

EDMUND'S MASTERMIND • COMPLETE WORKBOOK

PRIVATE, PREVIEW, OR PUBLIC?

The three-path listing conversation — AI maps every way a home can be marketed today, so the seller chooses with open eyes and you keep the record. Built on rules and studies verified October 2, 2026, for agents in every U.S. market.



How to use this workbook

Three systems, one goal: the seller understands every way their home can be marketed, chooses the one that fits their goals, and you have it in writing.

Sellers are now offered three different ways to market a home, often by someone with a stake in one of them. This workbook does not pick a side. It gives you a map of the three paths built from your own rules, a comparison built on this seller's goals, and a written record of what they chose and when you'll look again.

The three systems

System	What it does	When you use it
1 • The Three-Path Map	Turns your MLS rules, your brokerage's options and the portals' published policies into one page a seller can read, with the source and date on every line.	Before your next listing appointment; refresh every quarter
2 • The Path Comparison	Sets the three paths side by side for this home and this seller's goals, shows what your local data can and can't prove, and checks any study the seller has been quoted.	At the listing appointment
3 • The Choice Record	Answers the path questions, puts the seller's informed choice in writing, and sets the signals and the date that trigger a switch.	The day the seller decides, then at each review date

How the workbook is organized

- **Pages 3–5:** the three paths and the rules right now — national policy, the portals, your MLS and your state.
- **Page 6:** what the studies say, and who paid for each.
- **Pages 7–14:** the three systems, each with copy-paste prompts and worksheets.
- **Pages 15–16:** the full cycle on one listing, and what's already in your prompt library.
- **Pages 17–19:** guardrails, the 30-day plan, and sources.

READ THIS FIRST

This is a seller-communication workflow, not legal advice. Listing rules differ by MLS, by brokerage and by state, and several are changing this month. AI works only with the rules you paste in, and it can be wrong — confirm every rule with your broker or MLS before it reaches a seller. This workbook takes no side between any brokerage, portal or MLS. The seller always chooses the path.

RESEARCH STANDARD

Every rule, policy and study in this workbook was checked against the publisher's own document or a named trade report as of October 2, 2026. Where a source could not be opened, the claim was left out. Sources are on page 19.

PRIVATE, PREVIEW, OR PUBLIC?

THE 3 SYSTEMS

1 • THE THREE-PATH MAP

Turn your MLS rules, your brokerage's options and the portal policies into one page a seller can read.

2 • THE PATH COMPARISON

Set the three paths side by side for this home and this seller's goals.

3 • THE CHOICE RECORD

Put the seller's informed choice in writing, with a date to look again.



⚡ Why this session matters

The listing appointment has a new question in it: private, preview, or public? The agent who can explain only one path is about to lose the listing to the agent who can explain all three. Zillow Preview pre-market listings went live on Realtor.com on September 17, 2026, with more than 400 brokerages enrolled. Compass rebuilt its website around early-stage listings five days later. Three states have passed laws on the subject. Your sellers are hearing about it, and they will ask you.

We build the seller's one-page map live, with prompts: paste your MLS rules, your brokerage's options and the portal policies, and AI turns them into a page the seller can read, with a source and date on every line.

It isn't one national rule. Stellar MLS delays distribution for five days. BeachesMLS allows up to 21. North Texas's Coming Soon status runs up to 30. Your seller needs the map for their MLS, not a headline.

🎯 What you'll learn

We will master 3 systems live, together:

1 • The Three-Path Map — turn your MLS rules, your brokerage's options and the portals' published policies into one page a seller can read — with the source and date on every line.

2 • The Path Comparison — set the three paths side by side for this home and this seller's goals, show what your local data can and can't prove, and check any study the seller has been quoted.

3 • The Choice Record — answer the path questions without running down another agent, put the seller's informed choice in writing, and set the date that triggers a switch.

The three paths

We call them Private, Preview and Public. Your MLS, your brokerage and the portals each use their own names — learn theirs.

Path	What it is	Names you'll hear	Who can see the home
Private	The seller directs that the home not go out through the MLS and not be publicly marketed. NAR's term: <i>office exclusive exempt listing</i> .	Office exclusive · private exclusive · pocket listing	The listing brokerage's agents and their buyers. NAR: one-to-one, broker-to-broker conversations are not public marketing; sharing across several brokerages is.
Preview	The home is filed with the MLS or shown on a pre-market platform before the full public launch. NAR's term: <i>delayed marketing exempt listing</i> .	Coming soon · delayed marketing · delayed distribution · First Look · Zillow Preview	It depends on the tool. Some are visible to every MLS member; some are public on a portal; some sit on one brokerage's site.
Public	Active in the MLS and distributed to brokerage sites and the portals.	Active · Active (Internet Yes)	Every agent and every buyer.

