

**Knoxville Area Association of Realtors®**  
**Pre-Marketing Addendum to a Single-Family Listing Agreement**  
**(To be used for Property entered in the MLS as "Coming Soon")**

THIS PRE-MARKETING ADDENDUM is made on \_\_\_\_\_, 20\_\_\_\_ to the Residential Listing Agreement effective date of \_\_\_\_\_, 20\_\_ (the "Listing Agreement"), by and between \_\_\_\_\_ ("Seller/Owner") and \_\_\_\_\_ ("Broker") for the exclusive right to sell certain real property located at \_\_\_\_\_, ("the Property") and shall be attached to and made a part of the Single Family Listing Agreement.

1. **PRE-MARKETING LIMITATION:** Seller/Owner directs the Broker enter the Property listing in the Knoxville Area Association of Realtors® Multiple Listing Service ("MLS") under "coming soon" status and directs that their property not be available for viewing by anyone prior to the date entered in Paragraph 3(a) below. Seller/Owner understands that during the pre-marketing period, the Property listing information will be made available to other MLS Participants and their clients.
2. **MLS RULES:** The MLS requires Participants to enter all property listings into the MLS system within two business days, excluding holidays, of the effective date of the listing agreement.
3. **PRE-MARKETING INSTRUCTIONS:** Seller/Owner and Broker agree that the Listing Agreement is hereby modified as follows:
  - a. Seller/Owner hereby directs Broker to list the Property in the MLS in "coming soon" status until \_\_\_\_\_, 20\_\_ (maximum of 14 days from the effective date of the Listing Agreement), on which date the Property automatically will change to "active" status.
  - b. Seller/Owner (select one) [  ] authorizes [  ] does not authorize Broker to install a yard sign with "Coming Soon" rider on the Property while the Property is listed in the "coming soon" status.
4. **ADVERTISING:** The Broker may market the Property in any medium, provided, that any such marketing only markets the Property, as "coming soon" and listing agent must clearly state when the property would be available for showings. The date used to indicate when the Property will be available for showing must match the date in the MLS by which the listing automatically or manually is changed to "active" status.
5. **SHOWINGS:** Broker and Seller/Owner are prohibited from showing Property to prospective buyers and/or their agents if the Property is listed in the MLS under the "coming soon" status. Open houses are not allowed during the coming soon period. If the Owner desires to have the Property shown to prospective buyers and/or their agents; the Broker must change the Property status to "active" in the MLS. Once changed to "active" status, the Property cannot be changed back to "coming soon" status.
6. **OFFERS:** A Seller is not prohibited from accepting an offer from a prospective buyer, who elects to make such an offer without the ability to view the property. Should a Seller accept an offer on a "coming soon" listing, the Participant must change the listing to a status other than "coming soon" within forty-eight (48) hours, excluding Saturdays, Sundays and holidays.

The party(ies) below have signed and acknowledge receipt of a copy:

|   |                           |      |
|---|---------------------------|------|
| Seller/Owner (Signature)                | Seller/Owner (Print name) | Date |
| Seller/Owner (Signature)                | Seller/Owner (Print name) | Date |
| Broker or Licensee Authorized by Broker | BROKER/FIRM               | Date |

Note: Although it not the intention of any party to this agreement to withhold Real Estate from any potential purchaser, public opinion may interpret exclusion from an MLS as an attempt to deny access to all potential purchasers. Know that Real Estate shall remain available to all prospective buyers regardless of Race, Color, Religion, Sex, Handicap, Familial Status, National Origin, Creed, or Sexual Orientation and any potential purchaser's offer will be presented.