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Subject: How your client's use your website

The last few month's tips have covered the basic components of Homesearch®. As a follow up to those I wanted to make sure you knew about the power of your website.

Clients can use your website to manage their searches and search results. By returning to your site, clients can login to the search page and view all the properties that have been sent to them in a clean, easy to read list. They can mark and compare their favorite listings, add new searches, and even change their profile.

Why would they want to do this? As your client's receive the daily emails containing the properties that match their search, they may feel overwhelmed by the number of properties being sent to them each day. They also may accidentally delete a search. You may accidentally delete their search (you would be surprised how many calls I get from agents about this one). They may have an obscure email account that will not allow the daily updates to reach them. They may not have access to their email at the time they want to look at the listings (perhaps they are using a work email).

You may not be aware of this capability. If you ever are faced with a situation like those described above, rest assured your clients can always return to your website. In fact it's easier than looking through multiple emails!

Next month look for great website ideas!

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-"The only thing worse than training people and having them leave the company is not training them and having them stay."