What NAR's policy requires on the first two paths

- **The broker cannot choose for the seller.** NAR's FAQ requires "a signed disclosure documenting the seller's informed consent."
- **The disclosure covers three things:** the professional relationship; the seller's acknowledgment of "the MLS benefits they are waiving or delaying ... such as broad and immediate exposure"; and confirmation of the seller's decision.
- **NAR does not publish the form.** Your MLS or your brokerage supplies it.
- **Clear Cooperation is unchanged:** "Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants."
- **Left to each MLS:** how long the delay can run, whether days on market accrue, whether price changes are tracked, and whether the form is filed with the MLS.

THE RULE THAT RUNS THIS WORKBOOK

The seller chooses the path. You explain all three. NAR Legal Affairs tells brokers to walk the seller through office exclusives, pre-marketing and full MLS exposure "and the practical pros and cons of each," then confirm the seller's informed choice, get the required disclosure, watch for public marketing, and check local rules.

NAR policy applies to REALTOR®-association-owned MLSs. Some MLSs are not NAR-affiliated — Northwest MLS in Washington is one — and set their own rules. Verified October 2, 2026.

The portals and the brokerages

Where a private or pre-market listing can and cannot appear. These policies changed several times in 2026 — put a date on every line.

Player	Position today	Source
Zillow Listing Access Standards	Since March 17, 2026 the test is whether a publicly marketed listing is "broadly accessible" — reachable by the public without registering or working with the listing brokerage. The 2025 requirement to reach the MLS within one business day was removed.	Real Estate News, Mar 19, 2026
Zillow Preview	Pre-market listings shown publicly on Zillow and Trulia; live on Realtor.com since September 17, 2026, labeled as Preview. Only through a brokerage that has partnered with Zillow — more than 400 have. Zillow says the agent stays responsible for local MLS rules.	Zillow releases, Mar 17 and Sep 17, 2026
Realtor.com	No listing ban. Displays Zillow Preview listings.	Real Estate News, May 5, 2026
Redfin	Announced a ban in April 2025 and never put it in force; began hosting Compass Coming Soon listings in February 2026.	RISMedia, Apr 16, 2026
Compass	Three phases: Private Exclusive, Coming Soon on Compass.com, then active on the MLS. The seller signs Compass's own disclosure form first. Since September 22, 2026 Coming Soon listings are publicly searchable on its site; Private Exclusives still require registration or contacting Compass.	Compass releases; Real Estate News, Sep 22, 2026
StreetEasy (New York City)	Since September 17, 2026 a publicly marketed listing must be on StreetEasy the same calendar day.	HousingWire, Sep 2026

Still moving

- **Zillow v. MRED and Compass** (federal court, Chicago): on September 15, 2026 the court denied Zillow's request for a preliminary injunction and sent its claims against MRED to arbitration. There is no ruling on the merits.
- **Compass v. Northwest MLS** settled on August 31, 2026. **Compass v. Zillow** ended on March 18, 2026, when Compass dismissed its own case.
- On September 30, 2026 Compass's chief executive said the company will begin suing MLSs in mid-October. California's CRMLS rejected Compass's demand.

No court has ruled that any of these practices is lawful or unlawful. Tell sellers what each player's policy is today. Don't tell them who is right.

Your MLS and your state are not the national average

The same words mean different things in the next county. These are examples of the spread — they are not your rules.

MLS	Option	What its published rule says
Stellar MLS (Florida)	Delayed Distribution Listing	Distribution to other brokers' sites and the portals is delayed five calendar days. The listing is active in the MLS. Seller signs the "Multiple Listing Options for Property Owners" form.
BeachesMLS (Florida)	Coming Soon with Delayed Marketing	21-day maximum; days on market do not calculate; showings and open houses only when Delayed Marketing = Yes. Requires a seller's delayed marketing disclosure.
MIAMI MLS (Florida)	Office Exclusive	Form MIAMI-10 is due within 2 business days of the listing agreement. The seller acknowledges the home "will not be displayed on or via the SEFMLS, internet platforms, or third-party websites" and that this "may affect the sale price."
NTREIS (North Texas)	Coming Soon	Up to 30 days, then automatically Active; days on market do not accrue; the seller may authorize showings.
Northwest MLS (Washington)	First Look	Available since September 4, 2026: up to 21 days, entered in the MLS; the seller may allow showings and offers.
Bright MLS (Mid-Atlantic)	Four statuses	Registered, Office Exclusive, Coming Soon, Active. Every listing is registered within 48 hours of the signed agreement (rules announced July 9, 2026).
CRMLS (California)	Coming Soon; Limited Exposure Coming Soon	Coming Soon does not accrue days on market, but price reductions show. The limited-exposure option keeps the listing off third-party sites.

