



# Coming Soon Status Guide

## Contents

Coming Soon Rules

Searching Coming Soon Listings

How to enter a Coming Soon Listing into Flexmls

How to change Listing Status

Coming Soon/Exempt/Delay Key

Coming Soon FAQ

[www.mlssaz.com](http://www.mlssaz.com)

# 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 within the MLS. A MLSSAZ Entry Deferral Authorization Form shall be executed by the seller and kept on file with the Listing Broker. Coming Soon Listings shall be entered into the MLS with the status of Coming Soon within two (2) business days and are subject to the conditions of the Clear Cooperation rules dictated in Section 1 of these Rules and Regulations. (Adopted 05/2020)

#### 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 go live date specified on the MLSSAZ Entry Deferral Authorization form. Listings may not revert to the Coming Soon status for any reason. A property may not be returned to the Coming Soon status unless it has been relisted with a different brokerage or unless it is off market for 30 days.

Seller may authorize an early entry in the MLS by executing the modification input date section of the MLSSAZ Entry Deferral Authorization Form. Days on Market (DOM) start when the listing transitions to Active status. (Adopted 05/2020)

#### 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 Showing Instruction 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 feed from the MLS. (Adopted 05/2020)

### Coming Soon Status Quick Reference

**Definition:** A Coming Soon listing is taken by a participant with a valid listing agreement authorized by the seller to withhold the listing from public display within the MLS. Coming Soon listings are disseminated to other MLS Participants.

**Time Limit in Status:** Properties can be listed 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) start when the listing transitions to Active status.

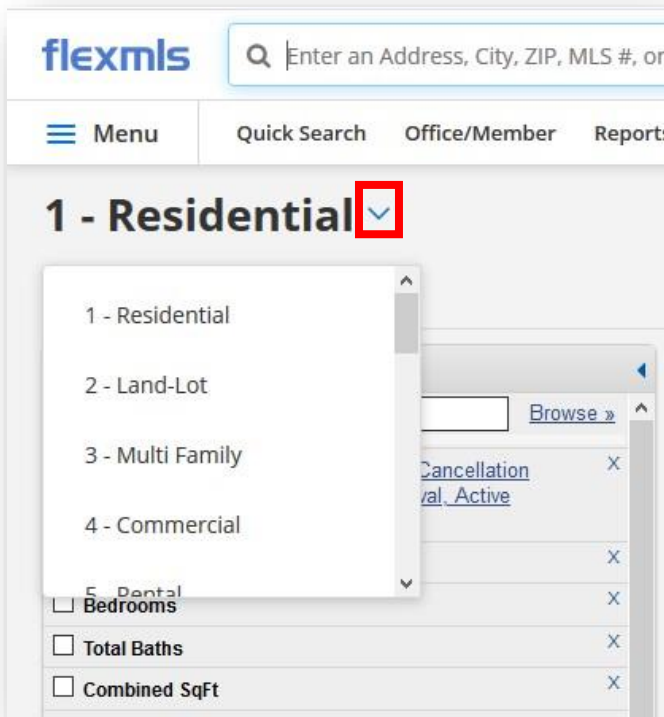
**Showings:** Permitted at the discretion of broker and client.

**Distribution of Listing:** Search functionality available for MLS Participants. Will not be distributed through IDX or syndication feed from the MLS.

