



The Listing Launch Kit

A one-page checklist for a Massachusetts Coming Soon launch

From JM Real Estate Photo, Lawrence, MA. Built from the 2026 MLS PIN and Zillow rules.

Most agents market the listing. Top agents use the listing to market themselves.

THE LINE: PREP VS. MARKETING

Pre-prep is the seller's work: declutter, stage, repair, yard. It happens before the photographer arrives.

Pre-marketing starts when the photos land. It is the window between delivery and go-live, usually three to seven days.

That window holds three moves: Coming Soon on MLS PIN, a social teaser, and calls to buyer agents.

COMING SOON ON MLS PIN (CSO)

- ☐ File the listing as Coming Soon. Cooperating agents can see it inside the MLS. The public cannot.
- ☐ No showings while it is in CSO. Not for buyers, and not for your own buyer clients.
- ☐ Send the Coming Soon and Deferral of Showings Form to MLS PIN within 24 hours of posting.
- ☐ Use the window: a listing can stay in CSO up to 21 days, and days on market do not accrue.
- ☐ Know that portals get nothing yet. MLS PIN does not syndicate a Coming Soon listing to Zillow or Realtor.com.

THE TEASER: WHAT IS ALLOWED

- ☐ Show the photo. Name the town. That is the teaser.
- ☐ Leave out the street address.
- ☐ Leave out the price.
- ☐ Leave out any call to action. No "call now to book a private tour."
- ☐ **Add the address, the price, or a call to action and the clock starts: the listing must be entered in the MLS within 24 hours, or Zillow and Trulia can pull it for the life of the listing agreement.**
- ☐ Ask your brokerage about Zillow Preview and the Delayed Marketing Exempt form before promising either one to a seller. Both run through the brokerage.

THE LAUNCH SEQUENCE

1. ☐ Plan the teaser window before the shoot, not after delivery.
2. ☐ Shoot day: photos, video, and 3D tour captured in one visit.
3. ☐ Delivery day: file Coming Soon and send the deferral form.
4. ☐ Post the teaser: photo and town only.
5. ☐ Call buyer agents with matching buyers. They can see the listing, and a few calls can fill the day-one showing queue.
6. ☐ Go live on the Active date with showings already lined up.

MISTAKES TO AVOID

- Posting the address or the price in a teaser before the listing is in the MLS.
- Letting anyone tour the home during Coming Soon.
- Missing the 24-hour deadline on the deferral form.
- Treating photo delivery as the finish line. It is the starting line.
- Launching to silence because nobody called the buyer agents.

Rules change. Confirm current MLS PIN rules and your brokerage policy before you act. Compliance questions: MAR Legal Hotline 800-370-5342.

jmrephoto.com

Book your shoot: bookonline.jmrephoto.com