PRE-MARKETING ADDENDUM
TO REIN STANDARD LISTING AGREEMENT

(Use this Addendum only for property entered as "coming soon" in CBRAR MLS)

THIS PRE-MARKETING ADDENDUM is made on _____, 20____ to the REIN Standard Listing Agreement dated _____, 20___ (the "Listing Agreement"), by and between _____ _____ ("Owner") and _____("Broker") for the exclusive right to sell certain real property known as _____, Virginia (the "Property") and shall be attached to and made a part of the Listing Agreement.

1. **PRE-MARKETING LIMITATION:** Owner directs Broker to enter the Property listing in the Chesapeake Bay and Rivers Association of Realtors® Multiple Listing Service (the "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. Owner understands that during the pre-marketing period, the Property listing information will be made available to other MLS participants and their clients.

2. **MLS RULES:** MLS Participants are required to enter all property listings into the MLS system under the "active" status within three (3) days of the ratification of the Listing Agreement by Owner. In order to qualify for "coming soon" status in the MLS, no advertising of the Property may occur before the date entered in Paragraph 3 below.

3. **PRE-MARKETING INSTRUCTIONS:**

A. Owner and Broker agree that the Listing Agreement is hereby modified as follows: Owner hereby directs Broker to list the Property in the MLS in "coming soon" status until _____, 20___ (maximum of 21 days from the date of ratification of the Listing Agreement by Owner).

B. Owner **[select one]**: □ authorizes **OR** □ does not authorize Broker to install a "For Sale" sign with "Coming Soon" rider on the Property while the Property is listed in the "coming soon" status.

4. **ADVERTISING:** Broker may conduct pre-marketing activities for the Property (i.e. photography, staging, landscaping, repairs, etc.), and may advertise the Property as "coming soon" on websites, in the print media (i.e. newspapers, print ads, etc.) or in social media (i.e. Facebook, Twitter and other social media applications) while the Property listing remains in the "coming soon" status.

5. **SHOWINGS:** Broker is prohibited from showing the Property to prospective buyers and/or their agents if the Property is listed in the MLS under the "coming soon" status. If Owner desires to have the Property shown to prospective buyers and/or their agents, Owner must direct Broker to change the Property status to "active" in the MLS. Once changed to "active" status, the MLS Rules and Regulations prohibit returning the Property status to "coming soon".

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 in the "coming soon" status.

Witness the following duly authorized signatures:

_____	_____
Owner Date	Owner Date
_____	_____
Owner Date	Owner Date

Broker: By: _____
Signature of Broker or authorized agent Date

Print Name:_____

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