LIVE FARM PRO

USER GUIDE

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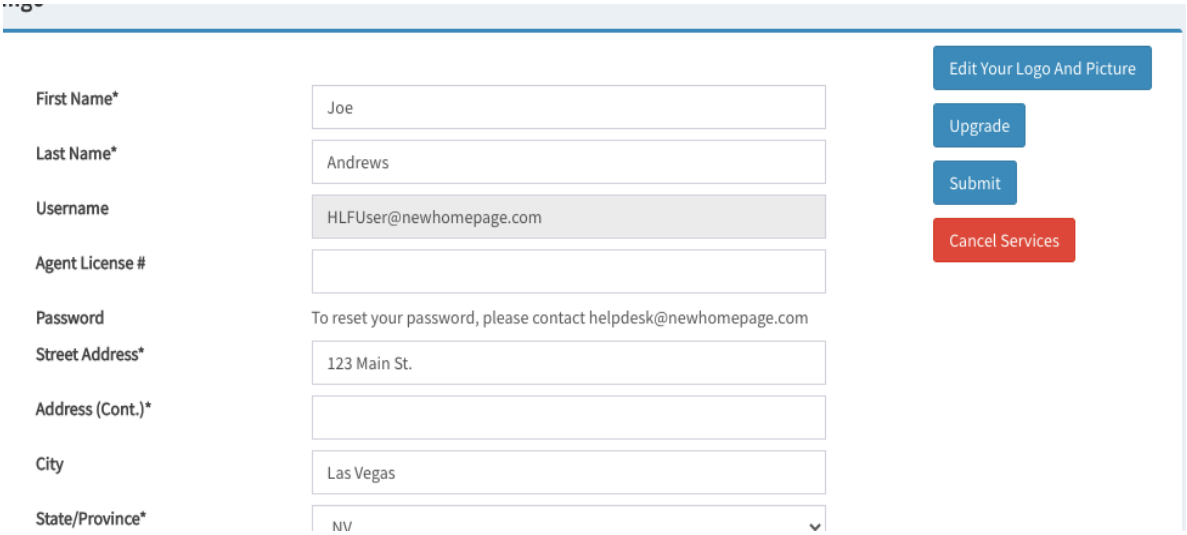
PROFILE SETTINGS

LIVE FARM PRO

PROFILE SETTINGS

Once you log into your account, click on the settings icon and enter all your contact information:

Once your contact information is entered, click Submit on the bottom of the page. From this page you can also add you company logo and picture. Click on Edit your logo and photo.



Click On Select

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Click on Upload Picture.

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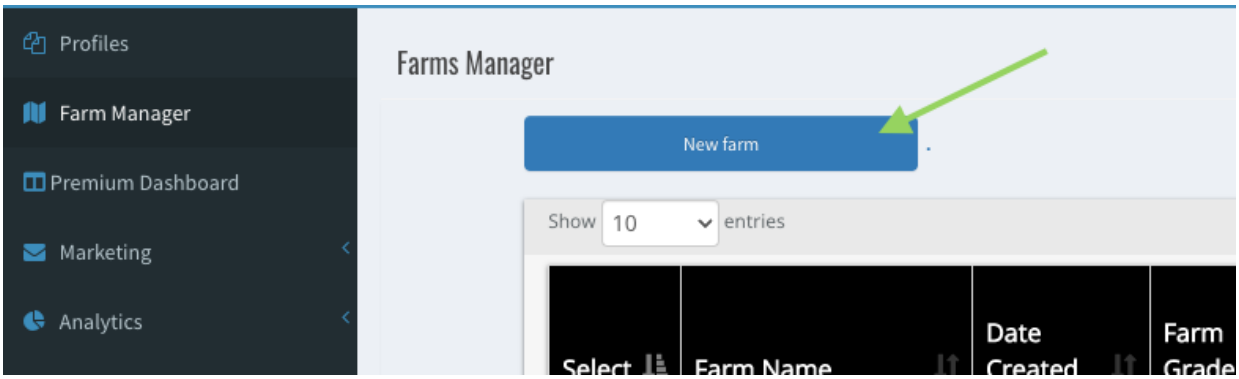
CREATING A FARM

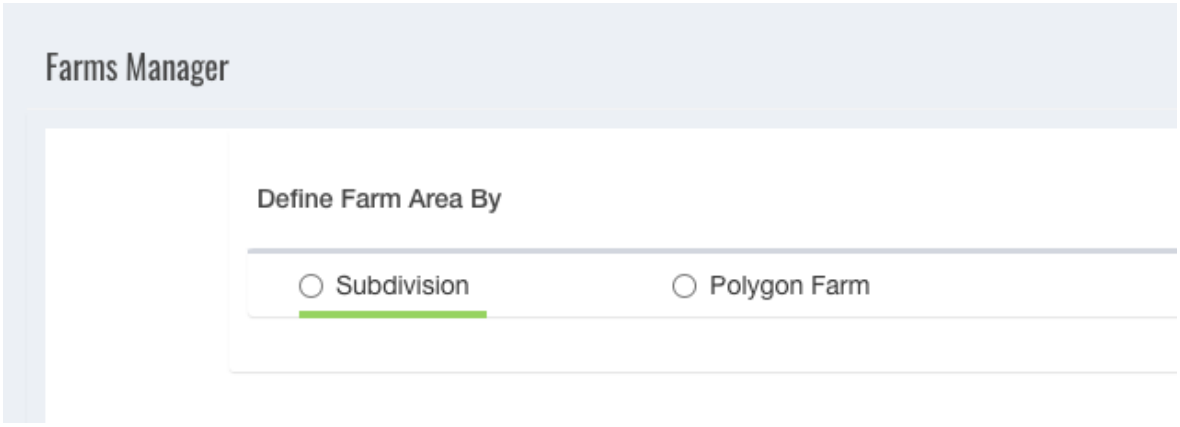
Subdivisions and Polygon Farms

CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

To create a farm, go to the Farm Manager section on the left menu.
Click on the New Farm button:



There are 2 options to create a new farm. The Subdivision option allows you to create farms based off of existing subdivisions.



