



On Market Date (OMD)

“On Market Date” is a date field that appears next to the Listing Date on the Listing Information screen. The On Market Date allows a listing to be entered into the MLS with a future marketing date. The On Market Date is specifically used by listing agents who need to keep the listing off the market while the property is being prepared for sale.

No marketing of the listing is allowed in any form prior to the established On Market Date.

Prior to the On Market Date the listing will be in an “Unapproved” category. The listing will only be viewable by the Listing Office and the MLS staff.

When the On Market Date arrives the listing will be automatically in an “Approved” category and the Days on Market (DOM) will begin to accumulate and agents will be able to see the listing as new!

Important Tips to Remember!

1. No marketing of the listing is allowed in any form prior to the On Market Date. There will be an automatic fine of \$250 for violation of this rule! Please refer to MLS [Rules](#) Addendum B Section 7.12
2. The On Market Date may only be set at the time a listing is entered into the MLS.
3. The On Market Date may only be modified prior to being set to “Approved” by Prospector. (Prior to the On Market Date)
4. The On Market Date may not exceed 45 days from the Listing Date.
5. The On Market Date must be prior to the Expiration Date of the listing.
6. The Days on Market will begin to accumulate once the On Market Date is reached.
7. The On Market Date will equal the Active Date.
8. You are not obligated to use the On Market Date feature but it is a required field on Prospector when entering a listing. Simply enter the same date as the “Listing Date” field into the “On Market Date” field.
9. When the On Market Date arrives the listing will automatically be changed to “Approved” via a nightly process on Prospector. Once “Approved”, the listing will appear on the Hotsheet and be available to match auto prospecting searches.
10. As with any listing input in the MLS the listing broker must provide supporting documentation to MetroList if requested.