

PRE-MARKETING (“COMING SOON”) ADDENDUM TO LISTING AGREEMENT

The Addendum is made on _____ to a Listing Agreement (“Listing Agreement”) dated _____ between _____ (“Seller/Landlord”) and _____ (“Broker”) for Property described as _____.

“Pre-marketing” is an industry term for marketing a property before it is officially offered for sale or for lease. Because pre-marketing activities reach only a limited pool of potential buyers or tenants, a seller or landlord may not obtain the maximum price or optimal terms for the sale or lease of his/her property. A property that goes under contract before it is listed in the Multiple Listing Service (MLS), or before it becomes “active” in MLS, has not had the benefit of being fully exposed to the entire open market.

MLS rules require that properties be entered into the MLS system within three (3) business days of signing the listing agreement, unless the seller has given the listing broker written instructions to the contrary. Properties also must be listed in MLS prior to conducting any advertising, unless the seller has given the listing broker written instructions to the contrary.

Acknowledging the foregoing, the parties hereby agree that the Listing Agreement is modified so that Seller/Landlord authorizes Broker to engage in pre-marketing activities prior to the date that the Property is entered in MLS under “active” status:

Check all pre-marketing activities Broker is authorized to conduct:

Property will be listed under “coming soon” status in MLS

- 1. Property will be listed under “coming soon” status on _____.
- 2. The “expected on-market date” will be _____ (no later than 21 days from the date the listing is entered in MLS).

OR

Property will NOT be listed under “coming soon” status in MLS

Property will be listed for sale/ lease and in “active” status in MLS no later than _____.

- Place a “coming soon” sign on the Property
- Show the Property to prospective buyers or tenants and/or their agents (NOT available if Property is listed in MLS under “coming soon” status)
- Notify agents with other firms that the Property is “coming soon”
- Place advertisements and conduct other pre-listing marketing activities at Broker’s discretion
- Other: _____

_____/_____
Date Seller/Landlord

_____/_____
Date Broker

_____/_____
Date Seller/Landlord

