



**PRE-MARKETING ADDENDUM TO
EXCLUSIVE AUTHORIZATION TO SELL OR
STANDARD LISTING AGREEMENT**

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



THIS PRE-MARKETING ADDENDUM is made on _____, 20____ to the Residential 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 that Broker enter the Property listing in the Williamsburg Multiple Listing Service ("WMLS") under "coming soon" status and directs that their Property not be available for viewing by anyone during a pre-marketing period described below. Owner understands that during the pre-marketing period, the Property listing information will be made available to other WMLS participants and their clients.

2. WMLS RULES: WMLS Participants are required to enter all property listings into the WMLS system under the "active" status within three (3) days of the ratification of the Listing Agreement by Owner. WMLS also requires properties be listed in WMLS prior to conducting any advertising (such as "coming soon") unless Owner gives Broker written instructions to exclude the listing from WMLS.

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 WMLS 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 RESTRICTIONS: Broker may conduct pre-marketing activities for the Property (i.e. photography, staging, landscaping, repairs, etc.), but Broker **may not advertise the Property on Broker's website or any other websites, or in the 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.

Broker shall place the Property listing in "active" status in WMLS to commence advertising (including social media) or upon the expiration date of the "coming soon" status (whichever occurs first).

5. SHOWINGS: Broker is prohibited from showing the Property to prospective buyers and/or their agents if the Property is listed in WMLS 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 WMLS. Once changed to "active" status, Owner and Broker are prohibited from 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 WMLS, including in the "coming soon" status.

Witness the following duly authorized signatures:

Owner	Owner
Date	Date

Owner	Owner
Date	Date

Broker: _____
Signature of Broker or authorized agent Date

Print name: _____