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Introduction to Coming Soon

In answer to off-MLS listing activity, the MLSListings board of directors convened a special task force to review the practice. In 2013 the off-MLS task force examined the issue through quantitative data provided by the MLSListings staff, and by talking to influencers in the real estate community.



What the task force found was that many of the agents who use the off-MLS practice were not using the MLS because they did not want the listing to get out of the MLS. They did not want it to show up on other listing portals such as Zillow and Trulia.

One of the recommendations of the task force was to create a Coming Soon status for listings where brokers and agents could list a coming soon property, and still fulfill the requirement to put listings on the MLS. This new Coming Soon status would not allow listings to leave the MLS through syndication options such as ListHub or direct syndication to Zillow or Trulia.

With the launch of the new My Listings on Dec 9, 2014, the new Coming Soon status is now available. This guide will share with you the parameters of the Coming Soon status and how to list and search for a Coming Soon property.

Yours Truly,

James Harrison, RCE, CAE
President and CEO
MLSListings Inc

What is a Coming Soon Listing?

A Coming Soon listing means that there is a valid listing contract between the seller and the listing broker, but the listing is not ready for market. The listing is in the MLS but not on market.

Other information to know about Coming Soon:

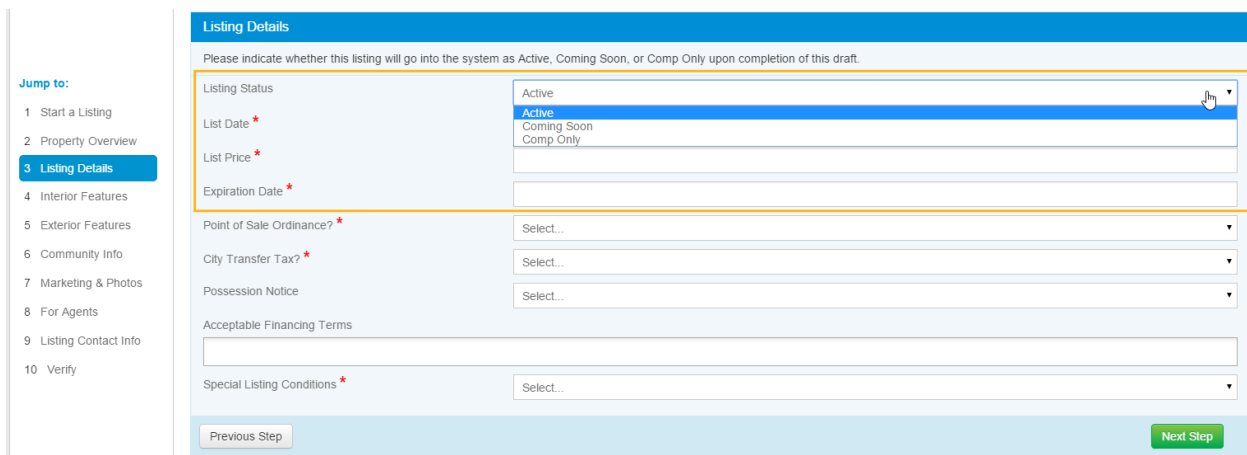
- The Coming Soon status is intended for properties that are scheduled and planned to be marketed on the MLS within 30 days.
 - If your seller plans on a longer pre-market period they should exclude the listing to avoid any complications.
- The Coming Soon status requires a Pre-Market Date and Pre-Market Price in addition to all other data required to submit an active listing.
 - This includes the requirement to upload one photo within 72-hours of listing the property.
- Properties in Coming Soon will not have a List Date or List Price until the listing is brought to Active status.
- Coming Soon is a 30-day status. If no action is taken on a Coming Soon listing by taking the listing to Active or Sold, then on day 31, the system will automatically take the listing to the Withdrawn status.
- The automatic move from Coming Soon to Withdrawn will start the days on market clock. The listing will now show in the regular search area as Withdrawn.
- If a property goes from Coming Soon directly to Sold status, the system will indicate a Comp Only sale in the additional listing info, and automatically track dates associated with a Comp Only sale.
- While in the Coming Soon status, days on market are not calculated and price change history will not be shared. Specifically, property history will not show Pre-Market Date or Pre-Market Price fields or changes.
- Coming Soon properties will be available only to MLSListings subscribers. They will not be available to the Internet or to be shared outside the system by email or other methods.
- The system will automatically keep the notation “Pre-Marketed” under additional listing info for any listings which started in the Coming Soon status. The system will not give indication for how long or for what price the listing was pre-marketed.
- Cancellation of a Coming Soon listing will require a seller’s exclusion be entered using My Listings. MLSListings Compliance will investigate all cancelled Coming Soon listings.

