

Reverse Prospecting

Reverse Prospecting is a search that the seller’s agent performs to see if there are any buyers in Paragon that:

1. Have a saved search, that if it were run, the selling agent’s selected property would be one of the results.
2. The buyer has been opted in for reverse prospecting by their buyer’s agent.

Reverse Prospecting allows the seller’s agent to be pro-active in finding buyers for their listings.

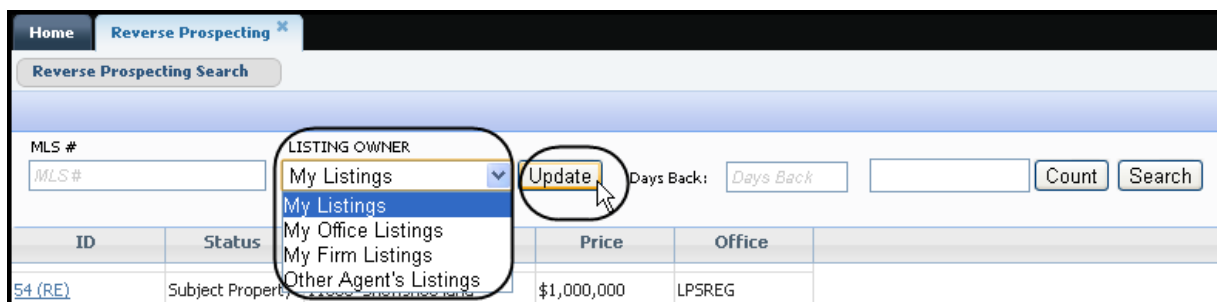
Although performed by the seller’s agent, the buyer’s agent must “opt their buyers in” for reverse prospecting and associate a saved search to the buyer for this Reverse Prospecting to work.

Running a Reverse Prospecting Search

Click **Contacts** and **Reverse Prospecting** to begin your search for buyers for your listings.



A list of listing will appear. Depending on your agent security level, you may have the option to select My Listings, My Office Listings, My Firm Listings or Other Agent’s Listings. Select the listings you want to review and click **Update**. A new set of results will be displayed.



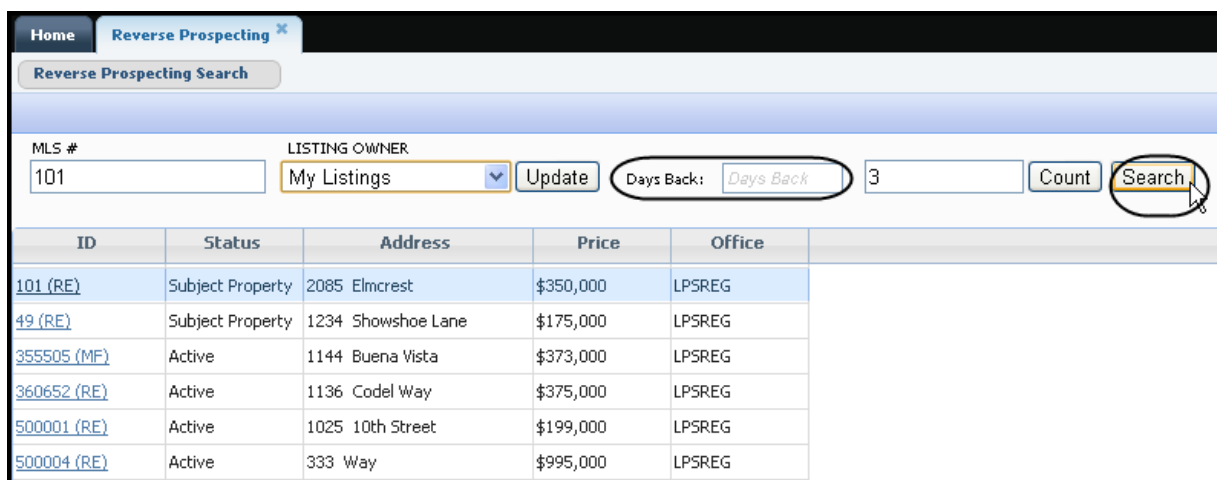
Clicking the listing's ID will display basic information and the primary image for the listing.

