Delayed Listings – Dos & Don’ts

Can I?	Answer	Explanation
Show the property?	✗	Delayed listings may not be shown to potential buyers, or previewed for potential buyers, by anyone, including the listing firm.
Wait to enter on the MLS?	✗	All listings (including Delayed) must be entered within 1 business day of public marketing. If not marketing, enter within 4 calendar days of the list/effective date.
Advertise the property (for sale sign, social media, etc.)?	✓	Advertising may begin as early as the list/effective date (first day of the term of the contract). If a “for sale” sign is placed, please include a “coming soon” rider so the public is aware the property is not yet available to show.
Wait to add photos?	✓	Photos are not required while Delayed.
Wait to enter required fields?	✓	Only the show date, a valid address, and bona fide list price are required. All other fields may be entered as 0 or TBD while Delayed, but must be completed prior to going Active.
Send the listing to buyers?	✓	Agents can manually send Delayed listings to buyers, but should explain that the property is not yet available to show and listing data may not yet be finalized.
Accept an offer?	✓	As long as it is sight-unseen. A buyer may not be given access to the property until the offer has been fully accepted by all parties.
Change the show date?	✓	Please notify any agents who have set up a showing based on the original show date so they can reschedule based on the new date. Showings may be delayed for up to 45 days.

Click here for additional information on Delayed status