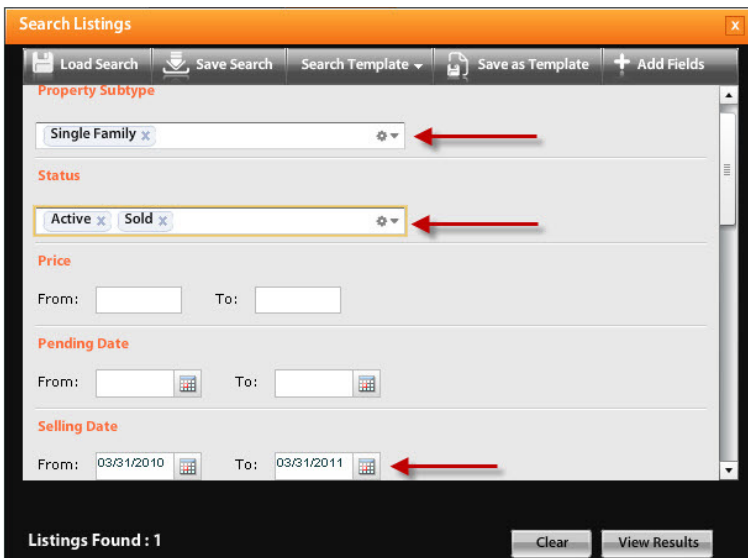
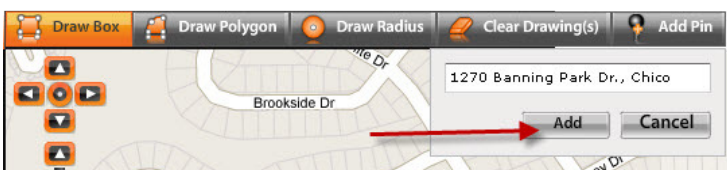


## Just Listed, Just Sold – Stay in Touch with Your Clients After the Sale

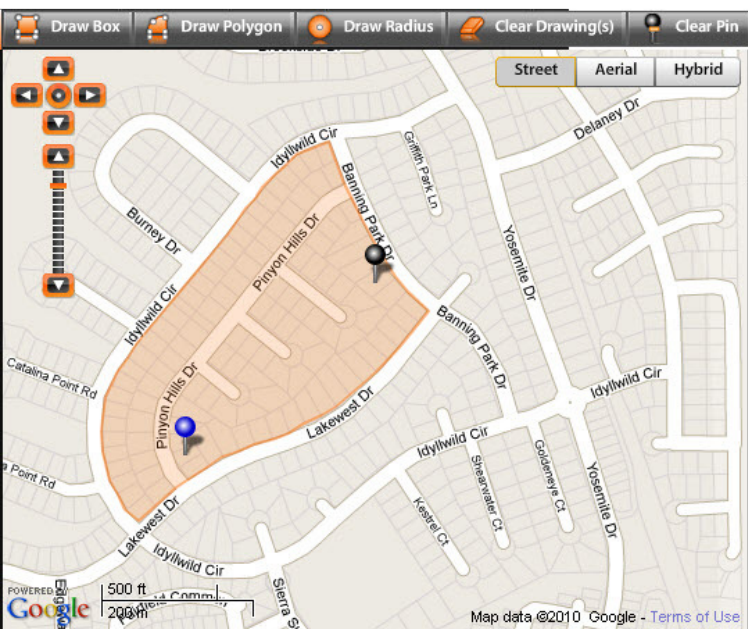
Most buyers look forward to receiving e-mails notifying them of a new property that just hit the market, or a house they've been eyeing has just had a price reduction. But once your client has purchased a property, it doesn't necessarily mean that the e-mails must end. You can continue to use the Auto Prospect function on calREDD™ as a tool to keep your clients in touch with what's going on in their neighborhood, and, to keep you in contact with them as well. All you need to do is adjust the client's Auto Prospecting search to encompass the area or neighborhood in which they purchased (by Adding a Pin to the map), and include the status types Active and Sold.



**Example:** Open up a **Search** and enter the **Property Subtype**, the **Status - Active and Sold**. Enter in a **Selling Date Range - 3/31/10 – 3/31/11**. The example property sold on 3/31, so the date range selected will send automatic e-mails to your client showing properties that have sold in their neighborhood for the year. Adjust the search criteria as you see fit.



Next, click on the **Map** tab to open the map. Click on **Add Pin** and enter a property address, for example - 1270 Banning Park Dr., Chico, CA, and then click on **Add**, to place a black pin (subject property) on the map.



Now that a black pin, representing the recently sold property, appears on the map, use the drawing tools to draw a box, a polygon, or radius of the surrounding area/neighborhood on the map (you can draw multiple boxes, polygons or radiuses, or a combination of all three). Save this as a **Saved Search**, and then assign the search (through Auto Prospecting) to your client that recently purchased the property. Your client will receive automatic e-mail notification of the **“Just Listed”** and **“Just Sold”** activity in their neighborhood without the cost of printing and mailing a postcard.

**Note:** For instructions on how to set-up auto prospecting, please consult page 17 of the User Guide.