Coming Soon Pre-Listings

Tips Shared by Top Producers

I actually take the listing the day I meet them for the appt then depending upon the time we need for them to prep the house to be "show ready" after we've given them their repair & staging homework **we make the listing non-MLs (with the appropriate paperwork)** and start Pre marketing it.

Technically, per our MLS guidelines we can in fact let prospective buyers and other agents thru during that period with seller's permission if we decide. We do the following to Pre-market: there are 5 separate private realtors groups we post to via FB in what we call our "coming soon" with a date it will be available for showings. Sometimes we leave info out (on purpose although no one realizes) because it makes them start the conversation re:price/address/number of bedrooms etc.

We start setting up appts with the agents all for the day the listing goes "live" in the MLs and give them a limited window to show because there is so much interest and we don't want to "put our sellers out!". We stack and overlap the appts slightly to show the other interest to prospective buyers and tell all agents to use their manners and wait because its a hot property. Our average DOM is 3-40. We also post the "Coming Soon" with either a few pics or small video via our fanpage, then tag ALL Starr Realty Group team members so it hits their friends/. We post to two blogs, YouTube, Pinterest, LinkedIn, google plus, Instagram and Craigslist ads. H

Be sure this is signed and done legally! Big lawsuits from sellers can occur if not signed. Check you local state regulations.

Shared by Jessica Starr

We have it written into our listing agreement that it will be premarketed for xx days and not listed in the mls. The days vary based on condition. All of ours are premarket for first 7 days and we utilize you tube, social media, listing to leads and blog posts. We are currently in the process of getting tent sign for the home that goes next to our sign "This home is getting ready to go on the market. Feel free to learn about its features while the seller is getting it ready by dialing 800#"

Shared by Melanie Banks