

MAAR Coming Soon & Clear Cooperation FAQ

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What is “Clear Cooperation?”

In summary, Clear Cooperation is the name of a NAR-mandated MLS rule that requires any listing advertised by an MLS Subscriber to be **entered into the MLS within 1 business day of advertising or marketing** that listing. The listing can be entered in Active or Coming Soon status.

What is the Coming Soon Status?

“Coming Soon” is an MLS status for listings in the MLS which cannot yet be shown. A listing in Coming Soon status has a valid listing agreement but **SHALL NOT BE SHOWN** as a matter of policy. Showing a Coming Soon listing is a violation of MLS Rules & Regulations.

Note: Coming Soon listings must specify the date on which they will become Active and MUST INCLUDE a signed Coming Soon Listing Certification which documents that date and the seller’s consent to use the Coming Soon status. Listing brokers or agents are permitted to advertise Coming Soon listings on their own.

Coming Soon Listing Certification:

https://www.maar.org/clientuploads/membership/forms%20and%20contracts/mls%20forms/coming_soon_listing_certification.pdf

What is the Active Status?

“Active” is an MLS status for listings in the MLS which must be shown. A listing in the Active status has a valid listing agreement and **SHALL BE AVAILABLE FOR SHOWINGS** within 12 hours of being changed to the Active status as a matter of MLS policy. It is no longer acceptable to delay or decline showings for a listing in Active status. This includes any language or practice that has the effect of delaying or declining showings.

Note: The only exceptions to the requirement to show Active listings are for tenant-occupied homes or to adhere to a schedule of the seller’s availability for showings which should be clearly communicated.

What's the specific MAAR MLS Rule for Clear Cooperation?

Section 1.01. CLEAR COOPERATION: Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public.

NOTE: Exclusive listing information for required property types must be filed and distributed to other MLS Participants for cooperation under the Clear Cooperation Policy. This applies to listings filed under Section 1 and listings exempt from distribution under Section 1.3 of MLS Rules & Regulations if it is being publicly marketed, and any other situation where the listing broker is publicly marketing an exclusive listing that is required to be filed with the service and is not currently available to other MLS Participants.

What's the backstory for the Clear Cooperation rule and the Coming Soon Status?

Video: NAR Rationale and Explanation of the Clear Cooperation Policy:

<https://www.youtube.com/watch?v=gUg0FXIAC0c>

Video: Overview of MAAR's Clear Cooperation and Coming Soon Policy Implementation:

<https://www.youtube.com/watch?v=VPXfbyXIZI8>

Why did MAAR add the Clear Cooperation rule?

It is mandated by NAR - and it fosters a cooperative marketplace.

Are any listings exempt from the Clear Cooperation requirement for entry in the MLS?

New Construction (until final inspection), Commercial, Multi-Family, Rental, listings not under exclusive right to sell agreements, properties with a list price \$12,500 or less, and listings outside MAAR's MLS service area - These are listings for which MLS entry is never required.

Can a listing in the Coming Soon Status be marketed to the public?

Yes, but it needs to be entered into the MLS as Coming Soon within 1 business day of the start of any public marketing.

Is Clear Cooperation consistent with Article 3 of the NAR Code of Ethics?

Yes. By joining the MLS, Participants agree to be bound by the MLS Rules and Regulations. Per the policy's rationale, the public marketing of a listing indicates that the MLS participant has concluded that cooperation with other MLS participants is in their client's best interests.

What is the meaning of "business day"?

Business days exclude Saturdays, Sundays and holidays. The NAR MLS Advisory Board specifically revised the policy's time frame due to concerns with enforcement to provide greater flexibility for days when submitting the listing to the service could be a challenge. For consistency among all REALTOR® Association MLSs, the approved timeframe is 1 business day.; "holidays" include all recognized federal and state holidays.

Is a closed Facebook group considered public-facing media?

Yes, unless it only includes agents within your office or company.

Would it be correct to say that if the listing is not in the MLS, then it cannot be advertised on public-facing media?

Yes, specifically if it's advertised or shared more than 1 business day before going into the MLS.

Is an email campaign considered public facing media?

Yes, unless it's going ONLY to agents in your office or company.

How do I enter a listing as Coming Soon?

