



Coming Soon Status

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Coming Soon Policy

PAAR MLS Rules & Regulations:

Section 8.8 - Coming Soon Status

As used in these rules, a listing is “Coming Soon” where there is a fully executed listing agreement between a listing broker and seller, and the listing broker and the seller are preparing the property for showings.

The Coming Soon status may be used subject to compliance with these rules.

Note: This status is not intended to give the listing broker an advantage in finding a buyer for the property to the detriment of cooperating brokers or to circumvent the selling of the property on an open market. The intended use of this status is to provide a vehicle for participants and subscribers to notify other participants and subscribers of properties that will be made fully available for showings after preparations have been completed.

a. Property Types allowed in the Coming Soon status:

- I. Residential
- II. Vacant Land
- III. Commercial/Industrial
- IV. Multi-Family
- V. Business Opportunity
- VI. Residential Lease
- VII. Commercial Lease

b. The use of the Coming Soon status requires authorization from the seller. The Coming Soon Seller Authorization Form must be completed and signed by all parties (i.e., listing broker, agent, and sellers) before the listing can be entered into the Coming Soon status. Upon request by the Service, and within one business day of such request, the listing broker will submit a copy of the completed Coming Soon Seller Authorization Form. If listing broker will use their own coming soon form, it must include substantially the same information as the PAAR provided form.

c. Listings entered into the Coming Soon status must complete all required listing fields, except that the primary picture need not be of the exterior of the property, but can be a generic image indicating photos are coming soon. Such generic image cannot be of another property and must comply with all other photo entry requirements (e.g., no branding, etc.). The On-Market Date field is required for all listings using the Coming Soon status.

d. Listings can be in the Coming Soon status for a maximum of 30 days from the date in which all necessary signatures have been obtaining on the listing agreement. The listing broker may change the On-Market Date at any time to shorten the 30 day period and change the listing to Active status.

e. Listings entered into the MLS with Coming Soon status shall automatically transition to Active status on the On-Market Date. If the listing is not ready to be shown on the On-Market Date, then listing will be required to be moved into the Temporarily Off Market status.

f. Listings in the Coming Soon status may not be shown by anyone to anyone. In the event that a Seller desires that a Coming Soon listing be shown, the listing status must be changed to Active prior to the showing.

g. Days on Market (DOM) will start when the listing transitions to the Active status.

Coming Soon Policy continued

h. Participants and subscribers are permitted to share listings in Coming Soon status with their clients and customers indicating the date on which the listing will be Active; public marketing (e.g., flyers, For Sale signs, social media posts, etc.) is permitted subject to these rules and regulations.

i. Listings in Coming Soon status are displayed in the MLS system and are viewable to all participants and subscribers. While the listing is in Coming Soon status, the MLS will not distribute the listing via advertising data feeds, including broker public advertising (IDX) or real estate listing websites (public portal websites). Listings in Coming Soon status are distributed to VOWs.

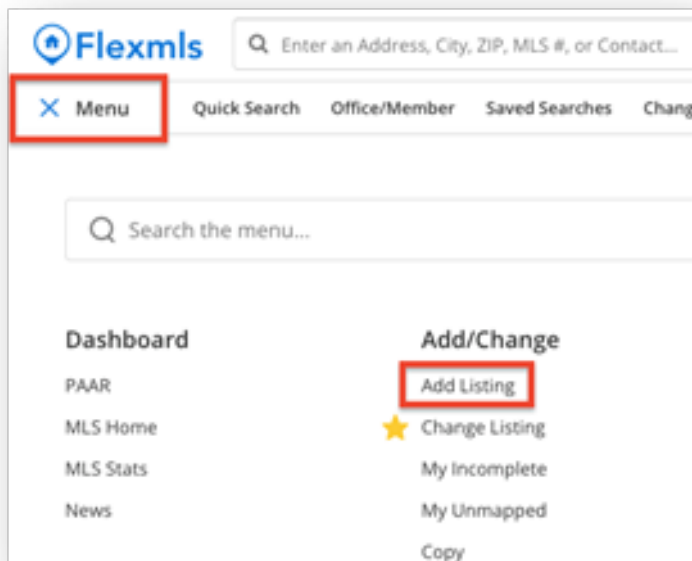
j. Once the listing transitions from the Coming Soon status to the Active status or any other status, it cannot revert back to the Coming Soon status during the terms of the same listing agreement.

