



Coming Soon FAQs

CRMLS permits users to enter listings in the Coming Soon status, subject to certain rules related to the submission and marketing of Coming Soon listings. Review these frequently asked questions prior to using Coming Soon status to ensure you remain in compliance.

1. How does Coming Soon work?

The Coming Soon status allows listing agents to share a property with the other brokers in the MLS for up to **21 days** (except New Construction Listings) while the property is being made ready for showings (staging, professional interior photos, repairs, etc.). Because there are no showings, the Days on Market (DOM) will not count.

2. Can the Coming Soon status be extended with a form?

No. The 21-day limit on a listing in Coming Soon status cannot be extended under any circumstances (except New Construction Listings).

3. How is Coming Soon similar to Active?

- Marketing is allowed in both statuses, so long as Coming Soon listings are clearly marked as Coming Soon.
- Both Coming Soon and Active listings are fully displayed to all other MLS users and can be sent through the MLS to their clients.
- The listing agent agrees to cooperate and offers compensation to the buyer's side on both Coming Soon and Active listings.

4. How is Coming Soon Unique?

- Coming Soon listings have limited distribution: they will not go out from the MLS to portals like Zillow, Trulia, and REALTOR.com via CRMLS listing distribution channels. However, they will be included in IDX (see question #8).
- Showings of any kind are not permitted, by the listing broker or otherwise.
- Days on Market do not count while in the status of Coming Soon.

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

"Days on Market" or "DOM" for a listed property is a measure of the number of days that a property is listed in the status of Active or Active Under Contract in the MLS. Accordingly, DOM will begin to accrue the day a listing first appears in Active or Active Under Contract status.

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

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.

7. Is the concept of "Public Marketing" a consideration for a listing in Coming Soon status?

No. The issue of "Public Marketing" only applies to listings that have not yet been placed in the MLS for cooperation (either in Coming Soon or Active status). For those off-MLS listings, rule 7.9 (Clear Cooperation Policy) applies. However, once a listing is IN THE MLS, the concept of Public Marketing is irrelevant. Listings that are in the MLS can be marketed to anyone.

8. Are Coming Soon listings included in IDX and Virtual Office Websites (VOW) data feeds from CRMLS?

Yes. Coming Soon listings are included in all CRMLS IDX feeds and will then be displayed on broker and agent websites or other places receiving this type of data feed. To learn about IDX and VOWs please visit our KB article [here](#).

9. Are Coming Soon listings included in Listing Distribution data feeds from CRMLS?

No. Coming Soon listings are not included in CRMLS Listing Distribution feeds, and so will not be displayed on Listing Distribution sites such as Zillow unless the listing broker places those listings on the Listing Distribution site on their own.

10. Who can see Coming Soon listings?

All CRMLS users and members of the public who have access to the listing through an IDX or VOW data feed.

11. Can I post the property on Facebook, Zillow, or other sites as a “Coming Soon” and concurrently (or later) place the listing in the MLS?

Yes. You can market the property on Facebook, Zillow, or other sites as “Coming Soon;” however, once public marketing occurs, you must enter the property in the MLS under the status of Coming Soon or Active within 1 business day. The DOM will not begin accumulating until the listing is in the status of Active or Active Under Contract.

12. Can I market a Coming Soon listing?

Yes. A listing in the status of Coming Soon may be marketed to any consumer, whether they are existing clients of the brokerage or not, by use of flyers, For Sale signs, Facebook posts, etc. However, no showings or open houses may take place.

13. Can I show a property that is 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.

14. 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 in 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.

15. 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, any and all public marketing, by anyone, is permitted. Showings and open houses are prohibited.

16. Can agents market their client’s property as they are rehabbing it without putting it on the MLS?

No. Marketing to the public would trigger the Clear Cooperation rules, meaning the property would need to be placed in the MLS within 1 business day of such marketing.

17. My seller wants to exclude their property from the MLS for 30 days, but they want to begin public marketing two weeks before entry in the MLS. Can this be done?

No. Until a property has been placed in the MLS for cooperation (either in Coming Soon or Active status, rule 7.9 (Clear Cooperation Policy) applies. Per this rule, once the property has been marketed to a member of the public, the listing must be entered in the MLS as either Coming Soon or Active within 1 business day. In this example, you must place the property in the MLS at the two-week mark.

A violation of Rule 7.9 will result in the issuance of a Warning Notice and is subject to a citation in the amount of 1% of the list price with a minimum fine of \$500, not to exceed \$2,500, if not entered in the MLS in a timely fashion.

18. 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 to the MLS at a later date. 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 C.A.R. SELM is a good example of an exclusion form that complies with Rule 7.9.1.

The Coming Soon form is for a property going into the MLS with an instruction from the Seller to input the property as a Coming Soon listing. This form includes disclaimers and disclosures that there will be limitations to exposure of the listing and the property. Additionally, the Coming Soon form allows the seller to advise when the property will be available for showings.

19. 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. The Coming Soon form can be found in zipForm under the CRMLS library and on our Compliance home page, found [here](#).

Using the Coming Soon status without a seller-signed Coming Soon form is a violation of Rule 8.3 – Inaccurate Status and is subject to a citation and fine in the amount of \$250.

20. 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 within your office files, but you do not need to submit the form to the MLS.

21. 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 that is entered in the MLS prior to an effective agreement in place will result in a violation of CRMLS Rule 8.1 and is subject to a citation and fine in the amount of \$1,500 and immediate removal of the listing.

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

For step-by-step instructions, click [here](#).

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

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

24. 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.

25. Can a virtual tour be added to a Coming Soon listing?

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

26. Will the Coming Soon listing automatically update from Coming Soon to Active?

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

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

Yes. An offer can be made subject to inspection, or otherwise according to the agreement of the parties.

28. Can I change a listing from Coming Soon to Pending or Active Under Contract?

Yes. While in the status of Coming Soon, buyer(s) may present offers and seller(s) may accept them.

29. 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).

30. Is the Coming Soon status limited to Residential, Residential Vacant land and lots, and Residential 1-4 unit properties, noted in Rule 7.9?

No. Listings of any property type may use the status of Coming Soon.

31. Does a New Construction Listing need to be entered within 1 business day of marketing?

Yes. However, Per Rule 7.18.4, New Construction Listings (or "NCL's", defined as 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) are exempt from the 21 day limitation on use of Coming Soon status. NCL's may remain in Comin Soon status up until the date when a certificate of occupancy is issued.

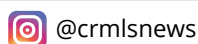
32. How do I report off-MLS marketing?

To submit a report of off-MLS marketing for a property that is not in the MLS as Coming Soon or Active, email OffMLSMarketing@crmls.org, or, click [here](#).

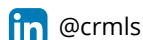
33. What happens if I report off-MLS marketing by an agent that is not a CRMLS user?

Reports received for activity by an agent who is not a CRMLS user are deemed outside of CRMLS's Compliance jurisdiction and will be referred to the violating agent's appropriate MLS for further processing. As with all reports submitted to CRMLS, the report will be kept confidential and your contact information will not be submitted with the report unless you provide written authorization for CRMLS to submit that information on your behalf to the violator's MLS.

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



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