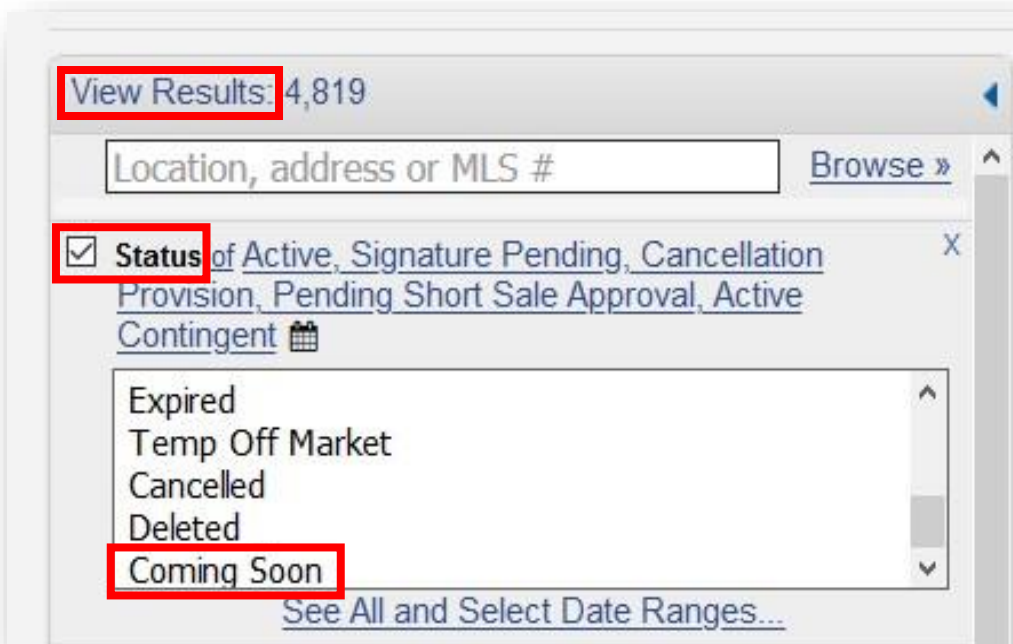
**Required Fields:** All listings in the MLS regardless of status will require full listing input, with special attention paid to the Showing Instructions.

## How to Search for a Coming Soon properties.

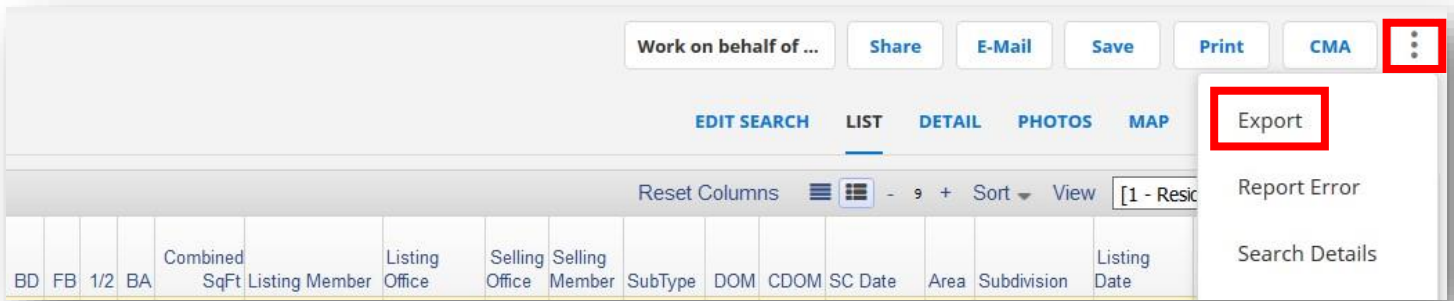
- The Coming Soon Status is available for all property types. Begin with selecting a property type.



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

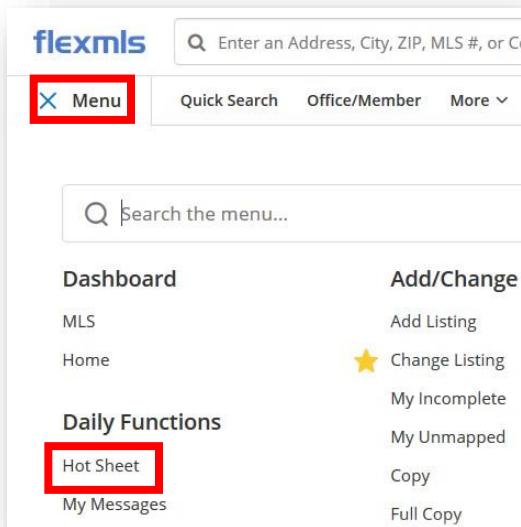


- Selecting “View Results” will allow for properties currently in Coming Soon Status to be sorted and exported.

