



### **Rule 302.3 “Coming Soon - No Showings” Status - Effective May 1, 2020**

**a. Purpose.** The purpose of the “Coming Soon - No Showings” status (or “Coming Soon”) is to allow a short period of time in order to prepare a property for showings, after which time the listing will become fully Active and available for showings. During the “Coming Soon” period the seller and listing broker may not promote, market or advertise the property in any manner other than as provided in this Rule 302.3. All other MLS Rules shall apply to Coming Soon listings, as appropriate, and violations of these “Coming Soon” Rules shall be subject to the Rules Enforcement provisions of Section 9, herein.

**b. Owner’s Written Instructions.** The property owner must give specific written instructions in the listing agreement, or in a separate rider, that the Participants shall enter the listing into the MLS database using the temporary “Coming Soon” status. Such instructions must be signed, shall indicate the “On Market, and shall include a disclosure to the owner of what the “Coming Soon” status means.

**c. 14-Day Maximum Time Period from the Listing Date.**

- (1) The listing must be originally entered as a “Coming Soon” listing. The status of a listing may not be changed to “Coming Soon” from any other status.
- (2) The Coming Soon status is limited to a maximum of 14 days, beginning from the Listing Date, and it cannot be extended.
- (3) The “On Market Date” (OMD) shall be entered into the MLS database upon entry of the listing (it can be no later than 15 days after the listing date).

**d. Conversion to an Active Listing.**

- (1) The “Coming Soon” status shall be automatically converted to a public, Active status, on the “On Market Date”.
- (2) The Participant or Subscriber may change the listing to Active status at any time prior to the “On Market Date”.
- (3) If the listing cannot be shown on the “On Market Date,” then the listing status must be changed to “Temporarily Off the Market” (TOM) on the “On Market Date,” in accordance with Rule 404.3.
- (4) The listing's “Days on Market” (DOM) will start when the listing is converted to Active status (regardless of whether it is then changed to TOM).
- (5) Once the listing status is changed from “Coming Soon” to Active status, it cannot revert to “Coming Soon” status.

**e. No Showings.**

- (1) Listings with a “Coming Soon” status shall not be shown by anyone - including the listing agent and office - unless and until it’s status has been changed to Active.

(2) Listings with a “Coming Soon” status are permitted to have Open House dates set in advance, and advance showings scheduled, but only if they are for dates when the listing will have an Active status.

**f. Internet Exposure.** Coming Soon listings will be displayed only in the MLS system, and will be included in the MLS data feeds for display on IDX and VOW websites and mobile apps.

(1) The MLS will not syndicate Coming Soon listings to advertising websites such as Realtor.com®, RPR, the Zillow Group, Homes.com, ListHub sites, etc.

(2) Except as provided in this Rule 302.3, Coming Soon listings may not appear on any other websites, or on the internet in any other way, except that social media postings are permitted. Coming Soon listings are therefore allowed to be displayed to the general public only on the following types of websites:

(a) on the Listing Participant’s own website, including any client portals connected to such websites,

(b) on other Participants’ websites via IDX/VOW, including any client portals connected to such websites,

(c) on social media postings, and (d) on any website of the MLS.

(3) When appearing on any website, or in a social media posting, the listing must be accompanied by a notice stating that it is “Coming Soon”, along with the On Market Date.

**g. Other Marketing Exposure.** Coming Soon listings shall not be advertised or displayed in any manner other than the Internet Exposure set forth in this Rule 302.3(f), above, and as follows:

(1) By placing a sign at the property, accompanied by a notice stating that it is “Coming Soon”.

(2) By a printed flyer, accompanied by a notice stating that it is “Coming Soon”, along with the On Market Date.

(3) By email with the listing broker's current clients and customers, accompanied by a notice stating that it is “Coming Soon”, along with the On Market Date.