GREATER CHATTANOOGA REALTORS®

Pre-Marketing Addendum
to a Residential Listing Agreement

(To be used for Property entered in the MLS as "coming soon")

THIS PRE-MARKETING ADDENDUM *is made on _____, 20_____ to the Residential Listing Agreement dated _____, 20_____ (the "Listing Agreement"), by and between _____ ("Seller/Owner") and _____ ("Broker") for the exclusive right to sell certain real property known as _____ (Address), _____ (City), _____ (State) ("the Property") and shall be attached to and made a part of the Residential Listing Agreement.*

1. **PRE-MARKETING LIMITATION:** *Seller/Owner directs the Broker enter the Property listing in the Greater Chattanooga REALTORS®' Multiple Listing Service ("MLS") under "coming soon" status and directs that their Property not be available for viewing by anyone prior to the date entered in Paragraph 3 below. Seller/Owner understands that during the pre-marketing period, the Property listing information will be made available to other MLS Participants and their clients.*

2. **MLS RULES:** *The MLS requires Participants to enter all property listings into the MLS system within twenty-four (24) hours, excluding Saturdays, Sundays and holidays, of the effective date of the listing agreement.*

3. **PRE-MARKETING INSTRUCTIONS:** *Seller/Owner and Broker agree that the Listing Agreement is hereby modified as follows:*

    a. *Seller/Owner herby directs Broker to list the Property in the MLS in "coming soon" status until _____ 20_____ (maximum of 14 days from the effective date of the Listing Agreement), on which date the Property automatically will change to "active" status.*

    b. *Seller/Owner (select one) ☐ authorizes ☐ does not authorize Broker to install a yard sign with "Coming Soon" rider on the Property while the Property is listed in the "coming soon" status.*

4. **ADVERTISING:** *While the Property remains in the "coming soon" status:*

    a. *Days on Market will not calculate.*

    b. *The Property will not be included in the MLS's syndication feeds and will not be included in the MLS's prospecting matching for "active" listings.*

    c. *The 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 date in the MLS by which the listing automatically or manually is changed to "active" status.*

5. **SHOWINGS:** *Broker is prohibited from showing Property to prospective buyers and/or their agents if the Property is listed in the MLS under the "coming soon" status. If the Owner desires to have the Property shown to prospective buyers and/or their agents; the Broker must change the Property status to "active" in the MLS. Once changed to "active" status, the Property cannot be changed back to "coming soon" status.*

6. **COMPENSATION:** *Owner acknowledges that an offer of compensation to cooperating buyer agents is required for the listing of the Property in the MLS, including those listed in the "coming soon" status.*

7. **OFFERS:** *A Seller is not prohibited from accepting an offer from a prospective buyer, who elects to make such an offer without the ability to view the property. Should a Seller accept an offer on a "coming soon" listing, the Participant must change the listing to a status other than "coming soon" within forty-eight (48) hours, excluding Saturdays, Sundays and holidays.*

The party(ies) below have signed and acknowledge receipt of a copy:

_____   _____   _____
Seller/Owner (Signature)   *Seller/Owner (Print name)*   *Date*

_____   _____   _____
Seller/Owner (Signature)   *Seller/Owner (Print name)*   *Date*

_____   _____   _____
Broker or Licensee Authorized by Broker   *BROKER/FIRM*   *Date*