



Coming Soon / Hold Form

This form is required when a listing is placed in the "Coming Soon" OR "Hold" status.

The undersigned Seller(s) owns the property at:

245 Purslane Drive, Franklinton, NC 27525

Address City State Zip

The Seller(s) authorizes the Listing Broker to place the property referenced above (the listing) in the "Coming Soon" and/or "Hold" status in the MLS.

By signing this form, Seller(s) acknowledges that:

- Placing the listing in a "Coming Soon" or "Hold" status prohibits the property to be shown to any real estate professionals (including all brokers at the listing broker's office or firm) and potential buyers.
- Showing appointments may be pre-scheduled on Coming Soon listings, however, the listing's status must be "Active" for any showings to take place.
- Showing the property to a real estate professional (including any brokers at the listing broker's office or firm) and potential buyers is a violation of Doorify MLS rules and will result in a fine to the Listing Broker.
- The prohibition on showing the listing to Brokers and potential buyers must be uniformly followed and enforced. Any violation of the rule by allowing the listing to be shown to select Brokers and/or potential buyers could lead to a claim of discrimination under the Fair Housing Act.
- It is prohibited to host a Broker's Open/Open House, or Estate Sale, during the time that a listing is in a Coming Soon or Hold Status.

“Coming Soon” Rules

- The listing may be moved to another status (Active, Hold, etc.) before midnight on the 30th day in the “Coming Soon” status. If not moved by the Listing Broker, the MLS will automatically update the status to “Active” and make it available for showings.
- Advertisement through Doorify MLS will be through both IDX (Broker websites, apps, etc.) and syndication data feeds (non-broker websites, apps, etc.).
- Coming Soon listings accrue days on market due to how they are marketed through the MLS.

“Hold” Advertising/Temporary off Market

- The listing will NOT be included in any advertisement data feeds provided by Doorify MLS and thereof do not accrue DOM.
- You may continue to market the property, but showings are not permitted while in the Coming Soon/Hold statuses.

This form MUST be uploaded to the listing within two business days of MLS entry. Make sure to select “HAS EDIT” for document level security permissions.

Seller Signature Print Date

Seller Signature Print Date

Office Use Only

Listing Agent Signature Print Date

BIC Signature Print Date

Frequently Asked Questions

What is this form for?

Setting the status to “Coming Soon” or “Hold” on a listing results in some limitations. To avoid any confusion and to set the expectations of the seller, Doorify MLS requires that this form (or a form with similar content) be signed and attached to the listing.

When do I need this form?

This form is needed if one of the following situations occurs:

- When Seller(s) request that you advertise their property as “Coming Soon” before allowing showings to be scheduled.
- When Seller(s) need a temporary suspension of showings (more than 48 hours) and you, therefore, place the listing in the “Hold” status.

When do I NOT need this form?

This is NOT the form to use if the sellers do NOT wish to advertise their listing and therefore ask you to take the listing as an Office Exclusive. In the rare situations this should occur, the “No Cooperation” form is needed.

I accidentally saved my listing as Active or Hold. How can I get it back to Coming Soon?

Coming Soon is only available as a listing’s initial status. Be sure to double-check the status prior to saving your listing. Once a listing is saved to any status other than Coming Soon, there is no option for the status to go back to Coming Soon. If you are in this situation, you have two options for correction:

- You may change the listing status to HOLD. This status is searchable in the MLS but does not syndicate; therefore, DOM does not accumulate.
- Cancel and re-list the property. This involves terminating the current listing agreement and uploading the termination of agency to the document section of the listing. Once terminated, the BIC would then cancel the listing. The new listing will then be entered as Coming Soon with a new listing agreement.

Will Days on Market accrue during the Coming Soon or Hold periods?

Due to the marketing of the property through all data syndication feeds, Coming Soon listings will accrue Days on Market. Hold listings, because they are not included in data syndication feeds, will not accrue Days on Market.

If the listing started out in the “Coming Soon” status and later in the listing term is put in the “Hold” status, will a new form need to be executed?

No. This form only needs to be completed and submitted once for each listing. The form is simply an acknowledgment by the Seller(s) that they understand the limitations put on a listing when in the “Coming Soon” or “Hold” status.