Use the Coming Soon (CS) status, have your seller sign the MAAR Coming Soon Listing Certification, and upload to the Documents section on the listing and enter a projected active date.

What if the seller can't show property on Thursdays, can I still use the Active status?

Yes, but you may want to note that in the Realtor Remarks section.

Is my yard sign required to say "Coming Soon" on Coming Soon listings?

Signs are regulated by the real estate commission and broker policies. MAAR MLS Rules & Regulations do not require specific language for marketing a listing on signs.

Where do I find a copy of the Coming Soon Listing Certification?

[Coming Soon Listing Certification](#)

Can I conduct showings on a Coming Soon listing?

No

Is there any limit to the length of time a listing can remain in Coming Soon Status?

No

Can I withhold a listing from the MLS and market the property within my office only?

Yes, this is called an Office Exclusive Listing. An Office Exclusive Listing is addressed in the MLS rules under section 1.3. Seek the advice of your Broker.

If a seller accepts an offer sight-unseen while their listing is in Coming Soon status, is the listing agent required to place the listing in Pending or Contingent status?

Yes – The status must be changed to Active first and then to Contingent or Pending.

How do I search Coming Soon listings?

You can search for Coming Soon (CS) by entering it as a status in a search in Paragon.

Are Coming soon listings displayed to consumers in Collaboration Center?

No, Coming Soon is only visible to MLS members.

Are Coming soon listings displayed on IDX websites or Syndication websites like Zillow and Realtor.com?

No, Coming Soon listings are not syndicated to any third-party sites.

Can I email Coming soon listings to my clients?

Yes, you can email them, but the Coming Soon status can NOT be used in a saved search for automated email notifications.

Can I present an offer on a Coming Soon listing to the seller?

Yes. Unless specifically waived in writing by the seller and listing broker, you are required to present all offers promptly. (TREC T.C.A. 62-13-404; MAAR MLS Rules & Regulations Section 2.2)

Can an offer be accepted, and a contract signed while in Coming Soon status?

Yes, sellers could accept an offer. Sellers could also potentially receive higher offers if a listing was made active first and available to a wider audience.

If a property in the Coming Soon status is ready to show before the Projected Active Date, can it be changed to Active sooner?

Yes, as soon as the property is available to be shown, you may change the status to Active.

Can a broker advertise their own Coming Soon listings on their company website (not through IDX)?

Yes, as long as they were entered in the MLS within the 1 business-day time limit and they were not showing until they became Active.

Will changes in list price be recorded in listing history on Coming Soon listings?

Yes. Listing history, including price changes and remarks, are recorded in Coming Soon status just as they are in Active status.

Can showings be scheduled during the Coming Soon period for appointments after the Projected Active Date?

Yes, this would be handled by the listing agent or company per their policy because Coming Soon listings are not shared with any showing service providers.

What do I do if the Coming Soon period ends or I forgot to extend the Projected Active Date, but the seller isn't ready to show the property?

The Projected Active Date may be extended while the listing remains in Coming Soon status. A signed Coming Soon Listing Certification which reflects the new date must be attached to the listing in the MLS.

If the listing agent did not extend the Projected Active Date in the MLS before the listing status automatically changed to Active, then the listing cannot return to Coming Soon status. In this case, the listing status should be changed to Temporarily Off Market to avoid showings.

Why can't I withdraw and relist the property if I forgot to extend the Projected Active Date?

It is a violation of MLS rules to relist a property under the same office within 30 days of changing the status of a listing for that property to Withdrawn-Released.

Can I do virtual showings on listings in Coming Soon status?

No, showings of any kind are prohibited for coming-soon listings. You may post recorded virtual tours to the listing in the fields provided.

Do Coming Soon Listings accumulate Days On Market?

No, the Days on Market (DOM) value for a Coming Soon listing begins to accrue on the Projected Active Date which always occurs after the Coming Soon period has ended.

When should my listing agreement start? The date I enter the Coming Soon listing, or the Projected Active Date?

Your listing agreement should start on the date it is signed or when the terms of the listing agreement become effective. You may need language to address coming soon or when your marketing begins. Seek the advice of your Broker.

What happens if a Coming Soon listing is shown to a potential buyer?

This is a violation of MLS Rules and Regulations. It should be changed to Active status immediately and made available for other agents and buyers