PRE-MARKETING ("COMING SOON") ADDENDUM TO LISTING AGREEMENT

The Addendum is made on ______________________________ to a Listing Agreement ("Listing Agreement") dated ______________________ between ____ ______________________("Seller/Landlord") and National Realty ("Broker") for Property described as ____ ____ .

"Pre-marketing" is an industry term for marketing a property before it is officially offered for sale or for lease. Because pre-marketing activities reach only a limited pool of potential buyers or tenants, a seller or landlord may not obtain the maximum price or optimal terms for the sale or lease of his/her property. A property that goes under contract before it is listed in the Metropolitan Regional Information System (MRIS), the local MLS, or before it becomes "active" in MRIS has not had the benefit of being fully exposed to the entire open market.

The MRIS rules require that properties be entered into the MRIS system within 48 hours of signing the listing agreement, unless the seller has given the listing broker written instructions to the contrary. Properties also must be listed in MRIS prior to conducting any advertising, unless the seller has given the listing broker written instructions to the contrary.

Acknowledging the foregoing, the parties hereby agree that the Listing Agreement is modified so that Seller/Landlord authorizes Broker to engage in pre-marketing activities prior to the date that the Property is entered in MRIS under "active" status:

Check all pre-marketing activities Broker is authorized to conduct:

- ☐ Place a "coming soon" sign on the Property
- ☐ Notify agents with other firms that the Property is "coming soon"
- ☐ Place advertisements and conduct other pre-listing marketing activities at Broker's discretion
- ☐ Show the Property to prospective buyers or tenants and/or their agents (NOT available if Property is listed in MRIS under "coming soon" status)
- ☐ Other: ____________________________________ ____ ____

☐ **Property will be listed under "coming soon" status in MRIS**

1. Property will be listed under "coming soon" status on ____.
2. The "expected on-market date" will be ______________________________ (no later than 21 days from the date the listing is entered in MRIS).

OR

☐ **Property will NOT be listed under "coming soon" status in MRIS**
Property will be listed for sale/lease and in "active" status in MRIS no later than ______________________.

_____________/______________________________ Date Seller/Landlord

_____________/______________________________ Date Broker
Paul Hartke

_____________/______________________________ Date Seller/Landlord

REALTOR®