

<computerusers>

Computer Answers, Tips & Information

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USING RAPATTONI MLS

Servicing Your Prospects and Clients

GET THEIR E-MAIL ADDRESS – MAKE THEM AN “AUTO-PROSPECT”

Always remember to ask potential Prospects what their e-mail address is! Tell them that you can send them automatic-e-mail updates of the real estate activity in their area! This is a good marketing tool that works *FOR* you and keeps your name in front of these Prospects, or at least your e-mail address. *How do you accomplish this?*

Using **Radius** search...

Choose Property Types desired, i.e. Res & Condo

Select 1 mile radius, or more, or less

Enter Prospect's street #, street name only and zip code

Select *Active*, *Contingent*, *Pending* and *Sold*

Enter today's date as the From date on Contingent, Pending and Sold statuses



Scroll to page bottom and enter Prospect's last name in *Save search as* text box

Choose to save as **Prospect**

Click the **Save** button

This will open the Modify Contact Information page...

Select a *Group (Prospects)*

Check *Manage as Prospect*

Check *Auto-Prospecting*

Select **Yes** to *Send E-mail to Agent*

Select **Yes** to *Send E-mail to Prospect*

Uncheck *Reverse Prospecting*

Enter Prospect's E-Mail Address

Scroll to page bottom

Click **Submit** button

This will open the **Contacts/Prospects** page...

Click the **+** sign to the left of the Prospect's name

Click **Run** to run the search

Click **View Results**

This will open the prospect's **Prospect Cart** page...

New matches appear on the *Newly Matched* tab

Now what? Do nothing more, log off, updates will be auto-e-mailed to the prospect beginning tomorrow.

For more prospect and client servicing ideas, such as...

- E-Mailing Auto-Hotsheets To Yourself
- Sending Open House Reports To All Your Clients
- Providing Client Criteria-Specific Statistical Reports
- Providing Area Nar Market Stat Reports
- Providing Realist.com Tax & Comps Sales Report

...go to **ycar.org** under **Computers** and view the PDF file "Rapattoni MLS Servicing Your Prospects & Clients"

HOME/OFFICE NETWORKING BASICS

A network is a group of two or more computers, printers or other peripherals connected together to communicate with each other and share resources. It allows you to...

- Transfer, share and access files.
- Share Internet access.
- Share printers, CD-ROMs, hard drives and more.

Ethernet networks are the most common type of network, using cables to link computers together. With a fast transfer rate (up to 100 Mbps) ethernet is ideal for multiple users surfing the Web. You will need...

- Network interface card (NIC) in each computer
- Cables - Cat 5 ethernet cable with RJ-45 connector
- Router - To share fast Internet access, you will need a router. This allows one or more computers to access the Internet via a single DSL/cable modem. Some routers have built-in firewall protection.

Wireless networks are the easiest to install and connect computers via electromagnetic airwaves (without wires or cables). Laptop users in will appreciate the freedom, since wireless networks have a range of up to 150 ft. Plus the ability to leave home and go into a wireless networked office and easily access this network with the same laptop. To set up a wireless network you'll need...

- Wireless network interface cards (NIC) -
- Wireless Cable/DSL Router w/4-Port Switch - ideal solution for connecting your wireless network to a high-speed broadband Internet connection and your Ethernet backbone.
- Data Access Point - providing wireless access an ethernet network with a non-wireless router.

Powerline networks are one of the most convenient networks yet. Requiring no new cables, this type of network allows for high-speed data transmission (up to 14 Mbps) over a home's existing AC wiring. Simply plug into your wall outlet and share files, data, games, peripherals and Internet access. You'll need...

- Network interface cards (NIC)
- Powerline Ethernet bridge or a powerline USB adapter - Plug it into the Ethernet port on a router to enable a network with powerline capabilities. Or plug it directly into a cable or DSL modem to allow for easy, powerline Internet sharing. A powerline USB adapter conveniently connects to a PC's USB port and into an electrical outlet without additional wiring. Just plug it in to start sharing data, printers and a high-speed Internet connection over an existing powerline network.
- Router

Phoneline networks connect multiple computers using your preexisting telephone wires and have transfer speeds up to 10 Mbps. Phoneline networks work on a different frequency than your telephone, so they won't disturb your phone use.