



Coming Soon FAQs

CRMLS offers the Coming Soon status for properties entered into the MLS but not yet on the market. Review these frequently asked questions prior to using Coming Soon to ensure you remain in compliance.

1. How does Coming Soon work?

The Coming Soon status permits listing brokers and agents to place a listing in the MLS for cooperation for up to **21 days** (except New Construction Listings) while preparing a property for showings (staging, professional interior photos, repairs, etc.). Because CRMLS rules do not permit showings while a listing is in Coming Soon, Days Active in MLS (DAM) will not accrue during the Coming Soon period.

The listing will automatically update from Coming Soon to Active on the 22nd day of the listing's input date or on the Start Showing Date, whichever is earlier.

2. Is it possible to extend the Coming Soon status beyond 21 days?

No. CRMLS cannot extend the 21-day limit on a listing in Coming Soon status under any circumstances (except New Construction Listings), and the MLS system will not allow the selection of a showing date more than 21 days past the entry date. Should you need more time, you may place the listing in the Hold status.

3. How is Coming Soon unique?

- Coming Soon has a maximum of 21 days (except New Construction).
- Showings of any kind are prohibited, including showings by the listing broker.
- Days Active in MLS do not accrue while in Coming Soon.
- Coming Soon listings do not go out from the MLS in listing distribution data feeds.

4. When do the Days Active in MLS for a listing start accumulating?

DAM for a listed property measures the number of days that a property is listed in the Active or Active Under Contract statuses in the MLS. Once a listing first appears in Active or Active Under Contract status, DAM will begin to accrue.

Note: DAM is **not** a measure of how many days the property has been in the MLS.

5. Can I market a Coming Soon listing?

Yes. You may market a listing in the Coming Soon status to any consumer, whether they are existing clients of the brokerage or not, by using flyers, for sale signs, social media posts, etc., so long as the marketing clearly labels the listing as "Coming Soon." You may not conduct showings or open houses.

6. What does CRMLS consider “Marketing” or “Advertising”?

Marketing and advertising include, but are not limited to, any information about the property or its availability for sale that is displayed on signs, websites, social media, brokerage or franchise operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written material, applications available to the public, or open houses or showings.

Note: Per Rule 7.9, you must enter listings in the MLS as Coming Soon or Active within one (1) business day of public marketing. For more information regarding Clear Cooperation Policy, click [here](#).

Note: You may market or advertise a Coming Soon property with any of these methods EXCEPT by showing the property or conducting an open house.

7. Do Clear Cooperation rules affect a listing in the Coming Soon status?

No. Clear Cooperation rules require that a listing broker must enter any off-MLS listing that is marketed to the public into the MLS for cooperation within one (1) business day of the marketing. However, once a listing is in the MLS for cooperation, such as a Coming Soon listing, the concept of Public Marketing is irrelevant. Listing brokers and agents can market listings that are in the MLS to anyone.

8. Who can see Coming Soon listings?

All CRMLS users and data share partners can view Coming Soon listings in their MLS. CRMLS users who have VOW data feeds can also access Coming Soon listings in those feeds. For more information, please follow the links below:

<https://kb.crmls.org/knowledgebase/idx-and-listing-distribution/>

<https://kb.crmls.org/knowledgebase/idx-vs-vow-key-differences/>

9. Can I show a property in Coming Soon status?

No. No one can show Coming Soon listings to anyone under any circumstances. This includes, but is not limited to, virtual open houses and virtual showings.

Note: If you plan to show the property, you must update the listing status to Active or Active Under Contract prior to the showing date. Once a listing leaves the Coming Soon status it cannot be designated as Coming Soon again.

10. Can a buyer present an offer while a listing is in Coming Soon? Can a seller accept an offer?

Yes. A buyer can make an offer subject to inspection or otherwise according to the parties' agreement.

11. Can a listing go from Coming Soon to Pending or Active Under Contract?

Yes. While a listing is in Coming Soon status, buyers may present offers and sellers may accept them.

12. 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 on which the property will be available for showings. However, you may not show the property prior to the date disclosed unless you update the listing to the Active status.

13. Can I promote a Coming Soon listing to an agent working under a different DRE broker license?

Yes, CRMLS allows this while a listing is in Coming Soon status. In Coming Soon, CRMLS permits all public marketing by anyone and to anyone but prohibits showings and open houses.

