**RCMLS – Pre-Marketing Addendum to (Coming Soon) Residential Listing Agreement**

(To be used for Property entered in the MLS as "Coming Soon")

THIS PRE-MARKETING ADDENDUM is made on _____, 20___, to the Residential Listing Agreement dated _____, 20___ ("Listing Agreement"), by and between _____ ("Seller/Owner") and _____ ("Broker") for the exclusive right to sell certain real property known as:

Property Address: _____

City: _____ State: _____

This Addendum shall be attached to and made a part of the Residential Listing Agreement.

## 1. PRE-MARKETING LIMITATION

Seller/Owner hereby directs Broker/Agent to enter the Property listing in the River Counties REALTORS® Multiple Listing Service ("RCMLS") under "Coming Soon" status. Seller/Owner further directs that the Property not be available for viewing by anyone prior to the date entered in Paragraph 3 below.

Seller/Owner understands that, during the pre-marketing period, Property listing information will be made available to other MLS Participants and their clients, and that no showings may occur prior to activation.

## 2. MLS RULES

The MLS requires Participants to enter all property listings into the RCMLS system within twenty-four (24) hours, excluding Saturdays, Sundays, and holidays, of the effective date of the Listing Agreement.

## 3. PRE-MARKETING INSTRUCTIONS

a. Seller/Owner directs Broker/Agent to list the Property in RCMLS under "Coming Soon" status until _____, 20___ (a maximum of 14 days from the effective date of the Listing Agreement), on which date the Property automatically will change to "Active" status.

b. Seller/Owner (select one): ☐ authorizes ☐ does not authorize Broker to install a yard sign with a "Coming Soon" rider on the Property while the Property is listed in the "Coming Soon" status.

## 4. ADVERTISING

While the Property remains in "Coming Soon" status:

- a. Days on Market will be calculated.
- b. The Property will be included in the MLS's syndication feeds, but will not be included in prospecting matches for "Active" listings.
- c. The Broker/Agent may market the Property in any medium, provided that such marketing clearly represents the Property as "Coming Soon", and any stated availability date must match the MLS activation date.

## 5. SHOWINGS

Brokers/Agents are prohibited from showing the Property to prospective buyers and/or their agents while the Property is listed as "Coming Soon."

If Seller/Owner wishes to allow showings, Broker must first change the Property status to "Active" in the MLS. Once changed to "Active," the Property cannot revert to "Coming Soon" status.

## 6. OFFERS

Seller/Owner is not prohibited from accepting an offer from a prospective buyer who elects to make such an offer without viewing the Property.

If an offer is accepted on a "Coming Soon" listing, Broker/Agent must change the listing status to one other than "Coming Soon" (e.g., "Pending") within twenty-four (24) hours, excluding Saturdays, Sundays, and holidays.

## Acknowledgment and Signatures

Seller/Owner: _____ (Signature) Date: _____

Print Name: _____

Seller/Owner: _____ (Signature) Date: _____

Print Name: _____

Broker or Licensee Authorized by Broker: _____

Broker/Firm: _____ Date: _____