



MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

In May 2020, the MLS of Southern Arizona launched the Coming Soon Listing Status. Since that time, the MLSSAZ team has been hard at work supporting participants and subscribers using the new status. In the effort of improving the status to be more user friendly, the MLSSAZ Board of Directors assembled a Coming Soon Workgroup charged with reviewing the functionality and rules for the Coming Soon Status.

These changes come from a combination of membership survey feedback and the Coming Soon Workgroup recommendations. While these revisions will not require much action by our MLS Subscribers, a change in flexibility and a clarification of rules promotes cooperation by allowing a greater common understanding of Coming Soon listings.

For a comprehensive summary highlighting the Coming Soon Policies adopted in 2020, including the most recent recommended changes, please view the Coming Soon How to Guide.

What's next to expect for Coming Soon? MLSSAZ will begin working to improve the Coming Soon/Exempt/Delay Authorization form. More information will be released as details become available.

Coming Soon Status Quick Reference

Definition: A Coming Soon listing is a listing taken by a Participant on a "Listing Agreement" that is, by direction of the Seller to be withheld from public dissemination by the MLS. A Coming Soon/Exempt/Delayed Authorization Form shall be executed by the seller. Coming Soon Listings shall be input into the MLS with the status of Coming Soon upon one of the following conditions:

(a.) IF PUBLICLY MARKETED: Within one (1) business day of marketing the property to the public.

*Lockboxes or signposts are not considered public marketing.

(b.) IF NOT PUBLICLY MARKETED: Within two (2) business days after all necessary signatures of the sellers have been received by the listing Broker.

Term of Status: Properties can be listed in the MLS as Coming Soon for up to 30 days. Seller may authorize early entry in the MLS prior to the specified go live date.

Days on Market Accrual: Days on Market (DOM) resets when the listing transitions to Active status.

Showings: Permitted at the discretion of broker and seller.

Distribution of Listing: Search functionality available for members of MLSSAZ. Will not be distributed through IDX or syndication. Can be emailed on a per listing basis or via individual saved searches. Coming Soon does not support automatic email notifications for saved searches.

Required Fields: Under Main Fields locate the **Status** dropdown and select **Coming Soon**. Next under the **Go Live Date** enter the date the listing will transition from Coming Soon to Active.

Summary of Changes Coming Soon Status 2021

This Summary highlights the Coming Soon Status policy adopted in 2020, including the recent changes to the MLS Rules and Regulations. The complete MLS Rules & Regulations are available at <https://bit.ly/3tijnaA>. All changes become effective February 10, 2021.

For comprehensive information about the Coming Soon Status, view the Coming Soon How to Guide <https://bit.ly/3rAoOuE>.

Notable Changes:

- The term of Coming Soon Status is extended from 21 to 30 calendar days.
- Properties listed in Coming Soon will not be included in automatic Flex email updates.

Coming Soon Listing Status Policy

MLSSAZ Rules & Regulations:

Section 1.27 – Coming Soon Listings

A Coming Soon listing is a listing taken by a Participant on a “Listing Agreement” that is, by direction of the Seller to be withheld from public dissemination by the MLS. A Coming Soon/Exempt/Delayed Authorization Form shall be executed by the seller and kept on file with the Listing Broker. Coming Soon Listings shall be input into the MLS with the status of Coming Soon upon one of the following conditions:

(a.) IF PUBLICLY MARKETED: Within one (1) business day of marketing the property to the public.

*Lockboxes or signposts are not considered public marketing.

(b.) IF NOT PUBLICLY MARKETED: Within two (2) business days after all necessary signatures of the Sellers have been received by the listing Broker.

(Revised 02/2021)

Section 1.27.1 – Coming Soon Timeframe

Listings may stay in the Coming Soon status for up to 30 calendar days from the commencement of the Listing Agreement.

Listings will automatically be placed in the Active status on the date specified on the Coming Soon/Exempt/Delayed Authorization form or the 31st day from the MLS entry date (listing date). Listings may not revert to the Coming Soon status for any reason. A property may be placed back in the Coming Soon status if it has been relisted with a different brokerage or has been cancelled or expired for a minimum of 30 days.

Seller may authorize an early entry in the MLS by executing the modification input date section of the Coming Soon/Exempt/Delayed Authorization Form.

Days on Market (DOM) resets when the listing transitions to Active status. (Revised 02/2021)

Section 1.27.2 – Showings on Coming Soon Listings

Showings are allowed during the period of the Coming Soon Status at the direction of the Seller(s). Listing brokers shall provide showing procedures, instructions, and restrictions within the Showing Instructions field in the MLS. (Adopted 05/2020)

Section 1.27.3 – Coming Soon

Listings in the Coming Soon status will not be distributed through IDX/Broker Reciprocity and will not be included in any marketing or syndication feeds from the MLS. (Adopted 05/2020)