

UNDERSTANDING YOUR LISTING OPTIONS

The right status. The right time. The right exposure.



Central Panhandle Association of Realtors

LISTING STATUS	OFFICE EXCLUSIVE PRIVATE WITHIN YOUR OFFICE	COMING SOON PRE-MARKET EXPOSURE	ACTIVE FULL MARKET EXPOSURE
WHO CAN SEE IT?	Only agents within your office (FlexMLS)	MLS Participants, VOW, Broker Data Feeds, and third-party websites	Everyone – MLS Participants and the Public
SYNDICATION (INTERNET EXPOSURE)	No – not on internet or public websites	Yes – optional Select “No Internet” to exclude from feeds. NEW	Yes – automatically syndicated
EMAIL SUBSCRIPTIONS	Not included	Yes – included in FlexMLS email subscriptions NEW	Yes – included in FlexMLS email subscriptions
SHOWINGS	Yes – in office	NO SHOWINGS	Showings permitted
DAYS ON MARKET (DOM)	DOM does accrue	DOM does not accrue for up to 30 days	DOM begins on Active Date
PRICE CHANGES TRACKED	Yes – all price changes will be tracked	Yes – all price changes will be tracked	Yes – all price changes will be tracked
PUBLIC REMARKS REQUIREMENT	No requirement	REQUIRED STATEMENT: “COMING SOON LISTING, NO SHOWINGS” NEW	No specific requirement
KEY BENEFITS	<ul style="list-style-type: none"> • Maximum privacy • Develop strategy • Prepare the home 	<ul style="list-style-type: none"> • Generate early interest • Build anticipation • Controlled pre-market exposure • Prepare the home 	<ul style="list-style-type: none"> • Maximum exposure • Showings allowed • Full market access
THINGS TO KNOW	Not visible outside your office. Must change to Active to gain exposure.	Temporary status (up to 30 days). Must select “No Internet” to exclude from syndication. You must manually update if you want it to syndicate later—even when Active.	Fully available to the market.



CHOOSING THE RIGHT STATUS HELPS YOU CONTROL TIMING, EXPOSURE, AND RESULTS.

Questions? Contact CPAR at 850-763-8078 or email mlsdirector@cpaor.org

Right Listing. Right Time. Right Results.