Add a Coming Soon or a Comp Only Listing

In the listing details section of My Listings, the listing status field allows you to choose Coming Soon or Comp Only from the drop down menu for all property types EXCEPT for rentals. Entering all required listing data and list price satisfies an agent's mandatory submission requirement.

Coming Soon Definition: There is a valid listing contract between the seller and the listing broker, but the listing is not ready for market. The listing is in the MLS but not on market.

Comp Only Definition: Listings not added to the MLS as a result of seller instructions may be added to the MLS "sold" data at the listing broker's discretion. Listings entered for comparable purposes only must be entered within 30-days of closing, and will have "For Comp Purposes Only" added to the first line of confidential remarks.



Coming Soon is NOT an online exclusion. A Coming Soon property is listed on the MLS with some special rules:

1. Days on Market does not accrue.
2. Auto emails and print functions inside Matrix are disabled.
3. Syndication options including Internet and VOW are disabled.

Coming Soon is a time-limited status. Listings not brought to active within 30 days will automatically be put into withdrawn status. At the time a Coming Soon listing is set to withdrawn, days on market will start calculating.

To add a comp only listing, simply choose comp only from the Listing Status drop down menu in the listing details section of the listing. Then enter all the required fields and submit your listing.

Manage a Coming Soon Listing

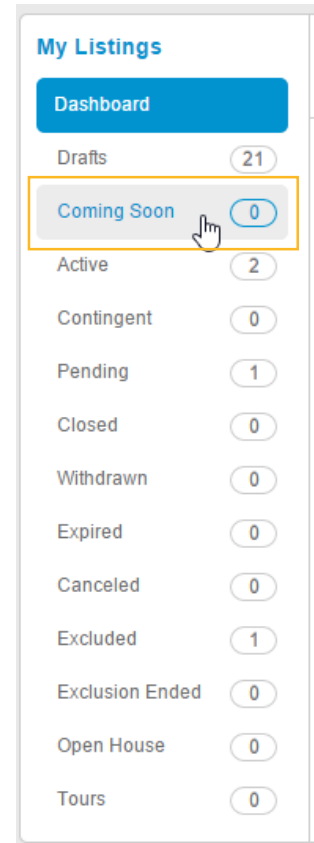
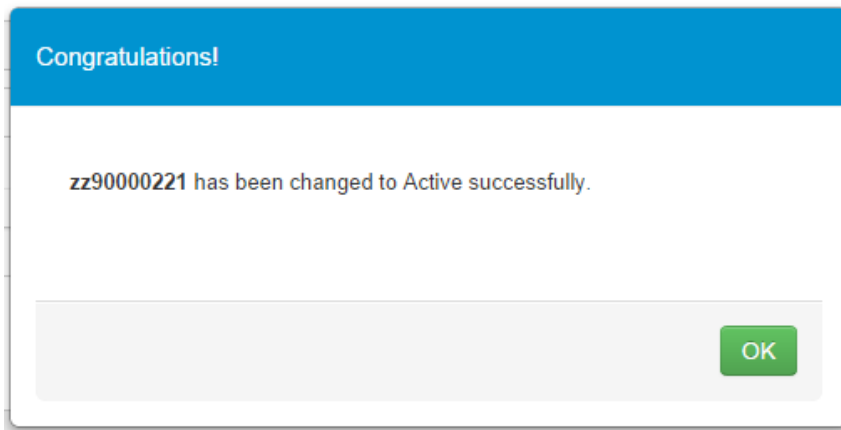
Once you have submitted a Coming Soon property, you have the option to manage it. Click on Coming Soon from the My Listings Dashboard.

At any time you can select any of the following actions for your coming soon properties:

1. Manage Photos
2. Edit Listing
3. Change Status

To change the status to active, click the drop down menu next to the listing that says Select an Action. Choose Change Status. You will be able to select Active or Sold. Properties in Coming Soon moved directly to a sold status will be considered Comp Only.