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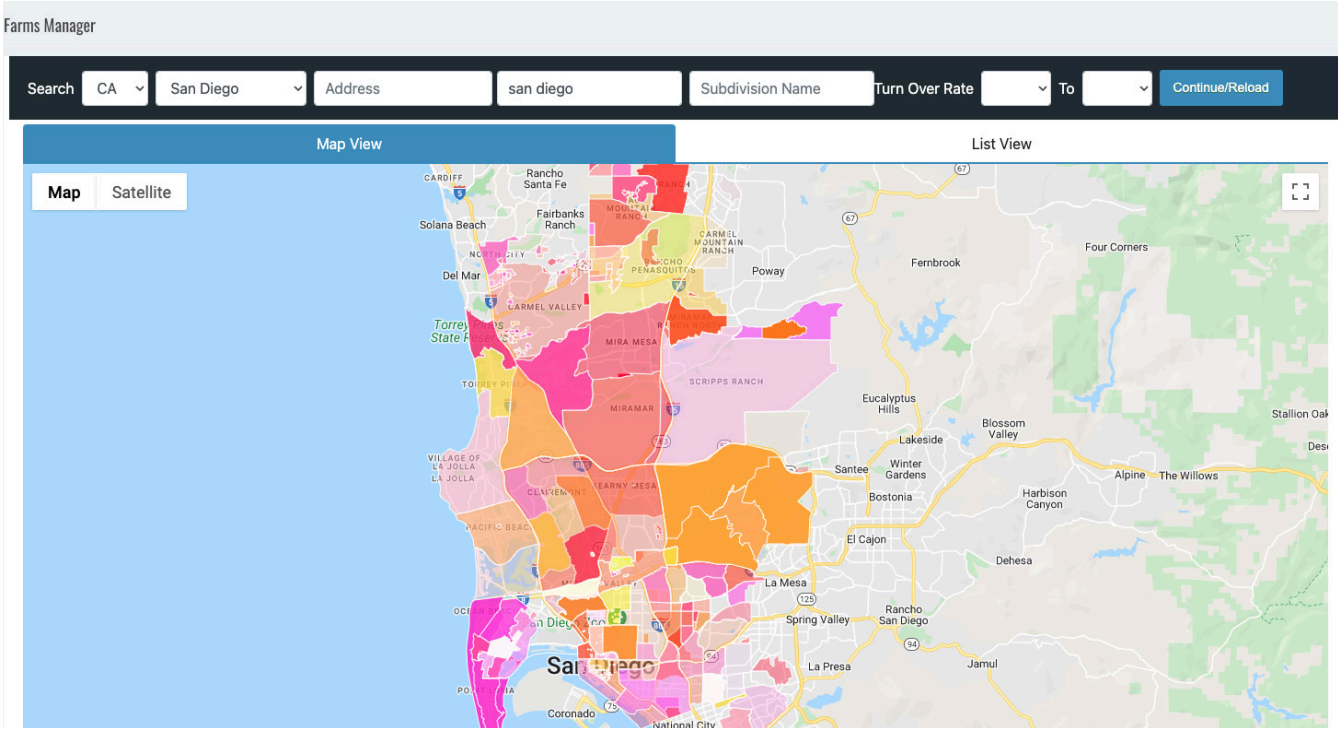
LIVE FARM PRO

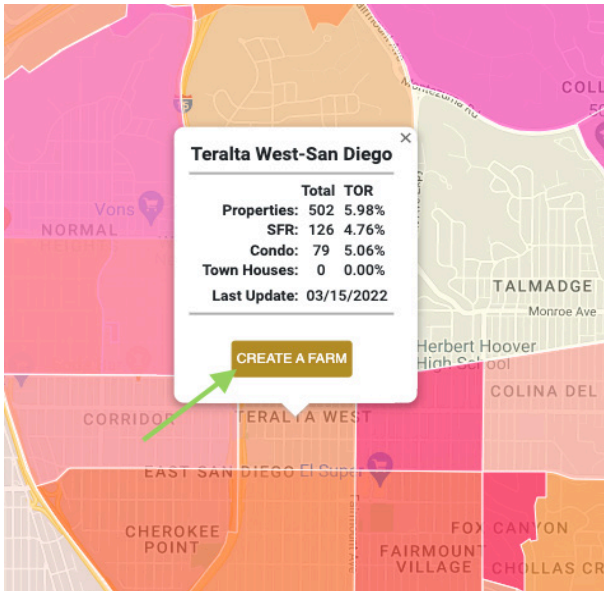
CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

To create a subdivision farm, type in the state, county and address. You can also search by subdivision name and turn over rate.

Once you click the Continue button, the subdivisions will populate



You can click on the subdivisions to show the name and quick stats. Click on the Create a farm button to create the farm. This will send the farm to the farm manager section.



