



Clear Cooperation Policy Rules



N.A.R. Approved Clear Cooperation Policy 8.0

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.

This policy affects the following:

- Residential vacant lot/land
- Residential 1-4 unit properties

Mandatory Submission

Rule 7.9

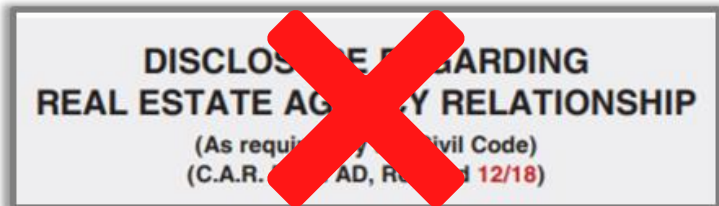
Mandatory Submission upon Marketing: Within one (1) business day of marketing or advertising a residential property to any member of the public for sale which contains one to four units or is a residential vacant land lot which is subject to any exclusive right to sell or seller reserved listing agreement, the Listing Broker must submit the property into the MLS for cooperation with other CRMLS participants. Marketing and advertising includes, but is not limited to, any information about the property or its availability for sale displayed on any: signs, websites, social media, brokerage or franchise-operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written material, on any applications, or by conducting an open house. Any individual or entity that has signed, within the previous year, a Disclosure Regarding Real Estate Agency Relationship form in compliance with CA Civil Code section 2079.16 that identifies the Listing Broker shall not be considered a "member of the public" under this rule.

Marketing Defined

1 Who?

The Public:

Public: Anyone who has not signed the AD form with the Listing Broker within the last year and is not an agent underneath the same designated Broker.



2 What?



Mandatory Delivery and/or Submission

1

Seller signs a listing contract?



If the property is never marketed, the listing does NOT need to be placed into Coming Soon or Active

2a

Listing Broker has two (2) days from the effective list date to input the listing into the MLS as:

- REGISTERED
- or COMING SOON
- or ACTIVE

AND/OR

2b

Within one (1) business day of marketing the property, the Listing Broker must ensure the listing is in COMING SOON or ACTIVE status.

Differences Between Registered and Coming Soon Listings

Registered

- No Public Marketing
- Not Displayed in MLS
- No Commission Offered
- No DOM
- No Distribution Through MLS
- Showings Only to Listing Broker Client
- Form Required

Who can see **Registered** Listings?
Listing Agent, Listing Broker,
Office Managers, and MLS Staff.

Coming Soon

- Marketing Allowed
- Displayed in MLS
- Commission Offered
- No DOM
- MLS Distribution Only
- No Showings
- Form Required
- 21 Days Maximum

Who can see **Coming Soon** Listings?
All CRMLS Users.

Showing a Coming Soon

Rule 9.3

9.3 Availability to Show or Inspect. Listing Brokers shall not misrepresent the availability of access to show or inspect a property. For any property in which a Listing Broker selected a status of Coming Soon or Hold, the Listing Broker represents that the property shall have no showings or tours, by Listing Broker or otherwise, until such a time as the property is placed in the Active or Active Under Contract status.

Coming Soon Defined

Rule 10.1

A valid contract exists, and no offer has been accepted.

The Listing Broker is in possession of a seller signed instruction to submit the listing as "Coming Soon."

Marketing and Advertising as defined in Rule 7.9 is permitted and shall include language that property is "Coming Soon," and shall include the date for which the property will become Active.

The property is not available for showings consistent with Rule 9.3.

Hold Defined

Rule 10.1

Hold (H):

The Listing Broker is in possession of a seller signed instruction to submit the listing as "Hold."

Marketing and Advertising as defined in Rule 7.9 is permitted.

The property is not available for showings consistent with Rule 9.3.

The Coming Soon Form

The Coming Soon Form MUST be signed by the seller prior to using the Coming Soon Status. However, it does NOT need to be submitted to CRMLS. Under CRMLS Rule 10.1, the violation for not obtaining a signed Coming Soon form will result in a fine amount of \$750.00. This rule does not carry a warning.



