



# Multiple Listing Options for Sellers Disclosure & Authorization

For use by Central Panhandle Association of REALTORS® (CPAR) MLS Participants & Subscribers

Sellers have control over how their listing is marketed and can choose from various marketing strategies with their real estate professional based on their specific needs, desired timeline, market conditions, and other personal desires. The Central Panhandle Association of Realtors (“CPAR”) is committed to ensuring that Sellers are given flexibility to choose how their properties are marketed provided Sellers have clear understanding of those choices. The following explanations, definitions, and policies will provide the Seller with the background needed to make their own choices and feel confident about their decision.

Property Address: \_\_\_\_\_

Listing Date: \_\_\_\_\_ Listing Brokerage: \_\_\_\_\_

**OPTION 1: Active Listing** (this option does not require disclosure signature and is for informational purposes)

Entering the listing as **Active** in the Multiple Listing Service (MLS) produces the widest and most immediate exposure to the listed property. An **Active** listing in the MLS benefits from:

- **Immediate exposure to thousands of real estate professionals** who can share the listing information directly with prospective buyers, within minutes.
- **Immediate display on vast public marketing channels** including thousands of brokerage websites and national and international real estate platforms.
- **Broad visibility** for the listed property.

Although choosing to enter the property listing in the MLS as **Active** provides the listing unparalleled marketing exposure, Sellers have the following alternative marketing choices available:

## ALTERNATIVE LISTING OPTIONS

**OPTION 2: Coming Soon – Pre-Marketing Window (Max 30 Days)**

- Visible to all MLS Participants in the MLS system under ‘Coming Soon’ status.
- Listing automatically converts Active status on the “Projected Active Date” specified in the listing agreement or 30 days after entry into the MLS (unless otherwise directed by Seller)
- All Coming Soon listings must include the following in Public Remarks: “COMING SOON LISTING, NO SHOWINGS”
- While the property is in Coming Soon status, the seller and the listing brokerage may not promote or advertise the property on the Internet in any manner other than as “Coming Soon.”
- If the listing brokerage places a sign on the property, there must be a “Coming Soon” rider or sticker on the property.
- No public showings, open houses, or broker caravans allowed during Coming Soon timeframe.
- ‘Days on market’ does not accrue during Coming Soon period (max 30 days).
- Coming Soon listings **WILL** be syndicated via Internet Data Exchange (IDX) Feeds, unless opted out from all syndication. This must be manually changed when moved to active, if the seller would like the listing syndicated at that point.

- A listing brokerage may not re-list a property in Coming Soon status unless:
  - A. The listing has been in Expired or Withdrawn status for more than 30 days;
  - B. The property is listed with a new brokerage firm or;
  - C. The property has been sold or rented

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*Seller is choosing to list their property as 'Coming Soon' and understands showings are not permitted during the 'Coming Soon' period. Public-facing, online exposure through IDX and third-party syndication is optional.*

Seller Approved 'Start Showing Date': \_\_\_\_\_

*(Listing will go Active on 'Start Showing Date'. This date may be modified at the request of the seller in writing but cannot go past 30 days from the date of entry)*

Seller Initials: \_\_\_\_\_

**OPTION 3: Office Exclusive / Withhold from MLS**

- The listing will not be visible to MLS participants outside of the listing agent's brokerage office if added to the MLS as 'Office Exclusive' Listing Status.
- No public marketing permitted: signs, social media, open houses, online advertising, or syndication are strictly prohibited. See Clear Cooperation Policy for public marketing rules.
- Listing may be entered as "Sold - Comp Only" after closing.
- This option does not receive MLS exposure during the term.

*Seller is choosing not to place the property in the MLS and understands this waives all associated MLS benefits, including exposure through IDX, third-party syndication, broker cooperation, and broad agent visibility, which may significantly reduce the property's online presence and buyer inquiries.*

Seller Initials: \_\_\_\_\_

**CLEAR COOPERATION POLICY NOTICE**

- If a listing is publicly marketed, it must be submitted to the MLS as Active or Coming Soon within one (1) business day of first public marketing.
- "Public marketing" includes: signs, websites, social media, digital ads, email blasts, flyers, etc.

Seller Initials: \_\_\_\_\_

**SIGNATURES**

Seller Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_

Seller Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_

Listing Agent Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_

Listing Broker Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_

**\*Disclosure form must be uploaded to Document section of MLS listing or emailed to [MLSDirector@cpaor.org](mailto:MLSDirector@cpaor.org)\***