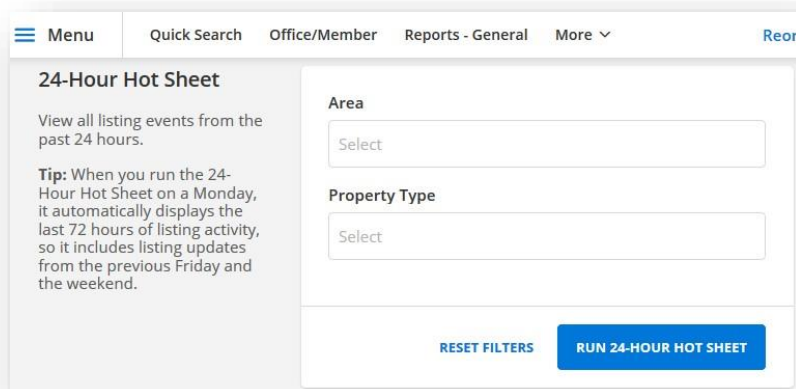


## Reports & Hot Sheet

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



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



### Custom Hot Sheet

Generate a customized Hot Sheet based on specific search criteria you have selected.

**Tip:** Set your search criteria by selecting "Custom Hot Sheet Settings". The next time you run the Custom Hot Sheet it will use the previously selected criteria and pull listing events since the last time it was run (up to 72 hours prior).

Show activity since 06/09/2020 at 12:34 PM Mountain (AZ).

[CUSTOM HOT SHEET SETTINGS](#)

[RUN CUSTOM HOT SHEET](#)

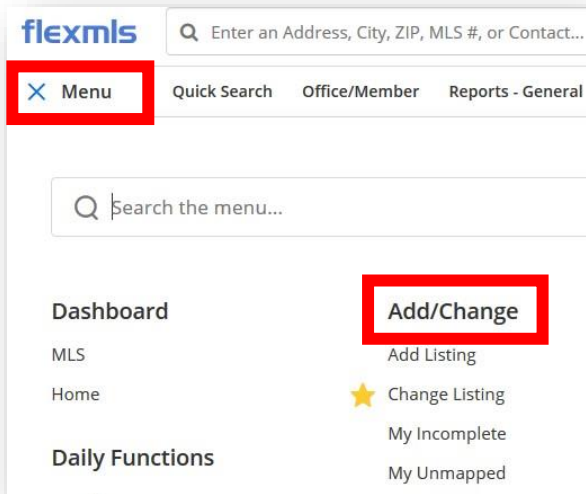
- Select between multiple sorting options and listing status types.
- Reports can be exported into text for data analysis.

New Listings (72) ▾ Selected: 0

<input type="checkbox"/>	Price   Status   MLS #	Dwelling Type	Area	Bedrooms	Total Baths	Combined SqFt	Listing Member
<input type="checkbox"/>	New Listings (72) ▾						
<input type="checkbox"/>	New Listings (72)						
<input type="checkbox"/>	Signature Pending (1)						
<input type="checkbox"/>	Cancellation Provision (1)						
<input type="checkbox"/>	Pending Short Sale Approval (0)						
<input type="checkbox"/>	Active Contingent (81)						
<input type="checkbox"/>	Cancelled (23)						
<input type="checkbox"/>	Closed (66)						
<input type="checkbox"/>	Expired (9)						
<input type="checkbox"/>	Pended (100)						
<input type="checkbox"/>	Withdrawn (5)						
<input type="checkbox"/>	Extension (8)						
<input type="checkbox"/>	Back on market (26)						
<input type="checkbox"/>	Price Changes (57)						
<input type="checkbox"/>	New Coming Soon Listings (10)						
<input type="checkbox"/>	Text Change (165)						

## How to select Coming Soon Status.

- Click Menu.
- Under Add/Change select Add Listing.



- Located under the Main Fields tab is the Coming Soon option.
- Locate Status to select the Coming Soon drop down.

General	Address	Main Fields	Details	Broker Distribution
[Listing Date]		4/22/2020		
[Status]		Active		
[Expiration Date]		Active		
		Coming Soon		

- Once Coming Soon is selected "Go Live Date" will appear.
- Enter the date when the listing is scheduled to become Active Status.

\*Listing Date is the date the seller signed the listing agreement. Go Live Date is the date requested on the Entry Deferral Form.

General	Address	Main Fields	Details	Broker Distribution
[Listing Date]		4/1/2020		
[Status]		Coming Soon		
[Go Live Date]		4/22/2020		
[Expiration Date]		4/1/2021		

## 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 change to “Active” to enable to 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.

**Canceled** – Listing agreement has been canceled.

**Coming Soon** – 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. (Revised 02/2021)

### 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 above).



## Coming Soon Status FAQs

### **What is the listing date entered into Flexmls?**

The listing date is the date the sellers signed authorizing entry into the MLS. Typically, this will be the date the seller(s) signed the MLSSAZ Entry Deferral Authorization Form.

