

The New Coming Soon-No Showing Status is Coming!



Over the last few years the RMLS™ Board of Directors and staff have received numerous questions, concerns, and comments regarding property that is being marketed as “coming soon.” In light of so many inquiries the RMLS™ Board of Directors formed a task force earlier this year to evaluate the concerns and identify potential solutions. The result is a new status called **CSN – Coming Soon-No Showing**. This new status indicates that there is a valid listing agreement between the seller(s) and the listing agent/firm, but that the listing is not ready to be shown. This listing is in the MLS, but not on market. This status tells other subscribers when the property will become available for showings.

Highlights of the new Coming Soon-No Showing (CSN) status:

- CSN listings are considered an off-market status, like Withdrawn (WTH).
- CSN listings are only viewable within *RMLSweb.com*.
- CSN listings are not included on *RMLS.com*, *Realtor.com*, *IDX*, or syndicated feeds.
- CSN listings are not included in open house or broker tours.

- A property may be in CSN status for up to 21 days. After 21 days is reached the system will automatically change the status to Active (ACT) unless the listing agent changes it sooner.
- CSN listings cannot be shown—by anyone. If a showing is to occur, the rules will state that the status of the listing must first be changed to Active (ACT) to allow everyone an opportunity to show the property.
- Days on Market (DOM)/Cumulative Days on Market (CDOM) counts do not accrue while in CSN status
- The first photograph will contain a “Coming Soon-No Showing” watermark. When the listing is no longer in CSN status, the system will automatically remove the watermark from the first photograph.
- CSN listings can be searched and viewed within RMLSweb.
- CSN listings will be excluded from client prospecting auto-email notifications.
- CSN listings are excluded from statistical reports.
- Agent reports within RMLSweb will only display “No Showings Permitted” in the showing notification section.

Here are a few examples of how you could benefit from the Coming Soon-No Showing listing status:

- It allows time to prepare a listing so that it is fully marketable the moment it goes active. With this new status, you can prepare all marketing around the date the listing will move to Active status. Listings under the new status are submitted to the MLS and have an MLS number.
- This new status allows agents to market their listings in the MLS to other subscribers while finishing touches (such as new paint, flooring, etc.) are being completed.
- A listing will not needlessly accrue Days on Market/Cumulative Days on Market. DOM/CDOM accrual does not begin until it moves to Active status.
- It provides subscribers with the date of when the

- listing is expected to be active. By providing this date, the most interested buyers can get prepared to see the property when the listing switches to Active status.
- It helps keep other subscribers informed of upcoming inventory. By including CSN listings in *RMLSweb*, subscribers will not be caught off guard by “coming soon” yard signs when driving through a community with a buyer.

We will be adding the new status in early 2018. Changes to the *RMLS*™ Rules and Regulations, listings contracts, and the Authorization to Exclude from MLS Addendum will be required as well as programming changes for *RMLSweb*. Watch the *RMLSweb* desktop for more information as we get closer to implementing this new status.