



Coming Soon Status Guide

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Coming Soon Status FAQs

What is the difference between the Coming Soon Status and Active Listing Status?

The main difference for properties listed in Coming Soon is the listings do not go to the internet and are not sent via automatic Flex email updates. Also, the Coming Soon Status has two additional required fields (Status, Go Live Date).

What is the listing date entered into Flexmls?

The listing date is the date the sellers signed authorizing input of the listing into the MLS. Typically, this will be the date the seller signed the Coming Soon/Exempt/Delay Form. Not to be confused with the Go live Date. If the seller authorizes an early entry of the listing, the listing date input into the MLS will be the day the sellers signed the date modification section on the Coming Soon/Exempt/Delayed Form.

What is the Go Live Date entered into Flexmls?

Go live date is the day the listing transitions into active status. It must be within 30 days of the signed authorization.

Can I put a for sale sign for the property while the listing is in Coming Soon?

Yes. As long as the listing is visible for the cooperation of other MLS participants, properties in Coming Soon Status can be publicly marketed. Reference - Clear Cooperation Policy.

Are Sign Posts and Keysafes considered Public Marketing?

No, a sign post itself is not considered public marketing. An actual sign would be considered public marketing. A keysafe is not considered public marketing.

When can the for sale sign go up?

After the Seller has authorized the signage. Public marketing should not begin earlier than one business day prior to submitting the listing to the MLS marketplace. This means a sign can be installed the business day prior to submitting a Coming Soon or Active Status listing. For Coming Soon listings signs can be installed up to 31 days prior to the property being made "Active Status" in the MLS.

How will Active Status history display DOM and price changes made to the listing while in Coming Soon?

The history will display the number of days a property remains in Coming Soon status. Once the listing transitions to active status on the go live date the DOM will start at zero. Any modifications to the terms, like price, will reflect listing history.

Can a listing go from Active Status to Coming Soon Status?

No, unfortunately Flexmls does not support the functionality to place an Active Status listing to Coming Soon Status. For listings unintentionally made active contact MLS support for assistance at Info@MLSSAZ.com or 520-382-8800.

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)

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.

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.

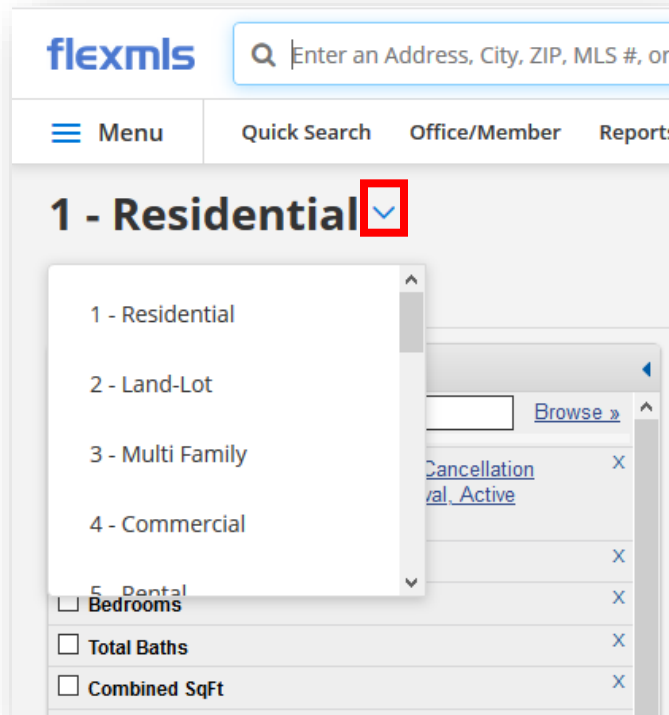
Showings: Permitted at the discretion of broker and seller.

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.