Seller Instruction to Place Listing into CRMLS Coming Soon Status (Revised 12/20)

Property Address: _____
Start Showing Date: _____ (Not to exceed 21 days after entry into Coming Soon)

Seller desires to have the Property placed into the CRMLS Coming Soon Status, which is subject to the following limitations:

1. NO SHOWINGS: Seller directs that their Property not be available for viewing by anyone until the Property is placed into an Active status in the MLS. Broker is prohibited from showing Property to prospective buyers and/or their own clients while the Property is in the Coming Soon status. If the Seller desires to have the Property shown to prospective buyers or to any cooperating brokers, the Broker must change the listing status to "Active" in the MLS. Once changed to Active status, the Property cannot be changed back to Coming Soon.
2. LIMITED ADVERTISING: While the Property is in the Coming Soon status, the listing information will NOT be sent out from the MLS to any public facing real estate portal websites (such as Homesnap, Realtor.com, Homes.com). The listing will be available on cooperative broker and agent-controlled websites. Because of this limited advertising, DOM will not accrue while in Coming Soon status.
3. 21 DAY LIMIT: Property cannot be in the Coming Soon status for more than 21 days. After 21 days, the Property will automatically be transferred to the Active status by the MLS system.
4. ONE TIME USE OF STATUS: If at any point the Property status is changed from Coming Soon to any other status, the Property may not be returned to the Coming Soon status.
5. ADVERTISING: While the Property remains in Coming Soon status, Broker may market the Property in any medium, provided that any such marketing only markets the Property as "Coming Soon" and any date used to indicate when the Property will be available for showing matches the Start Showing Date.
6. VIEWABLE BY CRMLS BROKERS: Seller understands that while the Property is in the Coming Soon status, the Property listing information will be made available to all CRMLS Brokers and their clients.
7. OPEN FOR OFFERS: Buyers can make offers on Coming Soon listings even though no showings are permitted. Should a Seller accept an offer on a Coming Soon listing, Broker must change the status consistent with CRMLS Rules, and the Property will not ever return to a Coming Soon status.

By signing below, Seller certifies and acknowledges that Seller has read and understands the information provided herein and has received a copy of this document.

