

## Coming Soon Listings

The Seller is ready to sign a listing agreement, but does not want it to be Active in the MLS yet and it is not ready to Show.

- Marketing can start, but *cannot be shown by anyone*- including the Seller, listing agent, listing agents office.
- Can be seen in Flex by all MLS members, but not by clients. Listings are not available through email subscriptions, on IDX websites or on syndication sites (3<sup>rd</sup> party websites – ie: Zillow, Realtor.com)
- Can be in Coming Soon status *for up to 60 days*. The Start Showing Date field can't be modified once the listing has been saved, but status can change to Active by Listing Agent anytime before. Listing will automatically update to Active on the Start Showing Date.

Why Coming Soon status?

- Need photography before going Active in MLS
- Property is finishing up a remodel
- Need time to clean up snow, other debris
- Seller doesn't want to show for a few weeks (up to 60 days)
- New construction and is not yet complete

There should be a compelling reason for using the Coming Soon status - can be explained to anyone. The broker's motivation for such limited exposure of the property must be for the seller's benefit – not the licensee.