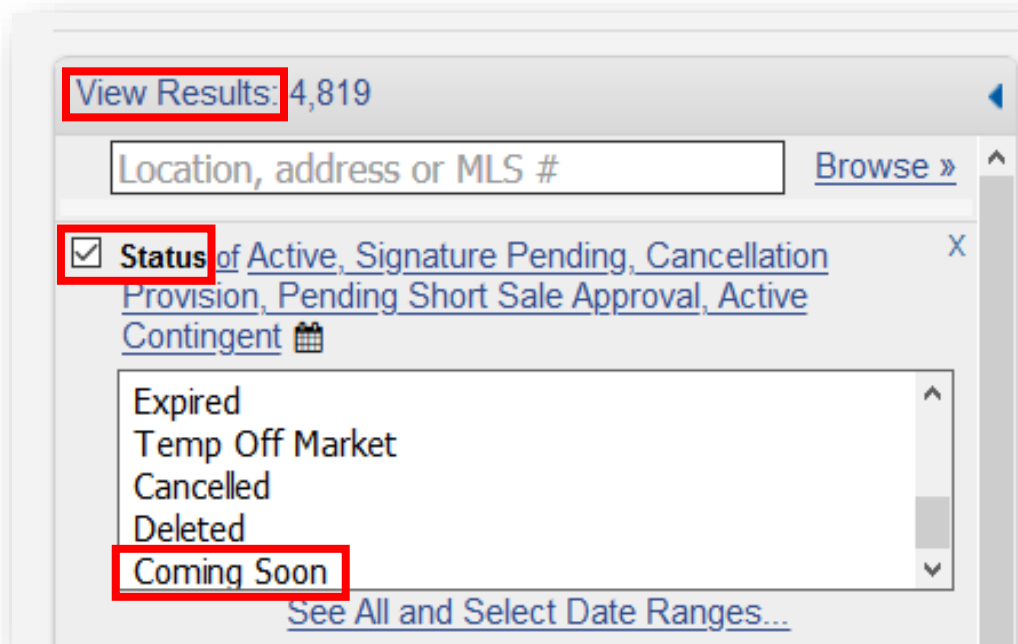
Required Fields: Under Main Fields locate the **Status** dropdown and select **Coming Soon**. Next under the **Go Live Date** enter the date the listing will transition from Coming Soon to Active.

How to Search properties listed as Coming Soon.

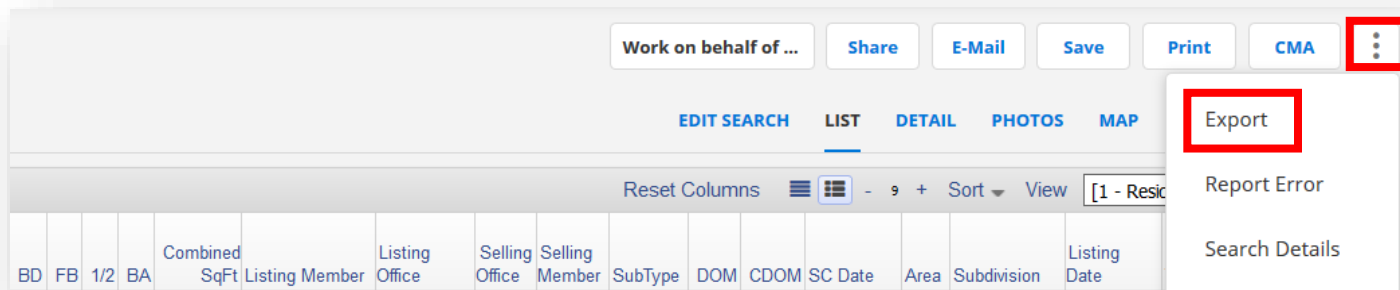
- The Coming Soon Status is available for all property types. Begin with selecting a property type.



- Click Status to expand the dropdown. Next select Coming Soon. Results can be selected via the map or selecting "View Results"

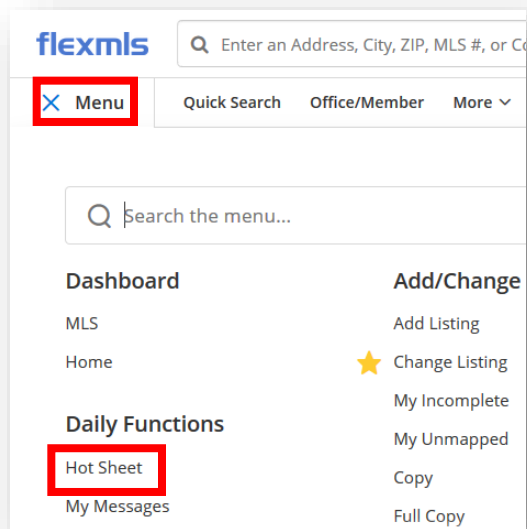


- Selecting “View Results” will allow for properties currently in Coming Soon Status to be sorted and exported.

