



POLICY UPDATE

NEW COMING SOON STATUS IN PARAGON

Q. When should I use the Coming Soon status?

A. The Coming Soon status is meant to expose a listing that is not ready for showings but ready for marketing to the public.

Q. Can I put a for-sale sign on my Coming Soon listing?

A. You may put a sign up on the property.

Q. Can I post my Coming Soon listing on my social media?

A. Yes, you may post your listing on social media.

Q. How long can I keep my listing in the Coming Soon status?

A. You may keep your listing in the Coming Soon status for up to 21 days.

Q. What if my listing is ready for showing before 21 days?

A. You may update your listing to the Active status at any time within the 21 days.

Q. What happens to my Coming Soon listing after 21 days?

A. The system will make your Coming Soon listing Active on the 22nd day.

Q. What if an agent calls to make an appointment to see the listing while it is in the Coming Soon status?

A. If you are going to show the property, you must update the listing to an Active status.

Q. Where will my Coming Soon listing be displayed?

A. Coming Soon listings are available to all MLS participants who have access through SDMLS and our data shares with reciprocating MLSs.

Q. Will my Coming Soon listing be displayed outside of the MLS?

A. Not until the listing becomes Active. Only Active listings are sent to syndication sites such as Realtor.com, Zillow, Trulia, and IDX sites.

Q. Do I have to submit my Authorization to Exclude or SELM to the MLS if I put my listing into the Coming Soon status?

A. You do not need to submit an exclusion because you have fulfilled your obligation to enter your listing into the MLS.

Q. Are there any changes to the Rules and Regulations?

A. MLS Rule 9.8 has been updated with the following language:

9.8 Availability to Show or Inspect. Listing Brokers shall not misrepresent the availability of access to show or inspect a listed property. For any property in which listing broker selected a status of Coming Soon or has Registered the property with the MLS as an Exclusion, Listing Broker represents the property shall have no showings or tours by listing broker or otherwise until such a time the property is placed in the Active status.

In addition to the change the SDMLS Rules and Regulations a Coming Soon status has been added to section 10.7. Coming Soon A valid listing contract exists, and no offer has been accepted. By placing the listing in the Coming Soon status the listing broker certifies there will be no showings in accordance with MLS Rule 9.8.