



**DELAYED MARKETING ADDENDUM**  
**To a Residential Listing Agreement**  
**(To be used for Property entered in the MLS as "Seller-**  
**directed Delayed Marketing ")**

THIS DELAYED 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 \_\_\_\_\_, Michigan ("the Property") and the Seller has elected to delay public marketing of the above Property.

1. **DELAYED MARKETING STATUS:** Seller directs that the property may be shown to prospective buyers and their agents during the Delayed Marketing period. However, the property shall not be syndicated to Internet Data Exchange (IDX) feeds or publicly advertised on third-party websites until the Delayed Marketing period ends. \_\_\_\_\_  
Seller(s) Initials
2. **MLS RULES:** The MLS requires Participants to enter all property listings into the MLS system within 72 hours of the effective date of the listing agreement, excluding Saturdays, Sundays, and holidays. Alternatively, if the property is marketed to the public before that deadline, the listing must be entered within one (1) business day of public marketing. \_\_\_\_\_  
Seller(s) Initials
3. **DURATION OF DELAYED MARKETING:** The Delayed Marketing period shall not exceed 14 calendar days from the date of execution of this Addendum. After this period, the property must be entered into full marketing status. The listing may be activated and publicly marketed prior to the 14-day maximum if the Seller provides written authorization to the Broker. \_\_\_\_\_  
Seller(s) Initials
4. **DAYS ON MARKET CALCULATIONS:** Days on Market (DOM) will begin accruing from the date the listing is entered into the MLS, regardless of the delayed marketing status. DOM will not be paused or reset during this period. \_\_\_\_\_  
Seller(s) Initials
5. **BROKER OBLIGATIONS:** Broker shall honor the Seller's instructions regarding delayed marketing and will not publicly advertise or syndicate the listing until the Seller provides written authorization to begin full marketing or the 14-day period expires. \_\_\_\_\_  
Seller(s) Initials
6. **SELLER ACKNOWLEDGMENT:** Seller understands that delaying public marketing may impact exposure and buyer interest. Seller acknowledges that the property may be shown during this period but will not appear on public-facing platforms or IDX feeds. \_\_\_\_\_  
Seller(s) Initials
7. **AUTHORIZATION TO COMMENCE FULL MARKETING:** Seller agrees to allow Broker to fully market and syndicate the property upon expiration of the 14-day maximum Delayed Marketing period. If Seller wishes to commence full marketing prior to the expiration of this period, Seller shall notify Broker in writing to authorize early activation and syndication. \_\_\_\_\_  
Seller(s) Initials

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