

A **"Coming Soon" listing** is a strategic pre-marketing tool used to advertise a home before it officially hits the market for showings. When utilized correctly via the [National Association of Realtors \(NAR\)](#) guidelines and local Multiple Listing Services (MLS), it offers distinct advantages to both parties. [1, 2, 3]

Benefits for the Seller

- **Zero Days on Market (DOM) Accrual:** The property gains market exposure without ticking up active days on the market. A low DOM count keeps the listing looking fresh and prevents "stale listing" stigma once it goes active. [3, 4, 5, 6, 7]
- **Built-In Buzz and Urgency:** Pre-marketing creates a sense of anticipation and scarcity. This compressed window often channels pent-up demand into a concentrated block of showings and immediate bidding wars on Day 1. [3, 8, 9, 10]
- **Flexibility to Finish Prep:** Sellers can legally market the home while completing minor renovations, professional staging, or deep cleaning. [8, 9]
- **Price Testing:** Agents can gauge early digital footprints and inquiries to see if the planned list price aligns with market enthusiasm. This feedback allows the seller to modify the price before going officially live. [3, 8, 9, 11, 12]
- **Reduced Lifestyle Disruption:** Instead of enduring weeks of sporadic, inconvenient showings, the seller can plan to be away for a single weekend while a heavy rush of pre-booked buyers tour the home at once. [13]

Benefits for the Realtor

- **Lead Generation Machine:** "Coming Soon" indicators prompt unrepresented buyers to reach out directly to the listing agent. This allows the agent to capture clean, highly motivated buyer leads. [14]
- **Strategic Showing Control:** Realtors can stack and organize showing requests sequentially prior to the live date. This guarantees a highly productive and high-impact opening weekend. [13, 15]
- **Potential for Dual Agency:** By marketing early within their private networks or brokerage firms, agents increase the chance of finding a buyer themselves. If legal locally, this can lead to representing both sides of the transaction. [14, 16, 17]
- **Enhanced Market Presence:** Advertising a "Coming Soon" property on social media or with yard signs signals to the neighborhood that the agent is active and securing inventory. It positions them as a well-connected local expert. [3, 18, 19, 20, 21]
- **Stronger Client Relationships:** Delivering multiple eager buyers on day one makes the agent look incredibly efficient. It proves the value of their pre-market blueprint and marketing roadmap. [3, 14, 15, 18, 22]

Are you **considering selling a home** soon, or are you an **agent planning a marketing strategy** for an upcoming property? Knowing your specific goals can help me outline the exact MLS compliance rules you'll need to follow.

[1] <https://www.nar.realtor>

[2] <https://smartmls.com>

- [3] <https://www.madcitydreamhomes.com>
- [4] <https://lansing-realestate.com>
- [5] <https://support.brightmls.com>
- [6] <https://brokerless.com>
- [7] <https://kentsandovalteam.com>
- [8] <https://www.newamericanfunding.com>
- [9] <https://thecameronteam.net>
- [10] <https://www.listingspark.com>
- [11] <https://www.foxessellfaster.com>
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- [13] <https://www.reddit.com>
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- [20] <https://www.realtor.com>
- [21] <https://www.marketleader.com>
- [22] <https://www.onepagecrm.com>