FLEX

BY UNLOCK MLS

What is a Flex Listing?

A phased, strategic way to sell. No days-on-market clock. No public price history. When you're ready, your listing goes fully public to every buyer in Central Texas.

unlockmls.com/flex

TESTIMONIALS

"Flex listings will enable us to better serve sellers with pre-market exposure in a market that is increasingly competitive."

ASHLEY JACKSON
REALTOR®, MUELLER RESIDENTIAL GROUP, COMPASS

"Flex allowed us to go on the market, get a price higher than what we wanted or were shooting for, and we got multiple offers – while navigating a timeline that was unique to this specific transaction. If the strategy we were using didn't work, I was able to get feedback very early on. Which is, once again, best for the client."

DILLAR SCHWARTZ
REALTOR, OWNER

"I love that Flex Listings provides more options to tailor the marketing approach to the needs of my clients while still getting early exposure to other agents. It's a smart, seamless option that keeps clients in the driver's seat and ensures full representation every step of the way."

MICHAEL DASILVA
BROKER/OWNER, AVALAR AUSTIN REAL ESTATE

WHY FLEX OUTPERFORMS PRIVATE NETWORKS

Limiting who sees a home limits who competes for it. Flex keeps the full buyer pool intact from day one – and the results show it.

1 IN 5

Flex sellers close at or above original list price

1 IN 3

went under contract within 14 days of going fully public – more than double non-Flex rate

<4 IN 10

Flex sellers reduced price before closing, vs. nearly 2 in 3 who skipped Flex

THE THREE PHASES

Throughout all three phases, your listing stays inside the MLS – giving your seller a strategic, phased path to market while keeping every transaction inside the cooperative marketplace that serves Central Texas buyers and sellers best.

Flex

Visible to all MLS subscribers. Off public websites. No DOM. No price history. You're actively marketing while your seller prepares and prices.

Full Launch

One step in Listing Manager. Full syndication. Every buyer in Central Texas. Your seller enters the public market positioned right.

Close

Flex sellers spend roughly half the time on market compared to sellers with no Flex history and close approximately **3 percentage points closer to original list price.**

THE FOUR SELLERS YOU WIN WITH FLEX

The Preparer

Home isn't ready. Flex buys the runway without burning days on market.

The Tester

Uncertain on price. Test with real agent feedback before committing publicly.

The Private Seller

Has heard the private network pitch. Flex offers a quiet start and the full buyer pool. Not one or the other.

The Unrealistic Seller

Pushing a price the market may not support. Test quietly, adjust if needed, and go public with confidence – no price reduction history following the listing before it gets started.