State law

State	Law	In force	What it requires
Washington	SSB 6091	June 11, 2026	A broker may not market to "a limited or exclusive group" unless the home is "concurrently marketed to the general public and all other brokers," with a health-or-safety exception. No seller opt-out form.
Connecticut	Public Act 26-23	October 1, 2026	A publicly marketed 1–4 unit home must be on a publicly accessible platform at the same time or before. A seller who opts out signs the statutory form. Private listings that are not publicly marketed remain allowed.
Wisconsin	2025 Act 69	January 1, 2027	The listing firm advertises on an internet platform within one business day of the agreement unless the owner signs the state's opt-out disclosure.

Not law as of October 2, 2026: New York's A10679-B passed both houses in spring 2026 with no report of the governor acting; Illinois HB 4964 has been in committee since February 2026.

Florida: no statute on private listings was found. F.S. 475.278 presumes a licensee is a transaction broker unless another relationship is set in writing, and says a transaction broker "does not represent either in a fiduciary capacity." MIAMI REALTORS® and the Broward, Palm Beaches & St. Lucie association merged on May 11, 2026 but still run two MLS systems — confirm which rules apply to your listing.

What the studies say — and who published each

The studies disagree because they count different homes. Know each one well enough to explain it in a sentence.

Who published it	What it counted	What it found
Zillow A portal whose business depends on public listings	Homes sold in 2023–2025 that reached the MLS only after a contract was in place, measured against its own Zestimate	Sold for 1.3% less (May 14, 2026)
Compass A brokerage that sells phased marketing; its own listings only	70,809 closed Compass sales that began as Private Exclusive or Coming Soon. Critics note most went on to sell through the MLS and that expired and withdrawn listings are not counted	Sold for 4.6% more (July 24, 2026). Its 2025 release said results "should not be interpreted as definitive predictions of future outcomes."
Bright MLS An MLS	101,089 sales, September 2024 – February 2025; listings that began as office exclusives against standard listings at the same brokerages	"No impact on sold price"; a median 37 days to contract against 20; 87% converted to a standard MLS listing before selling (April 2025)
ARELLO The association of license-law regulators	More than 10 million transactions, January 2024 – June 2026, measured against Zillow's valuation	Private listings 0.87% below standard MLS listings in 2025; coming-soon listings 1.16% above. ARELLO: "evidence of an association that warrants further examination" (reported by HousingWire, Sep 23, 2026)
Hayunga , University of Georgia Working paper, not yet peer-reviewed	About 700,000 Dallas–Fort Worth sales, 2002–2022; "pocket sales" recorded with zero days on market	1.7% higher overall; 0.9% and not statistically significant after Clear Cooperation took effect

Three things to say out loud

- **They aren't measuring the same thing.** Zillow counted homes that never had real MLS exposure. Compass counted homes that started quietly — and, its critics point out, mostly finished on the MLS.
- **The one study that separates the paths points both ways:** private below, coming soon above. It shows an association, not a cause.
- **Most private starts end up public:** 87% in Bright's data.

Days on market: what is actually proven

One peer-reviewed study found a causal effect: when Massachusetts stopped sellers from resetting days on market in 2006, affected homes sold for about \$11,000 less (Tucker, Zhang and Zhu, *RAND Journal of Economics*, 2013). The rest is correlation — overpriced homes both sit longer and sell lower. Sellers want both things at once: 83% of prospective sellers were interested in a coming-soon approach (Redfin survey, published with its own product launch, May 2026), and 61% of soon-to-be sellers believe broad online marketing beats a limited private network (Harris Poll for Zillow, May 2026).

Never say a path "gets you X% more" or "costs you X%." Each figure is one publisher's average. Name the publisher every time.

System 1 — The Three-Path Map

One page, in plain English, of what each path allows, requires and gives up — built from your own rules, with the source and date on every line.

What goes into the map

Source	What to paste	Where to get it
Your MLS	Rules on office exclusives, coming soon and delayed marketing, entry deadlines, days-on-market counting, required seller forms, fines	The MLS rules page or compliance desk
Your brokerage	Its private or pre-market programs, its seller disclosure form, its policy on in-house sales	Your broker or the office policy manual
The portals	Zillow's Listing Access Standards, pre-market program eligibility, any local portal rule	The portal's published page — and whether your brokerage is enrolled
Your state	Any statute on public marketing or seller opt-out; your brokerage-relationship duties	The state commission or your association's legal page

The two outputs

Output	Who it's for	What's on it
The rule sheet	You and your broker	One row per rule: the rule, the source, the date confirmed — and VERIFY wherever something is missing
The seller map	The seller	The three paths in plain English: who sees the home, when, what the seller signs, how to switch. No recommendation.