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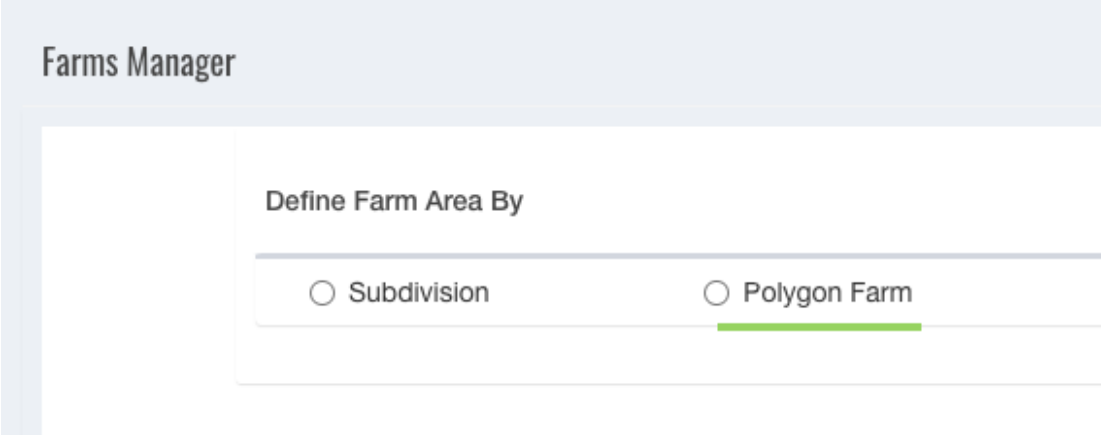
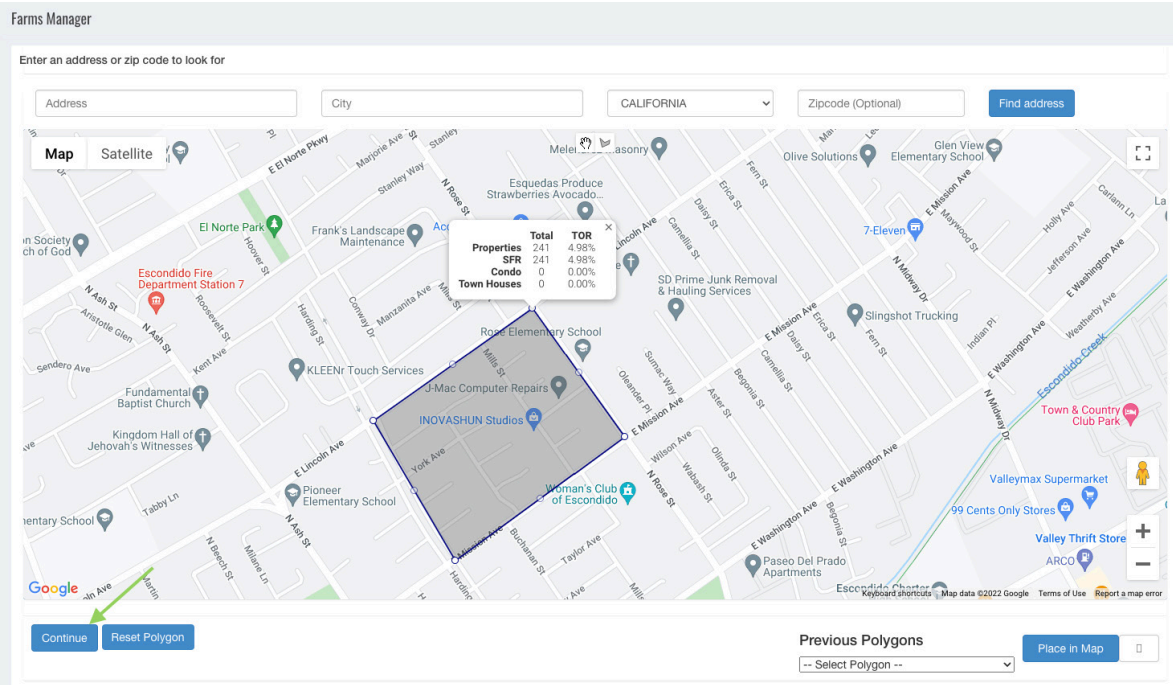
CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

The second way to create a farm is by clicking the New Farm button and choosing the Polygon Farm option.



You can search for a specific area by typing in an address above the map. To draw your polygon, click on the map to create the points that will mark the edges of your polygon. To close the polygon, click on the inicial point. Once closed, the polygon will turn gray and the quick stats for the area will populate.

You can modify a closed polygon by draging on the edge points of the polygon. Once done, click on the Continue button below the map.



