

Matrix

Coming Soon FAQs



CRMLS permits users to enter listings in the Coming Soon status, subject to certain rules related to the submission and marketing of Coming Soon listings. Review these frequently asked questions prior to using Coming Soon status to ensure you remain in compliance.

How does Coming Soon work?

The Coming Soon status allows listing agents to share a property with the other brokers in the MLS for up to 21 days prior to the property being ready for showings (staging, professional interior photos, repairs, etc.). Since there are no showings, the Days on Market (DOM) will not count.

How is Coming Soon similar to Active?

- Marketing is allowed in both statuses, so long as Coming Soon listings are clearly marked as Coming Soon.
- Both Coming Soon and Active listings are fully displayed to all other MLS users and can be sent through the MLS to their clients.
- The listing agent agrees to cooperate and offers compensation to the buyer's side on both Coming Soon and Active listings.

How is Coming Soon unique?

- Coming Soon listings have **limited distribution**: they will not go out from the MLS to portals like Zillow, Trulia, and Realtor.com via CRMLS syndication channels.
- Showings are not permitted in Coming Soon.
- Because of these limitations, Days on Market do not count in Coming Soon.

What is considered "Marketing" and "Advertising"?

Per MLS Rule 7.9, "Marketing" and "Advertising" includes, but is not limited to, information about the property or its availability for sale displayed on any: signs, websites, social media, brokerage or franchise operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written material, or on any applications available to the public, or by conducting an open house.

Who is a "non-client" or "member of the public"?

Rule 7.9 provides any individual or entity that has signed a Disclosure Regarding Real Estate Agency Relationship form in compliance with CA Civil Code section 2079.16 that identifies the Listing Broker within the previous year shall not be considered a "member of the public."

So, any individual or entity with whom your brokerage does not have such an AD form is a member of the public. Further, other agents in your brokerage (those under the same broker's license) are not members of the public.

Are Coming Soon listings included in IDX data feeds from CRMLS?

Yes, Coming Soon listings are included in all CRMLS IDX feeds, and will then be displayed on broker and agent websites or other places receiving this type of data feed.

Are Coming Soon listings included in Syndication data feeds from CRMLS?

No, Coming Soon listings are not included in CRMLS Syndication feeds, and so will not be displayed on Syndication sites such as Zillow unless the listing broker places those listings on the Syndication site on their own.

Are Coming Soon listings included in Virtual Office Website (VOW) data feeds from CRMLS?

Yes, Coming Soon listings are included in all CRMLS VOW feeds, and will then be displayed on broker websites receiving this type of data feed.

Can I post the property on Facebook, Zillow, or other sites as a “Coming Soon” and concurrently (or later) place the listing in the MLS?

Yes. You can market the property on Facebook, Zillow, or other sites as “Coming Soon;” however, once public marketing occurs, you must enter the property in the MLS under the status of Coming Soon or Active within one (1) business day. The DOM will not begin accumulating until the listing is in the status of Active or Active Under Contract.

My seller wants to exclude their property from the MLS for 30 days, but they want to begin public marketing two weeks before entry in the MLS. Can this be done?

No. Once the property has been marketed to a member of the public, the listing must be entered in the MLS as either Coming Soon or Active within one (1) business day. In this example, you must place the property in the MLS at the two-week mark.

A violation of Rule 7.9 will result in the issuance of a Warning Notice and is subject to a citation in the amount of 1% of the list price with a minimum fine of \$500, not to exceed \$2,500, if not entered in the MLS in a timely fashion.

What is the difference between an Exclusion Form and a Coming Soon form?

An Exclusion form is an instruction from the seller that states that a property will not go into the MLS at all or will be submitted to the MLS at a later date. The C.A.R. Seller Instruction To Exclude Listing Form The Multiple Listing Service (C.A.R. SELM) includes disclosures related to the specific effects of excluding a listing from the MLS, including that the property will be subject to limited exposure as it is not available for cooperation on the MLS. The C.A.R. SELM is a good example of an exclusion form that complies with Rule 7.9.1.

The Coming Soon form is for a property going into the MLS with an instruction from the Seller to input the property as a Coming Soon listing. This form includes disclaimers and disclosures that there will be limitations to exposure of the listing and the property. Additionally, the Coming Soon form allows the seller to advise when the property will be available for showings.

Why were the CRMLS Exclusion Form and exclusion checkbox in Matrix removed?

The CRMLS Exclusion Form was removed from CRMLS.org and zipForm’s CRMLS library because it is no longer applicable. The form was designed specifically to provide for a modification of the Days on Market (DOM) when no marketing was occurring. The CRMLS Exclusion Form was important because it allowed users to enter a listing with a reduced or zero (0) DOM count due to a period of no marketing prior to the listing’s entry.

With the Clear Cooperation Policy, this is no longer an option. Within one (1) business day of any public marketing, the property needs to be entered in the MLS. As a result, the situation that the CRMLS Exclusion Form was designed to handle can no longer occur.

When do the Days on Market for a listing start accumulating?

