



# Coming Soon FAQs

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CRMLS permits users to enter listings in the Coming Soon status. 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 allows listing brokers and agents to place a listing in the MLS for cooperation for up to **21 days** (except New Construction Listings) while the property is prepared for showings (staging, professional interior photos, repairs, etc.). Because there are no showings allowed while the listing is in Coming Soon, Days on Market (DOM) will not accrue during the Coming Soon period.

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

## 2. Can the Coming Soon status be extended beyond 21 days?

No. The 21-day limit on a listing in Coming Soon status cannot be extended under any circumstances (except New Construction Listings), and the MLS system will not allow you to select a date more than 21 days from 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 can only be used for a maximum of 21 days (except New Construction).
- Showings of any kind are not permitted, by the listing broker or otherwise.
- Days on Market do not accrue while in Coming Soon.
- Coming Soon listings do not go out from the MLS in listing distribution data feeds; however, they do go out in IDX data feeds.

## 4. When do the Days on Market for a listing start accumulating?

"Days on Market" or "DOM" 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, DOM will begin to accrue.

**Please note:** DOM is NOT a measure of how many days that the property has been in the MLS.

## 5. Can I market a Coming Soon listing?

Yes. A listing in the Coming Soon status may be marketed 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." However, no showings or open houses may take place.

## 6. What is considered “Marketing” and “Advertising”?

Per MLS Rule 7.9, “Marketing” and “Advertising” includes, but is not limited to: information about the property or its availability for sale displayed on any signs, websites, social media, brokerage or franchise operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written material, or on any applications available to the public, or by conducting an open house.

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

## 7. Are the Clear Cooperation rules a consideration for a listing in Coming Soon status?

No. Clear Cooperation rules require that any off-MLS listing that is marketed to the public must be entered in the MLS for cooperation within 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. Listings that are in the MLS can be marketed 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 IDX or VOW data feeds can also access Coming Soon listings in those feeds. The public can view Coming Soon listings on sites that receive a CRMLS IDX feed, such as agent and broker websites

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

No. Coming Soon listings cannot be shown by anyone, to anyone, under any circumstances. This includes but is not limited to Virtual Open Houses and Virtual Showings.

**Please 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.

## 10. 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 is available to be shown. However, you may not show the property prior to the date disclosed unless you update the listing to the Active status.

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

Yes, this is allowed while a listing is in Coming Soon status. In Coming Soon, all public marketing, by anyone, to anyone, is permitted. However, showings and open houses are prohibited.

## 12. 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 will be submitted later. The C.A.R. Seller Instruction to Exclude Listing From Multiple Listing Service (C.A.R. SELM) includes disclosures related to the specific effects of excluding a listing from the MLS, including that the property will be subject to 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. property showings are not permitted while in Coming Soon status. Additionally, the Coming Soon form allows the seller to advise when the property will be available for showings. You can find the Coming Soon form in zipForms under the CRMLS library and on our website by clicking [here](#).

### **13. Is a Coming Soon form required?**

Yes. The Coming Soon form is required and must be obtained from and signed by the seller(s) prior to using the Coming Soon status. However, you do not need to provide the form to CRMLS unless requested. 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.

### **14. Do I have to submit the Coming Soon form to CRMLS?**

No. The form must be obtained from and signed by the seller and kept in your office files, but you do not need to provide the form to the MLS unless requested.

### **15. Is a Listing Contract required for Coming Soon?**

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

### **16. 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.

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

Please contact CRMLS Compliance as soon as possible. To chat live with a Compliance Analyst Monday-Friday, from 8:30am-4pm, click [here](#).

### **18. Is a photograph still required for Coming Soon listings?**

Yes. Per Rule 11.5.1, an exterior photograph that displays a substantial portion of the exterior structure of the property is required for all listings except Business Opportunity, Registered, and agreements cancelled within 5 days of entry. Coming Soon listings are not exempt from this requirement.

### **19. 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.

### **20. Can an offer be presented or accepted while in the status of Coming Soon?**

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

### **21. Can a listing go from Coming Soon to Pending or Active Under Contract?**

Yes. While a listing is in Coming Soon status, buyer(s) may present offers and seller(s) may accept them.

### **22. Can I modify the Start Showing Date once the listing is entered 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. Are Coming Soon listings included in IDX (Internet Data Exchange) and Virtual Office Websites (VOW) data feeds from CRMLS?**

Yes. Coming Soon listings are included in all CRMLS IDX feeds and display on broker and agent websites receiving those data feeds. Coming Soon listings also appear in VOW feeds, which are used by brokers in a more substantive way than IDX feeds. To learn about IDX and VOWs please visit our Knowledgebase article [here](#).

### **24. Are Coming Soon listings included in Listing Distribution data feeds from CRMLS?**

No. Coming Soon listings are not included in CRMLS Listing Distribution feeds. They will not appear on listing distribution sites, unless the 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. Does a New Construction Listing need to be entered within 1 business day of marketing?**

No. Per Rule 7.18.4, any Residential Property listed in the MLS that requires the disclosure of a Final Public Report pursuant to the Subdivided Lands Law prior to a sale of the property, or that requires a new construction building permit, shall be designated a New Construction Listing (NCL). Among other distinctions, an NCL can be listed as Coming Soon until a certificate of occupancy is issued.

- For a complete copy of the CRMLS Rules and Regulations, click [here](#).
- Click [here](#) to chat live with a Compliance Analyst Monday-Friday, from 8:30am-4pm.