Reverse Prospecting

The Reverse Prospecting module is designed to match agents' potential buyers with your listings. The function takes the selected listing(s) and looks through all saved Contact searches in the MLS to see if any of the searches match the listing(s). Once a match is found, only the name(s) of the MLS agent(s) that set up the search(es) and their Contact information will be returned in the results, not the names of the Contacts themselves. Fields that are matched are the basic fields, such as area, price, bedrooms, etc.

NOTE: The Reverse Prospecting function will only look through Contact searches in where Reverse Prospecting is enabled on that Contact's file. This is done by each user on a per Contact basis. If you wish to have your Contact searches available for Reverse Prospecting by the rest of the MLS, be sure that you have checked the Reverse Prospecting box for each Contact's file in Contact Management.

The following screen illustrates where you enable Reverse Prospecting on a Contact.

To run a Reverse Prospecting search, click on the **Reverse Prospecting** link under the Contacts section in the **Menu** button. All active listings under your control will appear. Check which listings you would like to have the system search for matching Contacts and click the **Run Reverse Prospecting** button to return matches.

The following screen illustrates where you run your listings for Reverse Prospecting.
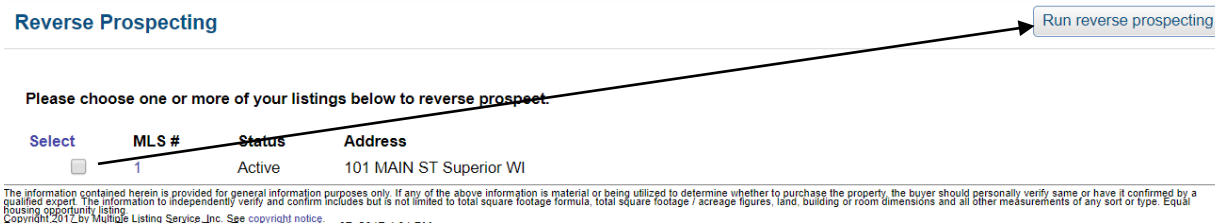
The following screen illustrates how matches for Reverse Prospecting will appear; select members and click **E-Mail Selected** button.
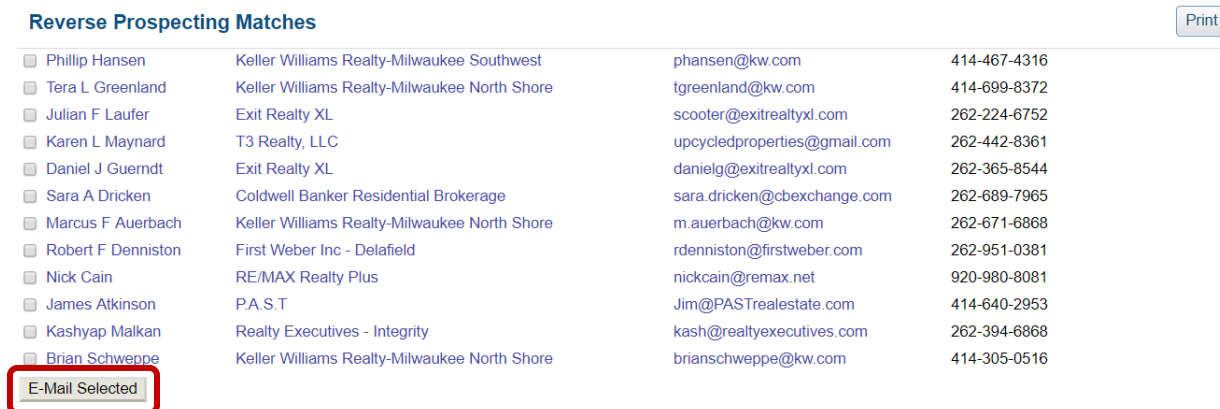
The e-mail dialogue window for the reverse prospected listing(s) will appear with a canned message for your convenience (you may edit this message simply by clicking your mouse in the dialogue box and making your changes). The highlighted portion will contain the matching Contact(s) name on the receiving agents' end. Clicking the **Send** button will send this e-mail to your selected recipients.