

COMING SOON FACT SHEET

(Effective 4/26/2017 – updated 12/1/2019)

1. DEFINITION.....

- a. In MLS Now, Coming Soon is a listed property that is not yet ready to be shown. The owner would like to sign a listing agreement but not have it in the Active Status yet.
- b. NOTE – an example of this would be an agent wants to secure the listing but the homeowner needs to make repairs and clean the home. They do not want showings during this time.

2. BEFORE YOU ENTER A COMING SOON YOU MUST HAVE.....

- a. Signed listing agreement.
- b. Completed Coming Soon Listing Seller Authorization Form signed and dated by seller – including a date when the listing will be active and available to the membership. Form must be submitted to the MLS within 48 hours of the list date. Send to ComingSoon@MLSNow.com
- c. An active date within 14 days of the list date.
- d. All required input fields.
- e. Primary photo, within 48 hours of entry.

3. AGENTS/BROKERS **MAY**.....

- a. Have MLS Staff Withdraw the listing if it will not be made active.
 - You MUST provide MLS Staff with a signed document from your seller to have MLS Staff withdraw a listing.
- b. Withdraw the listing by submitting a mutual release to the MLS and our staff will then change it to Withdrawn.
- c. Search for listings in the Coming Soon status.
- d. Email the listing to clients (with direct or auto email).
- e. Print the listing.
- f. Share on public facing websites, IDX & public portals identifying the listing as Coming Soon and a required disclosure that the property is not available for showing until a specific date in time.
- g. State an open house will be held on or after the active date in broker remarks only.
- h. Set showing appointments to occur on or after the Active date.

4. AGENTS/BROKERS **MAY NOT**....

- a. Change the Active Date sooner than the requested date.
- b. Keep a listing in a Coming Soon status for more than 14 days.
- c. Show the property during Coming Soon status.
- d. Hold Open Houses during Coming Soon status.
- e. Move a listing from Coming Soon to Withdrawn status (see 3 c for details)

5. COMING SOON LISTINGS THAT ARE NOT IN THE MLS....

- a. Coming Soon listings that do not have a valid listing agreement will not appear in the MLS.
- b. MLS Now does not have jurisdiction over Coming Soon signage for properties that are not listed.
- c. You may see properties with Coming Soon signs for an extended period time. If they do not have a fully executed listing agreement they cannot be entered into the MLS.
- d. Please call the List Office/Agent, on the signage, if you see properties with Coming Soon signage that are not in the MLS.

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6. COMING SOON LISTINGS WILL.....

- a. Automatically move to active status at midnight on the Expected Active Date (This date may not be longer than 14 days from the list date in the contract).
- b. Have a max of 14 days that the listing can remain in Coming Soon Status.
- c. Start accumulating market time once it moves to Active Status.
- d. **NOT** have any Days on Market accumulate while in Coming Soon.

Listing Input has a Status called COMING SOON - When entering a Coming Soon

7. YOU MUST HAVE.....

- a. Listing agreement with List Date and List Price.
- b. Expected Active Date (within 14 days of List Date).
- c. All required fields.
- d. Primary Photo for Single Family, Condo and Multi-Family, within 48 Hours of entry (2 business days).

8. YOU MAY.....

- a. Change the Active date later as long as it falls within the 14-day time frame (seller's signature is required).
- b. Schedule appointments for AFTER the Effective Active Date.

9. YOU MAY NOT.....

- a. Change the Active date earlier.
- b. Have an Active date later than 14 days.
- c. Change the Status from Coming Soon to Incoming.
- d. Show this home before the Active Date.

The below fields will show on your listing – they have the following definitions

- **List Date** – list date on contract
- **Expected Active Date** – Date customer agreed to make active and no more than 14 days after list date
- **List Date Received** – Date listing was entered into the MLS

THE MLS WILL

Post them on public facing websites such as Realtor.com, Cleveland.com, Ohio.com and other data feeds provided by MLS Now.

