

October 2, 2008

**Subject:** Homesearch® Basics

Homesearch® is the main component of your system. Yes, our system also includes a customized website, personal service, and much with listings online... however your main focus should be Homesearch®..

Homesearch® has three basic components:

1. We update our system hourly (for most areas) directly from your MLS. That means that when prospects use your website, they are seeing the most current listing data available. This is very important to your clients and should be one of the first things you mention to potential buyers. They will not miss out on a property!
2. Our system will email clients daily. We have one of the most comprehensive tracking systems; monitoring what your clients are doing on your website and when they check their emails. You are able to login to our system and use the “manage prospects” area to watch what they are doing.
3. Your clients only see YOU as the contact for every property, They receive custom flyers with all the property information. The flyers are interactive and have your photo!

This is all built into your website and is the main feature of the site. Be sure to promote this feature to all of your clients, as most other websites do not give them this same accurate data.

Look for next month’s tip on the proper way to follow up with your internet leads.

Take care,

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