

Automated Listing Alerts, FTW!



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The Plan for Today...



How to set
up a new
listing alert



How to
review a
listing alert



How to
modify a
listing alert



How a
contact saves
an alert



Today's call will be recorded



#1 reason

consumers go online.

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Market Leader Alerts

Alerts come from **you**,
brand **you**, and drive
consumers back to
your website.



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Automation at its Finest

After 24 hours of a lead registering on your website, the system will create an alert based on the homes they viewed.

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Reviewing a Listing Alert

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Essential Criteria

1. Home criteria
2. Area
3. Price range
4. Frequency



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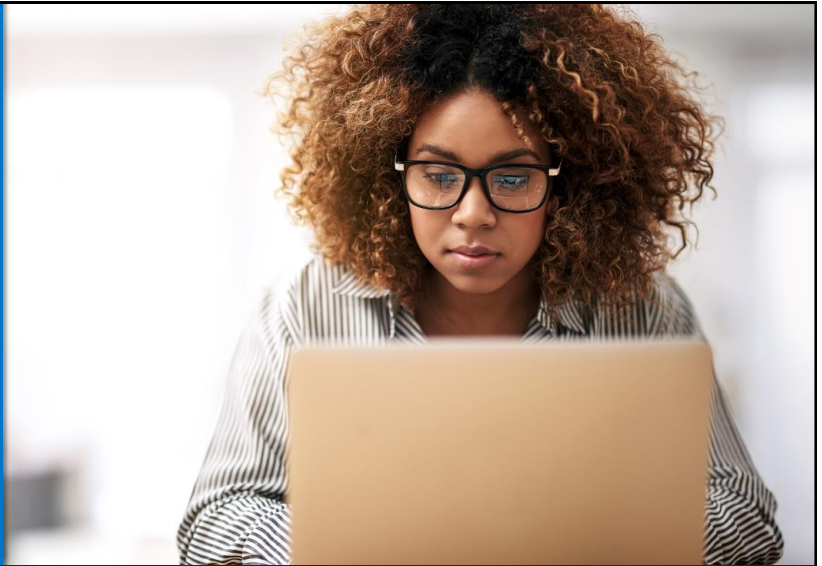


Create a Listing Alert

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Send the Right Listings

Before you set up an alert, check the summary of the **homes they viewed** so it's as **relevant** as possible.



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Ask for Secondary Contact



Subject: Question for you, [First Name]

I've set you up to receive new listings twice a week, do you have a [partner/spouse/sibling/parent] that you'd like to receive these property emails as well? That way you can both receive the same properties and you can discuss which homes you like or don't like. If so, I just need their name and email address.

As always, don't hesitate to call or email me if you have any questions.

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Modifying a Listing Alert

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When to Make Changes

- Their search patterns changed
- They're now a client
- The contact requested changes

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Ask for Alert Feedback



Subject: [First Name], how am I doing?

I want make sure I'm sending you only the most relevant properties. How am I doing? Should I adjust any of my search criteria for a better match to your needs? Are you still looking for homes with [beds], [baths], in [area]?

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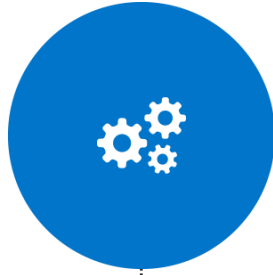
How a Contact Saves a Listing Alert

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Listing Alerts, FTW!



Review any listing alerts your system automatically creates



Create alerts for contacts that don't register on your website



Modify alerts as your contacts search patterns evolve

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QUESTIONS?

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