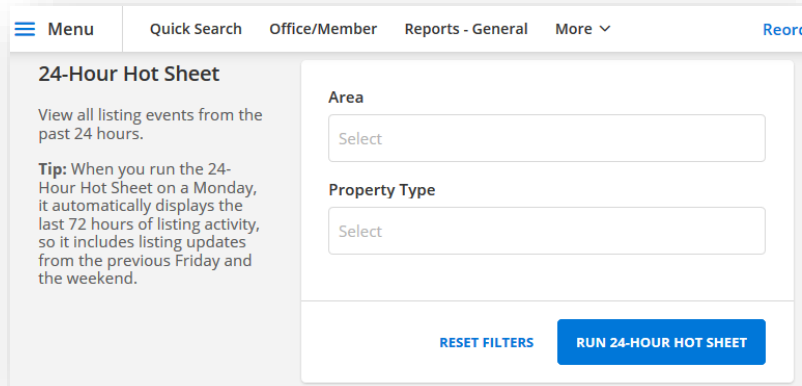


Reports & Hot Sheet

- Click Menu.
- Under Daily Functions locate Hot Sheet.

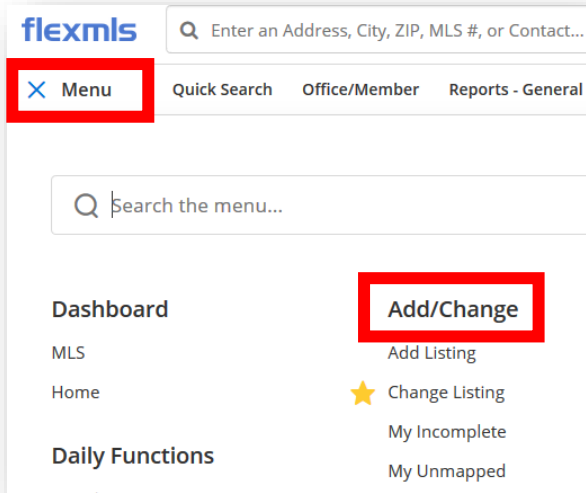


- Choose between generating a 24 hour or Custom Hot Sheet.

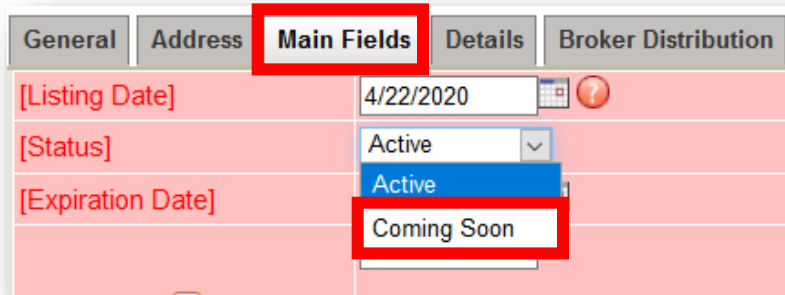


How to enter a Listing to Coming Soon Flexmls.

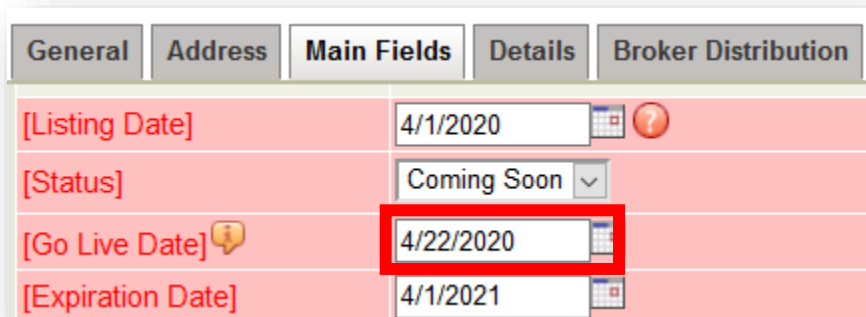
- Begin by adding the new listing.
- Under Add/Change select Add Listing.



