

Three Minute Tech Tip - # 25 July 28, 2005

Creating a Saved Search for new web clients is an easy and effective way to market yourself. This is a tool that can be helpful in many ways. It keeps your clients up to date on all recent activity in the desired market area and it will keep you in the focus of their search.

TODAY'S TECH TIP: Saved Searches – An Effective Marketing tool!

Many agents have claimed that a saved search has been directly linked to the closing of a property. One RE/MAX of New Jersey associate who has over 1000 clients, half of whom have been set up with a saved search, shows nearly 90% of traffic on his web site as a result from these searches.

To set up a saved search, you will need to log into the Website Management Center and click on the CLIENTS button. Select the client you wish to create a saved search for. Review the search criteria by clicking on the WEB ACTIVITY tab. Once you have established the criteria, click on the "View My Home Finder" link located near the top right hand side of the screen. A new browser window will open and log you into your web site as if you are the client. Above and to the left of the words "My Profile" you will see a tab that says "Search For Homes". Click on the tab and select "County Search".

You should now be on the "Property Search" page. Choose the town you wish to search. If you want to search multiple towns, hold down the CTRL key. Select the minimum and maximum price. Choosing prices ranges a little lower and higher than what a customer looked at will give more results and a better selection to look at. Once you have your criteria set, click on the yellow "Search for Properties" button. Hopefully your search has yielded some results. Click on the yellow button that says "Save This Search". Type a name for the search in the space provided. (Note: clients can see what you name the searches. Many agents use the client's name)

You have now created a Saved Search. Close the confirmation window that appears on the screen and close the browser window that has the search results. You will now be viewing the clients Web Activity page. Refresh the page by clicking on the tab that says "Web Activity". When you scroll down the page locate the section called "Searches & Email Notification". The search you just saved will appear there. You can regulate how often the email is sent to your client by changing the "Frequency". If the client requests to not to receive the search, simply change the frequency to off.

That's it. Just repeat this step for each of your web clients and hopefully they will be contacting you to show them a home and make an offer. Thanks to Troy and Jayne for this helpful tip.

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

As always, feel free to contact Troy at the regional helpdesk with any tech support question at help@remax-nj.net or (888) 54-REMAX.

Mark Schilling
Regional Technology Director
<mailto:markschilling@remax.net>