ALREADY BUILT A COMPLIANCE PRE-FLIGHT?

Paste it in as your Preview column. The Compliance Pre-Flight from The Coming-Soon Machine (August 19, 2026) already turned your coming-soon rules into guardrails. This system adds what that one left out: the Private column, your brokerage's options, the portal policies, and a page the seller can read.

THE RULE THAT RUNS THIS SYSTEM

Paste the rule. Don't describe it. AI maps only what you give it — and marks everything else VERIFY.

Three-path map prompts

Paste the actual text of each rule. Never ask AI what your MLS's rules are.

Prompt 1.1 — The Rule Intake

I'm a listing agent in [CITY, STATE], a member of [MLS NAME], with [BROKERAGE]. Below is the actual text of the rules and policies that govern how I can market a listing: my MLS's rules on office exclusives, coming soon or delayed marketing, listing entry deadlines, days-on-market counting and required seller forms [PASTE]; my brokerage's policy and any private or pre-market program it offers [PASTE]; the published portal policies that apply [PASTE]; any state statute on public marketing or seller opt-out [PASTE]. Build a rule sheet as a table with one row per rule and these columns: Path (PRIVATE / PREVIEW / PUBLIC), the rule in one plain sentence, the exact words it comes from, the source document, and the date I confirmed it [DATE]. Cover, for each path: who can see the listing, what counts as public marketing, the entry deadline, the maximum window, whether showings and offers are allowed, whether days on market and price changes are recorded, the seller form required and when it is due, and the penalty for getting it wrong. State nothing I did not paste. Where the pasted text does not answer a question, write VERIFY in that cell instead of filling it in.

Prompt 1.2 — The Plain-English Map

Using only the rule sheet below [PASTE OUTPUT OF 1.1], write a one-page explanation for a home seller of the three ways their home can be marketed in [MLS NAME] with [BROKERAGE]: Private, Preview (pre-market) and Public. For each path give: what it is called here, who can see the home and when, what the seller signs, what the seller gives up or delays, and how the seller can move to a different path later. Use the same order and the same length for all three so none looks favored. Write at an eighth-grade reading level, no jargon, no adjectives that sell. Do not recommend a path and do not predict a price outcome for any path. Leave out any row marked VERIFY and list those at the bottom under "Still confirming." End with: "You choose the path. I'll explain all three and put your choice in writing."

Example — what the seller map looks like

Format only. Bracketed fields are filled from your own rule sheet.

Path	Who sees your home	When	What you sign	To switch
Private	[From your rules]	[Window]	[Form name]	[How]
Preview	[From your rules]	[Window]	[Form name]	[How]
Public	[From your rules]	[Day 1]	[Listing agreement]	[How]

Three-path map prompts, continued

Close every gap before a seller sees the map. Then keep it current.

Prompt 1.3 — The Verify List

Here is my rule sheet [PASTE]. For every cell marked VERIFY, write the exact question I should ask, and say who to ask: my MLS's compliance desk, my managing broker, the portal's published policy page, or my state association's legal line. Add these questions if the sheet does not already answer them: Can an office exclusive be shared with agents in other brokerages? Does a coming-soon or delayed listing accrue days on market, and does price history show? Are showings and open houses allowed before the listing is active? Which seller form is required, who supplies it, and when is it due? Is my brokerage enrolled in any portal's pre-market program? Phrase each so it can be answered in one line by email. Do not answer the questions yourself and do not state what any rule is.

Prompt 1.4 — The Quarterly Refresh

Here is my rule sheet dated [DATE] [PASTE]. Here is new material since then: MLS rule-change notices, brokerage memos, portal announcements and any state law changes [PASTE]. List each row that changes, with the old wording, the new wording, the source and its date. Flag any row that is more than 90 days old with no confirmation as RE-CONFIRM. Then rewrite the seller map (Prompt 1.2) only where a change affects what a seller would be told. Use only what I pasted.

My MLS's answers

Question	Private	Preview	Public
What it's called here			
Who can see the listing			
Maximum window			
Showings and offers allowed?			
Days on market and price history recorded?			
Seller form and when it's due			
Confirmed with / on (date)			

System 2 — The Path Comparison

For this home and this seller's goals: the three paths side by side on the things only the path changes.