14. What is the difference between an Exclusion Form and a Coming Soon form?

An Exclusion form is an instruction from the seller that states that a property will not go into the MLS at all or until a later date. The C.A.R. MLSA includes disclosures related to the specific effects of excluding a listing from the MLS, including that the property will receive limited exposure, as it is not available for cooperation on the MLS.

The Coming Soon form is an instruction from the seller to input the property in the MLS as a Coming Soon listing. This form includes disclaimers and disclosures regarding limitations to exposure, e.g., that CRMLS does not permit property showings while in Coming Soon status. Additionally, the Coming Soon form permits the seller to advise when the property will be available for showings. You can find the Coming Soon form in zipForm under the CRMLS library and on our website [here](#).

15. Is a Coming Soon form required?

Yes, the Coming Soon form is required. You must obtain a seller-signed copy prior to using the Coming Soon status. However, you do not need to provide the form to CRMLS unless Compliance requests it. You can find the Coming Soon form in zipForm under the CRMLS library and on our website by clicking [here](#). CRMLS recommends using the most recent version of any form, though any version will be acceptable. Failure to obtain a Coming Soon form is a violation of CRMLS Rule 10.1 and will be subject to a citation and fine of \$750.00.

16. Do I have to submit the Coming Soon form to CRMLS?

No, not unless CRMLS requests it. You must obtain a seller-signed copy and keep it in your office files, but you do not need to provide the form to the MLS by default.

17. Is a Listing Contract required for Coming Soon?

Yes, pursuant to Rule 8.1 and Cal. Civ. Code sections 1086 and 1088, a valid listing agreement is required because the property is in the MLS for cooperation. Entering a listing in the MLS prior to having an effective agreement in place will result in a violation of CRMLS Rule 8.1 and is subject to citation, a \$1,500 fine, and immediate removal of the listing.

18. How do I enter a listing as Coming Soon in the MLS?

- Matrix users, click [here](#) for step-by-step instructions.
- Flexmls users, click [here](#) for step-by-step instructions.
- Paragon users, click [here](#) for step-by-step instructions.

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

Please contact CRMLS Compliance as soon as possible. [Click here](#) to chat live with a compliance analyst (available Monday-Friday from 8:30am-4pm).

20. Is a photograph still required for Coming Soon listings?

Yes. Per Rule 11.5.1, you must upload a photograph that displays a substantial portion of the exterior structure of the property for all listings except Business Opportunity, Registered, and agreements cancelled within 2 days of entry. Coming Soon listings are not exempt from this requirement.

21. Can I add a virtual tour to a Coming Soon listing?

Yes. CRMLS provides two separate fields to add an unbranded and branded virtual tour URL.

22. Can I modify the Start Showing Date after I enter a listing as Coming Soon?

Yes. You must make the change prior to the current Start Showing Date. The new Start Showing Date cannot exceed the 21-day time frame allotted for Coming Soon (except New Construction Listings).

23. Does CRMLS send Coming Soon listings through IDX (Internet Data Exchange) feeds? What about Virtual Office Website (VOW) feeds? ?

CRMLS does not include Coming Soon listings in its IDX data feeds.¹ Coming Soon listings do appear in VOW feeds, which brokers use in a more substantive way than IDX feeds. To learn about IDX and VOWs, please visit our Knowledgebase article [here](#).

24. Does CRMLS include Coming Soon listings in Listing Distribution data feeds?

No, CRMLS does not include Coming Soon listings in CRMLS Listing Distribution feeds. They will not appear on listing distribution sites unless a site allows listing brokers to place Coming Soon listings independently on the website. To learn about the differences between IDX, VOW, and listing distribution, please visit our Knowledgebase article [here](#).

25. Do I need to enter a New Construction Listing (“NCL”) within one (1) business day of marketing?

Yes, however, the 21-day Coming Soon limit does not apply to NCLs. Instead, you can list them as Coming Soon until a certificate of occupancy is issued.

To access the CRMLS Rules and Policies, click [here](#).

Click [here](#) to chat live with a Compliance Analyst Monday-Friday, from 8:30am - 4:00pm.

¹ Coming Soon listings in San Diego County will go out to IDX feeds for applicable brokers. Applicable brokers are those who participate in CRMLS and have Coming Soon listings for properties in San Diego County, regardless of their MLS system or Association or Board membership. This does not affect any CRMLS listings outside of San Diego County.