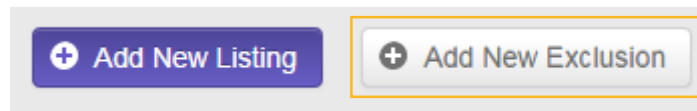
When the Coming Soon property status is updated, you will receive a congratulations screen.



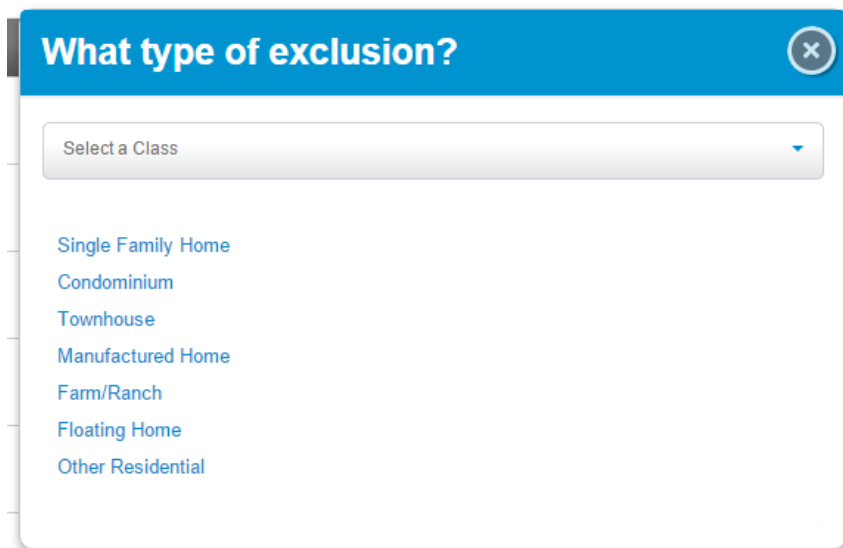
Add Exclusions Online

When the new My Listings launches, you can file your exclusions online. By submitting the electronic exclusion, you are confirming that you have received the necessary paperwork from the seller. There will no longer be a need to send us your forms by fax or email. But, be sure you have it on file, MLSListings may ask to see the signed form.

To add your exclusion electronically, click on Add New Exclusion from the My Listings dashboard.



Then follow the prompts to choose the type of exclusion.



Enter the required fields:

1. Listing Office
2. Listing Agent Name
3. Exclusion Date
4. Expiration Date
5. Address for the property to be excluded

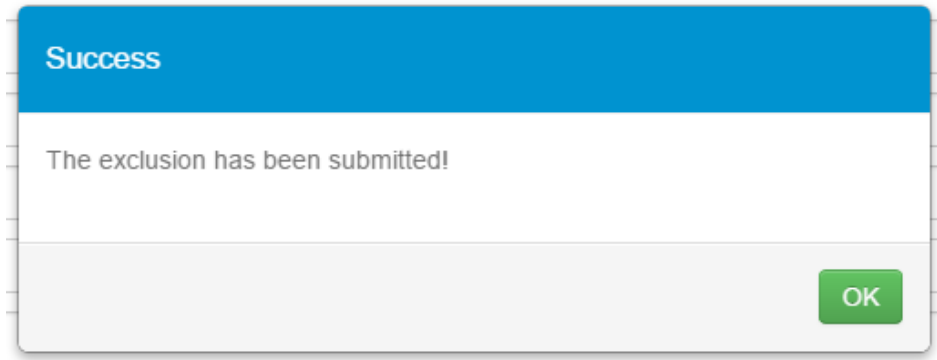
Be sure to click the check box at the bottom of the page to acknowledge that you have the Seller's signed request to exclude the property.

I hereby certify that I am in possession of and have obtained the Seller's signed request on an [authorized form](#) to exclude this property from being marketed on the MLS. Keep this form in your records as the MLS may request a copy if necessary.

Once you have clicked the box, you are ready to submit your exclusion.



Once submitted, you will receive a success screen confirming your submission.

