

Property Address: _____	
Seller: _____	Seller: _____
Seller: _____	Seller: _____
Listing Agent: _____	Brokerage: _____

PURPOSE AND RELATION TO LISTING AGREEMENT

This form supplements your Listing Agreement dated _____. It explains the MLS marketing options available to you and documents your instructions for how the property will be marketed.

SELLER ELECTION | NOTE: Complete only **one** option. Initial all required areas and complete all blanks.

Option 1:	ACTIVE	Property will be entered in the MLS as Active and will be available for showings and public marketing.
- Agent will submit the property to the MLS as Active within three (3) business days after the Listing Agreement becomes effective. - The property may be shown and publicly marketed, including on Brokerage and public real estate websites. - Showings, open houses, offer presentation, and acceptance are permitted in Active status. - Days on Market begin when the property is entered into the MLS as Active.		
Seller directs Agent to place the property in WMLS as Active beginning on: _____ (Advertising Commencement Date)		Seller(s) Initials ____ / ____ ____ / ____

Option 2:	COMING SOON <i>Pre-Marketing</i>	Property will be entered in the MLS as Coming Soon and is expected to be ready for Active status within 21 days.
- Agent will submit the Property to the MLS as Coming Soon within three (3) business days after the Listing Agreement becomes effective. - The Property may be advertised as Coming Soon and displayed on Brokerage and public real estate websites. Showings, open houses, offer presentations, and acceptance are not permitted during Coming Soon status. ____ Seller authorizes / ____ Seller does not authorize Agent to install a "For Sale" sign with a "Coming Soon" rider. - Days on Market do not begin until the Property becomes Active. - Coming Soon status may not exceed twenty-one (21) days after MLS entry.		
Seller directs Agent to place the Property in WMLS as Coming Soon beginning on _____ (Advertising Commencement Date) and change the status to Active on _____. The Active date may be changed only by Seller's written instruction and may not be later than twenty-one (21) days after MLS entry.		Seller(s) Initials ____ / ____ ____ / ____

Option 3:	DELAYED MARKETING <i>Limited Public Display</i>	Property will be entered in the MLS as Active, but internet display and broader marketing will be delayed for up to 7 days.
- Agent will submit the Property to the MLS as Active within three (3) business days after the Listing Agreement becomes effective. - The Property will be visible in the MLS to real estate professionals and their clients. - The Property will not appear on Brokerage or public real estate websites until the internet marketing start date. - Showings are permitted during Delayed Marketing status.		

- Days on Market accrue during Delayed Marketing status. - Delayed Marketing status may not exceed seven (7) days after MLS entry.	
Seller directs Agent to place the Property in WMLS as Active with limited internet display beginning on _____ (Advertising Commencement Date) and to begin full internet marketing on: _____ . (Delayed Marketing Date) This date may be changed only by Seller's written instruction and may not be later than seven (7) days after MLS entry.	Seller(s) Initials _____ / _____ _____ / _____

Option 4:	MLS EXCLUSION <i>Office Exclusive</i>	Property will not be entered into the MLS at the Seller's direction.
- Agent will not submit the Property to the MLS while this exclusion remains in effect. - The Property will not appear in the MLS nor be syndicated through the MLS to Brokerage websites, real estate portals, or other public real estate websites. - If the Property is publicly marketed while excluded from the MLS, MLS rules require submission within one (1) business day. Seller acknowledges that limiting MLS exposure may reduce buyer awareness, competition, and sale opportunities. These limits may affect price and time on the market. Seller requested this MLS exclusion. The Broker did not direct it.		
Seller directs Agent to exclude the Property from the MLS beginning on _____ (Listing Commencement Date). If the exclusion is temporary, Seller directs Agent to submit the Property to the MLS on _____. (Advertising Commencement Date)		Seller(s) Initials _____ / _____ _____ / _____

WILLIAMSBURG MLS STATUS EXPLAINER | This chart summarizes the listing status options described above.

FEATURE	ACTIVE	COMING SOON	DELAYED MARKETING	MLS EXCLUSION
Displayed in MLS?	Yes	Yes	Yes	No
Shown on public websites?	Yes	Yes	No*	No*
Signage Permitted?	Yes	Yes	No*	No*
Showings allowed?	Yes	No*	Yes	Yes**
Days on Market count?	Yes	No	Yes	No
Max duration	Unlimited	21 days	7 days	As directed by Seller*

* Public marketing outside the MLS may require MLS submission within one (1) business day under applicable MLS rules.

** Only interoffice showings are permitted while the property is excluded from the MLS.

SELLER ACKNOWLEDGEMENTS | By initialing below, Seller acknowledges that:

- Seller received an explanation of full MLS exposure and the possible effects of limiting exposure. - Seller understands that MLS timing, display, showing, and marketing rules are governed by the Listing Agreement and applicable MLS rules. - Seller understands that public marketing may require MLS submission. - Seller confirms that any decision to limit MLS exposure or keep the property out of the MLS is not based on discrimination prohibited by fair housing laws.	Seller(s) Initials _____ / _____ _____ / _____
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SIGNATURES

Seller Signature: _____	Date: _____
Seller Signature: _____	Date: _____
Seller Signature: _____	Date: _____
Seller Signature: _____	Date: _____
Listing Agent Signature: _____	Date: _____

* If Option 3 or 4 is selected above, Agent must submit this form and the Listing Agreement to the MLS office within 1 business day of commencement