



COMING SOON STATUS LISTING ADDENDUM

The Addendum is made on _____ to a Listing Agreement ("Listing Agreement")

dated on _____ between ("Seller/Landlord") _____

_____ and ("Broker") _____

for Property described as _____.

1. "COMING SOON" PURPOSE: The purpose of a coming soon listing is to allow properties that are listed but that require more time to prepare for market, while still informing other participants and subscribers of the listing during the marketing and showing preparation period.
2. "Pre-marketing" is an industry term for marketing a property before it is officially offered for sale or for lease as an active Listing on the MLS. Because pre-marketing activities reach only a limited pool of potential buyers or tenants, a seller or landlord may not obtain the maximum price or optimal terms for the sale or lease. A property that goes under contract before it is listed in the Multiple Listing Service (MLS), or before it becomes 'Active' in the MLS, has not had the benefit of being fully exposed to the entire open market.
3. A property must be entered into MLS database within one (1) 'business day' of Signed Exclusive Right to Sell or Exclusive Agency "Listing Agreement" in its entirety including all required fields as a Coming Soon Status listing.
4. No Showings on the property will be permitted prior to the "Activation Date" and is 'Active' in the MLS.
5. Days on Market (DOM) will begin upon listing entry (not the 'Activation Date'). A property will accrue Days on Market even though the property cannot be shown.
6. A property in the Coming Soon status are only permitted to have an Open House scheduled to take place on or after the Activation Date.
7. SELLER CONSENT: By signing below, Seller consents to have their property appear in the 'Coming Soon' status of the MLS and authorizes the coming soon status for ____ days (not to exceed 7 days from listing date). The 'Activation date' or Active in the MLS date is _____.

By signing below, Seller acknowledges that Seller has read, understands, accepts and has received a copy of this Addendum.

Seller Date

Broker/Agent Date

Seller Date