Fines:

- Fine Level C (\$500): Showing a Coming Soon Listing/Failure to mark listing Active prior to the showing
- Fine Level D (\$1,000): Failure to obtain Seller Authorization prior to placing a listing in Coming Soon status

How to Add a Coming Soon Listing

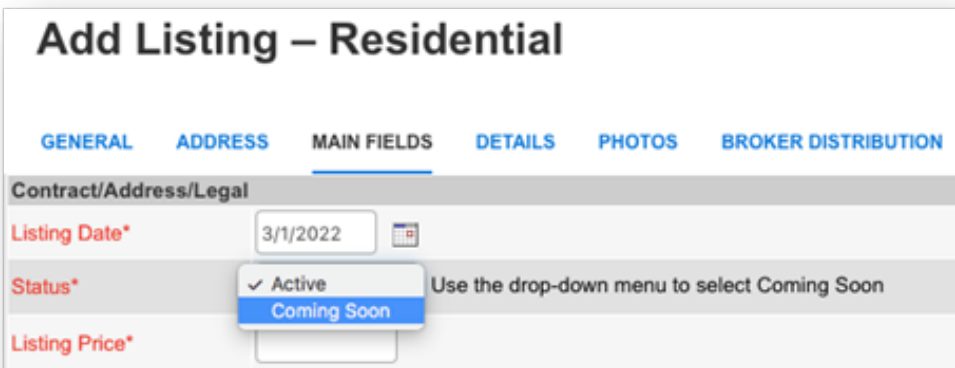
Click **Add Listing** under Add/Change on the Menu.



Complete all information on the General tab and Address tab, before landing on the **Main Fields** tab.

Enter the **Listing Date**: the effective date of the listing as indicated by the signed listing contract or input sheet.

On the Status field, use the drop-down menu to select **Coming Soon**.

A screenshot of the 'Add Listing - Residential' form. The form has several tabs: 'GENERAL', 'ADDRESS', 'MAIN FIELDS', 'DETAILS', 'PHOTOS', and 'BROKER DISTRIBUTION'. The 'MAIN FIELDS' tab is currently selected. Below the tabs, there is a section titled 'Contract/Address/Legal'. This section contains three fields: 'Listing Date*' with a date input field showing '3/1/2022' and a calendar icon; 'Status*' with a drop-down menu showing 'Active' (checked) and 'Coming Soon' (highlighted); and 'Listing Price*' with an empty input field. To the right of the 'Status*' field, there is a text instruction: 'Use the drop-down menu to select Coming Soon'.

Once Coming Soon is selected, you will be prompted to enter the **On-Market Date**: the date in which the listing will automatically transition from Coming Soon status to Active status. (Note: this date may not exceed 30 days from the listing date.)

Add Listing – Residential

GENERAL ADDRESS **MAIN FIELDS** DETAILS PHOTOS BROKER DISTRIBUTION

Contract/Address/Legal

Listing Date*	<input type="text" value="3/1/22"/>	
Status*	<input type="text" value="Coming Soon"/>	Use the drop-down menu to select Coming Soon
On-Market Date*	<input type="text" value="3/30/2022"/>	Coming Soon status will automatically switch to Active status on this date

Complete the remaining listing information as normal.

A note on photos: While PAAR does not require listing photos on to be added during the Coming Soon period, the system will require at least one photo. Please upload a temporary photo like the one below. Photos meeting the PAAR Photo Requirement must be uploaded BEFORE the listing changes to Active status. Failure to do so will result in a \$100 fine.

