


Realcomp Online® Prospects

An innovative feature of Realcomp Online® is the Prospect feature. When you conduct searches and save them as prospects, the system compiles all your prospects. The Prospects function lets you edit prospect descriptions, run searches and generate reports.

You can send an email message that contains a link to a static page of listings for your clients. You can also choose to have the system send automatic notification to your clients when new listings have been added to their page. Static pages are updated everyday, which allow customers receiving prospects to get their automatic notifications. After seven days the static link becomes inactive. Because of this, every Monday morning the prospect e-mails that are sent contain a complete list of all the matching prospects – not just the updates. Note: the system will automatically copy you on the emails if you do not remove this option, so you'll always know what your clients are receiving.

Saving Search Results as a Prospect

➤ To save a prospect:

1. Perform a search (Quick Search, Search by MLS Number or Address, etc.) and display the results.
2. From your list of properties, click the  button. The Save Prospect page appears.

Save Prospect	
<small>The MLS Rules state that off market listings are intended for the sole use of REALTORS® and may not be provided to home buyers or home sellers except where included in a CMA. Therefore, if there were any off market listings in your search results they will not be included in the emailed summary received by your client.</small>	
Name :	<input type="text"/>
Public Name :	<input type="text"/> <small>Hint: Public name is displayed when other agents reverse prospect.</small>
Contact :	Select a contact... <input type="button" value="Add New Contact"/>
Description :	<input type="text"/>
Email this prospect now :	<input type="checkbox"/>
Email new matches	<input type="checkbox"/>
Email to :	<input type="text"/> <input checked="" type="checkbox"/> and myself
Email Frequency :	<input checked="" type="radio"/> Daily Updates <input type="radio"/> Weekly Updates <input type="radio"/> Monthly Updates
Allow reverse prospecting :	<input checked="" type="checkbox"/>
<input type="button" value="Continue"/> <input type="button" value="Cancel"/>	

3. In the **Save Prospect** window, enter a name in the **Name** field.
NOTE: Only YOU will see this name – use it to distinguish your various Prospects.
4. Enter a name in the **Public Name** field.

Realcomp Online® Prospecting Support Guide

NOTE: Any agent performing a Reverse Prospect will see this Public Name, provided you allow Reverse Prospecting.

5. If you have not added any contacts through the Contact Manager yet, you'll now need to create a contact. Click **Add New Contact** and enter the first and last name of your client in the **First Name** and **Last Name** fields. Then enter the appropriate email address in the **Email Address** field. Ex: JaneTrainer@realcomponline.com along with any additional contact information you would like. To enter multiple email addresses separate them with a semi colon (;).
6. Enter a description of the prospect to help identify information about this prospective buyer in the future. For example, you may want to specify the criteria used and/or note any specific requests.
7. Select the **Email this Prospect Now** check box to send an immediate link to the properties on your current listing report. This link will stay active for 30 days.
8. Select **Email New Matches** to enable automatic email messages (select daily, weekly or monthly updates) to your contact and yourself. Uncheck the "and myself" box if you would not like to receive the prospect e-mail **and myself** as new matches are added to the list.
9. Select the **Allow Reverse Prospecting** check box if you want this contact's **Public Name** to appear in other REALTOR®'s Reverse Prospecting searches.
10. Click the **Continue** button.
11. The system now allows you to edit the email message before sending (be careful **NOT** to edit or remove the hyperlink that allows you to view the listings).

NOTE: It is important to understand that a Prospect will stay active in Realcomp Online® as long as that Prospect is utilized. Any prospect that has not been manually updated or run for 90 days becomes inactive, which discontinues the automatic email process.

Working with Saved Prospects

It is important to understand that a Prospect will stay active in Realcomp Online® as long as that Prospect is utilized. Any prospect that has not been manually updated or run for 90 days becomes inactive, which discontinues the automatic email process.

To choose a prospect:

1. Click the **Prospects** menu option.
2. Select your saved prospect by clicking on it with your mouse. When the prospect is selected, it will highlight in green. You may also check the box on the right hand to select a Prospect.

Name/Public Name	Contact	Description	Email Address	Last Run	Email Update	Email Frequency / Occurance	Reverse Prospect
Test Prospect TP	Test Prospect	Test	shinay@corp.realcomp.com	8/8/2008 1:48 PM			<input type="checkbox"/>

Realcomp Online® Prospecting Support Guide

➤ **To delete a prospect:**

1. Select the appropriate prospect from the Prospects list.
2. Click the **Delete** button. When the system asks you to confirm your deletion, click **OK**.

➤ **To edit a prospect description:**

1. Select the appropriate prospect from the Prospects list and then click **Edit**.

The **Edit Prospect** window appears.

Edit Prospect

Name: Test Prospect

Public Name: TP

Contact: Prospect, Test

Description: Test

Email new matches

Email to: swinay@corp.realcomp.com and myself

Email Frequency :

Daily Updates

Weekly Updates

Monthly Updates

Allow reverse prospecting

Continue Cancel

2. Enter the requested information into the fields. To activate automatic email updates, click the **Email New Matches** check box. To stop automatic email updates, uncheck the **Email New Matches** box.
3. Click the **Continue** button.