- The option to select Coming Soon is located under the Main Fields, Status dropdown, click the dropdown and select Coming Soon.



- Once Coming Soon is selected "Go Live Date" will appear.
 - Enter the date when the listing is scheduled to become Active Status. Save and complete when ready.
- *Listing Date is the date the sellers authorized entry into MLS (the date the Seller signed Coming Soon Authorization Form.)



Updating listing Status

Once the listing is saved as Coming Soon in order to update the status to Active Contingent, Pending, or Temporary Off Market the listing status must first be changed to “Active” to enable the status update. Listing statuses must be designated according the MLSSAZ listing status definitions and within the required time frame.

*Any change in the Listing Agreement, including but not limited to terms of sale, status, acceptance of a purchase contract, or withdrawal shall be update with the MLS within two (2) business days after the authorized by the Seller.

MLS of Southern Arizona Status Definitions.

Active – Active properties with no offers or contingencies.

Active Contingent – An offer has been accepted but the seller is still permitting showing appointments and is accepting backup offers.

Pending Short Sale Approval – seller has accepted an offer and is awaiting short sale approval from the lender.

Signature Pending – Seller has verbally accepted an offer and is pending a signature(s).

Cancellation Provision – there is a provision to cancel the current offer with a replacement offer.

Pending – An offer has been accepted and the seller is not allowing showing appointments or backup offers.

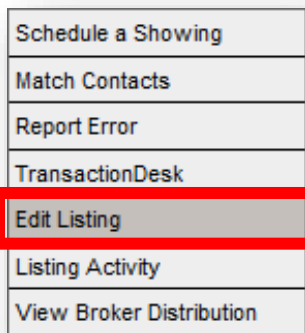
Temp off Market – The seller has requested that the property be temporarily taken off market. Listing may be brought back on market without a new listing agreement.

Expired – Listing agreement has expired.

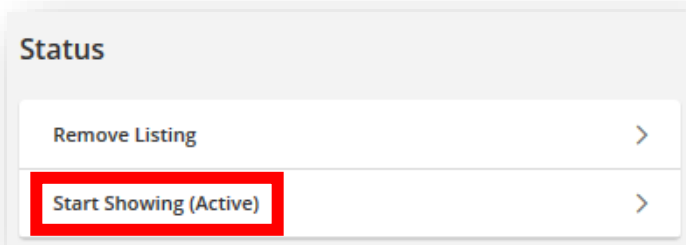
Closed – Property has been sold.

How to update listing status from Coming Soon.

- Once in the listing begin by clicking the drop down to select edit listing.



- Under the section titled Status click “Start Showing (Active)”
- Next confirm the Change Status Active information and click save to transition the listing status from Coming Soon to Active.
- From Active status the listing can be updated to the appropriate status (see MLSSAZ listing status definitions).



MLS of Southern Arizona Coming Soon/Exempt/Delayed Listing Key

| | Coming Soon Status | Delayed Input Listing | Exempt Listing |
|--------------------------|--|--|---|
| Description | A listing authorized to be withheld from public dissemination within the MLS | Listing to go live at a later specified date beyond the deadline required for an MLS filing. | Seller has authorized the listing broker to withhold the property listing from the MLS |
| Listing Submission Time | IF PUBLICLY MARKETED: Within one business day of marketing the property to the public. IF NOT PUBLICLY MARKETED: Within two business days after all necessary signatures of the Sellers have been received by the listing Broker. | Listing to go active on the specified delay date authorized by the seller. | Listing will not be entered into MLS at anytime. |
| Document submission time | Within one business day of public marketing OR Within two business days of signed Listing Agreement. File to Info@MLSSAZ.com | Within two business days of signed Listing Agreement. File to Info@MLSSAZ.com | Within two business days of signed Listing Agreement. File to Info@MLSSAZ.com |
| Public Marketing | Coming Soon Status supports premarket efforts. | No earlier then one business day prior to listing go active date OR Seller authorizes cancellation of the listing delay allowing for early activation | Public marketing not available. If advertised to the public the listing must be submitted to the MLS for cooperation. |
| Showings | Showings are allowed at the direction of the Seller. Refer to the listing Showing Instructions. | Generally Delayed Listings are not preview ready. Policy 8.0 applies to any listing this is or will be ready for cooperation. Advertising activities may trigger the requirements of the Clear Cooperation Policy. | Not scheduled through the MLS. |



