Last Updated: March 18, 2026

WHAT IS A FLEX LISTING?

A Flex listing is a smart, phased way to list your home. You can start with limited visibility while preparing for full launch, then shift to full exposure when the timing is right—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
- 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 a phased approach to 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.

WHEN DID FLEX LISTING LAUNCH AS AN INPUT OPTION?

Flex listings went live in Unlock MLS on Tuesday, July 22, 2025.

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?

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.

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.

Last Updated: March 18, 2026

HOW DO I ENTER A FLEX LISTING?

Every listing (excluding Commercial property types) will have a new, 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.

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.

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

Yes. Since a Flex listing in 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.

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.

Last Updated: March 18, 2026

DO FLEX LISTINGS DISPLAY ON ONEHOME?
Yes, Flex listings will appear in the OneHome client portal through Unlock MLS.

DO FLEX LISTINGS DISPLAY ON THE UNLOCK MLS APP?
Yes, Flex listings will appear within the Unlock MLS mobile app.

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**.

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 is required to ensure all MLS rules and regulations are being followed.

IS LIST PRICE REQUIRED FOR A FLEX LISTING?
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.

FLEX
BY UNLOCK MLS

Last Updated: March 18, 2026

WHAT DATA IS REQUIRED TO CREATE A FLEX LISTING?

- Property Sub Type
- Listing Agreement
- List Date (automatically assigned to [today's] date)
- Expiration Date
- Showing Requirements
- Levels
- # Other Level Beds
- Year Built
- Showing Requirements

- Address (Street #, Street Name, Street Suffix, County, City, State, Country, Zip Code, Subdivision Name, Tax Legal Description, MLS Area, Latitude, Longitude)
- Year Built Source
- Bathrooms Full
- Bathrooms Half
- # Garage Spaces
- Living Area
- Lot Size Acres

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.

HOW DO I SEARCH FOR FLEX LISTINGS IN UNLOCK MLS?

Flex listings can be found on their dedicated search form under the Search menu in Matrix in the Cross Property options. They can also be included or excluded from the normal search forms by Property Type using the Only Flex listings field.

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. However, new Saved Searches or Auto Emails will need to be created to target Flex listings. A Flex listing will not appear in current Saved Searches and Auto Emails that are already enabled at launch.

HOW CAN I TELL A LISTING IS A FLEX LISTING?

There will be a new field: Flex listing YN that will display on all listings:

CLASSIC DISPLAY

NEW DISPLAY

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.

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.

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

Yes! Per user feedback, we have recognized the Flex listing is a private listing and should be considered apart of the reset period. The listing will need to remain in Flex for 90 days, then on the 91st day, change to a full Active listing for the CDOM reset.

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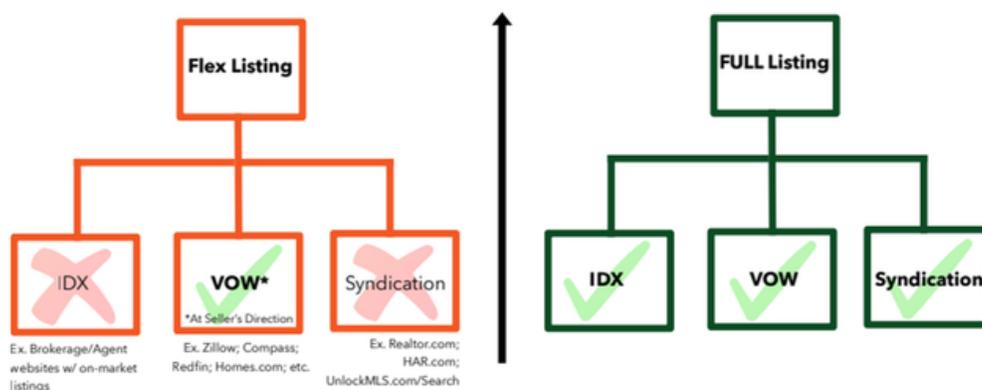
It's important to note that Zillow is broker participant that can independently adjust its listing policies at any time. Therefore, there is no way to guarantee ongoing compliance with Zillow's evolving rules.

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.

Last Updated: March 18, 2026

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.

ARE FLEX LISTINGS AVAILABLE FOR CMA'S?

Yes, Flex listings are available in the CMA Tool for use. When an listing closes, we request any additional fields that may not have been included on input to ensure the listing is a valuable comp.

WHERE CAN I FIND ADDITIONAL INFORMATION ABOUT FLEX LISTINGS?

Additional Flex listings resources can be found at unlockmls.com/flex and the new Flex listings Widget in MATRIX.