

Multiple Listing Options for Sellers



Greater Albuquerque Association of REALTORS®



Southwest MLS (SWMLS) now offers four listing options for sellers. These allow listing brokers to tailor marketing strategies based on the seller's preferred level of exposure - whether fully public or strictly private.

MAXIMUM VISIBILITY	Full Exposure & Showings	Active (A)	✓ Listed on public sites (IDX, Syndication, VOW) ✓ Available for showings ✓ Public marketing allowed ✓ Days on Market (DOM) starts immediately ✓ Photos Required <i>Mandated disclosure to Seller required</i>
	Early Awareness, Prep Before Showings	Coming Soon (CS)	✓ Listed on public sites (IDX, Syndication, VOW) as CS — NEW! ✗ No showings allowed ✓ Public marketing allowed with "Coming Soon" label ✗ DOM does not accumulate during CS ✓ At least 1 photo required — NEW! Max 14 days, then auto-converts to Active <i>Mandated disclosure to Seller required</i>
	Control Timing of Market Exposure	Delayed IDX/Syndication (DIS)	✗ Not listed on public sites until moved to Active ✓ Active in MLS as "Delayed IDX/Syndication" ✓ Available for showings ✓ Public marketing by Listing Broker allowed ✓ DOM starts immediately ✓ Photos required <i>Mandated disclosure to Seller required</i>
	Privately Offered, Special Circumstances	Office Exclusive (OE)	✗ Not syndicated to public sites (IDX/Syndication/VOW) ✓ Available for showings ✗ No public marketing allowed ✗ DOM not tracked ✗ Photos not required <i>Mandated disclosure to Seller required & submitted via email to compliance@swmls.com — NEW!</i>
PRIVACY			

Which Listing Option is Right for You?

Do you want **full online exposure** and showings right away?



Active

Is the **property still being prepared**, but you'd like to let the market know it's coming?



Coming Soon

Is the property ready to show, but the Seller wants to **delay broader online marketing** (IDX/Syndication)?



Delayed IDX

Is **privacy** a top concern, and does the seller want no public marketing at all?



Office Exclusive

Details and comparison chart on next page



	Active (A) Listed in MLS and available immediately for showings. Public marketing is allowed. Listing syndication to IDX, VOW, and third-party sites.	Coming Soon (CS) Listed in MLS and displayed as "Coming Soon." Public marketing is permitted. No showings allowed. May be included in IDX/syndication to appear on third-party sites.	Delayed IDX/Syndication (DIS) Listed in the MLS, but not displayed on third-party sites through IDX/syndication. Available for showings. Public marketing is permitted at the seller's direction.	Office Exclusive (OE) An exempt listing where the seller directs that the property not be shared through the MLS or publicly marketed. It is filed with the MLS, but not shared with other Participants or Subscribers.
Intended Use	Full exposure & showings	Early exposure, prep before showings	Control timing of full market exposure	Privately offered, special seller circumstances
SWMLS Status	Active	Coming Soon	Active, with DIS Rules	✗
MLS Users Visibility	✓	✓	✓ (MLS Only)	✗
IDX/Syndication	✓	✓ Optional	✗	✗
IDX/Syndication Timing	Immediate	Upon Active Status	Upon Active Status	✗
VOW Feed	✓	✓	✓ Flagged as a DIS	✗
Share from FlexMLS	✓	✓	✓	✗
Viewable in FlexMLS Portals	✓	✓	✓	✗
Public Marketing Allowed	✓	✓ Labeled CS	✓	✗
Showings Allowed?	✓	✗	✓	✓
Open Houses	✓	✗	✓	✗
DOM Counts	✓	✗	✓	✗
Can Go to Pending	✓	Active First	✓	✗
Photos Required	✓ per 1.20.1	✓ 1 Photo	✓ per 1.20.1	✗
Maximum Duration	No Limit	14 Days	No Limit	No Limit
Disclosures Required	✓	✓	✓	✓
Can Move To	P, W, K	A, K	A, P, W, K	DIS, CS, A, P, W
MLS End Date	Listing Expiration	CS End Date - Converts to Active	Listing Expiration	After Closing - Added to MLS
In MLS Post Closing	✓	Not Applicable	✓	At the discretion of the seller

DEFINITIONS

IDX (Internet Data Exchange) and SYNDICATION: Both refer to methods of distributing MLS listings to online consumer home search websites. IDX displays listings on participating broker websites, while syndication sends listings to third-party platforms like Realtor.com.

VOW (Virtual Office Website): A broker-controlled website platform where consumers can view MLS listings after registering.

PUBLIC MARKETING: Any marketing visible to the general public—yard signs, fliers, social media, emails, websites, open houses, or any listing platforms accessible to consumers. Public marketing without IDX/syndication may lead to display issues on some sites when switching to Active.

DOM (Days on Market): Specific to SWMLS

K: Canceled

P: Pending

W: Withdrawn

