

WHAT ARE FLEX LISTINGS?

A Flex Listing is a first-of-its-kind listing experience. There are a variety of use cases to maximize seller choices—all with professional representation and the power of the full brokerage community and the thousands of buyers they serve. Flex Listings are perfect for:

- Getting your home market-ready
- Giving your seller choice in how to list
- Testing pricing strategies
- Delaying or forgoing broad public exposure

WHY WERE FLEX LISTINGS CREATED?

Flex Listings are designed to meet MLS listing requirements and offer sellers more choices when marketing a property, starting with limited exposure and culminating in full visibility. Whether your client is still preparing the home, testing price points, or prefers limited exposure at the outset, Flex Listings are a powerful option for your sellers to consider.

IS FLEX LISTING A COMING SOON LISTING?

Using Flex Listing as a Coming Soon listing is one of the valuable use cases Flex Listings provides. Since there is no time limit a listing can be a Flex Listing (other than Expiration Date), you can place your client's listings as a Coming Soon listing for the amount of time requested.

WHAT ARE THE USE CASES FOR A FLEX LISTING?

Flex Listings have a variety of use cases to provide your clients with unique value through Unlock MLS, including but not limited to:

- A Coming Soon listing
- Price point discovery
- Signal an agency relationship remains while figuring out a more in-depth marketing strategy

HOW DO I ENTER A FLEX LISTING?

Every listing (excluding Commercial property types) has a mandatory field called **Flex Listing YN**, which will appear at the top of an input form. To enter a Flex Listing, select **Yes** under **Flex Listing YN**. When Yes is selected, Listing Manager will update to show you the remaining fields needed to publish a Flex Listing.

The screenshot shows the Listing Manager interface for Listing #5207302. The top bar includes buttons for 'Save as Incomplete', 'Publish Listing', and 'Cancel Input'. The left sidebar shows a list of input forms: 'Residential Input Form' (highlighted), 'Flex Listings', 'Listing', 'General', 'Additional', 'Rooms', and 'Documents & Utilities'. The main content area displays the 'Residential Input Form' with a 'Flex Listings' section. This section contains instructions: 'Select "Yes" to create a Flex Listing, which will highlight the required fields needed to publish a Flex Listing (a Flex Listing will not reach all Internet display options). Select "No" to input a full, Active listing that has maximum Internet distribution and marketing reach.' Below this, the 'Flex Listing *' field is highlighted with a red box, showing a 'Yes' button with a checkmark and a 'No' button.

CAN I UPDATE A FLEX LISTING INTO A FULL, ACTIVE LISTING?

Yes, any Flex Listing can then be easily updated to become a full, Active listing. To do so, update the **Flex Listing YN field from Yes to No**. When No is selected, Listing Manager will show you the remaining fields needed to publish a full, Active listing.

CAN I UPDATE MY FULL, ACTIVE LISTING BACK TO A FLEX LISTING?

No. Once a listing is published as a full, Active listing, it cannot be moved into a Flex Listing. However, you can Withdraw that on-market listing and immediately relist it as a Flex Listing, which will create a new listing with a new Listing ID.

IS A FLEX LISTING IN COMPLIANCE WITH NAR'S CLEAR COOPERATION POLICY?

Yes. Since a Flex Listing is published within the MLS for all brokers agents to view and share with their clients, it is in compliance with the NAR Clear Cooperation Policy.

CAN I USE A COMING SOON YARD SIGN WHILE I HAVE A FLEX LISTING?

Yes, since a Flex Listing is in the MLS, all public marketing options, including a yard sign, are allowed for as long as the Flex Listing is Active.

WHAT'S THE MAXIMUM AMOUNT OF TIME I CAN HAVE A LISTING AS A FLEX LISTING?

There is no time limit for a Flex Listing, other than the Expiration Date for the listing, which is a required field for a Flex Listing.

DO FLEX LISTINGS DISPLAY ON ONEHOME?

Yes, Flex Listings appear in the OneHome client portal through Unlock MLS.

DO FLEX LISTINGS DISPLAY ON THE UNLOCK MLS APP?

Yes, Flex Listings are designed to appear within the Unlock MLS mobile app, but are not yet. The MLS Touch team is working on having the listings appear as soon as possible.

WILL FLEX LISTINGS APPEAR WITHIN THE OTHER DATA SHARE MLSS (HAR AND SABOR)?

No, Flex Listings will remain in Unlock MLS.

WHAT INTERNET DISPLAY OPTIONS DOES MY CLIENT HAVE FOR THEIR PROPERTY WHEN IT'S A FLEX LISTING?

Your client can decide to display a Flex Listing on VOW websites only. For full Internet display on IDX and syndication websites, the listing must be a full, Active listing. To review all marketing options within Unlock MLS, review this [**Unlock MLS Marketing Options & Disclosure form**](#) with your clients.

DO FLEX LISTINGS DISPLAY ON CONSUMER WEBSITES?