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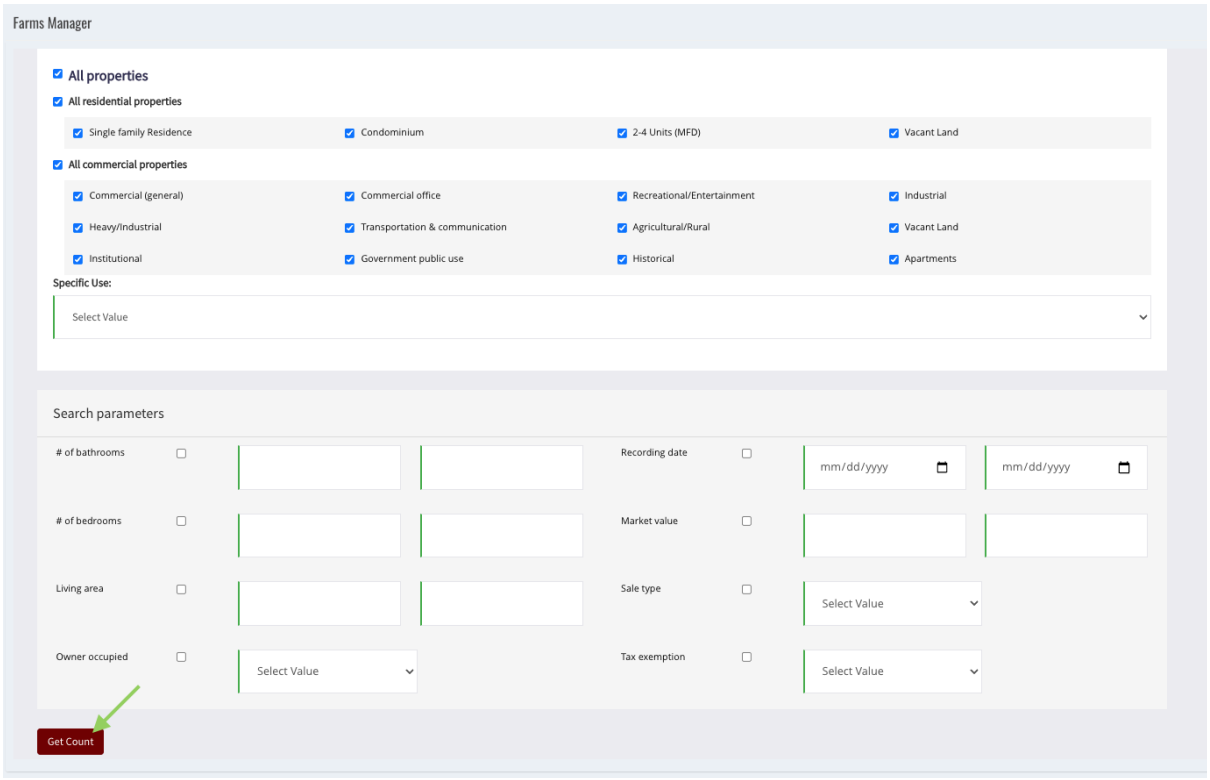
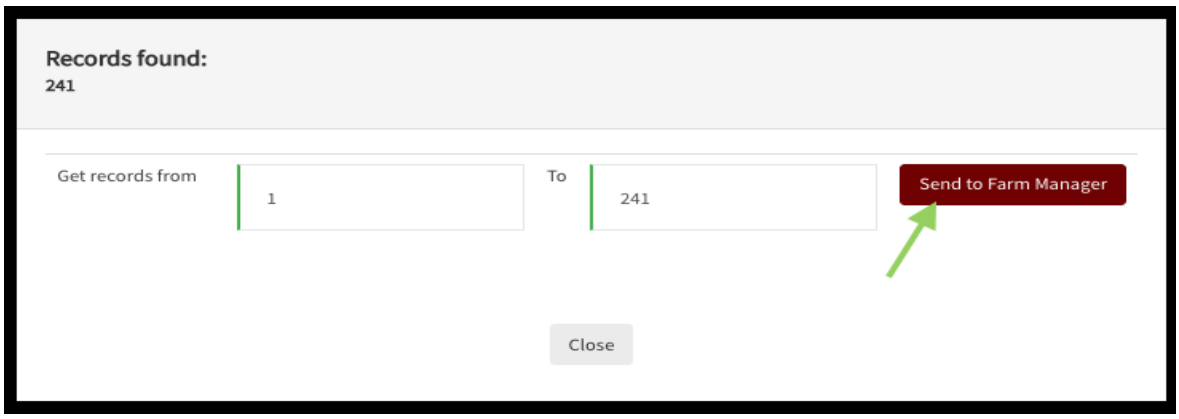
CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

On the next screen, you can choose the types of properties you want inside of that farm. You can also use the search parameter filters below for more specific results. To get the results, click on the Get Count button



Next you will see how many records were found that match the criteria set in the previous screen. You can modify the number of maximum records for your farm and click on the Send to Farm Manager button. NOTE: Polygon farms have a 3000 record limit.



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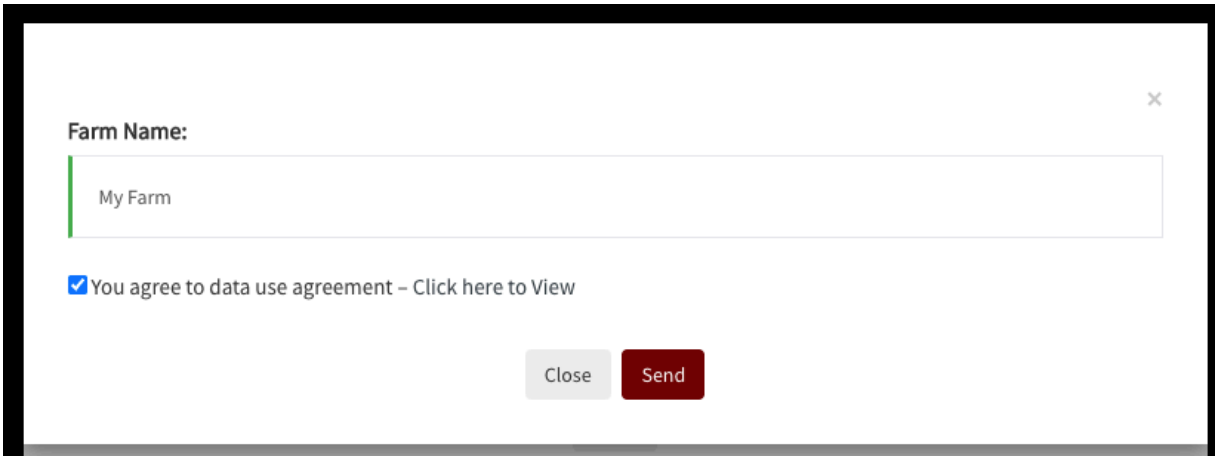
CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

The last step is to name your farm and click the data agreement. Once you click send, the farm will process and will be added to your Farm Manager.



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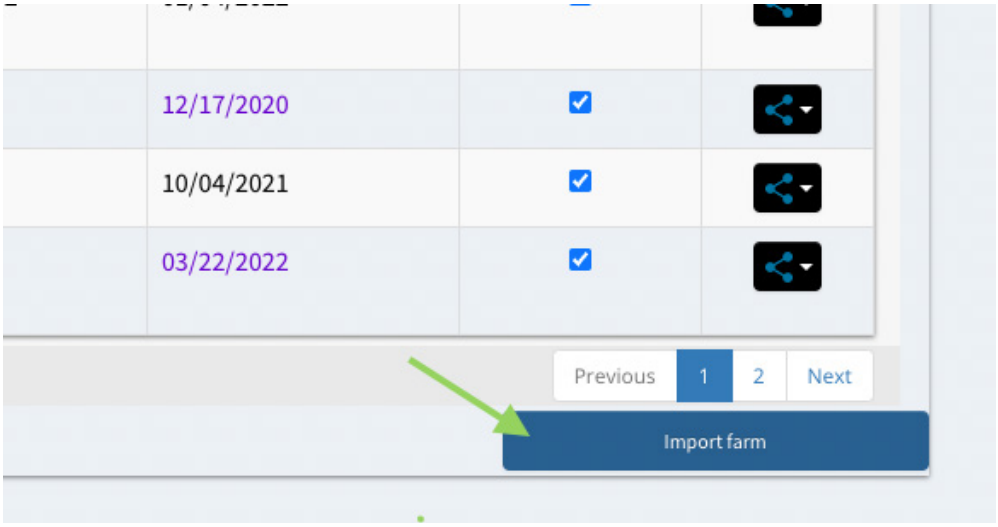
CREATING A FARM