Clicking anywhere on the line (except the ID) will select the listing for reverse prospecting.

In the Days Back field, you can enter a value for the number of “days back” to search for to show only the prospects, within the entered days back value, that your match your selected listing.

Clicking **Count** will display the number of prospects that match with your listing.

Click **Search** to see the buyers' agents that have prospects that match with your listing.



ID	Status	Address	Price	Office
101 (RE)	Subject Property	2085 Elmcrest	\$350,000	LPSREG
49 (RE)	Subject Property	1234 Showshoe Lane	\$175,000	LPSREG
355505 (MF)	Active	1144 Buena Vista	\$373,000	LPSREG
360652 (RE)	Active	1136 Codel Way	\$375,000	LPSREG
500001 (RE)	Active	1025 10th Street	\$199,000	LPSREG
500004 (RE)	Active	333 Way	\$995,000	LPSREG

Your reverse prospecting search will yield two (2) types of results:

1. **Your Prospects** – you can see their real name, phone number and E-mail address so you can contact your own prospects directly.
2. **Other Agents' Prospects** – You can see the other agents' contact information (phone number and E-mail address) and only the nickname or alias of the prospect. For these prospects, you are **NOT** authorized to see their real name and contact information. You are referred back to their buyer's agent for follow up.

Reverse Prospecting results for one (1) of your listings

Home Reverse Prospecting **Reverse Prospecting** Contacts Partial Listings

Reverse Prospecting Search Reverse Prospecting Results