The six rows

Row	The question it answers	Where the answer comes from
Reach	How many buyers and agents can see the home, and through which channels?	Your rule sheet
Timing	When does each stage start, and what clock is running?	Your rule sheet
Privacy	Who learns the home is for sale? Are the photos, address and price public?	Your rule sheet and the seller's own concern
Access	Are showings, open houses and offers allowed at each stage?	Your rule sheet
Listing history	Will days on market and price changes be recorded and shown?	Your MLS and each portal
Reversibility	How does the seller move to another path, and what carries over?	Your MLS and your brokerage's form

Prompt 2.1 — The Goals Intake

I'm meeting a seller about [NEIGHBORHOOD, PROPERTY TYPE, PRICE RANGE]. Here is what they have told me so far, in their words [PASTE notes, emails, or my Seller Brief if I have one]. Draft five short questions I can ask to learn what matters to them when choosing how the home is marketed: their timeline and what is driving it; how they feel about neighbors, tenants or colleagues knowing the home is for sale; who lives in the home and how showings would work; how they would feel if the listing showed many days on market or a price change; and whether anyone has already suggested a marketing approach to them. Neutral wording, one sentence each, nothing that leads toward a path. Then give me a five-line summary template to fill in with their answers in their own words. Do not ask about or infer anything based on age, race, color, religion, national origin, sex, disability or familial status.

LEFT OUT ON PURPOSE

Net proceeds and the pricing story are not in this comparison. They're in The Price-Cut Conversation (Prompt 2.2) and The AI Pricing Story. This page compares only what the path changes.

The side-by-side

Same rows, same length, all three paths. The moment one column reads like a pitch, the seller stops trusting the other two.

Prompt 2.2 — The Side-by-Side

Build a one-page comparison of the three marketing paths for my seller at [ADDRESS]. Their goals, in their words: [PASTE the five-line summary from 2.1]. My rule sheet: [PASTE from 1.1]. Rows: Reach, Timing, Privacy, Access (showings and offers), Listing history (days on market and price changes), and Reversibility. Columns: Private, Preview, Public. In each cell write what happens on that path under my rules, in one or two plain sentences. Add a final row, "How this fits what you told me," that connects each path to the seller's stated goals using their own words – where a path helps a goal, say so; where it works against one, say so just as plainly. Give every column the same length and tone. Do not predict or imply a sale price or a speed of sale for any path. Do not include net proceeds. Mark any cell my rule sheet does not answer as VERIFY. The seller decides; recommend nothing unless I ask.

Path comparison worksheet

	Private	Preview	Public
Reach			
Timing			
Privacy			
Access			
Listing history			
Reversibility			
Fits the seller's goals?			

THE LINE THAT KEEPS YOU ON THE SELLER'S SIDE

"There are three ways to do this, and I can run any of them. Here's what each one means for who sees your home and when. You know what matters most to you — which of these fits?"

Local evidence and the claim check

Your own MLS data beats a national press release — if you're honest about how little it may show.

Prompt 2.3 — The Local Evidence Pull

Here is an export from my MLS of closed sales in [AREA, PROPERTY TYPE, PRICE RANGE] over [PERIOD], with these fields for each sale: list date, status history (including any coming soon, delayed or office-exclusive status), days on market, original list price, final list price, sale price, and whether one office was on both sides [PASTE]. Tell me what this data can and cannot show about the three marketing paths here. Report counts first: how many sales began in each status. For any group with fewer than 30 sales, say plainly that it is too small to draw a conclusion. Where groups are large enough, report medians for days to contract and sale-to-original-list ratio side by side, and list the differences between the groups that could explain any gap other than the marketing path (price tier, location, property type, season). Do not call any difference a cause. Do not estimate a price premium or discount. End with one sentence I can say to a seller that is accurate about what our local data shows and what it doesn't.

Prompt 2.4 — The Claim Check

A seller has been told this about how to market their home: "[PASTE THE CLAIM, WORD FOR WORD]". If I have the source, here it is: [PASTE the study, press release or article]. Without taking a side, answer five questions: 1) Who published this, and what do they sell? 2) What exactly was counted, over what period, and how many sales? 3) What was it compared against? 4) What was left out or not controlled for (for example listings that expired or were withdrawn, price tier, or homes that later sold through the MLS)? 5) What would have to be true for this to apply to this seller's home in [AREA]? Use only the source I pasted; if I pasted no source, say what I need to find before anyone can rely on the claim. Then write two sentences I can say to the seller that respect the person who told them, claim nothing I can't support, and bring the conversation back to their own goals. Never criticize another agent or company.

The claim check, at a glance

When you hear...	Ask
"Private sells for more."	Which homes were counted — and did they end up on the MLS anyway?
"Off-MLS sells for less."	Were those homes ever pre-marketed, or sold inside one office in a day?
"Days on market kill your price."	Is that a cause, or do overpriced homes simply sit longer?
"Everyone is doing it now."	Here, in our MLS? Show the counts (Prompt 2.3).

System 3 — The Choice Record

The seller's informed choice in writing, the path questions answered without running down another agent, and the date you'll look again.

