Rules/Policies for “Coming Soon” Listings

Coming Soon – Coming Soon indicates that the agent and the seller are preparing the property for sale, but it is not ready for marketing and showing. Listings in the Coming Soon status may not be shown until the property becomes an Active listing. While under the Coming Soon listing status, listings are displayed only on Flex MLS to Participants and Subscribers of the Daytona Beach Area Association of REALTORS® Multiple Listing Service. Listings in this status are not included in IDX or RET feeds and are not to be advertised on broker, agent, public or syndication websites. Listings in this status may not be shown and may remain in this status for a period of 21 days or less. As with any other listing, a Listing Agreement signed by the property owner is required for all listings entered in the Coming Soon status.

Coming Soon Status – Terms and Conditions of Use

1. Only properties subject to a signed listing agreement may be entered in the MLS with the Coming Soon status.

2. Listings with the Coming Soon status are only available to Flex MLS Participants and Subscribers.

3. Listings with the Coming Soon status are not included in RETS feeds and these listings are not to be advertised on Participant or Subscriber web sites or other public or syndication websites.

FINE FOR VIOLATION IS $250.

4. Listings with the Coming Soon status may not be shown. 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.

FINE FOR VIOLATION IS $500.

5. Days on Market (DOM) do not accrue while a listing is under the Coming Soon status.

6. An Expected On-Market Date must be entered when using the Coming Soon status. This is the date when the listing will be Active in the Flex MLS system. This date cannot exceed 21 days from the date the listing was originally entered in the MLS with the Coming Soon status.

7. Use of the Coming Soon status is limited to 21 days. After 21 days have passed, the listing
will automatically change to Active status.

8. Listings in the Coming Soon Status must have a List price and offer of cooperative compensation.

9. Listings under the Coming Soon status will have an MLS number, and the listing agent will be able to add virtual tours, marketing materials, and listing documents prior to the time the listing becomes active.

10. A listing that is entered in the Coming Soon status cannot revert back to the Coming Soon status with the same listing broker. The property must be off market for 90 days or more before it can be re-entered in Coming Soon status.

11. Coming Soon listings will NOT be included in prospecting results.

12. Coming Soon Listings must include the verbiage “No Showings” and all reports will display that specific language.

**FINE FOR VIOLATION IS $250.**

13. Coming Soon listings will be included in the Hotsheet in their own section, including price changes.

14. If a Coming Soon listing is advertised with a yard sign, it must include the verbiage “Coming Soon.”

**FINE FOR VIOLATION IS $250.**