

PRESCOTT AREA ASSOCIATION OF REALTORS®
OWNER'S DELAYED OR LIMITED MARKETING ELECTION ADDENDUM (COMING SOON OR OFFICE EXCLUSIVE)

Multiple Listing Options for Sellers

Prescott Area Association of REALTORS® (PAAR) provides a multiple listing service (MLS) for subscribing brokers and agents (subscribers). The purpose of the MLS is to facilitate cooperation between MLS subscribers to successfully bring buyers and sellers together. Including a property on the MLS provides sellers with the widest possible exposure to prospective buyers, and provides buyers with the greatest possible selection of available properties. While most sellers want broad and immediate exposure of their home, the purpose of this form is to provide options to sellers who may seek to limit marketing of their property.

Through PAAR's MLS, sellers – working with their broker – have choices about how their property is marketed:

- **Active listing** – Seller opts for maximum marketing exposure through the MLS, making the property visible to all MLS subscribers and distributing it to major real estate websites (e.g., Realtor.com, Homes.com) as well as subscribers' IDX websites.
- **Coming Soon listing** – Seller opts for maximum marketing exposure through the MLS while temporarily restricting showings (up to 30 days), making the property visible to all MLS subscribers and distributing it to major real estate websites (e.g., Realtor.com, Homes.com) as well as subscribers' IDX websites.
- **Office Exclusive listing** – Seller opts for no public marketing and no MLS exposure.

If the seller wishes to select either a Coming Soon listing or an Office Exclusive listing, Seller, Listing Agent, and Listing Broker **must complete the following form**.

Seller Authorization for Coming Soon or Office Exclusive

This **LIMITED MARKETING SELLER AUTHORIZATION** is made on _____ 20____, and amends the Listing Agreement, dated _____ 20____, (the "Listing Agreement") by and between:

Owner/Seller: _____

Brokerage: _____

for the property located at: _____, (the "Property").

*Seller must select only **one**: the Coming Soon option or the Office Exclusive option.*

■ **Coming Soon:** Seller(s) directs that the Property listing be submitted to the MLS in **Coming Soon** status, and directs showings of the Property to be delayed, subject to the following:

A listing can be in the Coming Soon status for a maximum of **30 days** from the date in which the listing is entered into the MLS database. The Property listing will automatically transition to Active status on the On-Market Date:

Seller(s) Initials

MM/DD/YY

Showings of any kind are prohibited while the listing is in Coming Soon status. If the Property is ready to be shown, the listing must be placed into Active status **PRIOR** to any showing.

Seller(s) Initials

While in the Coming Soon status, all MLS subscribers will be able to view the Property's listing information via the MLS database and may share this information with their clients and customers.

Seller(s) Initials

PAAR will distribute the listing while in the Coming Soon status to real estate listing websites (e.g., Realtor.com, Homes.com, etc.) and broker's websites via IDX and VOW.

Seller(s) Initials

If the Property is not ready for showings on the On-Market Date specified, the listing must be placed in the Temporarily Off Market status until the property is ready for showings.

Seller(s) Initials

Once the listing transitions from the Coming Soon status to the Active status, it cannot revert back to the Coming Soon status during the terms of the same listing agreement.

Seller(s) Initials

■ **Office Exclusive:** Seller(s) directs that the Property not be disseminated through the MLS to other MLS subscribers and that the Property should not be publicly marketed, electing that the Property be an **Office Exclusive** listing, subject to the following:

No real estate sign or any signage of any kind indicating the Property is for sale can be installed **or** displayed.

Seller(s) Initials

No advertising, communication, marketing, and/or promotion of the Property for sale to the general public, including, but not limited to, digital marketing on public-facing websites and/or social media, including that of the Brokerage, by any individual and/or entity.

Seller(s) Initials

No display of the Property for sale through IDX and/or VOW, by any individual and/or entity.

Seller(s) Initials

No advertising, marketing, and/or promotion of the Property for sale to any real estate licensee(s) that are **not** licensed under the Brokerage, by any individual and/or entity.

Seller(s) Initials

No advertising, communication, marketing, and/or promotion of the Property for sale to and/or through any/all business affiliations of the Brokerage, including, but not limited to, escrow/title companies, mortgage lenders, and/or home inspection companies.

Seller(s) Initials

By selecting either the **Coming Soon** or **Office Exclusive** option above, and by signing below, Seller agrees that Seller fully understands the selected option and the restrictions associated with the selected option. Seller acknowledges that violation of the above restrictions will require full submission to the MLS in an Active status within one (1) business day by the Listing Broker and Listing Broker or Listing Agent may incur fines for such conduct. Seller voluntarily accepts, acknowledges, agrees and confirms Seller's understanding that limiting marketing through a Coming Soon or Office Exclusive listing may result in a lower final sale price, extended time to sell, or less favorable terms of sale. Seller completes this form as express instruction to Brokerage for limited marketing.

Additional Terms and Conditions: _____

The parties below have signed and acknowledged receipt of a copy hereof:

Seller Name	Seller Signature	Date
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Seller Name	Seller Signature	Date
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Listing Agent Name	Listing Agent Signature	Date
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Listing Broker Name	Listing Broker Signature	Date
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