## PRE-MARKETING ADDENDUM

TO RCMLS RESIDENTIAL LISTING AGREEMENT



## (Use this Addendum only for property entered as "coming soon" in RCMLS)

THIS PRE-MARKETING ADDENDUM is made on		_, 20	to the RCMLS	
Residential Listing Agreement dated	, 20	(the "Listing Agreement"), by and		
between	("Owner") and			
	("Broker") for th	ne exc	lusive right to sell certain real	
property known as			, Tennessee ("the	

Property") and shall be attached to and made a part of the Listing Agreement.

- 1. **PRE-MARKETING LIMITATION:** Owner directs that Broker enter the Property listing in the RCAR Multiple Listing Service ('RCMLS") under "coming soon" status and directs that their Property not be available for viewing by anyone prior to the date entered in Paragraph 3 below. Owner understands that during the pre-marketing period, the Property listing information will be made available to other RCMLS participants and their clients.
- 2. RCMLS RULES: RCMLS Participants are required to enter ALL property listings into the RCMLS system within 24 hours after all necessary signature(s) of seller(s) has been obtained, OR marketing begins.

## 3. PRE-MARKETING INSTRUCTIONS:

- a. Owner and Broker agree that the Listing Agreement is hereby modified as follows: Owner herby directs Broker to list the Property in RCMLS in "coming soon" status until \_\_\_\_\_\_, 20\_\_\_\_, 20\_\_\_, 20
- **b.** Owner **{select one}:**  $\Box$  authorizes **OR**  $\Box$  does not authorize Broker to install a yard sign with "Coming Soon" rider on the Property while the Property is listed in the "coming soon" status.
- 4. ADVERTISING: Broker may conduct pre-marketing activities for the Property (i.e. photography, staging, landscaping, repairs, etc.). Broker may advertise the Property on Broker's website or any other websites, or in the media (i.e. newspapers, print ads, etc.) or in social media (i.e. Facebook, Twitter and other social media applications) while the Property listing remains in the "coming soon" status as long as advertised as "coming soon".
- 5. SHOWINGS: Broker is prohibited from showing Property to prospective buyers and/or their agents if the Property is listed in RCMLS under the "coming soon" status. If Owner desires to have the Property shown to prospective buyers and/or their agents; BROKER MUST change the Property status to "active" in RCMLS. Once changed to "active" status, listed property cannot be changed back to "coming soon" status.
- 6. COMPENSATION: Owner acknowledges that an offer of compensation to cooperating buyer agents is required for the listing of the Property in RCMLS, including in the "coming soon" status.

Witness the following duly authorized signatures:

Owner	Date	Owner	Date
Owner	Date	Owner	Date
Broker: By:_	Signature of Broker or authorized agent	Date	
Print Name:			