



Consumers:

How Your Home is Marketed & What You Should Know



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When selling your home, one of the most important decisions you'll make is how and when your property is shared with potential buyers.

Your real estate professional will guide you through your options and help you choose an approach that aligns with your goals, including potentially listing it in the MLS.

What is the MLS?

The Multiple Listing Service (MLS) is a tool used by real estate professionals to share property listings with other agents and their clients/customers.



The MLS in your market area is PrimeMLS.

When a home is entered into PrimeMLS:

- It becomes visible to a wide network of real estate professionals
- It can appear on popular home search websites
- It reaches a broad pool of potential buyers

Just as importantly, the MLS helps create a fair and transparent marketplace where:

- Buyers have equal access to available properties
- Sellers can feel confident that their home is being seen by the full market
- Agents can compete and cooperate in ways that support the best possible outcome





What Does 'Coming Soon' Mean?

'Coming Soon' is a way to begin marketing your listing before it is available for showings. **This can help:**

- Build early awareness
- Generate interest before your home is officially active
- Prepare for a strong launch when showings begin

During this time, your home is still visible to agents and buyers, helping create momentum.

Understanding Your Options

Depending on your needs, your agent may discuss **different approaches to marketing your home, including:**

- Listing it through the MLS
- Marketing it as a 'Coming Soon' listing in the MLS
- In some cases, limiting exposure based on your preferences and needs

Each option has different benefits and considerations. **Your agent will help you understand:**

- Who will be able to see your home
- How quickly it reaches the market
- How exposure may impact interest and offers

Why Visibility Matters

In many cases, **the more buyers who are aware of your home:**

- The more interest it may generate
- The more opportunities you may have
- The more competitive the process can become



However, every seller's situation is unique, and the right strategy depends on your priorities.

Working With Your Agent

Your agent is your advisor throughout this process. They'll help you:

- Evaluate your options
- Understand the potential outcomes of each approach
- Choose a strategy that aligns with your goals

The Bottom Line

There's no one-size-fits-all approach to selling a home. The most important thing is that you:

- Understand your options
- Feel confident in your decisions
- Work with a trusted real estate professional to guide you along the way

Questions?



As you prepare to sell your home, we hope this guide provides the clarity and visibility you need to move forward with confidence. If questions arise along the way, don't hesitate to reach out to your trusted real estate professional. They are there to support you every step of the process!

