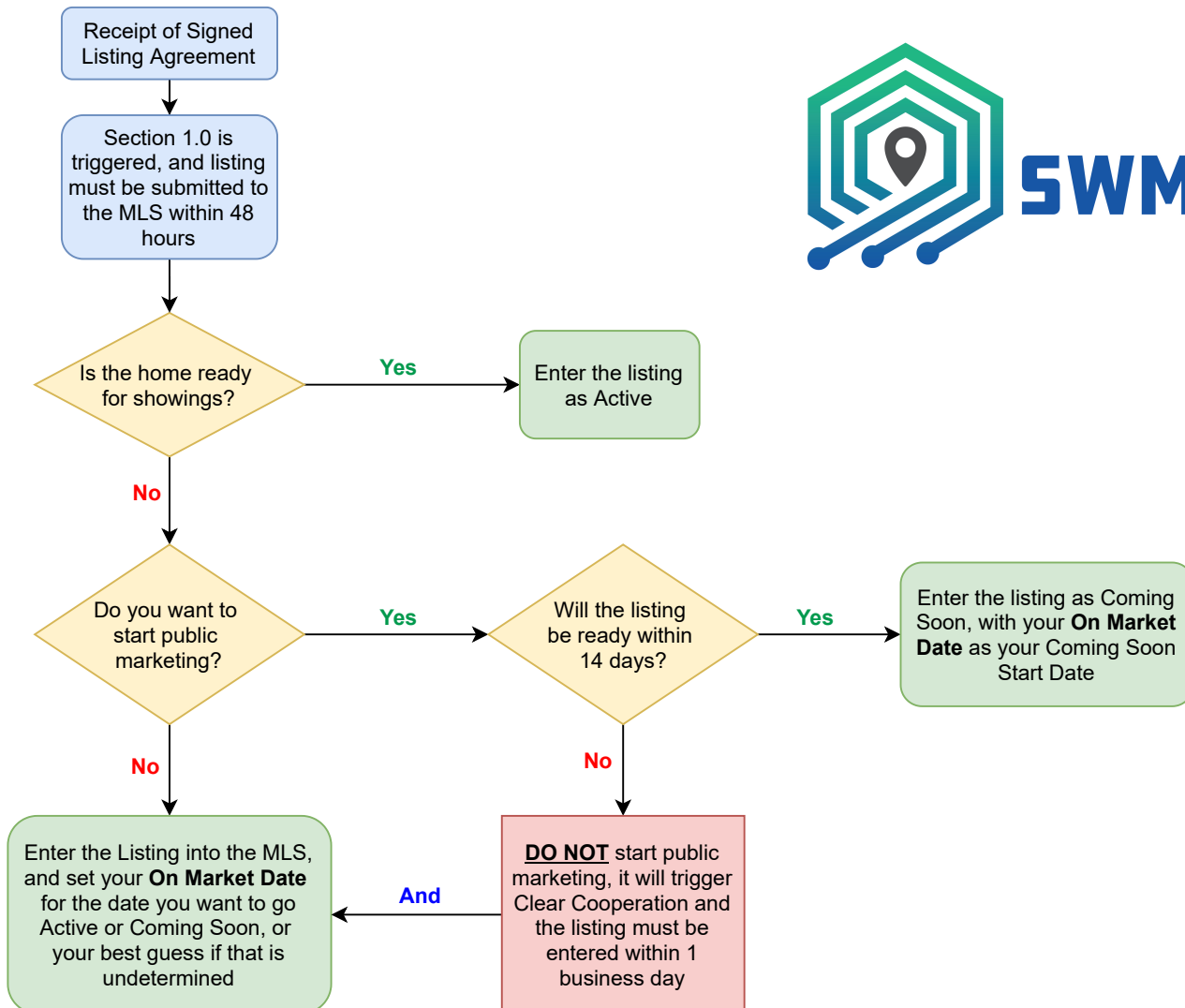


When and How to enter a new listing



Frequently Asked Questions

How does Clear Cooperation fit into this?

If a listing is publicly marketed at any point, the listing must move into either Coming Soon or Active status within 1 business day.

When can I start public marketing?

Once a listing is in the MLS in a visible status (Coming Soon or Active), public marketing can commence as Clear Cooperation has been satisfied.

How Does Coming Soon differ from Active?

Coming Soon listings are not syndicated out to publisher or IDX data feeds. Any public advertising of the property while in Coming Soon status, include signs, emails, social media, etc, must have the words Coming Soon.

I entered a listing as Coming Soon, and it isn't showing up in the MLS, what's wrong?

A very common mistake is when a member enters their "On Market Date" as the date they want the listing to go into Active. This causes the listing to go into a "Future" status, which keeps the listing off market. The On Market Date is the day that you want the listing to be visible on the MLS, either in an Active or Coming Soon status. If this happens, reach out to SWMLS Staff and we can help you fix the issue.

Still have Questions? Contact SWMLS Staff, we will be happy to help!

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