

A Smarter 3-Phase Strategy: FLEX

Maximize exposure, control timing, and test pricing before going fully live.

1

FLEX Listing (Private + Controlled)

- Soft launch to MLS subscribers only
- Test pricing + gather agent feedback
- Adjust strategy before public exposure

2

Public Launch (Full Exposure)

- Activate full MLS distribution
- Syndicate to major real estate sites
- Support with marketing + visuals

3

Market Engagement (Optimize + Close)

- Review showings + collect feedback
- Evaluate and refine offers
- Fine-tune pricing and negotiation strategy

Result: More control, smarter pricing, and stronger market positioning.

FLEX Listing vs. Off-MLS Listing

The difference is in exposure, control, and results.

FLEX Listing (Within MLS)

- Access to full MLS network + subscribers
- Broad visibility across agents and buyers
- Controlled showing + pricing strategy
- Seamless transition to full public listing
- Built-in compliance and transparency
- Stronger data + pricing insights

Off-MLS / Private Listing

- Limited to individual brokerage networks
- Reduced visibility and buyer reach
- Private control, but fewer safeguards
- Must re-list to access full MLS exposure
- Greater compliance risk
- Limited market data and feedback

FLEX = maximum exposure + strategic control
Off-MLS = privacy, but limited reach and insights