



Agents:
**How PrimeMLS Makes
Pre-Marketing
Work for You**



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There's been increased conversation across the industry around pre-marketing strategies, private listing networks, and seller choice. As your MLS, our role is to provide clarity, flexibility, and a framework that helps you serve your customers and clients effectively while maintaining a fair and transparent marketplace.

Understanding the Rules

Under the NAR Clear Cooperation Policy (CCP), if a listing is publicly marketed, it must be submitted to the MLS within 1 business day.

Specific to PrimeMLS, here is our adoption of CCP:

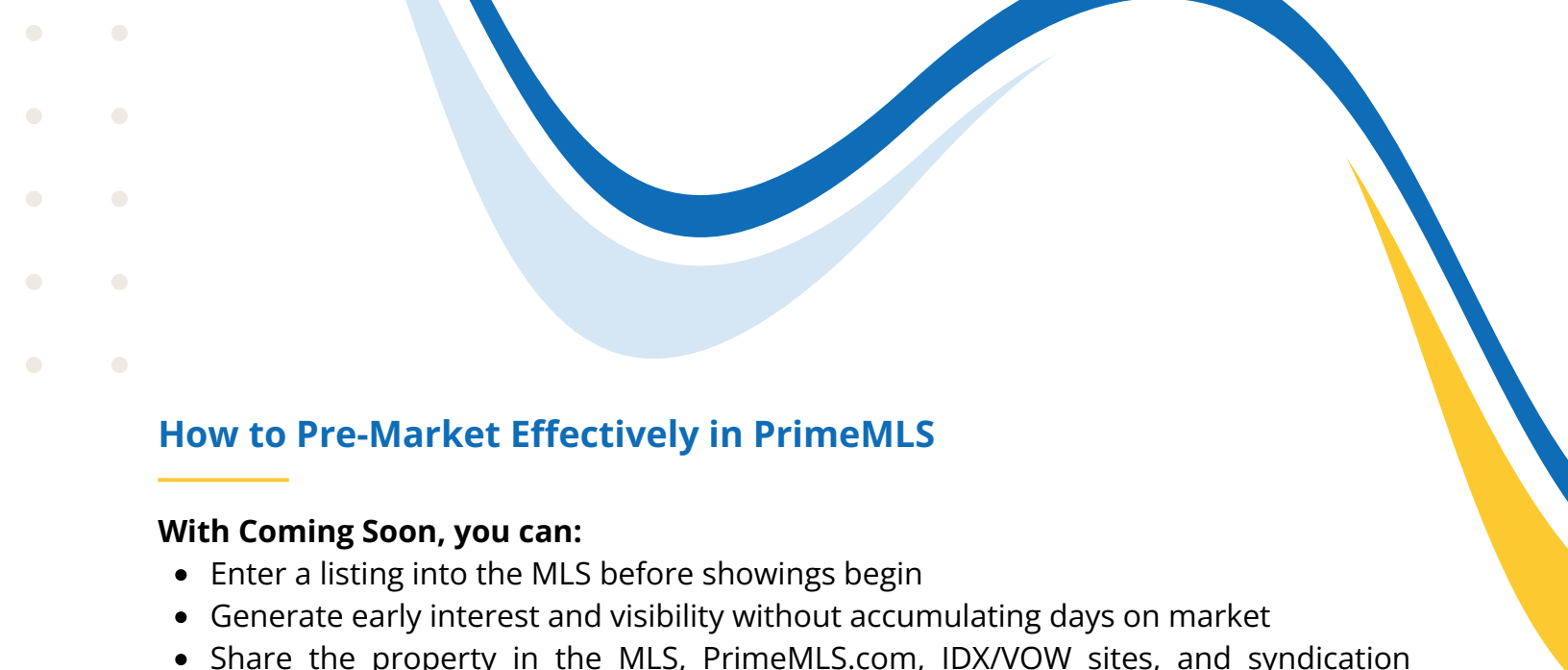
Within one (1) business day of marketing a residential property to the public, the listing broker must submit the residential property to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public-facing websites, brokerage website displays (including IDX and VOW), digital communications (e-mail blasts), multi-brokerage listing-sharing networks, and applications available to the general public.

The concept of Coming Soon is not defined at a national level. **How it is handled depends on:**

- The terms of the listing agreement
- The type of marketing being done
- Local MLS rules



At PrimeMLS, our Coming Soon status provides a clear and compliant way to begin marketing a listing.



How to Pre-Market Effectively in PrimeMLS

With Coming Soon, you can:

- Enter a listing into the MLS before showings begin
- Generate early interest and visibility without accumulating days on market
- Share the property in the MLS, PrimeMLS.com, IDX/VOW sites, and syndication channels
- Build momentum leading up to the Activation Date, creating excitement and demand without limiting who can view it online



This allows you to market proactively without limiting exposure.

Why the MLS Matters More Than Ever

In a time when some strategies focus on limiting visibility, PrimeMLS continues to provide benefits for agents and their buyers and sellers.

