

Reverse Prospecting

Reverse Prospecting is a tool that allows you to search for Agents who may be interested in your listings. Reverse prospecting will give you contact information for the agents who have Prospecting Profiles that match your listings. Only the agents name, their contact information and the name of the Prospecting Profile will be displayed as a Reverse Prospecting match.

RMLS[®]

Document#:
1772

Revision Date:
12/18/2015

Pages in file:
2 pages

Searching for potential buyers via RMLSw^eb

The screenshot shows the RMLSw^eb interface for Reverse Prospecting. At the top, there is a navigation menu with 'Desktop', 'Search', 'Prospecting', and 'Statistics'. Under 'Prospecting', 'Prospect Profiles' and 'Reverse Prospect' are visible. Callout 1 points to the 'Reverse Prospect' button. Below this is the 'Reverse Prospecting' form. It includes a 'Search Criteria' section with 'Saved (0)', 'Deleted', 'Clear', 'Last', 'Save As', 'Count', and 'Search' buttons. Callout 6 points to 'Save As' and callout 7 points to 'Search'. The 'Search Criteria' section has an 'ML#' field (callout 2) with an 'Auto Fill' button and a 'Map Point Only' checkbox (callout 4). Below this are 'Property Category' options: RESIDENTIAL (checked), MULTIFAMILY, COMMINDUSTRIAL, and LOTS AND LAND. The 'MLS Area' is set to 144. The 'Price' field is set to \$265,000 to \$265,000. The 'Since Date' field is set to 11/02/2015 (callout 5). The 'Map Point' field contains the address '3291 SE 23RD ST, Gresham 97080'. Below the form is a 'Map Point Selection Map' section with a toolbar containing a 'Road' button, a pushpin icon (callout 3), and an 'Address Search' field. The map shows a location in Powell Valley, Oregon.

- 1 Scroll over Prospecting and select **Reverse Prospecting**.
- 2 **Using an ML#** - Enter an ML# and click on **Auto Fill**. Property Category, MLS Area #, Price, Bedrooms, Bathrooms and Approx. SQFT fields will prefill from the ML# into the **Specific Criteria** fields below the Map.
 - ! Tip: You may need to adjust the **Specific Criteria** if you are not finding enough matches to your Search.
- 3 **Using an Address** – Type the address of the property and click on the spyglass to place a marker on the map.
- 4 Check the box next to **Map Point Only**. Enter the desired criteria in the fields below the Map.
- 5 The **Since Date** field allows you to specify a date (when the Prospecting Profile was created) to begin your search for matches.
- 6 **Save As** allows you to save your search criteria for later use.
- 7 When you are ready, click **Search**.

! Tip: Not sure how many Search Results you'll get? Click **Count** before click Search. It will save you the pain of "no results found"!

Search Results

Desktop Search Prospecting Statistics Realtor Assoc MLS Roster Toolkit Back Office Log Off

Reverse Prospecting Back

10 Total Matches **RESIDENTIAL Results**

Agent/E-Mail	Agent Phone	Office	Office Phone	Profile
Louise Criswell louise@criswellrealestate.com	503-913-3500	Weichert, Realtors - Bridgeport Realty Partners	503-692-5888	Mark & Kim
Rodney Erickson roderickson@oregonfirst.com	503-349-0422	Oregon First	503-667-5686	ROD ERICKSON
Timothy Morgan morgant@hasson.com	503-789-4339	The Hasson Company	503-652-9801	CHRIS&VERONICA CHORUBY
Nadezhda Mulyar nadia.mulyar.ppg@gmail.com	503-804-9802	Premiere Property Group, LLC	503-670-9000	Robert B

The **Search Results** display the Agent's name, phone number, Office name, Office Phone and the name of the Prospecting Profile. This information can be used to send emails to the Agents referencing the name of their Prospecting Profile.

Still have questions?

Help from RMLS™ is available by phone.
Call 503-236-7657 from Portland
Or 877-256-2169 outside of Portland

Help Desk Hours:
503-872-8002
Monday through Thursday 8AM-7PM
Friday 8AM-5PM
Saturday 10AM-2PM

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