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It's a new year! Have you made your resolutions? Have you broken some of them already? While you might not be keen on giving up those morning muffins nor disciplined enough to clean out the garage, you might want to resolve to keep in better contact with your prospects.

Today's Tech Tip: Clients and your IRC (Intranet Resource Center)

You may already be quite familiar with monitoring your regional website prospects from your Intranet login. You've probably seen the e-mails addressed to you that say, "You have a new website lead." Hopefully you've clicked on these leads, gone online to your IRC, accepted those leads or passed them on to another agent. If you haven't, you're losing potential clients! Whenever you get an email from the system, you must click on the link in the email and login to your Intranet account. You can then review the lead and decide if you'd like to accept it by hitting "Accept" or pass it on by hitting "Decline." Remember, this is a potential client who is looking for your help. Almost all of these prospects choose to receive e-mail updates about new listings in the marketplace.

Did you also know that you can manually add your existing clients to this system? If you have a list of clients that you know are interested in a certain area or a certain price range, you can register them yourself. Then, these client's can automatically receive any new listings based on their search criteria, as they hit the market. This is a great way to stay in contact with those prospects and let them know you're actively pursuing their needs.

Adding existing clients to the automated system is simple. To add clients manually just login to the IRC and click on the Client tab, then click on "SIGN UP NEW CLIENT". Fill in the client profile screen with your client's name, address, email, and so on and then hit submit. You should now see this client listed in the Client Center. Now add search criteria to this client's profile by doing a property search. Once the properties have appeared, click on "Save This Search" and save it to the clients' profile by entering their email address in the "Already Registered" box, naming the search and hitting submit. Now your existing clients will receive e-mail messages automatically when new listings appear in their area.

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact Amanda or Troy at the regional helpdesk with any tech support question at mailto:help@remax-nj.net or (800) 828-7065.

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