

COMING SOON

To figure out when and how to enter a property for sale into the MLS system, two questions need to be asked of your client:

Q1: When do they want marketing of the property to begin (Marketing Date)?

The answer to this question tells you when you can put a sign in the yard (including a Coming Soon sign) and enter the listing in the MLS System (Paragon).

Q2: When will the property be available for showings?

This answer will tell you what status to use for the listing.

THE LISTING AGREEMENT AND WHEN MARKETING WILL BEGIN

Section 10a – Marketing in the NCAR Listing Agreement defines the Marketing Date as the date any type of public marketing will begin. **A (coming soon) sign in the yard as well as entering the property in the MLS are both considered marketing activities.**

The Property must be added to the MLS System within one calendar day of the Marketing Date as specified in Section 10 of the Listing Agreement. The List Date in the MLS System must reflect the Marketing Date.

WHEN DO YOU EXPECT SHOWINGS TO BEGIN?

If the property is available for showings within 48 hours of the Marketing Date, the status in the MLS can be set to Active. If, however, the property is NOT available for showings for a period longer than 48 hours, the status must be set to “Coming Soon” or “No Showings” and a signed copy of the “Property Owner Requests Coming Soon or No Showings” form must be uploaded to the Listing in Paragon.

If “Coming Soon” or “No Showings” is selected as the status, you will be prompted to specify when showings are expected to begin. The Showing Expected to Begin Date may be updated as needed based on your sellers’ situation.

EXAMPLE 1 – PROPERTY OWNER NEEDS TIME TO PREPARE THE PROPERTY FOR SHOWING AND WANTS A “COMING SOON” SIGN IN THE YARD.

Q1: When does Marketing of the property begin (Marketing Date)?

Immediately (March 1- the Effective Date of the Listing Agreement)

Q2: When is the property available for showings?

In two weeks (March 15)

THE LISTING AGREEMENT

Effective and Marketing Date: March 1

SOLUTION

March 1

Yard sign can be installed

Paragon:

Listing made live within 1 calendar day

List Date: March 1

Status: Coming Soon

Date Showings are expected to begin:
March 15

Form: “Property Owner Requests Coming Soon or No Showings” uploaded to the listing

March 15

Paragon: Status is changed.

Status: Change to Active

Showings can begin and appointments are available.

EXAMPLE 2 – PROPERTY OWNER WANTS TO DELAY MARKETING AND SHOWING THE PROPERTY

Q1: When does Marketing of the property begin (Marketing Date)?

March 15

Q2: When is the property available for showings?

March 15

Note: This is NOT a Coming Soon/No Showings situation

THE LISTING AGREEMENT:

Effective Date: March 1

Marketing Date: March 15

SOLUTION

March 1

NO SIGN can be installed

Paragon:

Property can be in Paragon as a Partial Listing ONLY.

March 15

Yard Sign Installed

Paragon:

Listing made live within 1 calendar day

List Date: March 15

Status: Active

Marketing can begin.

Showings can begin and appointments are available.

EXAMPLE 3 – PROPERTY OWNER WANTS FUTURE START DATE FOR MARKETING AND SHOWING OF THE PROPERTY. THEY ALSO WANT A “COMING SOON” SIGN IN THE YARD.

Q1: When does Marketing of the property begin (Marketing Date)?

March 15

Q2: When is the property available for showings?

April 1

THE LISTING AGREEMENT:

Effective Date: March 1

Marketing Date: March 15

SOLUTION

March 1	March 15	April 1
<p>NO SIGN can be installed</p> <p>Paragon: Property can be in Paragon as a Partial Listing ONLY.</p>	<p>Yard Sign installed and marketing can begin</p> <p>Paragon: Listing made live within 1 calendar day</p> <p>List Date: March 15 Status: Coming Soon Date Showings are Expected to Begin: April 1</p> <p>Form: “Property Owner Requests Coming Soon or No Showings” uploaded to the listing</p>	<p>Paragon: Status changed.</p> <p>Status: Active</p> <p>Showings can begin and appointments are available.</p>