### **What is the Go Live Date entered into the 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 the listing is visible for the cooperation of other MLS participants, properties in Coming Soon Status can be publicly marketed. Reference - [Clear Cooperation Policy](#).

### **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 22 days prior to the property being made "Active Status" in the MLS.

### **How will Active Status history display DOM and prices 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 the functionality does not exist. For listings unintentionally made active contact MLS support for assistance at [Info@MLSSAZ.com](mailto:Info@MLSSAZ.com) or 520-382-8800.



## 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	Within one business day of public marketing OR (without public marketing) Within two business days of signed Listing Agreement.	Listing to go active on the specified delay date authorized by the seller.	Listing will not be entered into MLS at any time.
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 than 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.

# MLSSAZ Entry Defferal Authorization Form



**MLS ENTRY DEFERRAL AUTHORIZATION**  
 MLSSAZ Policy requires the entry of listings in the MLS within two business days of the signed listing agreement, unless the seller authorizes a Coming Soon, Delayed, or Exempt Status. This form must be sent to the MLS within two business days after all necessary signatures from the sellers have been received. Send to the MLS of Southern Arizona at [info@mlsaz.com](mailto:info@mlsaz.com) or by fax at (520) 322-6613



## ADDRESS INFORMATION

Tax Code \_\_\_\_\_ County \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## EXEMPT OR DELAYED STATUS

If you choose to permanently exempt or temporarily delay your home from being shown in the MLS, the following will apply:

Marketing will be limited to within the listing brokerage only. This may result in:

- Fewer Offers.
- Lower purchase price.
- Longer time to sell.
- The listing will not appear on public facing broker/agent websites or on popular real estate websites.
- Neither you nor your Listing Broker are permitted to promote or market the listing to the public (including but not limited to verbal, print, sign, or digital). If the property is publicly marketed, submission to the MLS will be required within one (1) business day.
- MLS of Southern Arizona Rules and Regulations regarding the security, sign in, and use of a MLSSAZ lockbox, if placed on the property, may not apply.

## COMING SOON STATUS

If you choose a "Coming Soon" status all of the above applies, except for the following:

- Listings entered as Coming Soon are searchable by members of the MLS of Southern Arizona and can be emailed to potential buyers.
- The listing will automatically become an Active listing on the date specified below or 30 days after being entered as Coming Soon, whichever occurs sooner.
- You and/or your Listing Broker ARE permitted to market the listing to the public.
- MLS of Southern Arizona Rules and Regulations regarding the security, sign in, and use of a MLSSAZ lockbox, if placed on the property, DO apply.

## SELLER ELECTIONS

Select one of the options below:

Coming Soon (A future coming soon date will be considered a delayed entry until the coming soon date specified)

- My listing will be in Coming Soon status from \_\_\_/\_\_\_/\_\_\_ until Active on the date of \_\_\_/\_\_\_/\_\_\_ (Not to exceed 30 days from the Coming Soon Date).
- OR
- Temporarily Delay the entry of my listing until \_\_\_/\_\_\_/\_\_\_.
- OR
- Permanently Exempt my listing from entry into the MLS.

## SELLER ACKNOWLEDGEMENTS

The undersigned seller fully understands the selected option and understands the marketing and promotion restrictions associated with the selected option. Seller acknowledges that marketing or showing the listing in an inconsistent manner than selected option will require full submission to the MLS in an Active status within one (1) business day by the listing broker. Listing Broker or Listing Agent may incur fines for marketing or showings that are inconsistent with the option selected.

Notwithstanding the foregoing, the undersigned does hereby exempt, approve the delayed submission, and/or authorize the Coming Soon status of the listing to the MLS and acknowledges that the MLS will limit the publication and/or distribution information with respect to this property to the MLS Participants and Subscribers and the general public.

## SIGNATURES

Print Seller Name

Print Seller Name

Seller Signature (MO/DA/YR)

Seller Signature (MO/DA/YR)

Listing Brokerage Name

Listing Agent Name

Authorized Broker/Agent Signature (MO/DA/YR)

Print Authorized Signer Name

## AUTHORIZATION FOR IMMEDIATE ENTRY

The below signed Seller elects to cancel the election above and authorizes the listing for immediate entry into Active Status in the MLS.

Seller Signature (MO/DA/YR)

Seller Signature (MO/DA/YR)