PocketListings

One of the biggest trends in real estate involves Realtors unveiling listings before they hit the market. This allows them to build buzz for properties and theoretically close quicker deals.

Pocket listings have been a part of the real estate trade for decades, allowing lucky buyers to get a heads-up on potential listings before they are announced to the masses. Instead of employing such word-of-mouth strategies, coming-soon listings actually publicize the pending listing of new properties.

This allows for broader market reach and stirs the excitement for buyers looking for any edge they can get. From a seller's perspective, coming-soon listings can help increase the amount of interest and offers from the buying pool. This can lead to expedited transactions and a more seamless selling experience.

How it works

The San Francisco Association of Realtors recently implemented a coming-soon status for its 4,000 members. Listing agents are able to enter listing details into digital software under the "new status" up to three weeks before the listing automatically becomes active. Agents also can add documents, virtual tours, marketing materials and showing details to the listing while it remains in coming-soon status.

The results of such listings have been promising for Realtors, buyers and sellers alike. An MLSListings study found that coming-soon listings in five Northern California counties increased from 15 percent in 2012 to 26 percent during the first quarter of 2013.

Become a member

If you want to be in the exclusive group of a real estate company, you may consider signing up with your brokerage's membership group. This can be as simple as providing your name and email address on the agency's website. You will receive promotional emails, new deals and exclusive property announcements.

If your local brokerage does not offer coming-soon or pocket listings, odds are that they will in the near future. The industry evolves to meet the demands of its audience.

GLOSSARY OF REAL ESTATE TERMS

Annuity: Regular fixed payments or receipts over a designated period of time.

Balloon payment: The final payment of the balance due on a partially amortized loan, including those built for contract for deed transactions.

Capital gain: Taxable income derived from the sale of a capital asset, such as real estate.

Cost of occupancy: Expenditures required to maintain occupancy of a space, including rent or mortgage payments.

Due diligence: The act of examining or investigating a property and all related documents. Conducting your own due diligence before a real estate transaction can save time, money and legal issues.

Liquidation value: Likely price that a property would bring in a forced sale, such as a foreclosure or tax sale.

Property type: Classification of real estate that is broken into four main types (retail, industrial, office and multi-family).

Proprietary data: Information obtained from private firms that hold the exclusive rights to manufacture and distribute such content. The information generally covers business, sales and market-potential data to a targeted audience.

Rent escalators: Items specified in a lease, such as base rent, operating expenses and taxes, that are eligible for increase by predetermined amounts at stated times.

Street-based mapping: Tracking applications that allow the user to map objects such as commercial properties or retail establishments by street address.