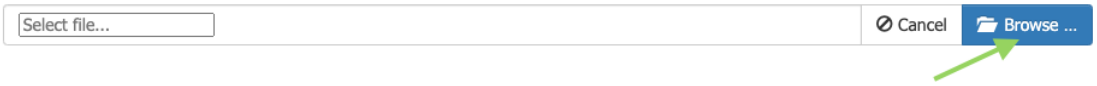
Farm Import

CREATING A FARM - FARM IMPORT

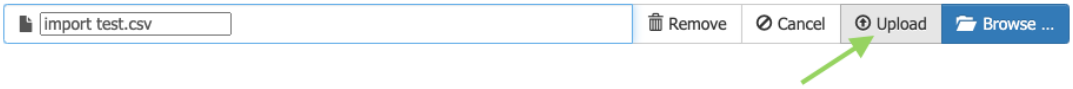
Farm files can be imported into the system by going to the Farm Manager section, and clicking on the Import button on the bottom right



Next, click the browse button to search for the file in your computer



Once you have located the file, click the upload button



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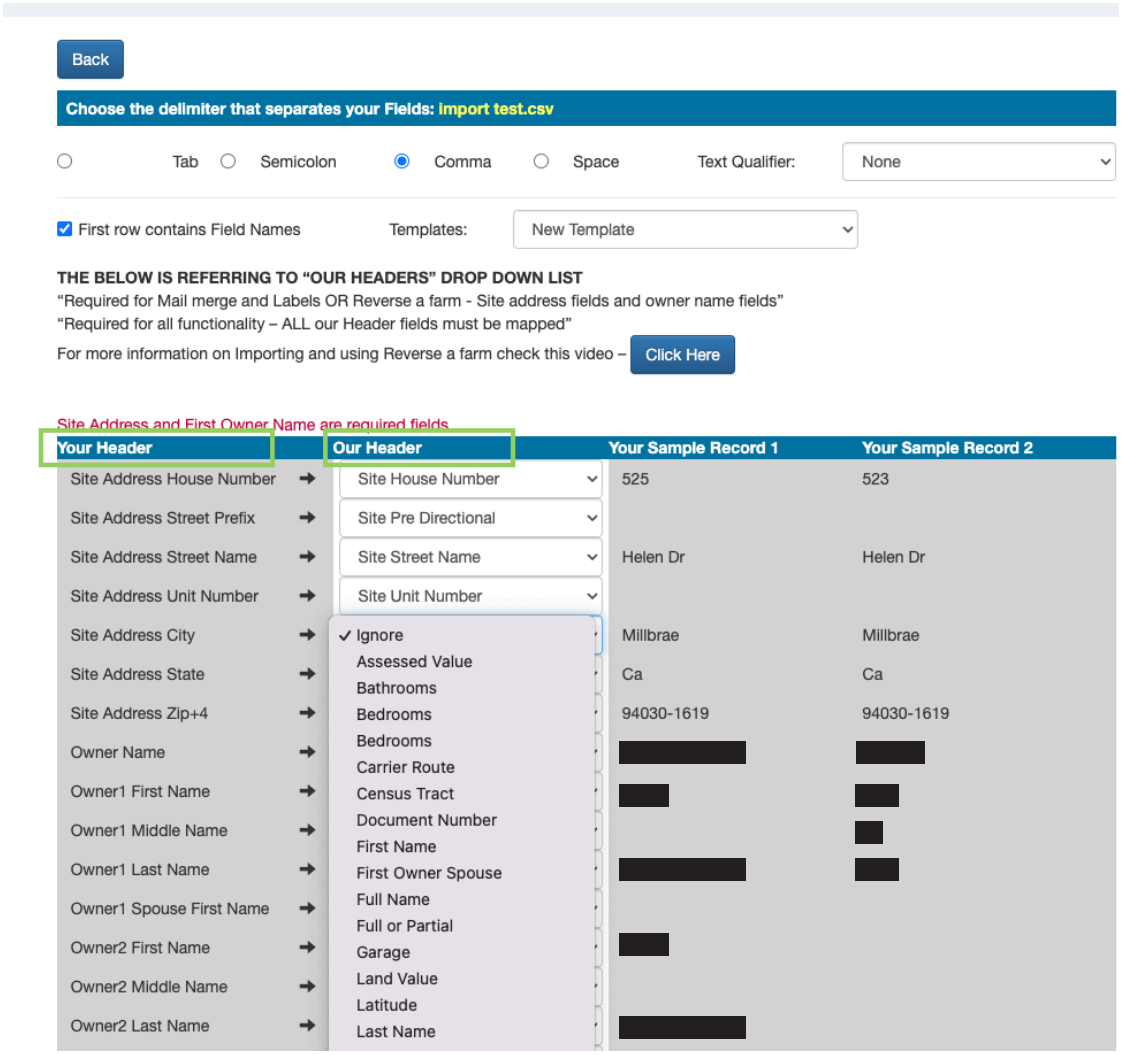
CREATING A FARM - FARM IMPORT

In the next screen, you can map out the columns on your file. This process makes it possible for our system to know what info goes in the correct field.
The "Your Header" column on the left will show the headers in your file. The "Our Header" column will show the headers in our system. You can choose the matching header by clicking on the dropdown.