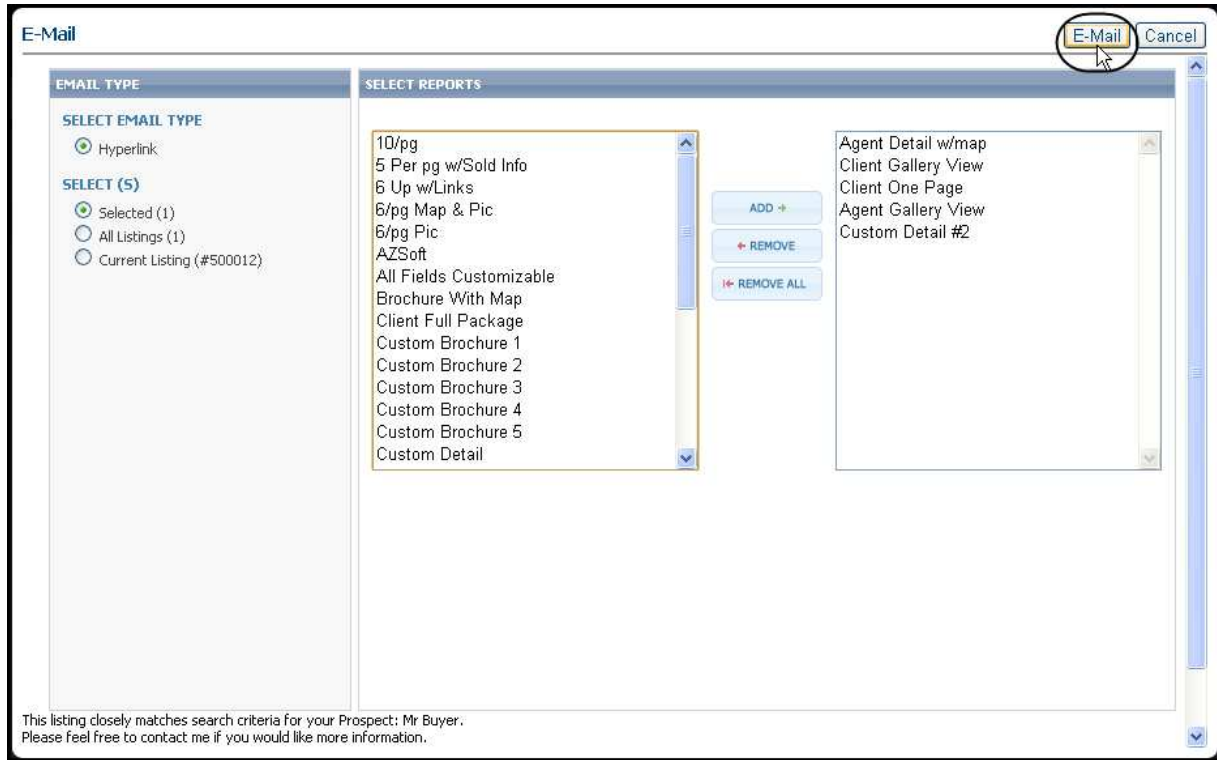
E-mail Print

Agent	AgentEmail	AgentPhone	AgentOffice	MatchDate	ProspectName	ProspectEmail	ProspectPhone
<input type="checkbox"/> Rudyard Henry	1 Another Agent E-mail address		LPS Real Estate Gro	3/5/2009	Mr Buyer	Contact Agent	Contact Agent
<input type="checkbox"/> Gary Arnett	YOUR E-MAILADDRESS		LPS Real Estate Gro	10/20/2010	Reuben Williams	ReubWilliams@CivilWarGeneral	
<input type="checkbox"/> Jeff Shelley	2 Another Agent E-mail address	(913)693-0120	LPS Real Estate Gro	7/31/2010	tis	Contact Agent	Contact Agent
<input type="checkbox"/> Gary Arnett	YOUR E-MAILADDRESS		LPS Real Estate Gro	10/5/2010	John Hancock	John.Hancock@FoundingFathe	
<input type="checkbox"/> Gary Arnett	YOUR E-MAILADDRESS		LPS Real Estate Gro	10/20/2009	Nick Adams	Nick@Adams.org	
<input type="checkbox"/> Gary Arnett	YOUR E-MAILADDRESS		LPS Real Estate Gro	10/7/2009	Thomas Jefferson	Tjefferson@1776.Liberty.org (775)782-1234	
<input type="checkbox"/> Rudyard Henry	3 Another Agent E-mail address		LPS Real Estate Gro	3/5/2009	Mr Buyer	Contact Agent	Contact Agent

Other Buyers Agents' prospects' contact information is **NOT** displayed. Information is kept confidential from Seller's Agent

Your Buyer's contact information is displayed **ONLY** to you.

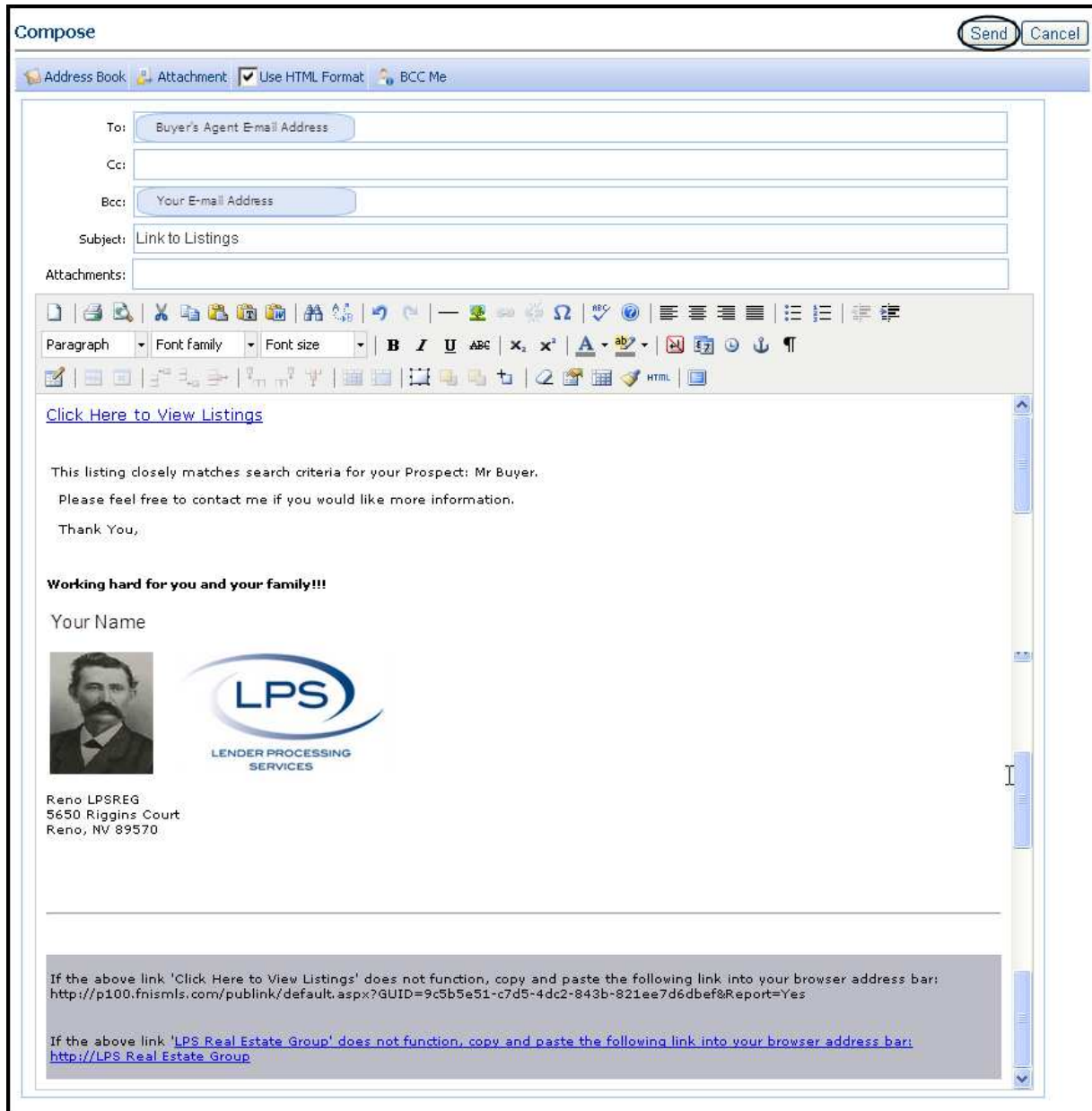
Clicking on either your prospect's or the buyer's agent's E-mail address will open a modal allowing you to select up to five (5) reports to send with the E-mail.



