



Wisconsin REALTORS® Association
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2027 Practice Changes: Marketing Listed Property

Furthering Transparency. Encouraging Innovation.

Beginning January 1, 2027, the 2027 Practice Changes establish new public marketing requirements for residential property containing one to four dwelling units. These changes are part of 2025 Wis. Act 69 and are reflected in the revised WB listing contracts and the new WB-55 Public Marketing Opt-Out Agreement. The following FAQs are current as of October 12, 2026.

1. What do the 2027 Practice Changes mean for marketing listings?

The 2027 Practice Changes establish public marketing as the general rule for listed residential property containing one to four dwelling units while preserving the seller's ability to choose a different marketing approach.

Unless the seller opts out, the listing firm must publicly market the property within one business day from the start date of the listing contract. Sellers may choose to limit or decline public marketing, but they must document that decision using the WB-55 Public Marketing Opt-Out Agreement.

The goal is to promote transparency, competition and consumer choice while ensuring sellers understand the potential consequences of limiting their property's exposure.

2. What do the 2027 Practice Changes mean for listing firms?

Under Wis. Stat. § 452.1355, listing firms must:

- Share property information with licensees working with prospective buyers or tenants.
- Respond to inquiries from those licensees.
- Allow showings of the property to prospective buyers or tenants.
- Publicly market the property within one business day from the start date of the listing contract unless the seller opts out.



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These requirements apply regardless of the listing firm's business or marketing model.

Importantly, a seller's decision to opt out of public marketing does not eliminate the listing firm's obligations to share property information, respond to inquiries and allow showings.

3. What does it mean to publicly market a property?

For purposes of the 2027 Practice Changes, public marketing means advertising or marketing the property on at least one internet platform or website accessible to the general public and real estate licensees working with prospective buyers or tenants.

Unless the seller opts out, the listing firm must publicly market the property within one business day from the start date of the listing contract.

The requirement does not mean the property must be advertised on every available platform. Rather, the listing firm must satisfy the statutory public marketing requirement.

4. What is the start date of the listing contract, and when does the one-business-day period begin?

The WB listing contracts contain a Term of the Contract section that establishes the start and end dates of the listing.

The one-business-day public marketing deadline begins with the start date of the listing contract, which may be different from the date the contract is signed, the date photographs are taken or the date the seller wants showings to begin.

For purposes of the public marketing requirement, a business day is any calendar day other than Saturday, Sunday, a Wisconsin or federal legal public holiday, or certain days designated by the President when regular postal service is unavailable.

For example, if the listing contract starts on a Friday, the listing firm has until Monday to publicly market the property, assuming Monday is a business day and the seller has not opted out.

Firms should consider the seller's intended marketing timeline when establishing the start date of the listing contract. Licensees should also consider any applicable MLS requirements, which may establish separate deadlines for submitting listings or reporting marketing activity.

5. What do the 2027 Practice Changes mean for MLS rules?



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Real estate firms and licensees must comply with Wisconsin law, regardless of the rules or policies of an MLS or other organization.

Under Act 69, a seller of residential property containing one to four dwelling units may opt out of public marketing. An MLS cannot prohibit the seller from exercising that statutory right or impose requirements that conflict with Wisconsin law.

Firms participating in an MLS should continue to understand and comply with applicable MLS rules. Those rules must operate within the framework established by Wisconsin law.

6. Can a seller still choose to have a private listing?

Yes. The 2027 Practice Changes preserve the seller's ability to choose how the property will be marketed.

A seller may choose to delay public marketing, limit public marketing or avoid public marketing entirely. To opt out of the public marketing otherwise required by Wisconsin law, the seller must complete the WB-55 Public Marketing Opt-Out Agreement.

The seller may choose a limited marketing approach for a particular period or for the duration of the listing contract.

A seller who initially opts out may later decide to publicly market the property. The listing firm and the seller should amend the listing contract as needed.

7. What is the WB-55 Public Marketing Opt-Out Agreement, and what does it tell sellers?

The WB-55 is the state-approved form used when a seller chooses to opt out of public marketing.

The form documents the seller's decision and explains the potential consequences of limiting marketing, including that:

- Licensees and prospective buyers or tenants may not know the property is available.
- The property may not appear on publicly accessible real estate websites or internet listing platforms.
- Interested consumers may not know the terms and conditions under which the property is being offered.



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- Reduced exposure may result in fewer offers or less competition.
- Limited marketing may affect the sale or lease price and other terms available to the seller.

The WB-55 also requires the seller to identify the reason for opting out of public marketing and indicate whether that reason will remain confidential.

The purpose of the form is not to discourage private listings. Instead, it helps ensure the seller understands the potential consequences and documents an informed decision.

8. Can a seller restrict specific individuals from viewing the property?

Yes. Act 69 expressly recognizes that an owner may identify by name licensees, prospective buyers or prospective tenants with whom the owner does not want to work or whom the owner does not want to view the property.

However, these instructions remain subject to applicable fair housing laws. A seller cannot use this provision to discriminate against individuals based on membership in a protected class.

Licensees should not carry out seller instructions that would violate federal, state or local fair housing laws.

9. What happens if a seller opts out of public marketing and later regrets that decision?

The WB-55 documents the seller's decision to limit public marketing and acknowledgment of the potential consequences.

Act 69 provides civil liability protection for licensees acting in good faith when fulfilling the statutory marketing and disclosure requirements. The protection does not apply when a licensee knowingly makes a false, deceptive or misleading representation.

Licensees should properly complete the WB-55 to document the seller's informed decision and the firm's compliance with the marketing requirements. Licensees should also avoid making representations that guarantee a particular outcome from either public or limited marketing.

10. How do the revised WB listing contracts and the WB-55 work together?



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The revised WB listing contracts incorporate the new public marketing requirements and address the seller's marketing choices.

The listing contract establishes the agency relationship and the firm's marketing obligations. If the seller chooses to opt out of public marketing, the WB-55 documents that decision and the seller's acknowledgment of the potential consequences.

The WB-55 is incorporated into the listing contract and is used in addition to the listing contract, not as a replacement for it.

The revised WB forms have an optional use date of October 1, 2026, and become mandatory January 1, 2027.

Licensees should become familiar with the revised marketing provisions and understand when the WB-55 is necessary.

11. What is the new REEB consumer marketing brochure?

Act 69 requires the Real Estate Examining Board (REEB) to make a consumer brochure publicly available to help sellers understand their marketing choices.

The brochure addresses:

- The benefits of publicly marketing property to increase exposure and attract prospective buyers or tenants.
- The potential effects of limiting a property's marketing.
- The purpose and implications of signing a public marketing opt-out agreement.
- How marketing restrictions may affect exposure, competition and final sale price.
- Sample questions sellers may ask listing firms about available marketing strategies.

The WB-55 includes a reference to where the brochure can be found.

Act 69 requires REEB to make the brochure publicly available. It does not require licensees to provide a copy to every seller.

12. Where can licensees find more information about the 2027 Practice Changes?



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The WRA's 2027 Practice Changes resource page includes information about the new requirements, revised WB forms, frequently asked questions, videos and other educational resources.

Visit www.wra.org/practicechanges for additional information and updates.