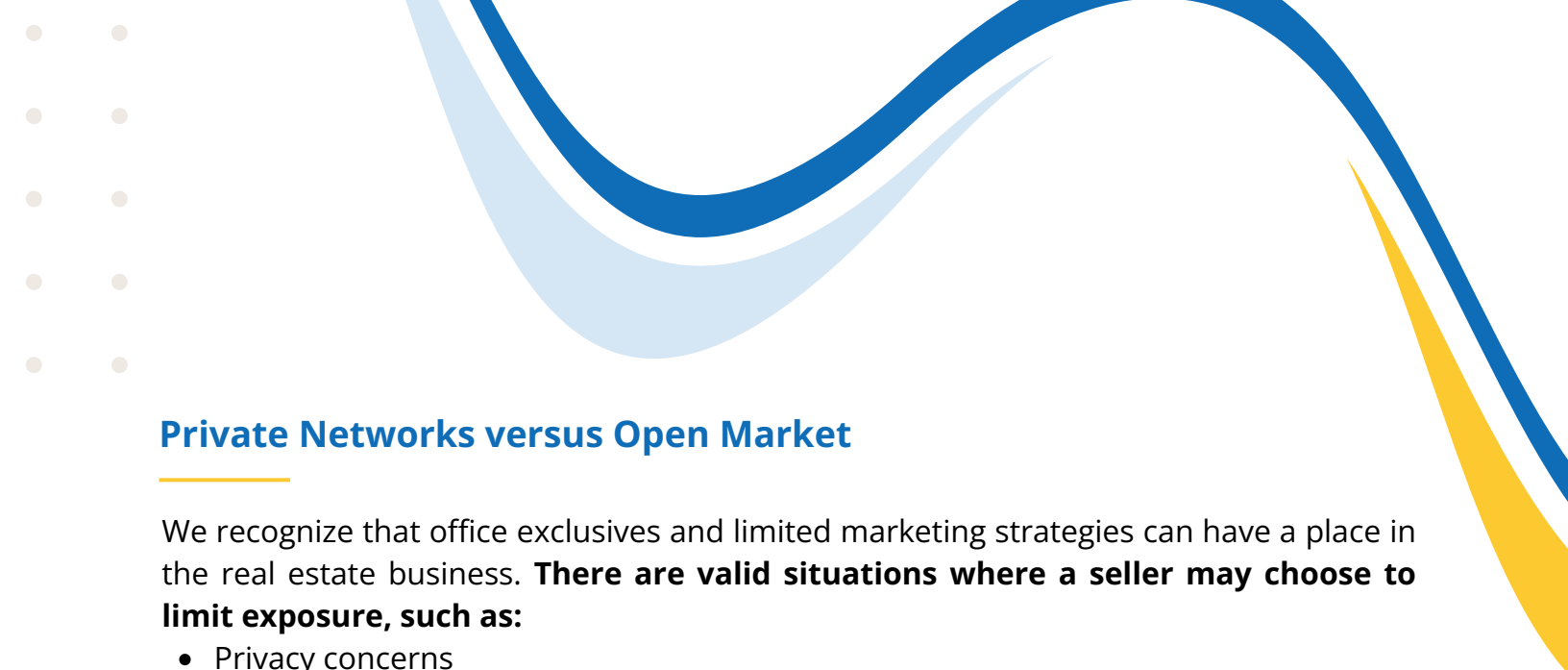
For Sellers:

- Maximum exposure to the full marketplace
- Greater visibility = stronger outcomes
- Confidence that their property is not being restricted to a small audience

For Buyers:

- Access to all available inventory
- A fair opportunity to view and compete for properties
- Transparency in the marketplace





Private Networks versus Open Market

We recognize that office exclusives and limited marketing strategies can have a place in the real estate business. **There are valid situations where a seller may choose to limit exposure, such as:**

- Privacy concerns
- Unique property circumstances
- Testing pricing or market interest
- Personal or security considerations

In these cases, it's important that the seller is fully informed and their preferences are clearly documented in the listing agreement.

At the same time, it's equally important to understand the trade-offs.

Limiting exposure may:

- Reduce the number of potential buyers who see the property
- Limit competition
- Impact overall market visibility

By contrast, marketing a property through the MLS, whether in a Coming Soon or Active status, ensures that it is:

- Accessible to the full marketplace
- Visible to all cooperating agents and their clients
- Positioned to generate the strongest possible interest



Research has shown that in most cases, broad exposure leads to more opportunities for both sellers and buyers.



Your Role As the Marketplace Expert

Your clients rely on you to:

- Explain their options clearly
- Recommend strategies that align with their goals
- Balance flexibility with market exposure

Using PrimeMLS features and tools, like Coming Soon, allows you to:

- Honor your client's preferences
- Stay compliant
- Maintain a transparent and competitive marketplace.



You don't have to choose between early marketing and broad exposure. With PrimeMLS, you can deliver both while maintaining trust, compliance and market integrity.

Questions?

As you navigate your listing strategy, we hope this guide gives you the clarity and visibility you need to move forward with confidence. If questions come up along the way, our team is here to support you! For questions or support, please contact us at support@primemls.com.



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