When you have finished selecting the reports to send, click **E-mail** to open the E-mail template.

You can compose your own E-mail message using the rich text editor or you can use the default E-mail message. When you have finished composing your E-mail, click **Send**.

Below is what the E-mail will look like before it is sent using the default message content provided by Paragon with an agent modified E-card or signature.



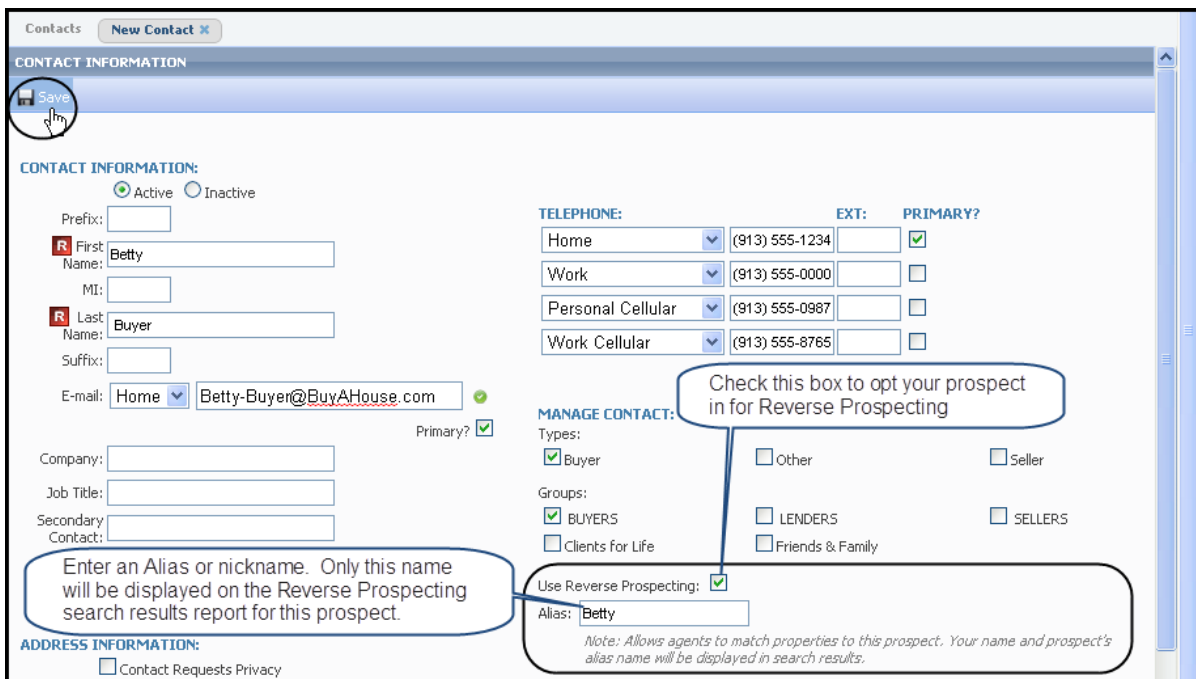
Opting your Prospect in for Reverse Prospecting

