



Coming Soon Status to Comply with the NAR Clear Cooperation Policy

LAR MLS Rules and Regulations

Section 1.01 Clear Cooperation – *Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks (Facebook Groups), and applications available to the general public.*

The National Association of REALTORS® required all MLSs to adopt this rule by May 1, 2020. **The MLS Issues and Policy Committee has worked diligently on creating a “Coming Soon” status in the MLS. It is expected to be available May 11, 2020. Until then, “Coming Soon” listings will need to either NOT be marketed to the public OR entered as an Active listing in the MLS within one (1) business day of being marketed to the public.**

Public marketing of a listing is when you or your client tells the public (including another agent outside your office) that a property is available for sale. This policy only applies to the resale of Residential listings.

Coming Soon listings do NOT syndicate (they don't go to 3rd party websites from Rapattoni).

How “Coming Soon” listings will work in Rapattoni:

- Choose which status you want the listing to be: Active or Coming Soon
- Enter an **On Market Date**: This is the date the listing will go from Coming Soon to Active. If your status is Coming Soon, this date cannot be longer than twenty-one (21) calendar days.
- All fields required for an Active listing are also required for a Coming Soon listing, though some fields will not be active until the listing is Active (choosing Yes to fields like Internet, realtor.com, IDX, etc.)
- A picture is still required within seven (7) calendar days for Coming Soon listings just as it is for Active listings.
- Coming Soon listings can be entered into ShowingTime and be shown during the Coming Soon status. This is not required but is available. If available for one, it must be available for all.
- Coming Soon listings are searchable in to Rapattoni, but they cannot be added to Client Portals or Carts.
- An automated email alert will be sent to the Listing Agent three (3) calendar days before a Coming Soon listing is set to go to an Active listing.
- Days on Market (DOM) begins with the On Market Date (OMD) for all listings.
- Statuses available to a Coming Soon listing are Active and Terminated. Therefore, a Coming Soon listing cannot go straight to Under Contract or Sold.
- If a listing was entered as a Coming Soon listing, regardless of current status, it cannot be re-entered as a Coming Soon listing for ninety (90) calendar days.
 - Example 1: A listing is entered as a Coming Soon, then is Terminated (without going Active). The listing cannot be re-entered as a Coming Soon for 90 days.
 - Example 2: A listing is entered as a Coming Soon, goes Active, then changes to ANY OTHER STATUS. The listing cannot be re-entered as a Coming Soon for 90 days.
 - Example 3: A listing is entered as an Active listing, then is Terminated, Expired, Sold, Temp Off Market, etc. The listing CAN be entered as a Coming Soon listing.

FAQ's continued on the next page

Frequently Asked Questions

about the NAR Clear Cooperation Rule

Does this rule apply to other types of listings (Commercial, Farm and Ranch, Rental Properties)?
No. This rule does not apply to those types of listing agreements.

Can a seller or the listing broker “opt out” of the Rule?

No. The new policy does not include an “opt out.” Any listing that is publicly marketed must be filed with the MLS and provided to other MLS Participants for cooperation within one (1) business day.

Does this rule prohibit “Office Exclusive” listings?

No. “Office Exclusive” listings are an important option for sellers concerned about privacy and wide exposure of their property being for sale. In an office exclusive listing, promotion between the brokers and licensees affiliated with the listing brokerage, one one-on-one promotion between these licensees and their clients, is not considered advertising. Essentially, as long as the listing is only marketed within the listing agent’s brokerage, it is exempt from this policy. If the property is displayed or advertised to the general public, however, it must be put in the MLS for cooperation.

Does this rule apply if they are advertised in Private listing networks, such as those on social media sites?

Yes. “Private listing networks” that include more brokers or licensees than those than those affiliated with the listing brokerage constitute public advertising because they are being shared with other brokerages.

What if the listing isn’t ready to be shown? Are “Coming Soon” or “Delayed Showing” listings allowed?

Listings that aren’t ready to be shown will need to be set up as “Call Listing Agent” in ShowingTime so that you can advise the buyer’s agent on when it will be available. Keep in mind that as soon as it is shown to anyone, it must be made available to show by everyone.

Does this mean I have to put my listing in the MLS within 24 hours after the listing agreement is signed?

No. The time frame that the listing will stay out of the MLS is addressed in the listing agreement. **However**, as soon as the listing is marketed to the public through any advertisement, the 24-hour business timeframe goes into effect.