

## What is "Coming Soon - No Showings"? (MLS Rule 302.3 )

The Coming Soon status went into effect on May 1, 2020. It allows for a short period of time to prepare the property for showing, after which time the listing will become Active.

## Can the property be shown while in a Coming Soon status?

No. Any listing with a Coming Soon status **shall not be shown by ANYONE**. That includes the listing agent and office, unless and until the status has been changed to ACTIVE.

## Where can I access the Coming Soon Rule?

OneKey MLS Rules & Procedures are accessible on the Stratus Info Center under OneKey MLS Links and on Matrix they are under External Links.

## How do we input a Coming Soon listing in OneKey MLS?

- Before listing, you must get owners written instructions and complete the Coming Soon Authorization Form.
- When entering the listing, enter the "On Market Date" that indicates the date the property will be available to be shown. (This is required at the time the listing is being entered.)

## How long can the listing remain in Coming Soon status?

- 14 Calendar Days is the maximum length of time from the Listing Date
- Listings will convert to an Active Status on the "On Market Date"

## How will the Coming Soon listing be displayed when searching?

- It will be displayed when searching for available listings immediately after you enter them on the MLS system.
- It will show as a Coming Soon listing with a reference to the On the Market Date, until the "On Market Date" passes.
- Once the On Market Date passes they will automatically display as New on Stratus and Active on Matrix

## What if the property is not ready to be shown at the end of 14 calendar days?

The listing must then be changed to Temporarily Off the Market (TOM), which it can remain until the property is ready to be shown and the status is changed.



## FAQ's Continued

**Can a Coming Soon listing have Open House dates set in advance, and advance showings scheduled when the listing will have an Active status?**

Yes, that is permitted.

**How can Coming Soon listings be advertised?**

- They will be displayed on the MLS system, mobile apps and the MLS data feeds for display on IDX & VOW websites.
- Coming Soon listings will not be syndicated to advertising websites such as Realtor.com, RPR, ListHub sites, etc.
- They may be displayed on company's own website, social media postings, and in flyers.
- Coming Soon listings may be emailed.
- ALL digital displays must state "Coming Soon" and include the "On Market Date".

**Can you place a yard sign for a Coming Soon listing on the property before the Active market date?**

Yes, a sign may be placed at the property and must be accompanied by a notice stating it is "Coming Soon". The On Market Date does not need to be included.

**Where is additional information and support available?**

- \*Review a copy of the MLS Rules & Procedures available on Stratus & Matrix
- \*Talk to your Broker
- \*Visit the Help Center at [onekeymlsny.com](http://onekeymlsny.com) to access video tutorials and support materials
- \*Contact the Customer Service Department at 631-661-4800 Ext 1, or the Member Success Team at 914-681-0833.