Prompt 3.1 — The Path Objections

Write my answers to four things sellers say about how to market their home: (1) "Another agent told me a private listing sells for more." (2) "I don't want the neighbors to know we're selling." (3) "Won't days on market count against me if we go public?" (4) "Can we test the price quietly first?" For each, use this structure: a validating first sentence; one fact from my rule sheet or my local data [PASTE the rule sheet and the output of 2.3]; an invitation to look at the three-path comparison together; and a close that hands the decision back to the seller. Each answer under 80 words, spoken language. Do not name or criticize any agent, brokerage or portal. Do not promise a price or a timeline on any path. Where the honest answer is "that path may fit you," say so.

The four path questions — quick reference

They say	Start with	Bring it back to	Never say
"A private listing sells for more."	"I've seen that study. It's worth understanding."	What it counted, and what our own MLS shows (Prompts 2.3 and 2.4)	"That agent is misleading you."
"I don't want the neighbors to know."	"That's a real reason, and there's a path built for it."	What privacy changes about reach, and what you'd sign	"You'll lose money."
"Days on market will count against me."	"That's a fair worry."	What our MLS records on each path, and a review date instead of an open-ended wait	"Days on market don't matter."
"Can we test the price quietly first?"	"Yes. Here's what that looks like under our rules."	Who would see it, for how long, and the date we switch	"We can always hide it later."

ALREADY IN YOUR LIBRARY

Need to rehearse out loud? Use The Seller Roleplay (The AI Pricing Story) or The Objection Gym (My Client Asked ChatGPT). For the meeting itself, use the 30-minute decision meeting in The Price-Cut Conversation. This system adds what those don't have: the path questions, the written record and the switch.

Put the choice in writing

The MLS form records a signature. Your summary records the conversation.

Prompt 3.2 — The Choice Summary

Write a short confirmation email to my seller after our conversation on [DATE] about how their home will be marketed. Include: the three paths I explained, in one line each; the path they chose and their reason in their own words [PASTE]; what they are giving up or delaying by choosing it, stated plainly; the form my MLS or brokerage requires and where it stands [FORM NAME – SIGNED / TO BE SIGNED]; the date we agreed to review the choice; and an invitation to reply if anything here does not match their understanding. Warm, factual, under 200 words. Add one line saying this email is a summary of our conversation and does not replace the listing agreement or any required form. Then write a three-line file note for my records: date, who was present, what was provided. This is not a legal document – do not use legal terms and do not say that anything is waived, released or binding.

Prompt 3.3 — The Switch Triggers

My seller has chosen the [PRIVATE / PREVIEW] path starting [DATE]. Under my rules the maximum window is [X DAYS, from the rule sheet]. Their goals: [PASTE]. Draft a one-page review agreement for us to complete together: the signals we will watch (for example inquiries, showings where allowed, written feedback, offers); the date we will look again, no later than [DATE]; the decision we will make if the signals have not changed; and what the seller wants to happen if the window ends. Leave the thresholds blank for the seller to fill in. Frame it as a plan we both agreed to on day one. Do not suggest what the thresholds should be.

Prompt 3.4 — The Switch Plan

We are moving [ADDRESS] from [CURRENT PATH] to [NEW PATH] on [DATE]. From my rule sheet [PASTE], list in order what has to happen that day and the day before: status changes and their deadlines, forms to sign or update, what becomes visible to other agents and to the public, what carries over into the listing history, and who needs to be told (the seller, my broker, agents who already showed interest). Give me the exact questions to ask my MLS desk about how the earlier period will display. Do not state what my MLS's rule is – tell me what to confirm. Do not write any marketing copy.

The review agreement

Path chosen and start date

Signals we'll watch

Date we'll look again

The decision if nothing changes

The full cycle on one listing

Where each prompt fits, from the week before the appointment to the day the path changes.

Stage	Prompts	What the seller sees
Before any appointment	1.1 rule intake · 1.3 verify list · 1.2 map	Nothing yet — you're building the map
Before this appointment	2.1 goals intake · 2.3 local evidence	Five neutral questions
At the appointment	1.2 map · 2.2 side-by-side · 2.4 claim check · 3.1 path questions	Three paths at the same length, their goals in their words — their decision
Decision day	3.2 choice summary · 3.3 switch triggers	A confirmation email and a review date, alongside the required form
Review date	3.3 switch triggers · 3.4 switch plan	Stay on the path, or switch on a set day
Every quarter	1.4 refresh	A map that is still true

Before your first three-path conversation, gather

- ☐ The current text of your MLS's rules on office exclusives, coming soon and delayed marketing
- ☐ Your MLS's or brokerage's seller disclosure form or forms
- ☐ Your brokerage's policy on private and pre-market programs, and whether it is enrolled in a portal's pre-market program
- ☐ Any state statute on public marketing or seller opt-out
- ☐ An MLS export of recent closed sales with status history
- ☐ The seller's goals, in their own words

THE PROMISE

No seller of mine chooses a marketing path without seeing all three. They hear what each one means, choose for their own reasons, and get it in writing.

