



Reverse Prospecting Comes to Matrix on August 1!

Reverse Prospecting, our newest Matrix enhancement, will be turned on for all contacts on Wednesday, August 1. Please follow this guide to assist in your understanding of Reverse Prospecting and to understand how to turn off Reverse Prospecting if you do not wish it to be activated for a search.

What is Reverse Prospecting?

Reverse Prospecting lets you view a list of agents that have an Auto Email search that matches your listing. The Reverse Prospecting list only includes agents that have made their search available on the Auto Email settings page. You can contact the matching agents to send them additional information about your listing.

IMPORTANT NOTE: Other agents CANNOT see your client contact information. They can only see that you, the agent, has a client that is a potential match.

How do I see Reverse Prospecting?

Under My Matrix, select My Listings.

Select a listing and choose “Reverse Prospecting” from the toolbar below.



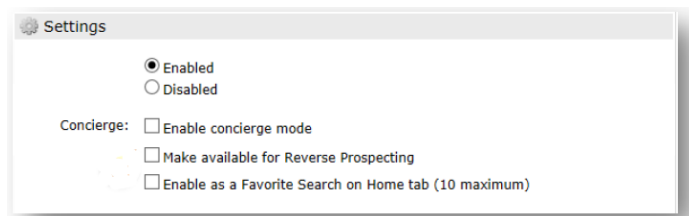
This will give you the Reverse Prospecting results. The Results Count shows the number of listings, including yours, that match their buyer’s search. This lets you know how many other listings are being sent to that potential buyer.

IMPORTANT NOTE: ONLY ON-MARKET LISTINGS WILL BE VIEWABLE WITH REVERSE PROSPECTING.

What if I don’t want my client to be included in Reverse Prospecting?

Under My Matrix, select Auto Emails and click the drop-down arrow to expand the search you wish to disable Reverse Prospecting for, and then select Settings.

Remove the checkmark next to “Make available for Reverse Prospecting” and select Save.



That’s it! Enjoy Reverse Prospecting—letting you market your properties to agents who have clients that are interested in your property!