

# Seller Instruction to Place Listing into Fresno Multiple Listing Service (FMLS) Coming Soon Status

Email to: [mls@fresnorealtors.com](mailto:mls@fresnorealtors.com)

Property Address: \_\_\_\_\_

List Date: \_\_\_\_\_ Start Showing Date: \_\_\_\_\_ (not to exceed 21 calendar days after entry)

The Coming Soon status is intended for sellers who want their property exposed to other FMLS subscribers now even though they are not ready for any showings.

Seller instructs Agent to place Property into the FMLS Coming Soon status, which is subject to the following:

- 1) **NO SHOWINGS** - Property may not be shown to anyone until property is placed into an active status in the FMLS. Seller understands that no one (including but not limited to Seller, Listing Agent, or any other real estate licensee) may show the Property during the Coming Soon status.
- 2) **OFFERS** - Seller may receive, respond to, and accept offers during the Coming Soon status.
- 3) **EXPOSURE** - While in the Coming Soon status, the listing information will be submitted to the FMLS for agent-only access. The FMLS will not syndicate to any public facing websites (ie: Homes.com, Realtor.com, Zillow.com) and shall not be available on any broker's publicly accessible website via IDX.
- 4) **VIEWABLE BY FMLS BROKERS & AGENTS** - Seller understands that all FMLS subscribers will have access to the Property listing information, and may share this information with their clients on a one-on-one, individual basis only.
- 5) **PROHIBITED MARKETING** - Seller understands that the following types of marketing are prohibited by Seller, Listing Agent, or any other real estate licensee while property is in the Coming Soon status, including but is not limited to: flyers displayed in windows, yard signs, digital marketing on public facing websites, social media posts, brokerage website displays, and digital communications marketing and email blasts.
- 6) **TIME LIMITATION** - Property cannot be in the Coming Soon status for more than 21 calendar days. At the Start Showing Date, or on day number 22 (whichever is earlier), property will automatically transfer into Active status at 12 a.m. in the FMLS. If property is not ready for showings on the Start Showing Date, the listing must be placed in an off-market status in the FMLS until property is available for showings.
- 7) **EXTENSION OF COMING SOON STATUS** - if the initial start date was less than the 21 days, with written direction from the seller, an extension may be allowed.
- 8) **ONE TIME USE OF STATUS** - If at any time the property is changed from the Coming Soon status, the property may not be returned to the Coming Soon status. The only exceptions are if the property has been Expired or Cancelled for more than 60 days, or if the property is re-listed by a new brokerage firm.
- 9) **DAYS ON MARKET** - During the Coming Soon status the Days on Market will not accrue.
- 10) **COMPLIANCE** - Failure to comply with the above restrictions will result in the property being immediately placed in Active status by FMLS staff, and may result in fines per the FMLS Citation Policy.

**By signing below, Seller certifies and acknowledges that Seller has read, understands and agrees to the rules provided in this document.**

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Real Estate Firm

Listing Broker/Manager Signature

Date

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Seller Name

Seller Signature

Date

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Seller Name

Seller Signature

Date