Already in your prompt library

This session builds on earlier workbooks instead of repeating them. Pull these out when you need them.

When you need...	Use this	From the workbook
Your MLS's coming-soon rules turned into campaign guardrails	The Compliance Pre-Flight; The Rules of the Tease	The Coming-Soon Machine (Aug 19, 2026)
The campaign once the seller chooses the pre-market path	The Teaser Factory; The Launch Flywheel	The Coming-Soon Machine (Aug 19, 2026)
A fast launch after a switch to public	The Compressed Campaign; The Launch-Day Sequence	The Coming-Soon Machine (Aug 19, 2026)
Every option side by side with net proceeds	Prompt 2.2 — The Options-and-Net Decision Brief	The Price-Cut Conversation (Oct 14, 2026)
The meeting itself, minute by minute	The 30-minute decision meeting; Prompt 2.5 — The Emotion-First Opener	The Price-Cut Conversation (Oct 14, 2026)
How a status change shows in listing history	Prompt 3.3 — The Listing-History Honesty Check	The Price-Cut Conversation (Oct 14, 2026)
Agreeing now what happens if the plan stalls	The Pre-Agreement Framework	The AI Pricing Story (Jul 29, 2026)
A seller repeating a claim they heard elsewhere	The "My Neighbor Got More" Answer	The AI Pricing Story (Jul 29, 2026)
A seller who asked AI which path is best	The "Let's Ask It Together" Play; The Local Truth Layer	My Client Asked ChatGPT (Aug 26, 2026)
The seller's goals before you meet	The Seller Brief Builder	The 7-Touch Pre-Listing Sequence (Aug 5, 2026)
Keeping seller details out of AI, and the paper trail	The Data Line; The Compliance Workflow	Keeping AI Compliant (Sep 23, 2026)
A weekly proof-of-work report on any path	The "Don't Fire Me Report"	Never Lose a Listing Again (Sep 3, 2025)

TWO UPDATES TO EARLIER WORKBOOKS

The New Real Estate Battleground (May 20, 2026) has prompts for building private inventory — run any private-listing outreach through your Three-Path Map first, because the rules have changed since. **Zillow's \$2.6B Bet Against You** (April 8, 2026) described Zillow Preview as first announced; page 4 of this workbook has the current version.

WHAT'S NEW IN THIS SESSION

The three paths on one page from your own rules · the private and office-exclusive column · the portal policies · the property-specific comparison · your local evidence with its limits stated · the claim check for quoted studies · four path questions · the written choice summary · switch triggers and the switch plan.

Find every earlier workbook at bogen.ai/masterminds.

Guardrails

A map only earns trust if every line is true and no column is tilted.

Who owns which conclusion

Question	Who answers it
Which path should this home take?	The seller. Always.
What do my MLS's rules allow?	Your MLS and your broker — in writing, with a date. Not AI, and not this workbook.
Is a form or a practice legally sufficient?	Your broker and their counsel. A signed form does not by itself show the seller understood: NAR's guidance lists explaining the options separately from getting the disclosure.
Which path sells for more?	No one can promise that. Every published figure is one publisher's average.
Who is right — the portals, the brokerages or the MLSs?	Not yours to decide. No court has ruled on the merits.

Your duties to the seller

- NAR Article 1: REALTORS® "pledge themselves to protect and promote the interests of their client." Article 12: they "shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations."
- Standard of Practice 1-16: listing brokers "shall not access or use, or permit or enable others to access or use, property on terms or conditions other than those established by the owner or seller."
- If one office could end up on both sides, tell the seller how that would work before they choose a private path. Standard of Practice 1-5 requires "full disclosure to and with informed consent of both parties"; Florida law prohibits dual agency altogether (F.S. 475.278(1)(a)).

Fair housing

Fair-housing organizations have raised concerns that private listings can limit who learns a home is for sale. These are advocacy statements; we found no HUD statement or court ruling on private listing networks. What you control: give every seller the same three-path explanation, never suggest a path because of who the seller or the likely buyer is, and when a home is shared privately, share it by what a buyer is looking for — never by who they are.

What to remove before pasting into AI

- The seller's name, phone, email — and the street address if they've asked for privacy. Use "the seller" and the neighborhood.
- The reason behind a privacy request (health, safety, divorce, finances).
- Use a tool and plan setting that does not train on your data, per your brokerage's AI policy.

Your 30-day plan

Build the map once, use it at every listing appointment, refresh it every quarter.

