

Coming Soon Status Frequently Asked Questions

(Updated 06/01/2021)

1. 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.**
2. Will the Coming Soon listings be syndicated after they become Active? **Yes, the listing will be syndicated to those sites your broker has subscribed.**
3. 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. Listings must include the required verbiage of "Coming Soon. No Showings until (the agreed upon Showing Start Date.)"**
4. Is a closed Facebook group considered public marketing? **Yes. NAR's definition of public marketing includes multi-brokerage list share groups.**
5. Must signs have the Coming Soon insert during the Coming Soon period? **Yes, the sign must prominently display "Coming Soon."**
6. Is an email campaign considered public marketing? **NAR's definition of public marketing includes digital communications marketing (email blasts).**
7. 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.**
8. 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 Coming Soon as the status and enter a Showing Start Date.**
9. 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.**
10. 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 and Coming Soon marked along with the complete Coming Soon Seller's Authorization.**

11. 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.**
12. 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.**
13. 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.**
14. 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.
15. Can I cancel and relist MY listing as Coming Soon?
No. The listing can only utilize the Coming Soon status at its initial entry.
16. My seller wants to cancel the Coming Soon listing and re-enter as Active. Can I do this?
The Coming Soon Seller Authorization is for the property and the property may not be in the Active Status under any Listing Agreement or MLS Listing Number prior to the Showing Start Date.