

Ask Technical Terry: How to Enter Marketing Start Dates for Coming Soon-No Showing Listings

Hi TT,



In this crazy market we are experiencing I've had opportunity to use the Coming Soon-No Showing (CSN) concept in Listing Load. While I understand the concept, and agree it has value in the right circumstance, I found the workflow to be tough to understand when adding the listing.

In fact, I made a mistake the first time I tried to use CSN and the listing went Active right away! It took a bit of work and conversation with RMLS support staff to clean up the mess I made and get the listing re-added correctly.

Are there any support materials I should have referenced before attempting to add a CSN that might have prevented my mistake? The Help Desk person I spoke with said it happens quite frequently.

Curious in Cottage Grove

Hi CC,

I hear you regarding adding a CSN listing. The mistake some subscribers make is not realizing the “Date Marketing to Begin” should be the date you want the listing to flip from CSN to Active, NOT the date you are publishing the CSN listing.

As the CSN status has been around for almost 3 years, much of the initial information about the status and how it all came about can be found on the RMLS Central blog – here is a post explaining the status and process for adding a new CSN listing.

In light of the ongoing (though diminishing) challenges with getting the Date Marketing to Begin correct when adding a CSN listing, we created a brand new, short video that covers how to add a CSN listing and get the DMB value correct.

I sure hope this helps, CC. Going forward you can always call the Help Desk at 877.256.2169 or use the Chat feature in RMLSweb to discuss the process with RMLS staff while you’re adding the CSN listing.

TT