

Board of Directors Approval: September 19th, 2016

What is 'Coming Soon' Advertising?

Some common characteristics of this practice are:

- a licensee anticipates a property to be listed and advertises it on a limited basis as 'coming soon';
- the property is not entered into the MLS[®] system;
- the property is not available for general showings or open houses; or
- the property is not otherwise given full exposure to the market.

Policy

The Commission does not offer a mandatory form for use by licensees to offer 'Coming Soon' advertising; brokerages may create their own form for this purpose.

Any agreement to offer 'Coming Soon' advertising must be in writing and does not constitute a brokerage agreement or service agreement.

Offering or agreeing to offer 'Coming Soon' advertising for a seller does not obligate the seller to enter into a brokerage agreement or a service agreement with the brokerage.

Every 'Coming Soon' advertisement must include the following:

- the full brokerage name; and
- the following qualifying statement identifying that the property is not currently on the market: "This is not an offering for sale".

Every agreement to offer 'Coming Soon' advertising must include an expiry date.