

DAYS ON MARKET

THE LIFECYCLE OF A LISTING



Seller finishes painting and is ready to accept showings again on the house.

Listing is set back to **ACTIVE**.
DOM resumes accumulation.
DOM = 8

MAR
15

MAR
20

While in Active status, buyers can view the listing on Broker and Agent IDX sites and syndication sites such as *Zillow* and *Realtor.com*.

DOM continues to accumulate.
DOM = 13

MAR
7

Seller reviews feedback from Open House and wants to paint interior before showing again.

Listing changes to **TEMPORARILY OFF MARKET**.
DOM is now paused.
DOM = 7

A buyer makes an offer and the seller accepts the offer. However, the seller wants to continue to market and show the property and consider backup offers. Consumers can view the listing on Broker and Agent IDX sites and syndication sites such as *Zillow* and *Realtor.com*.

MAR
23

Listing set to **ACTIVE UNDER CONTRACT**.
DOM continues to accumulate.
DOM = 16

MAR
1

The listing is now available for showing.

Listing set to **ACTIVE**.
DOM begins to accumulate.
DOM = 1

Settlement has not taken place, but seller does not wish to continue to show the property or accept backup offers.

MAR
30

Listing set to **PENDING**.
DOM is paused.
DOM = 23

FEB
15

The listing is added to Bright on the first day of the listing contract. The property is being prepared for marketing and cannot be shown.

Listing set to **COMING SOON**.
DOM does not accumulate.
DOM = 0

Settlement happens and a successful closing has taken place.

APR
30

Property is sold. Listing is set to **CLOSED**.
DOM has stopped and will immediately reset if a new listing is entered.
DOM = 23

START

SOLD