



Coming Soon ADDENDUM to Exclusive Right to Represent Seller Agreement

THIS COMING SOON ADDENDUM to the Exclusive Right to Represent Seller Agreement (the "Listing Agreement") dated _____, 20____ by and between _____ ("Seller") 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.

"Coming Soon" is an industry term for marketing a property before it is officially offered for sale. Coming Soon provides a method for Broker to notify other cooperating Brokers of properties that will be made fully available for showing and marketing after preparations have been completed. Because Coming Soon listings reach only a limited pool of potential buyers and have not had the benefit of being fully exposed to the entire open market, a seller may not obtain the maximum price or optimal terms for the sale of his/her property.

1. COMING SOON LIMITATION: Seller directs Broker to enter the Property listing in the Multiple Listing Service of the Roanoke Valley (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 2 below. Seller understands that during the Coming Soon period, the Property listing information will be made available to other MLS participants and their clients.

2. COMING SOON INSTRUCTIONS:

A. Seller and Broker agree that the Listing Agreement is hereby modified as follows: Seller hereby directs Broker to list the Property in MLS in "Coming Soon" status until on or before _____ (Start Showing Date - maximum of 21 days from the commencement of listing period as defined in the Listing Agreement. See Paragraph 6 of RVAR Exclusive Right to Represent Seller Agreement). Once the Property is changed to "Active" status in MLS, Seller and Broker are prohibited from returning the Property's MLS status to "Coming Soon".

B. Seller [select one]: authorizes OR does not authorize Broker to install a "For Sale" sign indicating "Coming Soon" on the Property while the Property is listed in the "Coming Soon" status.

3. ADVERTISING RESTRICTIONS:

- Only Listing Agent(s) and Listing Firm(s) may advertise Coming Soon listings on their own websites (agent or firm), social media and in print ads. "Coming Soon" must be prominently displayed in any advertisement.
Listings in a Coming Soon status will not be distributed by the MLS to third party websites (e.g., Zillow, Realtor.com, IDX websites etc.)

4. SHOWINGS: Broker is prohibited from showing the Property to prospective buyers and/or their agents if the Property is listed in MLS under the "Coming Soon" status. If Seller desires to have the Property shown to prospective buyers and/or their agents, Seller must direct Broker to change the Property status to "Active" in MLS. Once changed to "Active" status, Seller and Broker are prohibited from returning the Property's MLS status to "Coming Soon".

Witness the following duly authorized signatures:

Seller _____ Date _____

Seller _____ Date _____

Seller _____ Date _____

Seller's Agent _____ Date _____