

New Property Status of Coming Soon | March 3, 2020

In conjunction with the National Association of REALTORS® Clear Cooperation policy 8.0, Georgia MLS will be implementing a new property status of Coming Soon March 3, 2020. The Coming Soon status accommodates the pre-marketing of listings before they become available for showing, as well as providing a category for listings that could otherwise be kept off the MLS. This status solidifies the efficient marketplace that is the MLS, while responding to the marketing needs of REALTORS®, real estate professionals, and their sellers.

What is the NAR Clear Cooperation 8.0?

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, and applications available to the general public.

For more information regarding NAR Clear Cooperation 8.0, please visit – <https://www.nar.realtor/about-nar/policies/mls-clear-cooperation-policy>

Coming Soon Guidelines:

1. Coming Soon is only allowed for a maximum of 21 days prior to the list date on the Exclusive Right to Sell or Exclusive Agency Agreement. The Coming Soon Listing must have an “On Market Date” that must be later than the date of listing entry and list date.
2. After the 21 days of Coming Soon, the listing will automatically go to New status. A listing can be changed to an Active status any time within the 21 days by having Georgia MLS change the “On Market Date” field.
3. “Days on Market (DOM)” will not accrue while in the Coming Soon status and will only begin once the listing status becomes New.
4. The Coming Soon status will be designated as “CS” and will only be visible to Georgia MLS members.
5. A listing that was once in the Coming Soon status must be off market for 90 days or more before it can be relisted by the same Brokerage as Coming Soon.
6. Listings in the Coming Soon status will not be distributed to Broker, Agent, consumer facing, or any 3rd party syndication websites.
7. Listings in the Coming Soon status cannot be shown until the listing reaches the “On Market Date”. Coming Soon listings will be unavailable for the ShowingTime service.
8. Coming Soon status is required to be strictly adhered to, as stated by the MLS Statement 8.0 Clear Cooperation Policy. If the status is not updated within one business day, the Broker’s office will be subject to an initial fine of \$25 and \$5 every business day thereafter, until the property is within compliance.

[Coming Soon Status FAQs >](#)