

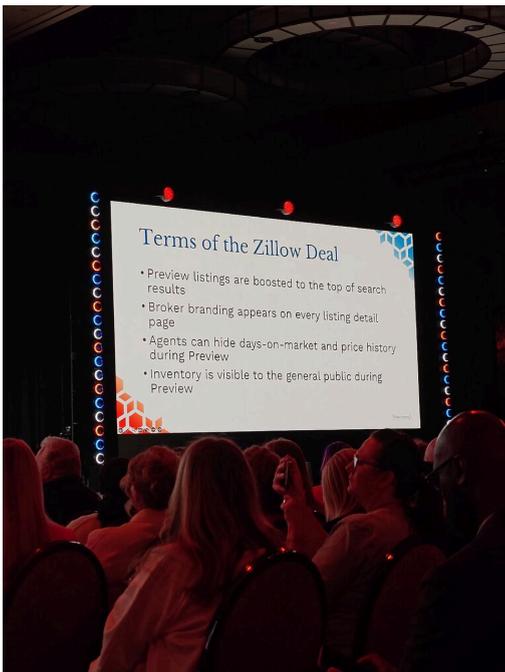
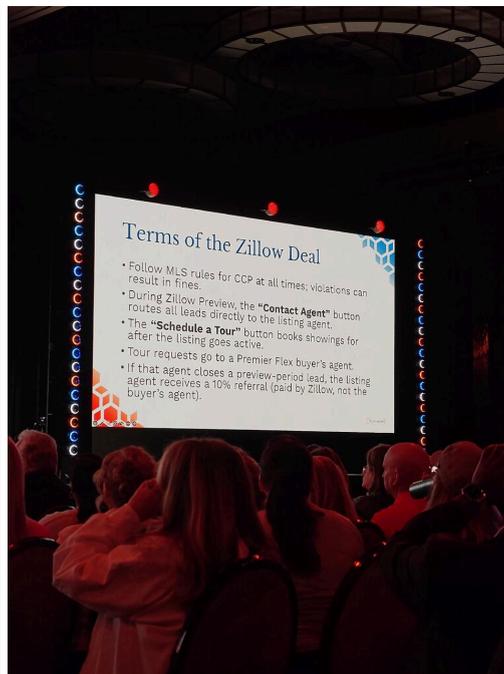
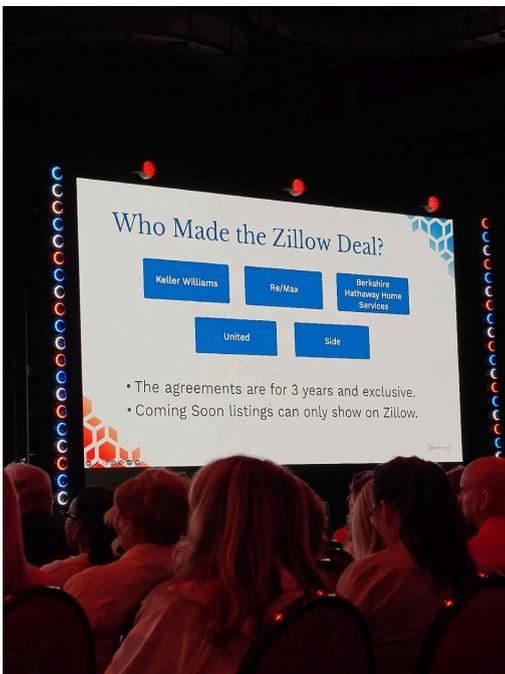
James & Keith coming soon listing news and position 2026-03-18 08:35:22

Meeting Information

Date: 2026-03-18 08:35:22

Location: [Insert Location]

Participants: [James Dwiggins] [Keith Robinson]



Meeting Notes

- Topic Title: Zillow Preview launch and exclusive partnerships
 - Zillow announced “Zillow Preview” to pre-market homes before MLS active status.
 - First-phase partners: Keller Williams, RE/MAX, Berkshire Hathaway, United Real Estate, and Side.
 - Contracts are exclusive and three years long.
 - Compass chose an exclusive relationship with Redfin (lower traffic than Zillow) for “Coming Soon” and private exclusives.
 - Conclusion: The industry is coalescing around exclusive portal partnerships, with firms pursuing different strategies.
- Topic Title: MLS compliance requirements and lead routing under Zillow Preview
 - The Zillow agreement requires full compliance with local MLS rules for “Coming Soon.”
 - If an MLS disallows “Coming Soon,” it cannot be used in Zillow Preview.
 - The Zillow Preview page will include:
 - A “Contact listing agent” button that sends inquiries directly to the listing agent.
 - A “Schedule a tour” button enabled only after MLS-active; tours route to Zillow Flex buyer’s agents.
 - If a Flex buyer’s agent closes a transaction from a Preview lead, Zillow pays a 10% referral to the listing agent.
 - Conclusion: Participation depends on MLS rules; lead handling splits between listing agents and Zillow Flex buyer agents.
- Topic Title: Data transparency, consumer impact, and risk considerations
 - Zillow Preview listings are visible to the public; they may remain live for limited durations per MLS (e.g., 1 day up to ~30 days).
 - Fragmentation risk: consumers may need to check Zillow to see “Coming Soon” inventory not visible in the MLS.
 - Agents can optionally hide days on market and price history during Preview, but legal counsel advises truthful disclosure from the active listing agreement date.

- Litigation risk if material information (e.g., time on market) is hidden or falsified.
- Conclusion: Public visibility expands access, but inconsistent rules and optional data suppression can harm consumers and create legal exposure.
- Topic Title: Compass–Redfin approach to private exclusives
 - Redfin will publicly show Compass “Coming Soon.”
 - Redfin will also indicate a count of Compass “private exclusive” listings without full details.
 - Consumers are directed to [Compass.com](https://www.compass.com) to inquire about private exclusives.
 - Conclusion: Compass uses Redfin to surface some inventory and funnel traffic to its site for private listings.
- Topic Title: eXp open-source listing strategy (no exclusive portal)
 - eXp announced an open-source approach, partnering with [Realtor.com](https://www.realtor.com) and Google ([ComeHome.com](https://www.comehome.com)), with broader access under uniform terms.
 - No exclusive partnership with Zillow; strong emphasis on MLS compliance for agents.
 - Company leadership is observing this “sea change” to position thoughtfully rather than as a first mover.
 - Conclusion: eXp prioritizes transparency and multi-portal distribution; leadership views this path as notable.
- Topic Title: Company strategy and agent guidance
 - Leadership plans to release a strategy soon after observing industry moves (“second mover advantage”).
 - Goal: ensure agents are not disadvantaged; response expected within the next few weeks to 30 days.
 - Immediate advice: focus on acquiring listings and serving clients rather than “doom scrolling.”
 - Conclusion: Strategy forthcoming; agents should prioritize core sales activities now.

Next Arrangements

- [] Circulate the summarized terms and the slides referenced in the meeting to all agents.
- [] Confirm local MLS “Coming Soon” rules for each market and share guidance, including standardized practices when durations conflict across markets.

- Prepare and release the company's strategy and response within 30 days, clarifying whether to pursue exclusive portal partnerships or an open-source distribution model and the decision criteria.
 - Develop agent training on compliant use of Zillow Preview and lead routing, including how leads are tracked and credited to ensure the 10% referral is properly administered to listing agents.
 - Create legal guidance on disclosure of days on market and price history during Preview, with a definitive policy and safe-harbor language.
 - Outline consumer communication strategies to mitigate fragmentation and inform buyers where to find "Coming Soon" and private exclusive inventory.
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