

COMING SOON LISTINGS

In Paragon



Paragon has a new (optional) status called Coming Soon.

Many times a broker/agent lists a property that is in need of staging, painting, repair or remodeling before showing, or the listing agent simply needs time to take photos and to get the listing ready to be marketed. These are all examples of legitimate uses of the Coming Soon status and accompanying sign.

To enter a Coming Soon listing, when entering a new listing choose "Coming Soon" in the status instead of "Active." This will bring up a new field called "Coming Soon Reason" and "Projected Active Date."

A screenshot of the Paragon listing form. The form is titled "LISTING" and has a blue header bar with buttons for "Save", "Reset Fields", "Required Only", "Open All", and "Close All". The form fields are numbered (43) through (47). The "Status" field (51) is highlighted with a red box and contains the value "CS - Coming Soon". Below it are the "Coming Soon Reason" field (51) and the "Projected Active Date" field (4). Other fields include "Property Type" (43), "List Date" (54), "Expiration Date" (55), "Price" (45), "Office Exclusive Y/N" (1), "Address" (46), and "Unit #" (47).

You will then select a "Coming Soon Reason." If none of these apply select "See Agent Notes" and place your coming soon reason in the Agent Notes section.

A screenshot of the Paragon listing form with a "Coming Soon Reason" dialog box open. The dialog box has a title bar "Coming Soon Reason" and buttons for "Save" and "Cancel". It contains a search bar with "Contains" and a dropdown arrow. Below is a table with two columns: "Data" and "Description". The table lists several reasons: "Court Aprv" (Court Approval), "Remodeling" (Remodeling), "Renovation" (Renovations), "See Notes" (See Agent Notes), and "Staging" (Staging). The dialog box also has a footer with navigation arrows, "Page 1 of 1", a page number "25", and "View 1 - 5 of 5".

Choose the “Projected Active Date” which is the date it will be active in the system and ready to show. You can update this date at any time. **** Please note** that once the listing gets to the Projected Active Date, the system will automatically change the listing to an Active status. Active listings will not be able to be placed in a Coming Soon status.

LISTING

Save Reset Fields Required Only Open All Close All

(43) Property Type **R** **P**

(54) List Date **R** **P** mm/dd/yyyy

(55) Expiration Date **R** **P** mm/dd/yyyy

(45) Price **R** , 000

(1) Office Exclusive Y/N

(51) Status **R** CS - Coming Soon

Coming Soon Reason **R** Staging

(4) Projected Active Date **R** mm/dd/yyyy

(46) Address **R**

(47) Unit #

(56) Condo Name

(57) Subdivision **R**

(48) City **R**

(49) State **R** FL

May 5, 2017						
Today						
YR	MO				MO	YR
wk	Sun	Mon	Tue	Wed	Thu	Fri
17		1	2	3	4	5
18	7	8	9	10	11	12
19	14	15	16	17	18	19
20	21	22	23	24	25	26
21	28	29	30	31		

Select date

You can change the status to “Active” at any time. Coming Soon listings will not be able to be marked contingent, pending or sold.

LISTING

Save Reset Fields Required Only Open All Close All

(43) Property Type **R** **P**

(54) List Date **R** **P** mm/dd/yyyy

(55) Expiration Date **R** **P** mm/dd/yyyy

(45) Price **R** , 000

(1) Office Exclusive Y/N

(51) Status **R** CS - Coming Soon

Coming Soon Reason **R**

(4) Projected Active Date **R** mm/dd/yyyy

(46) Address **R**

(47) Unit #

Important Rules Surrounding Coming Soon Listings:

- **IT IS OPTIONAL TO PLACE YOUR LISTING INTO A COMING SOON STATUS.**
- The listing agent must have an active listing agreement in place to enter a Coming Soon listing. PAR can request the listing agreement at any time.
- The listing agent is required to upload a [Coming Soon Listing Agreement Addendum](#) into the listings "Associated Documents" OR similar wording from your listing agreement in which the seller is instructing you to keep it out of the MLS, once the listing is placed in the MLS in a Coming Soon status.
- The Coming Soon listing will automatically be placed in an active status once the listing reaches the "Projected Active Date."
- All fields that are required for an active listing are required for a Coming Soon listing with the exception of a photo.
- Listings agent and seller(s) agree not to show, solicit offers or sell the listing while the listing is in a Coming Soon Status.
- If the listing is in a Coming Soon status and the listing agent/brokerage schedules a showing with a prospective buyer or if the listing is shown to a prospective buyer (even by the seller) the agent is required to immediately place the listing in an active status.
- If the buyer solicits an offer while the property is in a coming soon status, the agent is required to immediately place the listing in an active status.
- Coming Soon listings will **not** be syndicated out to other websites.
- Coming Soon listings are only searchable to those with access to Paragon.
- Coming Soon listings do not accrue DOM or CDOM.
- The listing agent can update the Projected Active Date at any time but must upload a new Coming Soon Listing Addendum to the listing.

The Coming Soon status is **OPTIONAL** for your seller.

If your seller does not wish to sign the addendum and/or agree not to show the property, you have the option of keeping it out of the MLS and forwarding the MLS Department a copy of the listing agreement with the instructions from your seller. Please forward that document to documents@pensacolarealtors.org.

Coming Soon instructions, rules and listing addendum can be found on the front page of Paragon under MLS Documents and Forms.

IF YOU HAVE ANY QUESTIONS REGARDING THE NEW COMING SOON STATUS PLEASE CALL THE MLS DEPARTMENT:

850-434-5507