Seller: _____ Date: _____

Seller: _____ Date: _____

Listing Agent: _____ Date: _____

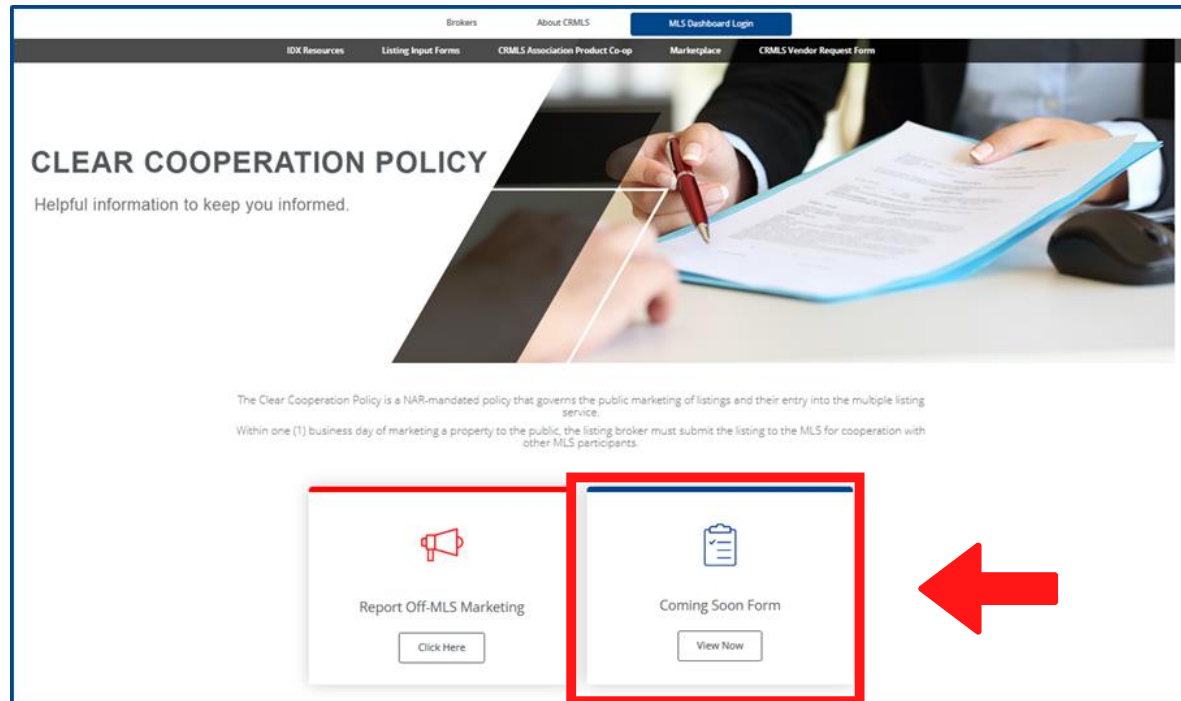
Listing Agent Name: _____

Listing Agent License Number: _____

Listing Broker (Firm Name): _____

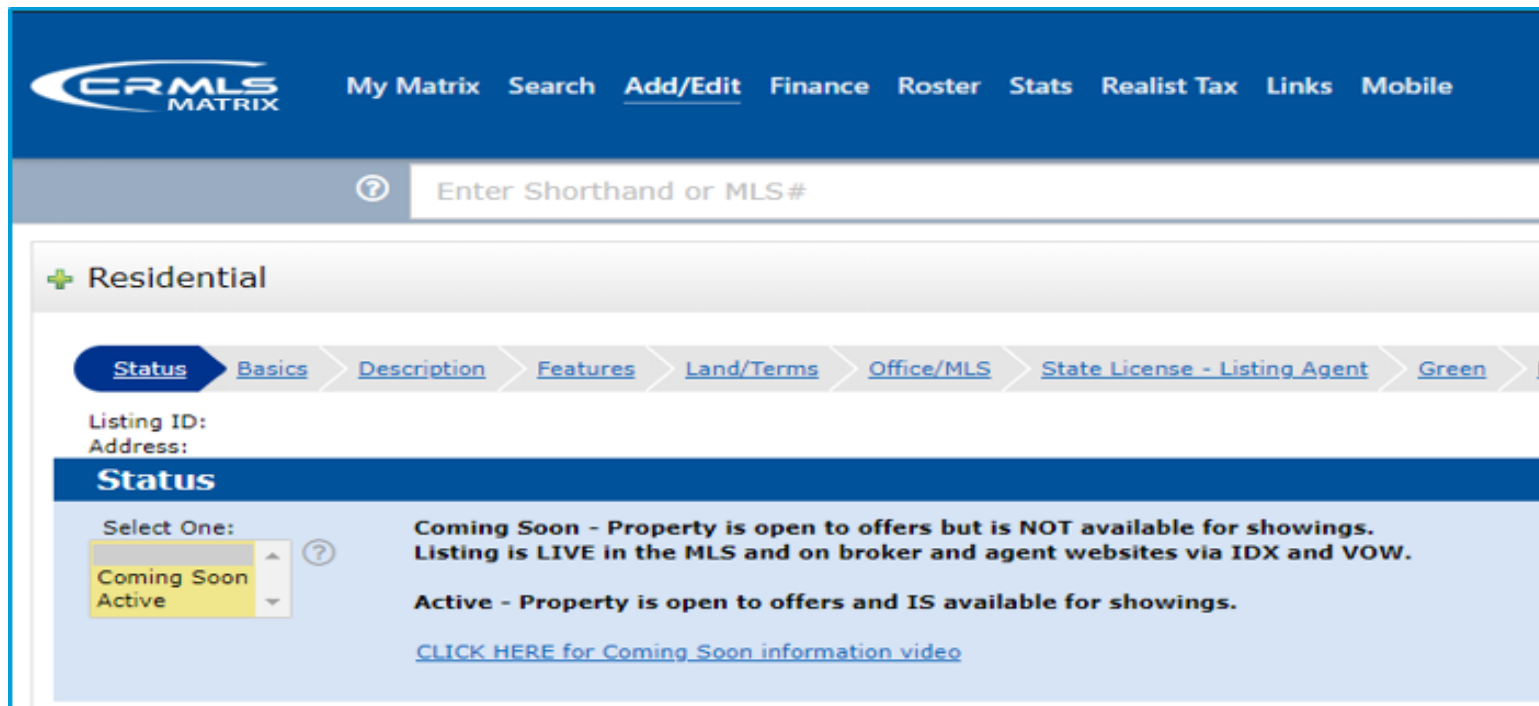
Accessing the Coming Soon Form

The Coming Soon Form is available in zipForm and is also available for download at: <https://go.crmls.org/clear-cooperation-policy/>



Entering a Coming Soon in Matrix

The status tab has been updated to include **Coming Soon** as an option.



