

**WB-55 PUBLIC MARKETING OPT-OUT AGREEMENT**

1 It is agreed that the Listing Contract dated \_\_\_\_\_ for the property located at:  
2 \_\_\_\_\_ in the \_\_\_\_\_ of \_\_\_\_\_,  
3 County of \_\_\_\_\_, Wisconsin, includes this WB-55 Public Marketing Opt-Out Agreement.

4 By initialing this Agreement, Seller elects to opt out of advertising or marketing the property to the public, including but  
5 not limited to, advertising or marketing on one or more internet platforms accessible to the general public; flyers  
6 displayed in windows, yard signs, brokerage website displays, social media; digital communications marketing,  
7 including email blasts; and multi-brokerage listing sharing networks.

**8 OPT-OUT DISCLOSURE**

9 ■ Seller acknowledges that opting out of advertising or marketing the property to the public may have the following  
10 consequences:

- 11 (a) Real estate licensees and prospective buyers or tenants may not be aware that the owner's property is  
12 available for sale or lease.  
13 (b) The owner's property will not appear on internet platforms or websites that are used by the general public to  
14 search for property listings.  
15 (c) Licensees and prospective buyers or tenants may not be aware of the terms and conditions under which the  
16 owner is offering the property for sale or lease.  
17 (d) The reduced exposure of the property may reduce the number of offers to purchase or lease the property, may  
18 result in reduced sales or lease price for the property, and may negatively affect the owner's ability to sell or  
19 lease the property.

20 ■ Seller acknowledges the opt-out disclosure at lines 9-19 and the Wisconsin Real Estate Examining Board consumer  
21 brochure regarding the benefits of publicly marketing a property to increase exposure and attract prospective buyers or  
22 tenants. See the brochure at <https://dsps.wi.gov/Pages/BoardsCouncils/RealEstate/ContractualForms/Forms.aspx>.

23 (x) \_\_\_\_\_ (x) \_\_\_\_\_  
24 Seller's Initials ▲ Date ▲ Seller's Initials ▲ Date ▲

25 (x) \_\_\_\_\_ (x) \_\_\_\_\_  
26 Seller's Initials ▲ Date ▲ Seller's Initials ▲ Date ▲

27 Seller's reason for opting out of public marketing or advertising : \_\_\_\_\_  
28 \_\_\_\_\_

29 ■ Seller's reason for opting out (shall) (shall not) **STRIKE ONE** ("shall" if neither is stricken) remain confidential.

30 ■ Seller acknowledges that if Seller later elects to permit advertising or marketing of the property to the public, including but not  
31 limited to advertising or marketing on one or more internet platforms accessible to the general public; flyers displayed in  
32 windows, yard signs, brokerage website displays, social media; digital communications marketing, including email blasts; and  
33 multi-brokerage listing sharing networks, Seller must execute a WB-42 Amendment to Listing Contract modifying this election.

34 **CAUTION: If public marketing of the property is initiated while this Agreement remains in effect, such marketing may**  
35 **trigger submission, posting, or publication requirements under applicable multiple listing service rules or other**  
36 **listing advertising networks or platforms.**

37 **BY SIGNING BELOW, SELLER CONFIRMS THIS ELECTION TO OPT OUT OF PUBLIC MARKETING AND**  
38 **ACKNOWLEDGES THE POTENTIAL CONSEQUENCES OF REDUCED MARKET EXPOSURE.**

39 (x) \_\_\_\_\_ (x) \_\_\_\_\_  
40 Seller's Signature ▲ Date ▲ Seller's Signature ▲ Date ▲  
41 Print Name ► Print Name ►

42 (x) \_\_\_\_\_ (x) \_\_\_\_\_  
43 Seller's Signature ▲ Date ▲ Seller's Signature ▲ Date ▲  
44 Print Name ► Print Name ►

45 (x) \_\_\_\_\_  
46 Agent's Signature ▲ Firm Name ▲ Date ▲  
47 Print Name ►