Week	Actions
Week 1 Build the map	☐ Collect your MLS rules, brokerage policy, portal policies and any state statute ☐ Run Prompt 1.1, then send the Prompt 1.3 questions ☐ Save all 12 prompts in your prompt library
Week 2 Finish and test	☐ Get an answer to every VERIFY and date it ☐ Run Prompt 1.2 and have your broker review the seller map ☐ Pull the MLS export and run Prompt 2.3
Week 3 Use it live	☐ Run Prompts 2.1 and 2.2 for your next listing appointment ☐ Prepare your Prompt 3.1 answers with your own data ☐ Claim-check (Prompt 2.4) the one study you hear most often
Week 4 Make it default	☐ Add the seller map and the choice summary (3.2) to your listing checklist ☐ Add a review agreement (3.3) to every private or pre-market listing ☐ Put the quarterly refresh (1.4) on your calendar

My commitments

The date my rule sheet will be fully confirmed:

The listing appointment where I'll first use the map:

The date of my first quarterly refresh:

THE PROMISE

Three paths explained. The seller chooses. The choice in writing. A date to look again.

Sources

Verified October 2, 2026. These rules are changing month to month — confirm the current version with your MLS and broker before a seller meeting.

Policy and MLS rules

- National Association of REALTORS®: Handbook on Multiple Listing Policy, Policy Statement 8.0, Clear Cooperation (2026 edition); "Multiple Listing Options for Sellers" policy page and FAQ (March 25, 2025); Legal Affairs, "Office Exclusives, Pre-Marketing, and Limited Exposure Marketing Strategies" (Hot Topics for Brokers); 2026 Code of Ethics and Standards of Practice — Articles 1 and 12, Standards of Practice 1-5 and 1-16
- Stellar MLS, Delayed Distribution and Clear Cooperation pages; BeachesMLS, delayed marketing and Clear Cooperation pages; MIAMI REALTORS®, form MIAMI-10, Seller Authorization Form (Office Exclusive Listings), revised December 10, 2025, and merger announcement (May 12, 2026)
- Greater Fort Worth Association of REALTORS®, NTREIS Coming Soon notice (November 17, 2025); Real Estate News on Bright MLS (July 9, 2026) and CRMLS (July 2, 2026); Compass and HousingWire on the Northwest MLS settlement (August 31, 2026)
- Florida Statutes §475.278 (2026); Florida Realtors, updated listing agreements (September 30, 2025)

State laws

- Washington SSB 6091, Chapter 57, Laws of 2026 (final bill report); Connecticut Public Act 26-23 (Office of Legislative Research summary); 2025 Wisconsin Act 69; Illinois HB 4964 bill status page; RISMedia on New York A10679-B (August 20, 2026)

Portals, brokerages and courts

- Zillow Group: Zillow Preview launch (March 17, 2026); Preview listings live on Realtor.com (September 17, 2026). Real Estate News on Zillow's revised Listing Access Standards (March 19, 2026) and the Realtor.com collaboration (May 5, 2026)
- Compass: 3-Phased Marketing Strategy and 2024 analysis (February 21, 2025); client disclosure form (May 28, 2025); Compass.com redesign (September 22, 2026). Real Estate News on the Compass 2026 analysis (July 24, 2026) and the redesign (September 22, 2026)
- RISMedia on Redfin (April 16, 2026); HousingWire on StreetEasy (September 2026); Real Estate News and HousingWire on Zillow v. MRED and Compass (September 15, 2026), the Compass v. Zillow dismissal (March 18, 2026) and CRMLS (September 30, 2026)

Research

- Zillow, analysis of off-MLS and dual-agency sales, 2023–2025 (May 14, 2026)
- Bright MLS, "Impacts of Office Exclusives on the Housing Market: An Empirical Analysis" (April 2025)
- HousingWire on the ARELLO Law and Regulation Committee study (September 23, 2026)
- Real Estate News on Hayunga, "Pocket Sales in the Housing Market" (April 1, 2026); critiques in Housing Notes (July 27, 2026) and RISMedia (August 13, 2026)
- Tucker, C., Zhang, J., and Zhu, T. (2013). "Days on Market and Home Sales." *RAND Journal of Economics* 44(2), 337–360
- Redfin survey (May 18, 2026); Harris Poll for Zillow (May 15, 2026); Freddie Mac Primary Mortgage Market Survey (October 1, 2026); Realtor.com September 2026 Housing Report (September 30, 2026)

RESPONSIBLE USE

This workbook is an educational resource for real estate professionals. It is not legal advice and it takes no side between any brokerage, portal or MLS. Listing rules differ by MLS, brokerage and state and are changing quickly: confirm every rule with your broker or MLS before it reaches a seller, and check AI output against the documents you pasted. The marketing decision always belongs to the seller. Always follow your broker's policies, your MLS rules, your state's law and fair housing law.