As a buyer’s agent, you must “opt” your prospect in for Reverse Prospecting. When you “opt” your prospect in, you do not compromise your exclusive relationship with your prospect. The seller’s agent must still work with you. Paragon only gives your contact information to the seller’s agent on the Reserve Prospecting search report.

Click **Contacts** and **Add Contact** to enter a new prospect and opt them in for Reverse Prospecting.



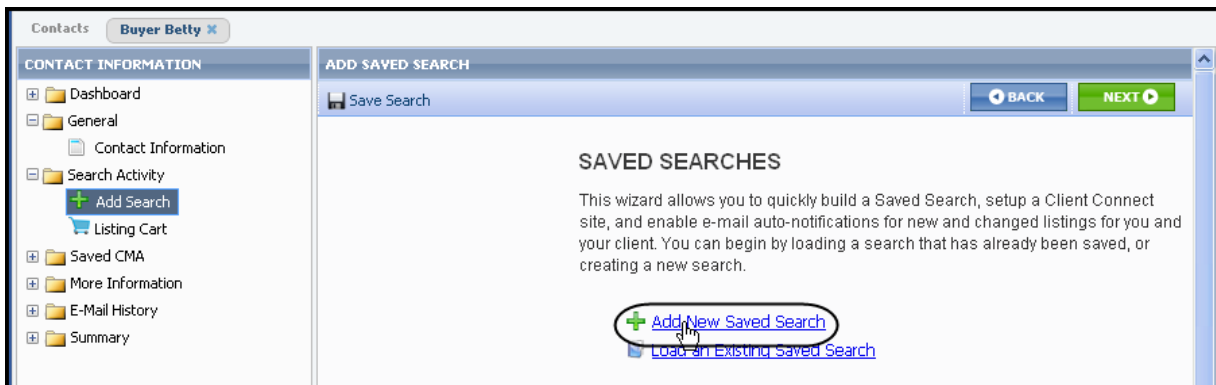
Paragon displays the Contact Information page. Enter contact information, check the box next to **Use Reverse Prospecting** and enter an alias or nickname for this prospect. When you have input this prospect’s contact information, click **Save**. The Contact Manager Wizard opens.



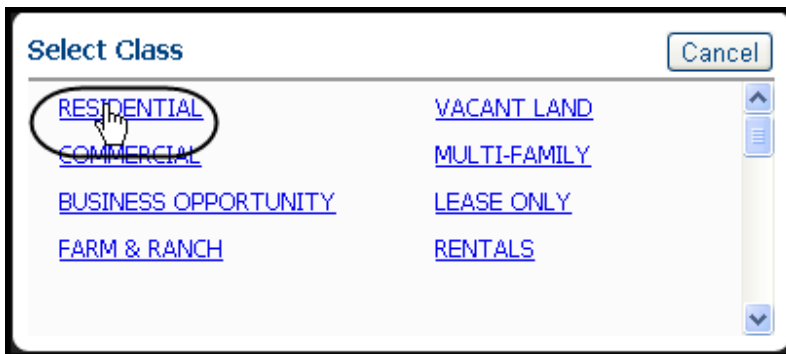
Click the Contacts Wizard's **Next** button to associate a Saved Search with this prospect.



