



Coming Soon Recap

The seasonal slowdowns are beginning. Using the Coming Soon status is a great way to alert potential buyers and generate some excitement about your listing.

Let's recap the Coming Soon status!

- Coming Soon listings may be advertised once entered in the MLS as Coming Soon; however, all public advertising must include the following verbiage: "Coming Soon. No Showings until (the agreed upon Showing Start Date)."
- Listings in the Coming Soon status may not be shown, but showings can be scheduled in advance for the Showing Start Date or later.
- Offers may not be presented to the seller during the Coming Soon period.
- A Coming Soon listing will not syndicate to 3rd party vendors or be included in IDX feeds until it has moved to the Active status so members know first about these listings.
- Once entered in the MLS, the Showing Start Date cannot be changed. The property may not go active prior to the Showing Start Date.
- If a sign is placed in the yard of a listing in the Coming Soon status, it must include a Coming Soon rider.
- If the property is not ready to be shown on the Showing Start Date, contact CincyMLS to withdraw the property.



MLS OF GREATER CINCINNATI

TUESDAY TIP
10/04/2022