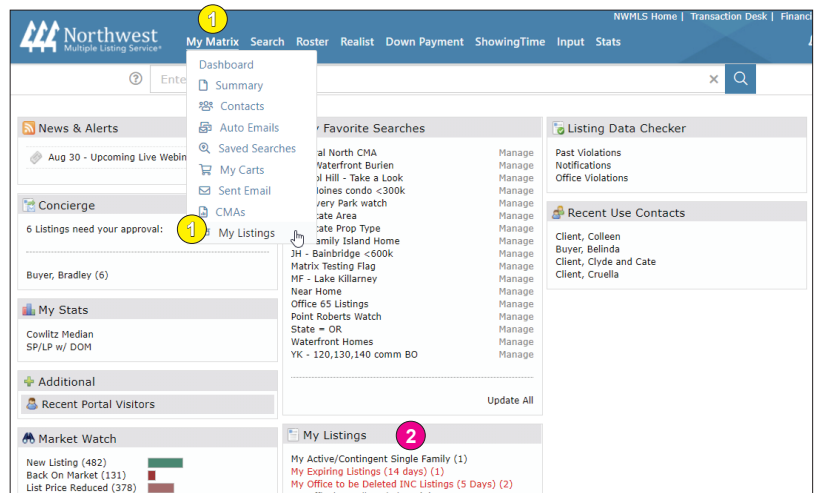




The Reverse Prospecting feature on the "My Listings" page allows you to view a list of brokers that have an Auto Email search that matches your listing. Reverse Prospecting only includes the brokers that have made their search available on the Auto Email settings page. You can contact the matching brokers to send them additional information about your listing.

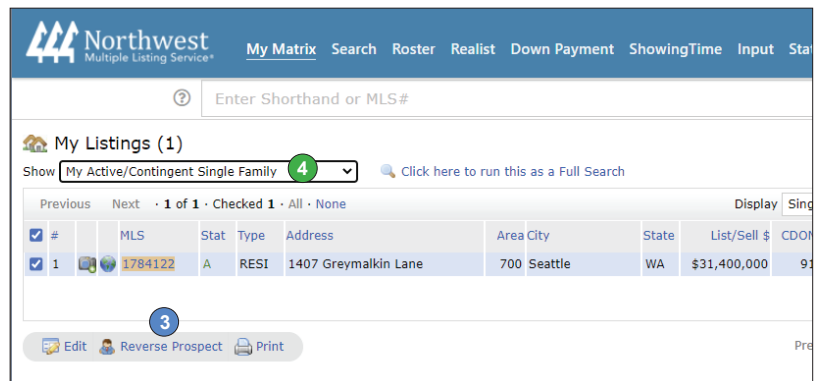
1 Hover over the "My Matrix" menu and click "My Listings" or

2 Click on a status link in the "My Listings" widget on the home page.



3 Select a listing and choose "Reverse Prospect" from the editing toolbar.

4 **TIP:** If Reverse Prospect is not an option, use the drop-down menu in the upper left to select a status. Reverse Prospecting is not available using the My Hit Counters view.





The brokers in the list have a contact that has viewed your listing in their portal. The file folder icon indicates if the broker's contact flagged your listing as a favorite or possibility.

Reverse Prospect Results for 1078995

These agents each have a contact who has received this listing. Click the agent name to email them about your listing. They can identify the contact via the Reference # by looking it up on their Contacts page. Count is the total number of listings each contact has been sent.

789 Honey Crisp Ave

3 Agent	Ref #	2 Pre-approved?	5 Count	1 Date Sent	Email	Contact Phone	Office Name
Becky Broker 4	68199	<input checked="" type="checkbox"/>	121	9/1/2017	Beckybroker@gmail.com	(425) 820-9200	N W M L S

- 1 The "Date Sent" column indicates when your listing was sent to the broker's contact.
- 2 A checkmark is displayed if the broker selected the "mortgage pre-approval" checkbox when saving their contact in Matrix.
- 3 The column headers are sortable - simply click on the column headers to sort results.
- 4 To email the broker, simply click their name. Once you email the broker, an envelope will appear in the envelope column.
- 5 The "Count" column represents the total number of listings that the broker's client currently has in their portal.

6 **NOTE:** Make sure to provide the Reference Number, which is the code for the broker's contact that matches your listing. The broker can look up the Reference Number on their Contacts page under My Matrix.

Name	Email	Category	Auto Email	Saved Search	My Last Use	Last Portal Visit	Ref#
Bowls, David	zigg@stardust.com		0	2	4/13/2021	4/9/2021	2 2 3 2 0
Buyer, Bradley	northwest.homebuyer@gmail.com		1	0	4/13/2021	4/13/2021	0 1 2 1 1
Buyer, Belinda	northwest.homebuyer@gmail.com		0	0	8/16/2021	8/16/2021	0 2 3 1 1 31195
Client, Colleen	northwest.homebuyer@gmail.com		0	0	yesterday	6/11/2021	3 0 3 0 0 47463

7 You can view all of the reverse prospecting emails you have sent or received on the My Matrix, My Listings page.

Sent Reverse Prospect History (2)

Listing	Ref#	Recipient	Date Sent	Date Viewed
E702658	39734	Danny O'Lea	2:43 PM	never
<p>To: 456638 Subject: Reverse Prospecting Enquiry: Listing E702658 Hi Danny - I'm having an open this Sunday from noon-4pm for this listing. Your client flagged it as a favorite and my owner is motivated - lets do a deal!</p>				
T08166869	39706	Dan Davies	11/27/2013	never

Received Reverse Prospect History (2)

Listing	Contact Name	Sender	Date Sent	Date Viewed
T12030303	Lahjic, Corey	Karla Ferrando	1/6/2014	never
T12030303	Lahjic, Corey	Karla Ferrando	12/19/2013	never