Example:

Your Header	**Our Header**
Site address house number	Site house number



Any data you match up with our column headers will be imported into the farm.

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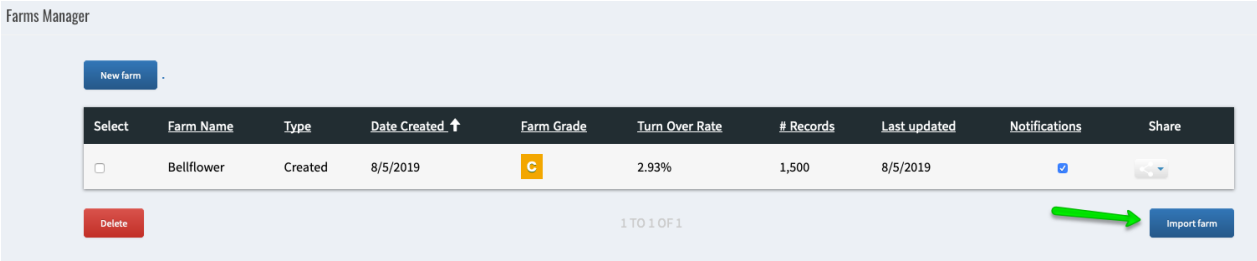
CREATING A FARM

Farm Reverse

LIVE FARM PRO

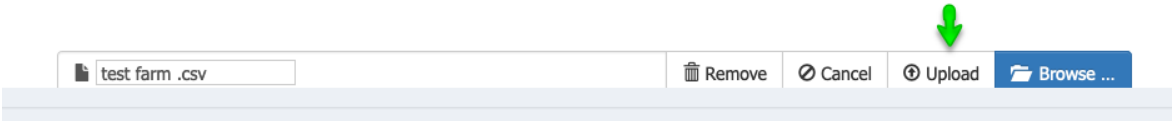
CREATING A FARM - FARM REVERSE

For a farm reverse, you must first import your farm in a .csv format (comma delimited file). Click on the import button on the bottom right:

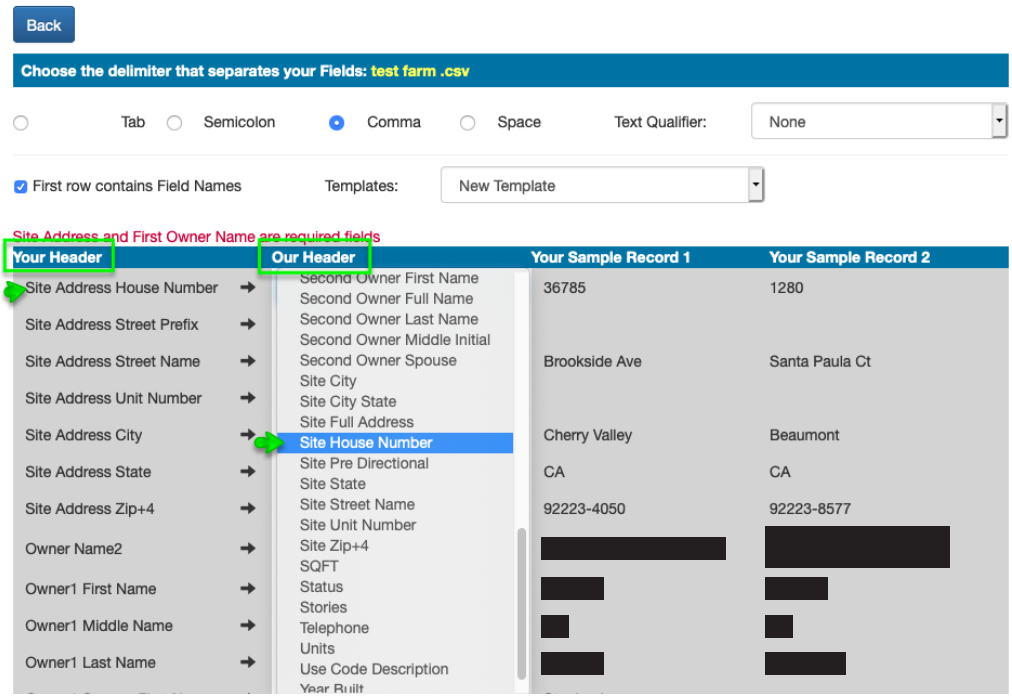


In the next screen, click the Browse button and find the file on your computer:

Once the file is chosen, click the ***upload*** button



In this screen you can match your file header to the the system headers in order for all the info to be imported correctly:



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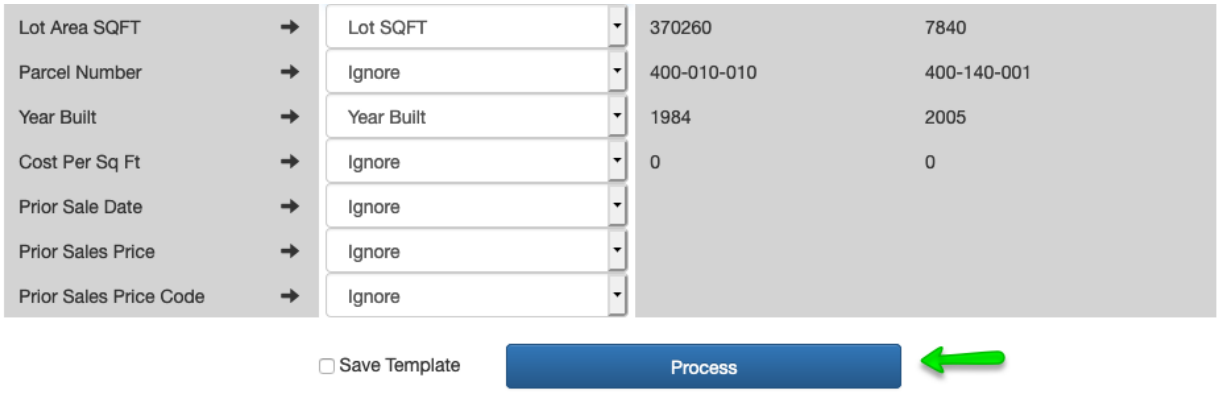
CREATING A FARM - FARM REVERSE