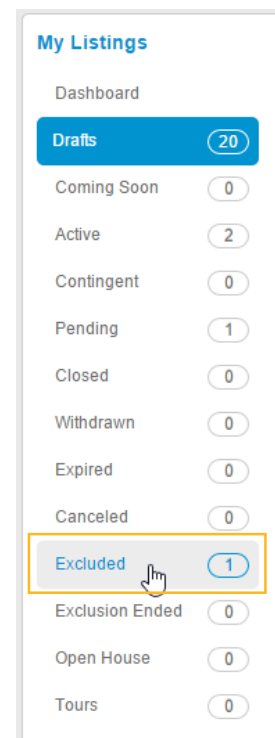


Manage Your Exclusions

Once you have submitted an exclusion, you have the option to manage it. Click on Excluded from the My Listings Dashboard.

At any time you can select the following actions for your excluded properties:

1. Bring to Market
2. Bring to Coming Soon
3. Report a Sale
4. Exclusion Ended



View Coming Soon Listings

All MLSListings subscribers have permission to view Coming Soon listings. Coming Soon listings are accessed by clicking Coming Soon in the blue menu bar of the My Listings application.



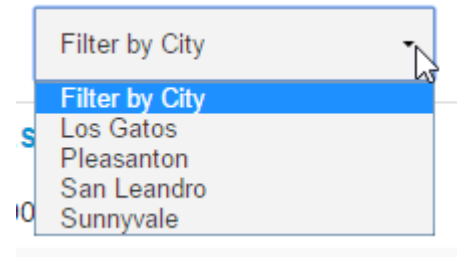
Clicking on Coming Soon in the blue menu bar will bring you to a screen showing all of the Coming Soon listings available.

Property Type	Price	Address	City	Beds	Baths	SqFT	MLS#
Single Family Home	\$1m	132 Tait	Los Gatos	2	2 / 1	1212	2290000495
Single Family Home	\$123k	2614 Lylewood	Pleasanton	4	3 / 0	3291	2290000192
Residential Lot	\$679k	2169 Manchester	San Leandro	0	0 / 0	0	2290000499
Five or More Units	\$0	224 Red Oak	Sunnyvale	0	0 / 0	1174	2290000483
Duplex	\$899k	912 Evelyn	Sunnyvale	0	0 / 0	1150	2290000506

Showing 1 to 5 of 5 entries

Previous 1 Next

You can then filter the Coming Soon listings by City. At this time the only filter available is by City. The Filter by City menu will only show those cities where there is a Coming Soon listing. Additionally, cities in this menu will be listed alphabetically.




View More Information About a Coming Soon Property

Click on a listing to view more information about the property.


Address
City
Beds

132 Tai
\$899,000 912 Evelyn, Sunnyvale
X

MLS#	Age	Beds	Sqft
zz90000506	8	0	1,150
Type	County	Baths	Lot Size
Duplex	Santa Clara	0	4,912



Victoria Glynn
 License#: 00859506
 Today Sothebys International Realty



prev
next

Request More Information

Please send me information on 912 Evelyn before it hits the market.

Remarks

Public remarks are shown in consumer, client and agent reports. They should only include the description and condition of the property. Public remarks are shown in consumer, client and agent reports. They should only include the description and condition of the property.

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Frequently Asked Questions

Q: I am viewing Coming Soon listings, however the listing agent is unresponsive. Is that a rules violation?

No, it is not a rules violation. Coming Soon listings are not required to show or present offers. The agent has a listing agreement but is not actively marketing the property. The listing agent is simply advising the MLSListings community they have a listing scheduled to be available within 30 days. Please follow the listing agent's instructions. If the seller would like to show the property or accept offers, that is acceptable during the 30-day Coming Soon period.

Q: I left a property in Coming Soon for 35 days and now it's Withdrawn. Can the DOM be reset to zero?

To reset the days on market the property has to be off the MLS for 30 days. You should cancel your current agreement with the seller. Then have the seller sign a new agreement and submit the seller's exclusion online using My Listings. After 30-days you can re-submit the property as active with zero days on market.

Q: How come Coming Soon listings can be moved directly to sold without becoming active?

Coming Soon listings that are sold while in the Coming Soon status are reported as "Comps" on the MLS. Without this feature the community would not see off-MLS activity and would likely not receive the comparable sale for that market's activity.