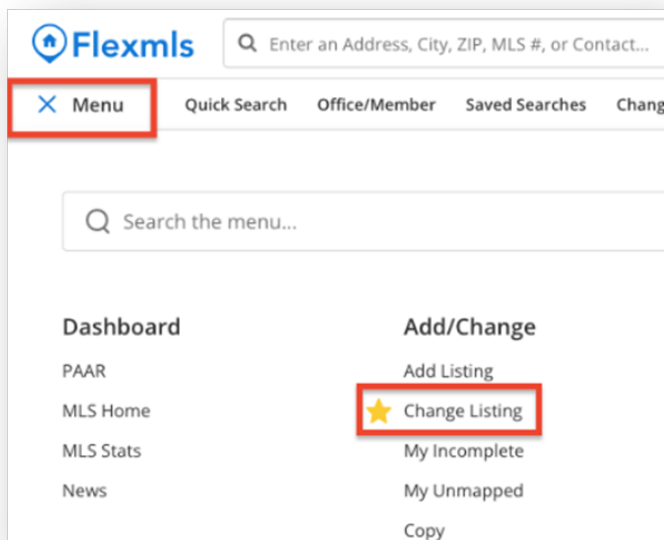


How to Change a Coming Soon Listing to Active

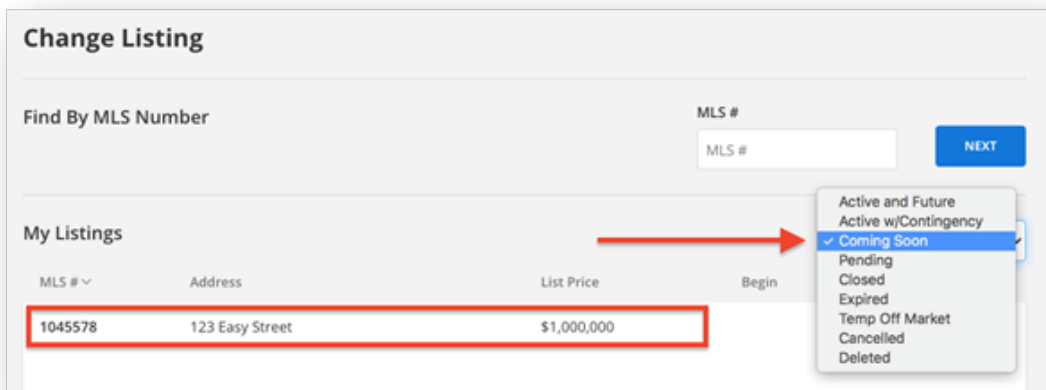
The listing will automatically transition from Coming Soon to Active on the On-Market Date selected during listing input.

To change a Coming Soon listing to Active before the On-Market Date:

Click **Change Listing** under Add/Change on the Menu.



Use the drop-down menu to change the status to Coming Soon and select the Coming Soon listing you'd like to make Active.



Locate the Status section on the Edit Listing screen and select **Start Showing (Active)**.



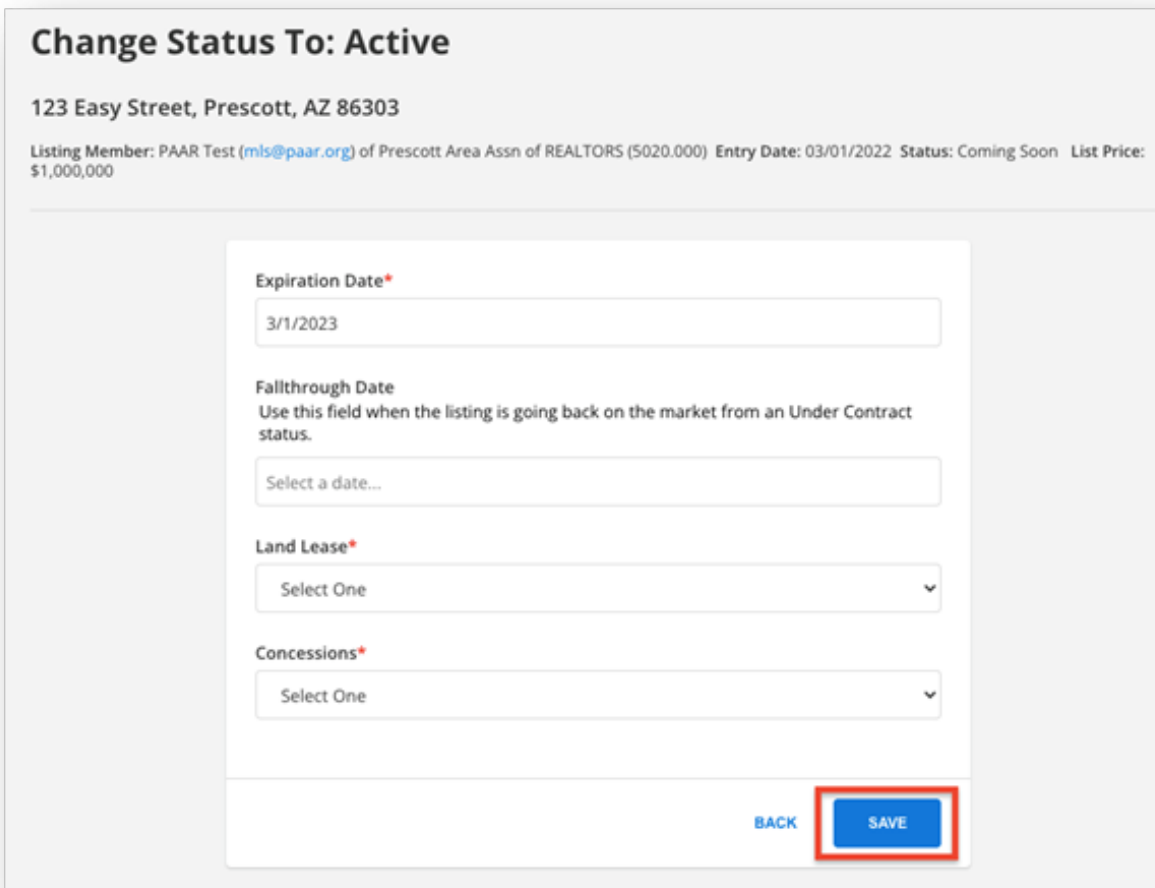
Status

Remove Listing >

Start Showing (Active) >

Verify all information is correct and click **Save**.

