Selling or Renting Your Property draft 7.13.2026

Understanding Your Marketing Choices

When you hire a real estate firm to sell or rent your property, you will decide how your property will be marketed. Wisconsin law requires your real estate firm to explain your marketing options so you can make an informed decision.

Some owners want the broadest possible exposure to attract prospective buyers or tenants. Others prefer a more limited approach because of privacy, security, or other personal reasons. This brochure explains the benefits of public marketing and the potential impacts of limiting marketing so you can choose the approach that best meets your goals.

Benefits of Public Marketing

Public marketing generally means advertising your property on one or more publicly accessible websites or other platforms and sharing information with real estate professionals working with prospective buyers or tenants.

Public marketing may:

- Reach more prospective buyers or tenants.
- Increase awareness that your property is available.
- Encourage competition among interested buyers or tenants.
- Increase the likelihood of receiving multiple offers.
- Provide more people an opportunity to consider your property.

Although no marketing strategy guarantees a particular result, broader exposure may improve your opportunity to attract qualified buyers or tenants.

What Happens If Marketing Is Limited?

Some owners choose to limit or delay public marketing for privacy or other personal reasons.

Limiting marketing may:

- Reduce the number of prospective buyers or tenants who learn your property is available.
- Reduce competition and the likelihood of multiple offers.
- Affect the property's exposure, sale price, rental terms, or the time it takes to sell or rent the property.

Whether limiting marketing is appropriate depends on your individual circumstances and goals.

Choosing to Limit Public Marketing

Wisconsin law allows owners to choose a more limited marketing approach. If you decide to do so, you may be asked to sign a Public Marketing Opt-Out Agreement.

By signing the agreement, you acknowledge that:

- You discussed your marketing options with your real estate firm.
- You understand the benefits of public marketing.
- You understand the potential impacts of limiting marketing.
- You have chosen to limit public marketing.

If your goals or circumstances change, discuss your marketing strategy with your real estate firm.

Questions to Ask Your Real Estate Firm

Before deciding how to market your property, consider asking:

- What marketing options are available for my property?
- How will my property be marketed?
- Where will my property be advertised?
- What are the advantages of public marketing?
- What are the potential disadvantages of limiting marketing?
- How could limiting marketing affect the number of buyers or tenants who learn about my property?
- Could limiting marketing affect the number of offers I receive?
- Can I change my marketing strategy later?
- If I limit marketing, what steps will my firm still take to market my property?
- What marketing approach do you recommend based on my goals?

Final Thoughts

The decision about how to market your property is yours. Your real estate firm can explain your options, answer your questions, and help you understand the advantages and potential tradeoffs of each approach so you can choose the marketing strategy that best meets your needs.