



**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 \_\_\_\_\_ to the Residential Listing Agreement dated \_\_\_\_\_ (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 shall be attached to and made a part of the Residential Listing Agreement.

1. **PRE-MARKETING LIMITATION:** Seller/Owner directs the Broker to enter the Property listed in the Water Wonderland 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. \_\_\_\_\_  
Seller(s) Initials
2. **MLS RULES:** The MLS requires Participants to enter all property listings into the MLS system within 72 hours, excluding Saturdays, Sundays and holidays, of the effective date of the listing agreement. \_\_\_\_\_  
Seller(s) Initials
3. **PRE-MARKETING INSTRUCTIONS:** Seller/Owner and Broker agree that the Listing Agreement is hereby modified as follows:
  - a. Seller/Owner hereby directs Broker to list the Property in the MLS in "coming soon" status until \_\_\_\_\_ (maximum of 14 days from the effective date of the Listing Agreement), on which date the Property automatically will change to "active" status. \_\_\_\_\_  
Seller(s) Initials
  - 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. \_\_\_\_\_  
Seller(s) Initials
4. **ADVERTISING:** While the Property remains in the "coming soon" status:
  - a. Days on market will not calculate
  - b. The Property will be included in the MLS's syndication feeds and will not be included in the MLS's prospecting matching for "active" listings. \_\_\_\_\_  
Seller(s) Initials
  - 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. \_\_\_\_\_  
Seller(s) Initials
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 prior to showings. Once changed to "active" status, the Property cannot be changed back to "coming soon" status. Furthermore, the Broker may not re-list a property in "coming soon" status unless the listing has been in "expired" or "withdrawn" status for more than 90 days, the property is listed with a new brokerage firm, or the property has been sold or rented. \_\_\_\_\_  
Seller(s) Initials
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. \_\_\_\_\_  
Seller(s) Initials
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 24 hours. \_\_\_\_\_  
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