➤ **To modify a Prospect's search criteria before running a search:**

1. Select the appropriate prospect from the **Prospect** list.
2. Click **Criteria**.
3. Make the necessary changes to the search criteria.
4. Click **Search**.
5. To resave the prospect with the updated search criteria, click the **Save Prospect** button at the top of the report.

Realcomp Online® Prospecting Support Guide

- To resave the same prospect, click the **Save Changes** button. To save this search as a new prospect, click the **Create New** button.

➤ To run a prospect search:

Realcomp Online® allows single or multiple prospect searches run simultaneously. To Search (or Search New and Modified Since) more than one prospect, click the check boxes to the right of all prospects you want to include. Then use the following instructions.

- Select the appropriate prospect from the **Prospect** list.
- Click **Run**.
- Choose **Search**.



The screenshot shows a dialog box titled "Run Prospect" with two tabs: "Criteria" and "Run". The "Run" tab is active. Inside the dialog, there are four radio button options: "Search" (selected), "Search New & Modified Since", "CMA", and "Statistics". At the bottom of the dialog are two buttons: "Continue" and "Cancel".

- Click **Continue**.
- If you selected to run more than one Prospect, click the **Next Prospect** button to view the next Prospect's search results.

➤ To run a New & Modified Search (Hot Sheet Report) for a Prospect:

- Click the **Prospect** main menu option.
- Select the appropriate prospect from the **Prospect** list.
- Click **Run**.
- Choose **Search New & Modified** and indicate the appropriate dates.



The screenshot shows a dialog box titled "Run Prospect" with two tabs: "Criteria" and "Run". The "Run" tab is active. Inside the dialog, there are four radio button options: "Search", "Search New & Modified Since" (selected), "CMA", and "Statistics". Below the "Search New & Modified Since" option is a date input field containing "6/19/2008". At the bottom of the dialog are two buttons: "Continue" and "Cancel".

Realcomp Online® Prospecting Support Guide

- To change an **Update** date, click once in the date area and type the new date. To use a calendar, double-click in the date field and click the date you want to start the search for new or modified listings.

The screenshot shows a 'Run Prospect' dialog box with the following elements:

- Radio buttons for: Search, **Search New & Modified Since**, CMA, and Statistics.
- A date input field containing '6/19/2008'.
- A green 'Continue' button.
- A calendar for June 2008 with the date 19 highlighted.
- Footer text: 'omp II Ltd. for SCOTT WINAY 2007 (31476715)'.

- Click **Continue**.

➤ To run a Prospect's CMA:

- Click the **Prospect** main menu option.
- Select the appropriate prospect from the **Prospect** list.
- Click **Run**.
- Choose **CMA**.

The screenshot shows a 'Run Prospect' dialog box with the following elements:

- Radio buttons for: Search, Search New & Modified Since, **CMA**, and Statistics.
- Green 'Continue' and 'Cancel' buttons.

- Click **Continue**.
- Select the listings you want to use in the CMA report.
- Scroll to the bottom of the page and click **CMA Selected**.
- Click **New CMA** to go to the **Comparables** tab in the CMA Manager, or click **Skip to Report** to go directly to the **Report** tab in the CMA Manager.
Refer to the "CMA Manager" section for more information about conducting CMA's.

➤ To generate a Statistical report for your Prospect:

- Click the **Prospect** main menu option.
- Select the appropriate prospect from the **Prospect** list.

Realcomp Online® Prospecting Support Guide

3. Choose **Statistics**.

4. Click **Continue**.

The system presents the price statistics information in a graphic format.



Price Statistics Legend			
Range Name	Price Range	Number of Listings	Days on Market
R1	20000 to 25000	2	123
R2	25001 to 30000	0	0
R3	30001 to 35000	1	2
R4	35001 to 40000	2	74
R5	40001 to 45000	1	133
R6	45001 to 50000	5	53
R7	50001 to 55000	3	277
R8	55001 to 60000	4	176
R9	60001 to 65000	0	0
R10	65001 to 70000	2	47
R11	70001 to 75000	4	162
R12	75001 to 80000	6	94
R13	80001 to 85000	3	36
R14	85001 to 90000	5	146
R15	90001 to 95000	2	69
R16	95001 to 100000	7	139

<u>For the 47 listings:</u>		<u>For the 0 Sold listings:</u>	
Average List Price	\$70,978.00	Average Sold Price	\$0.00
Median List Price	\$75,000.00	Median Sold Price	\$0.00
Highest List Price	\$100,000.00	Highest Sold Price	\$0.00
Lowest List Price	\$21,210.00	Lowest Sold Price	\$0.00
List Volume	\$3,335,943.00	Sales Volume	\$0.00
Avg. Days On Market	118	Avg. Days On Market	0