Flex Listings will only display on VOW (virtual office websites) when the seller has directed to allow for display of a Flex Listing on a VOW website. IDX and syndication (ex. Realtor.com) sites will not display Flex Listings.

HOW DO I ENSURE I HAVE THE PROPER DOCUMENTATION IN PLACE TO CONFIRM MY CLIENT WANTS THEIR PROPERTY ENTERED AS A FLEX LISTING?

If your client wants to proceed with a Flex Listing, document their direction using the [Unlock MLS Marketing Options & Disclosure](#) or similar form. Since a Flex Listing is a delayed public marketing phase, a disclosure form should be completed to ensure all MLS rules and regulations are being followed.

CAN I KEEP MY LISTING A FLEX LISTING FOR THE LIFE OF A LISTING?

Yes, a listing can remain a Flex Listing until its Expiration Date. It can remain a Flex Listing all the way through Closed status.

WHAT DATA IS REQUIRED TO CREATE A FLEX LISTING?

The following fields are required to publish a Flex Listing:

- Property Sub Type
- Listing Agreement
- List Date (automatically assigned to [today's] date)
- Expiration Date
- Address (Street #, Street Name, Street Suffix, County, City, State, Country, Zip Code, Subdivision Name, Tax Legal Description, MLS Area, Latitude, Longitude)
- Showing Requirements
- Internet Display settings

Note: A listing agent may enter more than these data fields and still create a Flex Listing, as long as these minimum data points above are completed.

WHY DON'T I SEE A LIST PRICE FOR SOME FLEX LISTINGS?

List Price is not required for a Flex Listing. If a Flex Listing has NULL List Price, the listing display will show "Flex Listing" in the List Price field.

IF I ENTER A FLEX LISTING AND THE PROPERTY SELLS, AM I REQUIRED TO PROVIDE THE SOLD DATA?

Yes, sold data will be required if/when a Flex Listing sells, even if it remains as a Flex Listing when it sells.

HOW DO I SEARCH FOR FLEX LISTINGS IN UNLOCK MLS?

The Flex Listing YN search filter is found on all eligible search forms, as well as a specific Flex Listings search form under the Cross Property Search menu in Matrix.

HOW DO I TRANSITION MY CURRENT ON MARKET LISTING TO A FLEX LISTING?

A current, on-market listing cannot be reverted back to a Flex Listing. However, the system will allow you to Withdraw your listing (with broker approval) and immediately relist the property as a Flex Listing with a new Listing ID. For full details on this transition, refer to our [Transitioning Listings Flow Chart](#).

CAN I CREATE A SAVED SEARCH OR AUTO EMAIL FOR FLEX LISTINGS?

Yes, the core MLS functionality of creating a Saved Search or Auto Email can be used for Flex Listings, which will appear in the OneHome Client Portal.

AM I REQUIRED TO ALLOW SHOWINGS FOR A FLEX LISTING?

You have the option to not allow showings while a listing is a Flex Listing. Under **Showing Requirements**, select **Do Not Show**. Otherwise, all of the other Showing Requirements options signal the Flex Listing is available to be shown.

CAN I HOST AN OPEN HOUSE FOR A FLEX LISTING?

Yes, open houses are allowed to be hosted for a Flex Listing. The **Open House Input Form** will be found as an option for any Active Flex Listing.

DO ADOM AND CDOM ACCRUE WHILE THE PROPERTY IS A FLEX LISTING?

ADOM and CDOM do not accrue while the property is a Flex Listing. Once flipped to a full, Active listing, a listing will then begin to accrue ADOM and CDOM.

DOES MY PREVIOUS LISTINGS CDOM CARRY OVER TO MY FLEX LISTING?

Yes, if your previous listing was on-market within 90 days of your Flex Listing, the CDOM from the previous listing will carry over and display on the Flex Listing. However, CDOM (nor ADOM) will accrue while your listing is a Flex Listing.

WILL CDOM RESET AFTER USING A FLEX LISTING FOR OVER 90 DAYS?

No, since a Flex Listing is Active within the MLS and a signal that the listing is on market in some capacity, this time does not count towards resetting CDOM. The only way to reset CDOM completely is by waiting 90 days between two MLS listings. Reminder: CDOM will not accrue while the Flex Listing is Active.

DOES THE HISTORY OF PRICE AND STATUS CHANGES TRACK WHILE IT'S A FLEX LISTING?

No, the History of a Flex Listing will not track while the property is a Flex Listing. The History tab on displays is NULL/grayed out for Flex Listings.

ARE FLEX LISTINGS OFFERED THROUGH UNLOCK MLS COMPLIANT WITH ZILLOW'S BAN ON OFF-MARKET LISTINGS?

Flex Listings are designed to meet MLS listing requirements and offer a phased approach to marketing a property, starting with limited exposure and culminating in full visibility. Based on Zillow's current policy, which restricts off-market listings from appearing on their platform, we believe that Flex Listings meet Zillow's standards.

