



MARKET DATE

The Pensacola Association of REALTORS Multiple Listing Service now has a new field named "Market Date." This new field will ensure that days on market numbers are accurate in the MLS, help the Coming Soon status to work smoothly and to aid agents when a listing agreement has been signed but the property is not yet ready to be shown or placed active within the Multiple Listing Service.

Market Date – The date that the seller/lessor has requested in writing that the listing be placed active in the Multiple Listing Service. The Market Date shall be indicated in either the listing agreement or coming soon addendum. Should the listing go active before the stated Market Date, the actual date of activation shall be considered the Market Date.

Here are some important things to know about the new "Market Date" field.

- Market Date is a required field.
- Days on Market will be calculated by the date in the Market Date field.
- Market Date should be the date your seller/lessor has requested in writing that the listing be placed active in the MLS.
- Market Date cannot be entered as a future date.
- Market Date will replace List Date on all customer reports.
- Market Date cannot be changed by the agent once the listing goes active. If you accidentally place the wrong date in the field, please send an email to mls@pensacolarealtors.org with a copy of the listing agreement. Staff will then change the Market Date field for you.

The List Date field will still be utilized in the input sheet as a required field.

List Date – The date on the listing agreement that the listing term begins. This is NOT necessarily the date of the parties' signatures.

Exclusive Right of Sale Listing Agreement



1 This Exclusive Right of Sale Listing Agreement ("Agreement") is between
2* _____ Mrs. Suzie Seller ("Seller")
3* and _____ Any Broker, Inc ("Broker").

4 **1. Authority to Sell Property:** Seller gives Broker the EXCLUSIVE RIGHT TO SELL the real and personal
5 property (collectively "Property") described below, at the price and terms described below, beginning
6* March 1, 2019 and terminating at 11:59 p.m. on September 1, 2019 ("Termination Date"). Upon
7 full execution of a contract for sale and purchase of the Property, all rights and obligations of this Agreement will
8 automatically extend through the date of the actual closing of the sales contract. Seller and Broker acknowledge
9 that this Agreement is a fee a sale. This Property will be offered to any person without regard to race,
10 color, religion, sex, **LIST DATE** status, national origin, or any other factor protected by federal, state, or local
11 law. Seller certifies and represents that she/he/it is legally entitled to convey the Property and all improvements.



FAQ

What do I place in the Market Date field if I have a Coming Soon Listing?

When entering a Coming Soon listing you will be asked for a Projected Active Date. Market Date should be the same as your Projected Active Date. You will have the ability to change/edit the Market Date or the Projected Active Date fields **before** the listing is placed in an active status.

Does the List Date and the Market Date have to be different?

No, these dates can be the same. If your listing agreement starts on June 1, 2019 and the seller/lessor has directed you to place the listing into the MLS on that date then both dates will be the same.

What date will be shown/given to the public?

Market Date will replace List Date and be shown on all customer reports.

What do I do if my seller/lessor does not want to place their listing in a Coming Soon Status and does not want their listing immediately in the MLS?

If you have a signed listing agreement and the seller/lessor does not want the listing immediately in the MLS or in a Coming Soon status please email the listing agreement to documents@pensacolarealtors.org. Doing this will ensure you are in compliance with Section 1. Listing Procedures that listings *...shall be entered in the Pensacola Multiple Listing Service within 5 business days after all necessary signatures of seller(s) have been obtained.*

Why is the List Date field empty when I maintained my listing?

If you have a listing that was entered before November 13, 2019 and you need to maintain your listing you will notice that the "List Date" field will be blank. This is a result of adding the new Market Date field into Paragon. Please place the date that you see in the "Market Date" field into the "List Date" field and then save your listing.

If you have any questions please contact the MLS Department at 850-434-5507.