Coming Soon/Exempt/Delayed Authorization



MLS Rules and Regulations Section 1 requires the entry of listings in the MLS within 2 business days unless the seller authorizes an exempt or delayed entry with the submission of this form to the MLS within 2 business days. Coming Soon entry must be authorized by the seller.

| ADDRESS INFORMATION | |
|--|--|
| Tax Code _____ - _____ - _____ County _____ | |
| Address _____ City _____ State _____ Zip Code _____ | |
| Seller(s) Name: _____ / _____ | |
| Listing Office Name: _____ Listing Office ID: _____ | |
| Listing Agent Name: _____ Listing Agent ID: _____ | |
| COMING SOON/EXEMPT/DELAYED SECTION | |
| SELECT ONE OPTION | |
| <input type="checkbox"/> Seller(s) elect to place the listing in the Coming Soon status _____ / _____ Seller Initials | <p>The Coming Soon status indicates that the listing broker and the seller(s) are preparing the property for sale before marketing in Active status. There must be a valid listing agreement between the seller and the listing brokerage. Listings in Coming Soon status must have seller(s) authorization, which is obtained using this form. Listings may stay in the Coming Soon status for up to 30 calendar days.</p> <p>Listing will automatically be made Active and available to the public on the date specified: _____ / _____ / _____.</p> <ul style="list-style-type: none"> The listing will not be available to potential buyers through the MLS system, its automatic alerts to buyers, and exposure on broker/agent websites. Listing broker may not promote or market the listing publicly in any manner unless in the status of Coming Soon. If the property is not ready for Active status on the date specified, Listing Broker must put the listing in the Temporary Off Market status until the listing is ready to be placed in the Active status. |
| — OR — | |
| <input type="checkbox"/> Seller(s) elect to Delay the listing from the MLS until the date specified _____ / _____ Seller Initials | <p>Listing input into the MLS will be delayed until the date specified: _____ / _____ / _____. Seller acknowledges that Listing Broker or the seller are not permitted to market the listing to the public. Seller(s) fully understand the effects of not submitting the input of the above-listed property to the Service, which include, but are not limited to:</p> <ul style="list-style-type: none"> The listing will not be available to the approximately 6200 Subscribers of the MLS across Southern Arizona and their potential buyers through the MLS system, its automatic alerts to buyers, and exposure on broker/agent websites. The possibility of extended time on the market and potentially fewer offers to purchase as a result of its limited exposure. Listing Broker or the Seller are not permitted to promote or market the listing to the public. If Listing Broker or Seller promote or market the listing to the public, submission to the MLS will be required within one(1) business day. |
| — OR — | |
| <input type="checkbox"/> Seller(s) elect to Exempt the listing from the MLS _____ / _____ Seller Initials | <p>Seller(s) acknowledge that the listing will not be entered into the MLS at any time. Seller(s) acknowledges that Seller (s) fully understand the effects of not submitting the input of the above-listed property to the Service, which include, but are not limited to:</p> <ul style="list-style-type: none"> The listing will not be available to the approximately 6200 Subscribers of the MLS across Southern Arizona and their potential buyers through the MLS system, its automatic alerts to buyers, and exposure on broker/agent websites. The possibility of extended time on the market and potentially fewer offers to purchase as a result of its limited exposure. MLS of Southern Arizona Rules and Regulations regarding the security, sign in, and use of a MLSSAZ lockbox, if placed on the property, do not apply. Listing Broker nor the Seller are permitted to promote or market the listing to the public. If Listing Broker or Seller promote or market the listing to the public, submission to the MLS will be required within one(1) business day. |
| <p><small>* Seller may authorize an early entry in the MLS by executing the Delayed Input/Coming Soon Date Modification & Input Approval section of this form. ** Seller may extend the Delayed Listing period with the execution of a new Exempt/Delayed/Coming Soon form. Coming Soon listings may not be extended.</small></p> | |