



Marketing Overview:

For Realtor partners of Red Diamond Home Loans

**Product Overview:**

This will provide an understanding of the features and benefits of ListReports and Nest.me our unique real estate marketing engine and property search tools.

**Realtor Benefits of using ListReports:**

* List Reports is available for every stage of your business:
	+ Hosting an Open House (does not need to be your listing)
	+ Representing a new property (does not need to be your listing)
	+ Marketing your home via Social Media
	+ Nest.me will help your clients find the perfect home with automated property search features.
	+ Making an impression at your next listing appointment.
* FREE ListReports marketing flyers including:
	+ Promotional Flyers
	+ Open House Flyers
	+ Property Reports
	+ Neighborhood Reports
* Lead Generation Tools:
	+ Single Property Web Sites to promote your listings or listings you’re marketing.
	+ You can create web sites of every listed home in a subdivision or area you’re marketing.
* Automated property search features to search new listings and recent sales
	+ Personalized notifications for Listed & Sold homes sent directly to clients via email and text
* Social Media Capability:
	+ Online sharing: ListReports creates easy automated posts to Facebook, Twitter, and Email
* Real time client tracking:
	+ Realtors can monitor client activity to help you respond more quickly to your client’s needs.
* Nest.me: This is your own personalized, professional Real Estate search website
	+ Your contact information is available and presented on every property in MLS.
	+ There is a button that creates an immediate text message that the client would like to see a property

**How To:**

Establish your profile in ListReports:

1. Email Mike Porter at mporter@rdhloans.com to obtain your ListReports account
2. Activate your FREE account via the ListReports email sent to you by Mike Porter
3. Once in your account, click your name in the top right corner, then click Personal
4. Update your photo, Basic Info, Bio, Company Info, and Logo (This information will appear on all ListReports marketing materials)
5. Return to DASHBOARD on the left side of the screen, and click ‘NEW LISTREPORT’
6. Follow Steps 1 through 4 and click SUBMIT
7. Your new ListReports will be generated on your Dashboard. You will receive an email notification when your ListReports is complete.
8. Red Diamond will print your ListReports marketing material should you need that. Please email Mike Porter with any material you would like printed with the quantity requested.

Set up a client for Listing and Sold notifications:

1. Click RELATIONSHIPS on the left-hand side of your ListReports screen (must be logged in)
2. Click ‘ADD LEAD’
3. Enter client’s info, and any applicable notes
4. Click SUBMIT, then OK
5. Find new client in list of Relationships, and click ‘VIEW’
6. Under ListAlerts, click ‘CREATE’ under Just Sold and/or Just Listed
	1. Just Sold will send your clients notifications of properties just sold (via text and email) within the parameters you set
	2. Just Listed will send your client notifications of properties just listed (via text and email) within the parameters you set
7. Fill in city/zip/address according to your client’s personal preferences
8. Click SUBMIT

Your client must activate and create their ListReports account in order to begin receiving notifications. Your client does NOT have to create an account to use the nest.me search engine. See following instructions for distribution of access to **nest.me.**

Distribute the unique real estate search engine **nest.me**:

1. Click ‘NEST.ME’ on the left hand side of your ListReports screen
2. Click the green box: ‘YOUR NEST.ME SITE’
3. Here, preview and/or edit what your potential clients will see via this link
4. To specify a search area, click NEW and enter the area to be included in the search
5. To share this page, return to NEST.ME tab on the ListReports website
6. Use the ‘Personalized nest.me share link’ to share: send to Facebook, Twitter, Email, or copy and paste the link.

Note: This link works well on mobile phone internet browsers, and can be sent via text.

Track your client’s activity:

1. Click ‘ACTIVITY FEED’ on the left hand side of your ListReports screen
2. See all activity related to:
	1. Usage of the nest.me website by your clients
	2. Client’s expressed interest in homes found on nest.me
	3. Any access of your nest.me website link by potential consumers
	4. ListReports created by you
	5. Manually created Leads

Why use ListReports as opposed to Zillow, Realtor.com, etc?

YOUR information appears on EVERY listing viewed via your **nest.me** link! Your information will also appear:

* On every ListReport you create
* On every notification sent to potential clients of homes Just Listed or Sold
* On every home viewed in connection with your posts to Facebook, Twitter, or Email

If a potential client clicks ‘SHOW ME THE HOME’ in any listing, you will automatically receive a text message including the client’s phone number and email address.

You can personally track the online activity of potential clients, to view the time and frequency of their use of the **nest.com** website.

Potential clients will automatically receive emails and text messages of Listed and Sold real estate suited to their personal preferences. This occurs automatically as the market changes.