



## Talking Points to Use with Clients: Which Option is Right for You?

The following options are available to support your goals, privacy needs, and timeline.

### Coming Soon – No Show (CSNS)

**Best for:** Getting the home ready before showings begin, building buyer interest and testing price.

#### Key points:

- Advertised as “Coming Soon” for up to **21 days**
- **No showings allowed** during this period
- Appears on agent and public real estate sites
- Days on Market **does not accrue**
- Automatically becomes **Active** on the Marketing Date saved in the listing or after the 21<sup>st</sup> day
- Can be changed to **Active** prior to the Marketing Date if you and your seller choose

**Why choose it:** You want time to prepare the home, build early interest and test price.

### Limited Exposure

**Best for:** Sellers who want privacy but still want agents to bring buyers, and test price before public marketing.

#### Key points:

- Listing is **Active in MLS** and visible to all agents
- **Not** sent from MLS to public portals or brokerage IDX sites
- **Showings allowed**
- Seller directs how property is advertised
- DOM/CDOM and prices changes are not tracked in the MLS
- No time limit

**Why choose it:** You want controlled visibility without full public exposure.

### Firm Exclusive

**Best for:** Maximum privacy and no public marketing.

#### Key points:

- NO signs, NO flyers, NO websites, NO posting on social media
- Agent may share privately one-to-one with clients or other agents
- Showings allowed, but not through ShowingTime
- DOM/CDOM and prices changes are not tracked in the MLS
- If *any* public marketing occurs, listing must be entered into the MLS (if not already entered) and Listing Visibility must be marked as Public within one business day

**Why choose it:** You prefer a discreet, private sale.

**Seller may change the visibility of their listing at any time.**

**See the Seller Authorization for Limited Marketing form for details.**

**IMPORTANT** – Visibility may only move to broader exposure – not to a more restrictive level.