I am the asset. Not the house. The listing.”

Who holds me?

- Three portals, one MLS and the biggest brokerage in America are in court over it
- The two people who made me, the owner and the agent, hold nothing

The owner should hold the record. The agent should be written into it.

Not to replace the agent. To make the agent impossible to delete. Planned, not live.

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