Note: In order for a Coming Soon Listing to be placed in Active W/Contingency, Pending, or Temporary Off Market, the status must be changed to Active first.



Change Status To: Active

123 Easy Street, Prescott, AZ 86303

Listing Member: PAAR Test (mls@paar.org) of Prescott Area Assn of REALTORS (5020.000) Entry Date: 03/01/2022 Status: Coming Soon List Price: \$1,000,000

Expiration Date*

3/1/2023

Fallthrough Date
Use this field when the listing is going back on the market from an Under Contract status.

Select a date...

Land Lease*

Select One

Concessions*

Select One

BACK SAVE

How to Find Coming Soon Listings

Hot Sheet Gadget

Hot Sheet			
24 hours			
New Listing	25	Temporary Off Market	4
Active w/Contingency	10	Extension	9
Cancelled	4	Back on Market	6
Closed	44	Price Change	20
Expired	27	New Coming Soon Listing	1
Pending	31	Text Change	54

My Listings Gadget

My Listings	
Active w/Contingency Listings	198
Active Listings	1804
Pending Listings	737
Coming Soon Listings	1
Temporary Off Market Listings	83
Listings to Expire	10
Closed Listings	36

Quick Searches

1 - Residential ⓘ

Change Search Template ▾

View Results: 295

MLS #, address or map overlay [Browse >](#)

Status of Active ⓘ

- Active
- Active w/Contingency
- Coming Soon
- Pending
- Closed
- Expired
- Temp Off Market
- Cancelled
- Deleted

[See All and Select Date Ranges...](#)

Coming Soon: Frequently Asked Questions

PAAR permits listings to be entered in the Coming Soon status, subject to certain rules (see PAAR MLS Rules & Regulations Section 8.8 for the complete rules). Review these frequently asked questions prior to using the Coming Soon status to ensure you remain in compliance.

What is the Coming Soon status?

The Coming Soon status allows listing brokers and agents to place a listing in the MLS for cooperation for up to 30 while preparing the property (e.g. staging, professional photos, repairs, etc.) without Days on Market (DOM) accruing.

Do I need seller permission to use the Coming Soon status? Is a form required?

Yes. You must obtain a seller-signed copy prior to using the Coming Soon status. PAAR requires such permission to be in writing, which can be obtained using the Coming Soon form that PAAR makes available. You can find the Coming Soon form on TransactionDesk, the MLS Intranet, and the Contracts & Forms page on your member portal.

Do I need to send a copy of the Coming Soon form to PAAR before using the Coming Soon status?

No. However, PAAR staff reserves the right to require the listing broker to provide a copy if requested.

Can I put a property in the Coming Soon status while I work to secure the listing?

No. The property must have a valid listing agreement to be entered into the MLS.

When should a Coming Soon listing be entered into the MLS?

Within 1 business day of publicly marketing the property or by the end of the third day after all necessary signatures of the seller(s) have been obtained on the listing, whichever comes first.

What date do I use for the Listing Date on a Coming Soon listing?

The Listing Date is the date all necessary signatures have been obtained on the listing contract.

How many days can my listing be in the Coming Soon status?

Listings can be in the Coming Soon status for a maximum of 30 days from the listing date.

How do I enter a listing as Coming Soon in Flexmls?

Begin by entering a listing as you normally would. On the listing input screen, use the drop-down menu to change the status from Active to Coming Soon under the Main Fields tab. Below the status field, you will be prompted to enter the On-Market Date.

What is the On-Market Date?

The On-Market Date is the date the listing will automatically transition to Active status. This date cannot exceed 30 days from the listing date. The On-Market Date is required for entry.

Can I modify the On-Market Date once the listing is entered as Coming Soon?

Yes. The change needs to be made prior to the current On-Market Date and the new On-Market Date cannot exceed the 30-day timeframe allotted for Coming Soon.

Does the Primary Photo Requirement apply while the listing is in Coming Soon status?

