



MLS Now to Eliminate Coming Soon Status

Since May of 2016 when we first approved the Coming Soon listing status in our MLS, we have suffered unintended consequences. “It seems we were always amending the rule to make it fit business practices”, said James Fox, Chairman of MLS Now, Ohio’s largest MLS.

Coming Soon status indicates that the broker and the seller are preparing the property for sale and for marketing as Active status. This status is for short term use preparatory to Active status, 14 days or less, and must have a listing agreement and seller(s) written authorization using the MLS Now Coming Soon Listing Seller Authorization Form, or such other authorization form as the listing broker may choose that contains similar disclosures. MLS Now does not permit showings of any kind during the Coming Soon status.

One of the complaints we have heard about Coming Soon listings is they can be entered in the MLS on a Friday night with an active date the following Monday morning for showings. Many agents complained that while they had scheduled a showing on said property for that Monday morning only to be told the house was already under an agreement of sale. When they asked how that can be since no showings were permitted? They were told it was sold “unseen”. There were many other problems and issues raised about Coming Soon status as it had become the most common complaint the MLS Now staff received from membership for the past year.

“Today the MLS Now Board of Directors met and as staff reported on the Coming Soon status and were suggesting possible changes to the Rule to help improve the situation, it was mentioned that since the Coming Soon status was designed to improve activity on listings and almost every listing in the MLS is generating sometimes dozens of bidders and properties selling in record time at higher than the listed price on average, why do we need the Coming Soon listing status at all.

After discussion, a motion was made and approved to eliminate the Coming Soon status from MLS Now effective August 1, 2021. Between now and August 1st the MLS Now staff will be busy educating members about the change to make this as smooth a transition as possible” said Carl DeMusz, MLS Now, CEO.