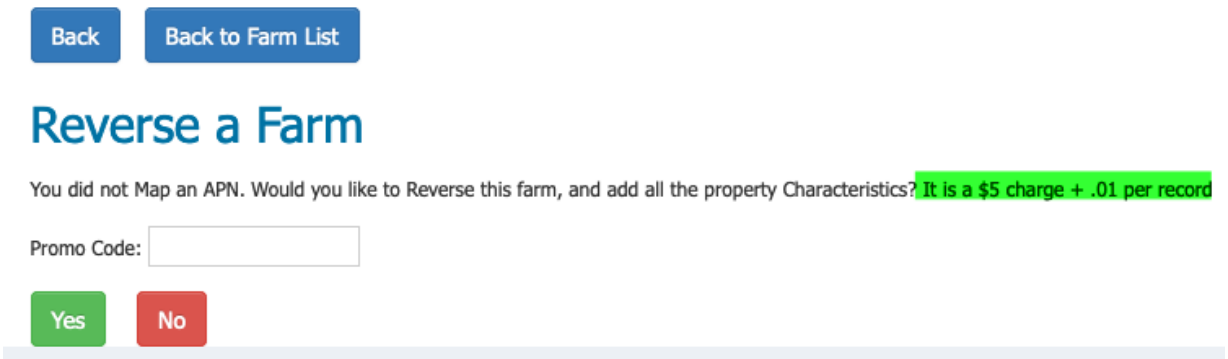
To do a Farm Reverse, it is important to NOT match the Parcel Number.

Once the headers are matched, click on the Process button.



Farm Reverse

In the last step, you can confirm to do the Farm reverse. If you choose yes, it will process the farm and upload it to the farm manager with all the complete information. NOTE: Farm Reversals have a $5 charge, plus .01 per record in your farm.



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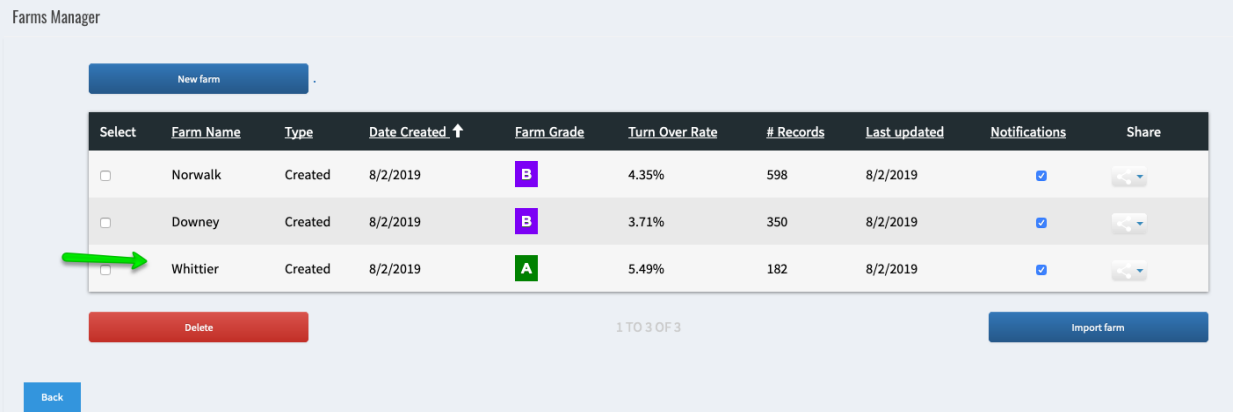
FARM BREAKDOWN

LIVE FARM PRO

FARM BREAKDOWN

Click on your farm.



Farm breaks down into filters

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FARM BREAKDOWN

Farm Breakdown:

Complete Farm - everyone inside of that farm

Recent Buyers - anyone who has bought in last 90 days

Out of State - anyone with an out of state mailing address

Absentee - anyone whose site address is different from the mailing address

Occupied -anyone whose site address is the same as the mailing address

New Home Owners - anyone who has owned a property for 2 years or less

Long Term Home Owners - anyone who has owned a property for 13 years or more

Stay Years - anyone who has been inside of the farm the average stay year (based off of stats page) +/- 2 years

Recently Updated - properties that have been recently updated in the last 15 days

Hot Movers - likely sellers

W/Notes - any property a user has taken notes on

Favorites - Properties that have been added manually to the Favorites farm in your account.

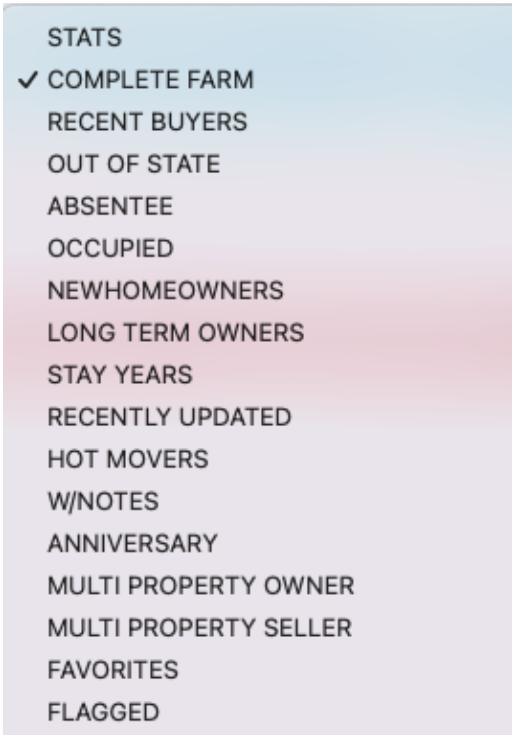
Anniversary - anyone who is having a home ownership anniversary inside of that farm in that month

Multi Property Owner - anyone who owns 2 or more properties inside of that farm

Multi Property Seller - anyone who has sold multiple properties inside of that farm

Favorites - records that are marked manually as favorites.

