

Coming Soon Listing Status



**Generate early exposure while preparing
a property for showings!**

Check out this list of frequently asked questions when it comes to
Coming Soon, Listing Visibility Type and Saved Searches.

CONTACT SUPPORT



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FAQS

COMING SOON

What is the Automatic Status Update for Coming Soon listings?

All Coming Soon listings require an **Activation Date** at the time of listing entry. This date must be within **10 calendar days** of the listing creation. On the Activation Date, the listing will automatically transition to **Active**.

Listings can also be updated to Active manually **before** the Activation Date if needed.

Note: Coming Soon status is only available at the time of listing entry.

Can I accept offers or schedule showings for a Coming Soon listing?

Offers: Yes, **sight unseen offers** are permitted while a listing is in Coming Soon status.

Showings: No, showings are not allowed during this period. Violations will follow Clear Cooperation Policy penalties.

Do Coming Soon listings accrue Days on Market (DOM)?

No, Days on Market do not accrue while a listing is in Coming Soon status.

Where will Coming Soon listings be visible?

Coming Soon listings will appear on:

- PrimeMLS.com, IDX and VOW websites, and third-party syndication sites (depending on your Data Authorization selections).
- Hotsheets, ShowingTime feeds, specialty data feeds, and the Collab Center.
- Direct sharing through your MLS software.

What happened to the Delayed Showings field?

As of January 6, 2026, the Coming Soon status officially replaced the Delayed Showings field.

COMING SOON FAQS

When should I use Coming Soon instead of Active?

If a property is **not available for showings upon entry** into the MLS, it must be entered as a **Coming Soon** listing, which cannot be shown. Once a listing is updated to Active, either manually by the agent or upon the date entered in the Activation Date field, **it must be available for showings at that time.**

What are the benefits of using Coming Soon?

Using Coming Soon allows the listing to:

- Be entered into the MLS and appear in search results
- Display property data and listing details to consumers
- Clearly indicate that showings are **not permitted until the Activation Date**

What happens when a Coming Soon listing is updated to Active?

Once a Coming Soon listing transitions to Active, either **automatically** on the Activation Date or **manually** by the listing agent, the property must be **reasonably available for showings**, in accordance with [PrimeMLS Rules Section 2.10](#).

FAQS

LISTING VISIBILITY TYPES

What is Listing Visibility Type (LVT)?

LVT is a system-controlled setting in Paragon that applies specific business rules to a listing. For PrimeMLS, this setting controls Days on Market (DOM), specifically related to the Coming Soon status, which does not count DOM.

You don't select an LVT manually when adding a listing. Paragon assigns it automatically based on how the listing is entered.

Do I need to choose an LVT when entering a listing?

No. Paragon automatically assigns the correct LVT based on the listing's status.

Your job is to enter accurate listing information. Paragon handles the rule-enforcement part.

Why does Paragon use LVTs?

Because not all listings should accumulate DOM right away. LVT ensures Coming Soon listings follow MLS rules consistently and fairly without relying on manual workarounds.

How does LVT affect Days on Market (DOM)?

At PrimeMLS, LVT controls DOM, specifically related to the Coming Soon status, which does not count DOM.

- All Coming Soon listings require an Activation Date to be entered at the time of listing creation.
- The **Activation Date must fall within 10 calendar days of the listing entry** and will automatically transition the listing to Active on the selected date.
- Once a Coming Soon listing is updated to Active, either automatically or manually by the list agent, the listing must be reasonably available for showings per [PrimeMLS Rules Section 2.10](#), and will then count towards DOM.

LVT FAQs

Should I change the LVT field when searching?

No, leave both "MLS Listings" and "Coming Soon" selected in the LVT field. This ensures your search returns all available listings.

When saving searches to contacts, keeping both selections guarantees that your contacts will receive all listings, including Coming Soon properties.

What should I do if listings seem "missing"?

Check your search filters and make sure the relevant LVT types are selected. Nine times out of ten, Paragon isn't broken; it's just following search criteria.

What about my saved searches?

Good news! All searches saved to contacts prior to January 6, 2026 (when Coming Soon was implemented) were already updated to include both Listing Visibility Type selections. There is no need to go back and make changes to your existing contact saved searches.

Why does this matter to me as an agent?

Because LVTs directly affect:

- Days on Market
- Search results
- Contact searches

Understanding LVT helps you avoid confusion, misreporting, and awkward "Why isn't my listing showing?" conversations.

What should I do if I receive an error message?

When saving a search to a contact, Paragon requires that at least one Listing Visibility Type is selected. If this field is blank or removed from the search criteria, Paragon will not allow the search to be saved.

If you attempt to save a search for a contact and see the message: ***"Prospecting Criteria Conflict... The Search must specify a Listing Visibility Type..."***

...it simply means that the Listing Visibility Type field is blank or missing from the search. Selecting 'MLS Listing' **and** 'Coming Soon' in the Listing Visibility Type field will resolve the issue. In Paragon Connect, the "Save" button will be unavailable if the Listing Visibility criteria is not entered.

It is best practice to always have both 'MLS Listing' and 'Coming Soon' selected for searches to ensure you and your contact are not missing any results.