

What's Date Marketing to Begin? and SentiSmart™ Agent Safety: Ask Technical Terry



[Ask Technical Terry](#) is a series RMLS™ aims to offer once a month. RMLS™ subscribers will drive the content—submit any question about RMLS™ to Technical Terry in the comments or by emailing communications@rmls.com. Don't be shy—we won't identify you by name.

Dear TT:

We recently had a RMLS™ trainer out to our office to discuss the new CSN status. During the presentation they mentioned the importance of the Date Marketing to Begin field. I asked about this new field only to find out that it's been in the listing contract for years! While the trainer did a wonderful job of explaining the new status I'm still a little fuzzy about that field. When would I use that, and why?

Confused in Carver

Dear CC:

Honestly, you're not the only RMLS™ subscriber surprised by the Date Marketing to Begin field. And I'm happy to review:

There are primarily two scenarios where this field can play a role...

In the first scenario, you are meeting with sellers who agree to use you to list their home but they need some repairs (or just some time) before they're ready for the property to go live on RMLSweb. You, on the other hand, really want to get your listing contract signed that day to ensure you've got the sellers under contract.

In this scenario you would have the sellers sign the listing agreement but choose a date in the future (Date Marketing to Begin) when the repairs (or whatever) will be done and the home will be ready to market. You would publish the listing on RMLSweb on that date.

Here's an example of this scenario highlighted in the listing contract:

2. EXCLUSIVE RIGHT TO SELL. In consideration for the services to be rendered by the undersigned BROKER's FIRM, the undersigned SELLER hereby grants to BROKER's FIRM the exclusive right to sell the property located at the address set forth above and more particularly described on the RMLS™ Listing Data Input Form hereto attached (the "Property").

This listing is:

AN ACTIVE LISTING (ACT). Date marketing to begin is _____, _____, _____ which will be the List Date published in RMLS™. No marketing may occur before such date.

In the second scenario, you are meeting with sellers who agree to use you to list their home but the sellers want to create some buzz about the home prior to it being active on RMLSweb. You again want to get that listing contract signed the same day.

In this case, using the new Coming Soon-No Showing (CSN) status may work well. Choosing CSN will give the sellers up to 21 days of exposure in RMLSweb prior to their listing converting to active (ACT). In this scenario you would have the sellers sign the listing agreement but choose a date in the future (Date Marketing to Begin) within 21 days in the Coming Soon-No Showing section of the listing contract.

You would publish the listing as CSN, which is accessible only to RMLS™ subscribers until RMLSweb converts the listing to ACT on the date specified on Date Marketing to Begin.

Here's an example of this second scenario highlighted in the listing contract:

2. EXCLUSIVE RIGHT TO SELL. In consideration for the services to be rendered by the undersigned BROKER's FIRM, the undersigned SELLER hereby grants to BROKER's FIRM the exclusive right to sell the property located at the address set forth above and more particularly described on the RMLS™ Listing Data Input Form hereto attached (the "Property").

This listing is:

AN ACTIVE LISTING (ACT). Date marketing to begin is _____, _____, which will be the List Date published in RMLS™. No marketing may occur before such date.

COMING SOON-NO SHOWING LISTING (CSN). Will automatically convert to ACT on first date for showing and Date marketing to begin on _____, _____ (not more than 21 days from date of this Agreement). Property will be shown in RMLS™ as CSN status and is subject to certain marketing restrictions, as provided in the RMLS™ Rules and Regulations, including a prohibition against any showings and Internet advertising. A sign and flyer including the phrase "Coming Soon" may be placed on the Property.

Of course you also have the option of excluding the listing from RMLSweb for the life of the listing contract plus 30 days by choosing the "Excluded from MLS" option in the listing contract:

EXCLUDED FROM MLS. The Property will not be submitted to, or published in, RMLS™. The Authorization to Exclude from MLS Addendum must be completed and submitted to RMLS™.

Still got questions? We also recently made a short video about Date Marketing to Begin.

Hopefully walking through Date Marketing to Begin was helpful!

Don't forget, we are always happy to provide additional assistance as you need it. Simply contact the [RMLS™ Help Desk](#) at (503) 872-8002 or (877) 256-2169 and we can answer your questions until it's crystal clear!

TT

Hello Technical Terry!

Ever since an incident I had a few years ago I've been more conscious about my safety in the field, and that's why I'm curious about the new agent safety features of SentiSmart™. Can you tell me more about them?

Cautious in Coburg

Hello Cautious!

I'm really glad to hear that you take your safety seriously. Surely you're aware of the high-profile case of [Beverly Carter](#), but even on the local level RMLS™ regularly receives reports from agents receiving harassing phone calls or contact from "potential clients" that just don't check out.

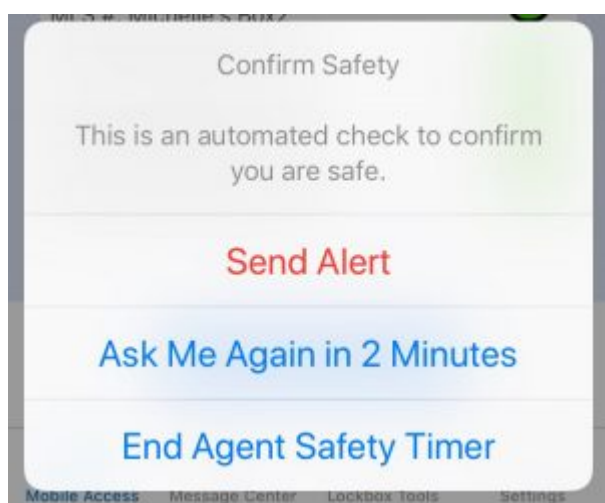
One tool that SentiLock has given to its users is on the SentiSmart™ app. The agent safety feature allows REALTORS® to alert selected contacts in the case of an unexpected or potentially dangerous situation when showing a listing.

When the feature is enabled, the agent safety feature will launch when SentiSmart™ is used to open a lockbox. The feature will automatically alert designated contacts when you do not confirm that you are safe.

Download the latest version of SentiSmart™ then enable the agent safety feature by selecting the Settings tab. Scroll down to Agent Safety, select, then enter your PIN to configure your agent safety settings. Next to Safety Notification

Contacts, touch the plus sign and select yes to allow the app to have access to your contacts. Choose at least one contact from the list as your emergency contact, then select Enable Automated Safety Check. ([SentriLock has a series of videos demonstrating how to set the feature up on a variety of devices.](#))

Once you've opened a lockbox, SentriSmart™ will ask if you want to use the agent safety feature. If you press the start button, note that *you will need to keep checking the app every 90-120 seconds to confirm you are still safe.*



If you don't periodically confirm your safety, your emergency contacts will receive a message from SentriSmart™ and you'll start receiving a flurry of phone calls and/or text messages from those contacts. (I mention this as RMLS™ has heard reports from users who learned this lesson the hard way.)

The agent safety feature also integrates with the facial recognition/Touch ID features that are part of the new SentriSmart™ update. If you haven't updated the app for a while, be sure and do so! And if you haven't started using SentriSmart™, it's available through both the [Apple App Store](#) and [Google Play](#), and well worth checking out.

Technical Terry