It's important to note that Zillow is broker participant that can independently adjust its listing policies at any time. Therefore, there is no way to guarantee ongoing compliance with Zillow's evolving rules.

The most reliable way to ensure maximum exposure and deliver the best service to your client is to enter the listing into the MLS. Doing so ensures visibility across hundreds of real estate websites, enables cooperation with other agents, and meets the highest standards of transparency and professionalism.

HOW CAN I TELL A LISTING IS A FLEX LISTING?

There is a display field: Flex Listing YN that will display on all listings:

CLASSIC DISPLAY

Listing Tax Photos History Parcel Map Flood Map Foreclosure

Listing ID: **1686849** LP: **\$3,850** **Flex Listing: Yes**

Address: [2813 Castro St #1](#)
City: Austin, Texas 78702
County: Travis

NEW DISPLAY

Listing Photos Tax History Parcel Map Flood Map Open House Foreclosure Remarks Rooms Admin

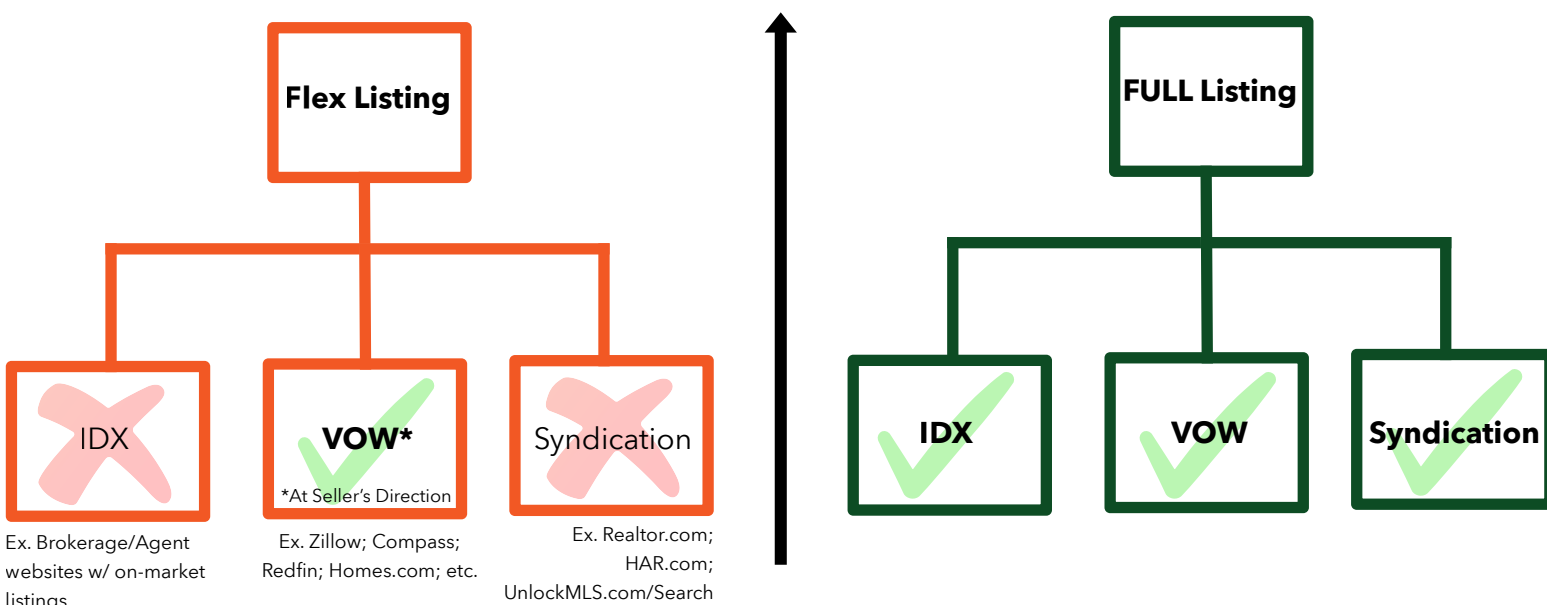
Listing ID 1686849 City Austin
County Travis Parcel Number 020413190
Subdivision DIV A Property Single

Std Status A/RLSE
L Price \$3,850
Flex Listing YN Yes

HOW DOES DATA DISTRIBUTION AND DISPLAY WORK FOR FLEX LISTINGS?

Flex Listings will only display on VOW websites when the Internet Display setting is set to Yes. Popular VOW websites include: Zillow, Homes.com, Compass, and Redfin, among others. IDX and Syndication websites will not display Flex Listings. IDX websites are most agent home search websites and popular syndication websites include Realtor.com and HAR.com.

A Full, Active Listing will display on all of these types of websites when Internet Display is set to Yes.



READY TO LEARN MORE?

Download the full Flex Listings Toolkit or visit UnlockMLS.com/Flex.