A photo is required for entering a listing (technical requirement), but for listings entered in the Coming Soon status it does not need to be of the property. If you do not have pictures ready when the listing goes in the Coming Soon status, you may upload a temporary photo like the one below. Contact MLS staff for a sample temporary photo. (Please also take care not to download a stock photo from the internet without the appropriate permission.) Listing photos following the Primary Photo Requirement must be uploaded before the listing becomes Active.



Can I show a property that is in the Coming Soon status?

No. Listings in the Coming Soon status may not be shown by anyone to anyone. This includes, but is not limited to, Open Houses and Virtual Showings. In the event that a seller desires that a Coming Soon listing be shown, the listing status must be changed to Active prior to the showing.

Can I pre-schedule a showing appointment for after the On-Market Date?

Yes. ShowingTime will automatically block off all days leading up to the On-Market Date allowing you to schedule an appointment for after the listing becomes Active.

Can I advertise a future open house while the property is in the Coming Soon status?

Yes. You can advertise an open house and disclose the date; however, the property cannot be shown unless the listing is updated to Active status.

Can I publicly market a Coming Soon listing?

Yes. As long as the listing is in the MLS for cooperation with other participants, the property may be publicly marketed by the listing broker (e.g., via flyers, For Sale signs, social media posts, etc.) so long as the marketing indicates the property is coming soon. Cooperating brokers may share the listing with their clients and customers, and may market the property with the permission of the listing broker.

Who can see Coming Soon Listings?

All PAAR participants and subscribers can see listings in the Coming Soon status in the MLS system.

Do Coming Soon listings syndicate?

No. MLS does not distribute Coming Soon listings through IDX or to any third-party real estate advertising sites, such as REALTOR.com.

Can I present a “sight unseen” offer on a Coming Soon listing to the seller?

Yes. Unless specifically waived in writing by the seller and listing broker, the listing agent must deliver all offers to the seller. (A.A.C. R4-28 802(B); PAAR MLS Rules & Regulations Section 10.4)

My sellers have accepted a sight unseen offer before the listing transitioned to Active status, but there is no option to change the status to Pending. What do I do?

The status will need to be changed to Active prior to placing in Pending status.

Can I re-list my Coming Soon listing?

No. Once the listing transitions from Coming Soon status to Active status, it cannot revert back to Coming Soon status during the terms of the same listing agreement. Listings entered in any other status may not be changed to the Coming Soon status.

I accidentally entered a listing as Active instead of Coming Soon. How do I fix it?

Please contact PAAR MLS staff at MLS@paar.org or (928) 445-2663.

Does PAAR still have the Delayed Listing status?

No. As of March 1, 2022, the Coming Soon status has replaced the Delayed Listing status.

My seller does not want their property on the MLS. What do I do?

If a seller refuses to permit the listing to be entered into the MLS, the listing agent may file the listing as an Office Exclusive. Filing of the listing must be accompanied by the Office Exclusive Addendum. Office Exclusive listings may not be publicly marketed in any way. However, if they are, then within one (1) business day of marketing to the public, the listing must be submitted to the MLS. (See PAAR MLS Rules & Regulations Sections 8.7 and 8.9.)

How can I report a Coming Soon listing that is NOT in the MLS?

To submit a report for a property that is being marketed and not on the MLS, [click here](#).

What is the fine for violation of the Coming Soon policy?

- Fine Level C (\$500): Showing a Coming Soon Listing/Failure to mark listing Active prior to the showing
- Fine Level D (\$1,000): Failure to obtain Seller Authorization prior to placing a listing in Coming Soon status

Coming Soon Status: Quick Guide

What it is: The Coming Soon status is defined as a fully executed listing agreement between a listing broker and seller in which the listing broker and the seller are preparing the property for Active status.

Days on Market (DOM): DOM will start when the listing transitions to the Active status.

Time Limit: Listings can be in the Coming Soon status for a maximum of 30 days from the date in which all necessary signatures have been obtained on the listing agreement.

Showings: Listings in the Coming Soon status may not be shown by anyone to anyone. In the event that a Seller agrees to allow a Coming Soon listing to be shown, the listing status must be changed to Active prior to the showing.

Distribution: The MLS does not distribute Coming Soon listings through IDX or to any third-party real estate advertising sites.

Marketing: Public marketing is permitted by the listings broker so long as the marketing indicates the property is coming soon.

Status Changes: Once the listing transitions from the Coming Soon status to the Active status, it cannot revert back to the Coming Soon status during the terms of the same listing agreement.

Required Seller Authorization: Must obtain seller permission in writing prior to placing a listing in the Coming Soon status, which can be obtained by using the PAAR Coming Soon Seller Authorization Form (available March 1).

Allowed Property Types: Residential, vacant land, commercial/industrial, multi-family, business opportunity, residential lease, and commercial lease