

What is "Coming Soon"?

- ▶ Coming Soon Status informs other MLS Participants & Subscribers of the listing during marketing & showing preparation, but the listing is not eligible for showing appointments.

What should I know, as a Listing Agent?

▶ Agency

An effective Exclusive Right to Sell or Exclusive Agency Agreement is in place between the Seller(s) & the Listing Participant/Subscriber; however the listing requires more time to prepare for market.

▶ Coming Soon Addendum

Prior to entry into the MLS, all Coming Soon listings require the GSBOR Coming Soon Addendum to be added to the listing documents section AND the Exclusive Right to Sell or Exclusive Agency Agreement emailed to support@gsbor.com.

▶ Signage

Once submitted to the MLS, a brokerage sign may be placed on the property which must include a "Coming Soon" rider.

▶ Offers

If the Listing Participant/Subscriber receives an offer (solicited or not) while in Coming Soon status, the offer must be presented to the Seller.

▶ "Pocket Listings"

Coming Soon is not to be used to create a "pocket listing", or to circumvent other MLS Rules. It is understood that the Seller has consented to the terms of the Coming Soon Addendum, and Participants/Subscribers may not show the property.

Coming Soon FAQ

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How do I input listing into FlexMLS?

Add Listing – Residential

General Address Main Fields Details Photos Export

Contract Information

[Status]	Coming Soon
[Start Showing Date]	7/26/2017
[Listing Type]	Selection Required
[Area]	Selection Required

DOM will begin when the listing changes from Coming Soon to Active



- ▶ 1. On the Add listing screen, toggle the status of Active to Coming Soon. (This is only possible on newly entered listings; existing listings that are Active in MLS cannot go back into Coming Soon status.)
- ▶ 2. Enter the Begin Date field: the effective date of the listing as indicated by the signed employment agreement or input sheet.
- ▶ 3. Enter the Start Showing Date field: the date in which the listing will change in Flexmls from Coming Soon to Active status. On this date, the listing will be syndicated, sent to IDX websites, and will also trigger auto email events to be sent to consumers.
- ▶ 4. Upload the CS Addendum to the listing Documents section, and email the Employment Agreement to jake@tlbor.com

REMEMBER!

"No showings until xx/xx/xx date" must be clearly added to beginning of the public Marketing Remarks.

The primary listing photo must clearly designate the listing to be a "Coming Soon Listing" -Text can be layered over the primary photo to indicate the listing is "Coming Soon"

See full policy in Section 2.11 SOMO MLS Rules