Coming Soon Status Frequently Asked Questions

1. When will the Coming Soon Status be implemented? We are currently testing with Rapattoni and plan to launch the status in mid-October.

2. If a property in the Coming Soon Status is ready to show before the Showing Start Date, can it be changed to Active sooner? No, the Showing Start Date cannot be changed once entered.

3. Will the Coming Soon listings be syndicated after they become Active? Yes, if Internet Y/N has been marked Y, the listing will be syndicated to those sites your broker has subscribed.

4. Can a broker advertise their own Coming Soon listings on their company website (not through IDX)? Yes, if the listing is entered in the MLS under the Coming Soon status, they may be manually added to the company website.

5. Is a closed Facebook group considered public-facing media? No. Closed Facebook groups are not available to the general public.

6. Would it be correct to say that if the listing is not in the MLS that it cannot be advertised on public-facing media for any status? Yes, any listing not entered in the MLS may not be advertised on public-facing media.

7. Must signs have the Coming Soon insert during the Coming Soon period? Yes, the sign must prominently display "Coming Soon."

8. If the property is a Delayed Entry, can it be marketed on Zillow prior to the MLS active date? No. If a property is not in the MLS, it may not be marketed on public facing media.

9. Is an email campaign considered public facing media? If the campaign is a mass email distribution, it is considered public facing media.

10. If there is a violation, will the broker or the agent be responsible? Fines will be issued and invoiced to the office; however, the office may enforce company policy for the payment of such fines.

11. Will the process of entering a Coming Soon property be the same as it is for a regular listing? Yes, Coming Soon listings will be entered as listings are entered currently with two additions – members must select either Active or Coming Soon as the status and enter a Showing Start Date.

12. Can showings be scheduled during the Coming Soon period for appointments after the Showing Start Date? Yes, appointments may be scheduled for after the Showing Start Date while the listing is in the Coming Soon status. ShowingTime will block out the period prior to the Showing Start Date.

13. Is there a maximum number of days for a Delayed Entry? No.

14. If the listing is a Delayed Entry, can it be entered as a Coming Soon when it's ten days prior to being ready? Yes, if the sellers sign the Coming Soon Sellers Authorization agreeing to the conditions and the Showing Start Date. Resubmit the New Listing Validation Form with Delayed Entry crossed out and Coming Soon marked along with the complete Coming Soon Seller's Authorization.

15. Can an agent show a property and present offers while a property is Delayed or No Entry? Yes, however, these properties will be monitored more closely to ensure the process is not being used to bypass MLS.

16. If a listing is entered under the Coming Soon status, does it also require Delayed Entry documentations? No. Listings in the Coming Soon status require the New Listing Validation Form or a copy of the Listing Agreement AND the Coming Soon Sellers Authorization Form.

17. If a property is not ready by the Showing Start Date, must the status be manually changed to Withdrawn? Yes, it must be manually

changed to Withdrawn from Coming Soon by MLS Staff. Send an email to ldcadmin@cincymls.com to request the listing be changed to Withdrawn. When the property is ready, it must be manually changed to Active. No additional paperwork would be required, provided the necessary documents were submitted initially. Note that changing the listing to Active prior to the Showing Start Date is a violation.

18. When will I be able to change my listing from Coming Soon to Active? The listing will automatically change to Active on the Showing Start Date.

19. If a listing is in Coming Soon, can I have a broker tour before the Showing Start Date?

No. You may not show the property to anyone prior to the Showing Start Date.