

5 STEPS to Building Buzz with NAR's New Listing Rules

NAR's new policy lets sellers delay public marketing while still listing on the MLS—giving agents a unique chance to build buzz before the launch.

Here are Five Steps to Build Buzz Before Your Listing Goes Public:

1. Secure the Seller's Informed Consent

First, get the seller's signed OK to delay public marketing. The listing goes in the MLS but stays off public channels until they're ready.

2. Enter the Listing in the MLS

Yes, the listing must still be in the MLS during the delay—so agents can view, show, and match it with buyers while you stay fully compliant.

3. Leverage Your Agent Network

Quietly promote the listing through agent-to-agent outreach, office previews, or internal brokerage channels. Ask trusted agents if they have buyers who might be a match. You're not marketing to the public—just sparking professional interest.

4. Build a VIP Buyer List

Create a list of serious, qualified buyers who want early access to properties. Reach out personally with teaser details and offer to schedule private showings once it goes live.

5. Prep Your Launch Like a Pro

Use the delay period to stage, photograph, and prepare your full marketing package. When the listing goes public, you'll be ready to hit every channel at once—creating maximum exposure and momentum.

NAR's new rules turn “delayed” listings into powerful pre-launch opportunities.