CRMLS
MATRIX

My Matrix Search Add/Edit Finance Roster Stats Realist Tax Links Mobile

Enter Shorthand or MLS#

+ Residential

Status Basics Description Features Land/Terms Office/MLS State License - Listing Agent Green P

Listing ID:
Address:

Status

Select One: ?

Coming Soon
Active

Coming Soon - Property is open to offers but is NOT available for showings.
Listing is LIVE in the MLS and on broker and agent websites via IDX and VOW.

Active - Property is open to offers and IS available for showings.

[CLICK HERE for Coming Soon information video](#)

Entering a Coming Soon In Matrix (cont.)

The new field, **Start Showing Date** under the **Office/MLS Tab** will appear if Coming Soon is chosen. The date must be within **21** days of the listing input date.

The screenshot displays the Matrix software interface for entering a listing. The top navigation bar includes tabs for Status, Basics, Description, Features, Land/Terms, Office/MLS, and State License. The Office/MLS tab is selected and highlighted with a red box. Below the navigation bar, the current status is set to "Coming Soon". The Listing Information section contains fields for Buyer Agency Comp, Buyer Agency Comp Type, Dual/Variable Compensation?, Buyer Agency Comp Remarks, Listing Contract Date, Expiration Date, and Listing Service. The Start Showing Date field is highlighted with a red box, and a red arrow points from the Office/MLS tab to this field, indicating its visibility when the status is set to Coming Soon.

Entering a Coming Soon in Paragon



Type Coming Soon in the Status field or click the magnifying glass, select it from the list, and click save.

If you choose Coming Soon, the system will flag the On Market Date field as a required field. Enter the date (**not to exceed 21 days from the listing date**) and continue entering your listing.

The screenshot shows the 'LISTING' form in the Paragon software. The 'Status' field is highlighted with a red box and contains the text 'C - Coming Soon'. A red arrow points from this field to a 'Status' dropdown menu. The dropdown menu is open, showing a list of status options. The 'C' status, labeled 'Coming Soon', is highlighted with a red box. The 'Save' button is also highlighted with a red box. The 'Status' dropdown menu has a 'Begins With' dropdown and a 'Data' column. The 'Data' column contains the status codes (A, U, C, S, P, X, W, H, K, Z) and the 'Description' column contains the corresponding status names (Active, Active Under Contract, Coming Soon, Closed, Pending, Expired, Withdrawn, Hold, Canceled, Deleted). The 'Save' button is located at the top right of the dropdown menu. The 'Cancel' button is also visible. The 'Status' dropdown menu is currently showing page 1 of 1, with 25 items per page, and a total of 10 items.

Data	Description
A	Active
U	Active Under Contract
C	Coming Soon
S	Closed
P	Pending
X	Expired
W	Withdrawn
H	Hold
K	Canceled
Z	Deleted

Entering a Coming Soon in Flex



When adding a listing with the Coming Soon Status in Flexmls, you must start on the General tab and select the property type. Complete the fields in the Address tab and proceed to the Main Fields tab.

In the Start Showing Date field, enter the date (**not to exceed 21 days from the listing date**) and continue entering your listing.

The screenshot shows the 'Add Listing - Residential' form in the Flexmls application. The 'GENERAL' tab is selected and highlighted with a red box. Below the tabs, the 'General Listing Information' section is visible. The 'Property Type' dropdown menu is open, showing 'Residential' as the selected option, which is also highlighted with a red box. Other fields like 'Listing Member' and 'Co-listing Member' are present but not highlighted.

The screenshot shows the 'Add Listing - Residential' form in the Flexmls application, now on the 'MAIN FIELDS' tab, which is highlighted with a red box. The 'Status' dropdown menu is set to 'Coming Soon' and is highlighted with a red box. A tooltip message next to it reads: 'Coming Soon Status can be found here if needed. Click here for more info.' Below the status field, there are input fields for 'Listing Contract Date*', 'Start Showing Date*', 'Expiration Date*', and 'List Price*', each with a calendar icon and a red question mark icon.

Citation Policy

The Citation Fine for violations of Rules 7.8, 7.9, 7.9.1, and 9.3 is:

1% of the list price (minimum fine of \$500, not to exceed the amount of \$2,500).



Questions or Feedback

Email: Compliance@crmls.org

Visit [CRMLS.org](https://www.crmls.org) to access the Compliance Resources page