“Days on Market” or “DOM” for a listed property is a measure of the number of days that a property is listed in the status of Active or Active Under Contract in the MLS. Accordingly, DOM will begin to accrue the day a listing first appears in Active or Active Under Contract status. Note that DOM is NOT a measure of how many days that the property has been in the MLS.

Is a Coming Soon form required?

Yes. The Coming Soon form is required and must be obtained from and signed by the seller(s) prior to using the Coming Soon status. The Coming Soon form can be found [here](#), in zipForm’s CRMLS library, and on our central website on the CRMLS Clear Cooperation Policy and Compliance web pages (<https://go.crmls.org/clear-cooperation-policy/> and <https://go.crmls.org/compliance/>).

Using the Coming Soon status without a seller-signed Coming Soon form is a violation of Rule 8.3 – Inaccurate Status and is subject to a citation and fine in the amount of \$250.

Do I have to submit the Coming Soon form to CRMLS?

No. The form must be obtained from and signed by the seller and kept within your office files, but you do not need to submit the form to the MLS.

Is a Listing Contract required for Coming Soon?

Yes, pursuant to Rule 8.1 and Ca. Civil Code sections 1086 and 1088, a valid listing agreement is required because the property is in the MLS for cooperation. A listing that is entered in the MLS prior to an effective agreement in place will result in a violation of CRMLS Rule 8.1 and is subject to a citation and fine in the amount of \$1,500 and immediate removal of the listing.

How do I enter a listing as Coming Soon in the MLS?

Begin by entering the listing information as you normally would. On the listing input screen, select the status of Coming Soon while under the Status tab. Under the Office/MLS tab, you will be prompted to enter the Start Showing Date. When all information is entered, click Save as Incomplete, or Submit Listing. For step-by-step instructions, visit <https://kb.crmls.org/knowledgebase/matrix-coming-soon-status/>.

I accidentally entered a listing as Active instead of Coming Soon. How do I fix it?

Contact CRMLS Compliance by email at compliance@crmls.org or live chat (<https://go.crmls.org/compliance-live-chat/>). Be prepared to provide the Compliance analyst with the effective listing agreement and a seller signed Coming Soon form. Once you provide supporting documentation and CRMLS reviews it, CRMLS will walk you through the process to correct this error.

For all future Coming Soon listings, make sure you are selecting Coming Soon as the status under the Status tab on the listing input screen. Under the Office/MLS tab, you will need to enter the Start Showing Date, which is the date the listing will be changed to Active.

Is a photograph still required for Coming Soon listings?

Yes. Per Rule 11.5.1, an exterior photograph that displays a substantial portion of the exterior structure of the property must be entered within two (2) business days of entry for all property types, except business opportunity. Coming Soon listings are not exempt from this requirement.

Can I change a listing from Coming Soon to Pending or Active Under Contract?

Yes. While in the status of Coming Soon, buyer(s) may present offers and seller(s) may accept them.

Can I publicly market a Coming Soon listing?

Yes. A listing in the status of Coming Soon may be publicly marketed by use of flyers, For Sale signs, Facebook posts, etc. However, no showings or open houses may take place.

Can I show a property that is in the status of Coming Soon?

No. Coming Soon listings cannot be shown by anyone under any circumstances. Even the Listing Broker may not show the property. This includes but is not limited to Virtual Open Houses and Virtual Showings. If you plan to show the property, you must update the listing status to Active prior to the showing date.

Can I advertise a future open house while the property is in the Coming Soon status?

Yes. You can advertise an open house and disclose the date in which the property is available to be shown. However, you may not show the property prior to the date disclosed unless you update the listing to the Active status.

Will the Coming Soon listing automatically update from Coming Soon to Active?

Yes. The listing will automatically update from Coming Soon to Active on Day 22 of the listing's input date, or the date entered into the Start Showing Date, whichever is earlier.

Can I modify the Start Showing Date once the listing is entered as Coming Soon?

Yes. You must make the change prior to the current Start Showing Date. The new Start Showing Date cannot exceed the 21-day time frame allotted for Coming Soon.

Is the Coming Soon status limited to Residential, Residential Vacant land and lots, and Residential 1-4 unit properties, noted in Rule 7.9?

No. Listings of any property type may use the status of Coming Soon.

How do I report off-MLS marketing?

To submit a report of off-MLS marketing for a property that is not in the MLS as Coming Soon or Active, click on the following link to access the web form below: <https://crmls.secure.force.com/TicketSubmission/>.

The web form will prompt you to enter information regarding the property being marketed, the brokerage firm or agent marketing the property, and the type of marketing found. You will also be required to upload any proof of marketing that corresponds with your report.

Once submitted, a confirmation will appear on the screen and you will receive a second confirmation via email once a case is created.

The CRMLS Compliance Department will review the report and take appropriate measures to correct/address the issue.

What happens if I report off-MLS marketing by an agent that is not a CRMLS user?

Reports received for activity by an agent who is not a CRMLS user are deemed outside of CRMLS's Compliance jurisdiction and will be referred to the violating agent's appropriate MLS for further processing. As with all reports submitted to CRMLS, the report will be kept confidential and your contact information will not be submitted with the report unless you provide written authorization for CRMLS to submit that information on your behalf to the violator's MLS.