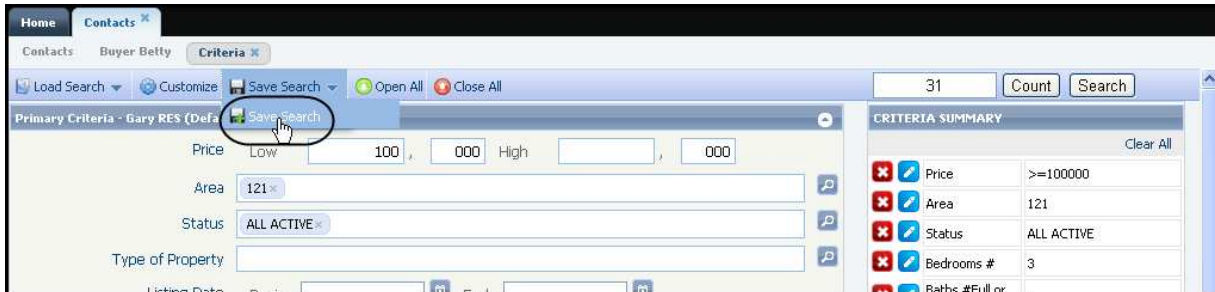
Click **Add New Saved Search** to associate a saved search with this prospect.



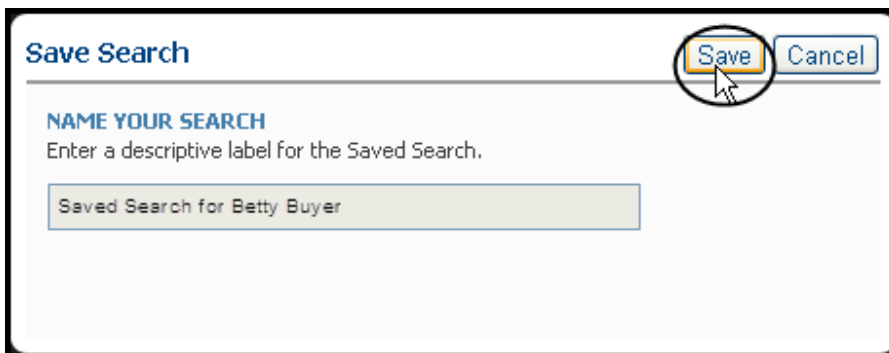
Click the appropriate property class link to open the search criteria template



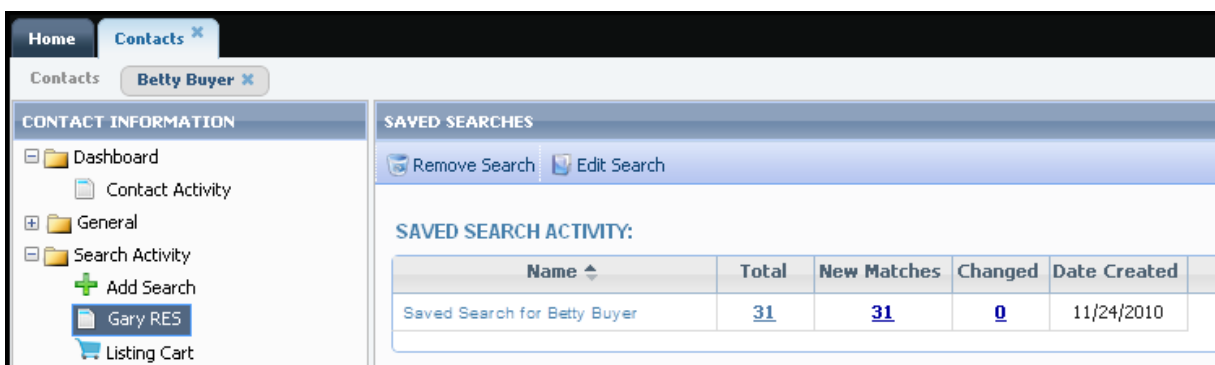
Enter the search criteria for your prospect. Click **Save Search** and **Save Search**.



A modal opens with a recommended name for your prospect's associated saved search. You can change the name to anything you want, as long as the name does not already exist or contains special characters. When you have the desired saved search name, click **Save**.



Paragon displays the Saved Searches screen. Your prospect is now opted in for Reverse Prospecting.



From here, you can set up Automatic E-mail Notification or Client Connect for your prospect.