Flagged - properties taken out of marketing output



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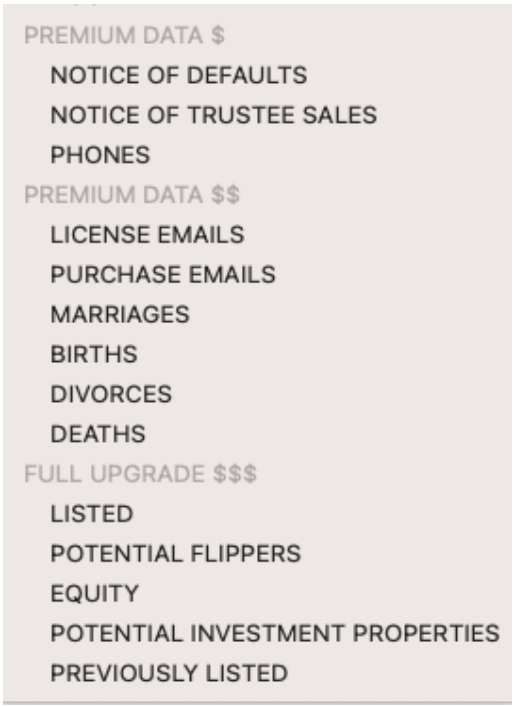
FARM BREAKDOWN

PREMIUM DATA Upgrade 1
Notice of Defaults
Notice of Trustee Sales
Phones
PREMIUM DATA Upgrade 2
License Emails - licensed emails cannot be exported, they are to be used with our marketing system
Purchase Emails - purchased emails can be exported from the system.
Marriages - life event update on farm records
Births - life event update on farm records
Divorces - life event update on farm records-
Deaths -life event update on farm records
FULL UPGRADE
Listed - Currently Listed properties
Potential Flippers - anyone that has bought a property in the last 90 days and has already put it back on the market
Equity - AVM, Loan amount due, LTV, Interest rate and approximate equity that someone has in their home
Potential Investment Properties -properties that have Below 80% improvement that have good equity inside of the home
Previously Listed - Properties that have cancelled within the last year in your farm



Pricing for the different upgrades can be found in the Help/FAQ section from the left menu.

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LIVE FARM PRO

FARM BREAKDOWN

Stats breakdown of your farm (if the sales data coming in is off, this will skew your average sales price).

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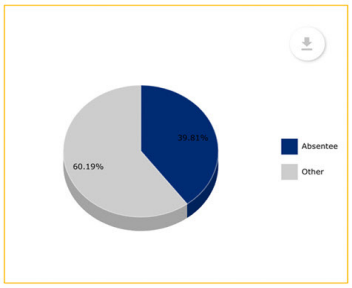
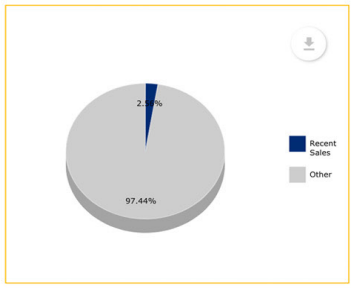
LIVE FARM PRO

FARM BREAKDOWN

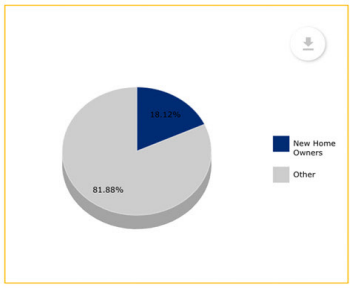
% Absentee | TR: 2.62%



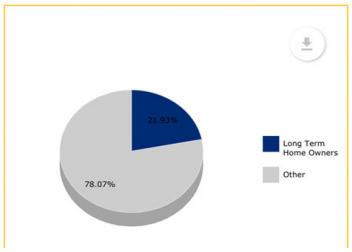
Recent Sales %



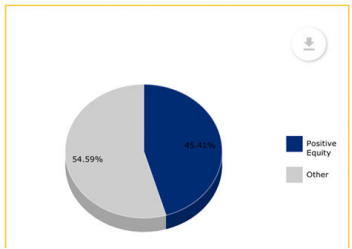
New Home Owners



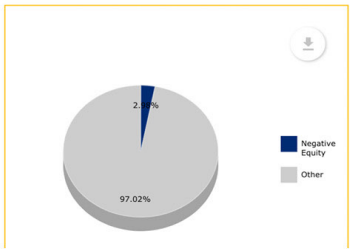
Long Term Home Owners



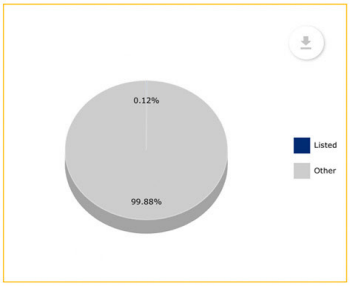
Positive Equity %



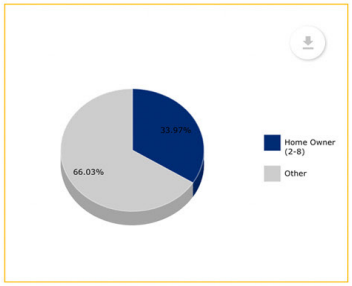
Negative Equity %



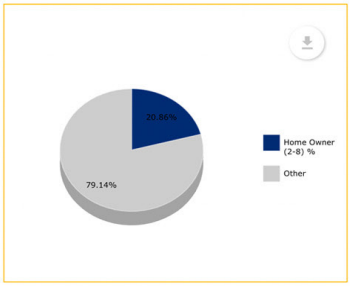
Listed %



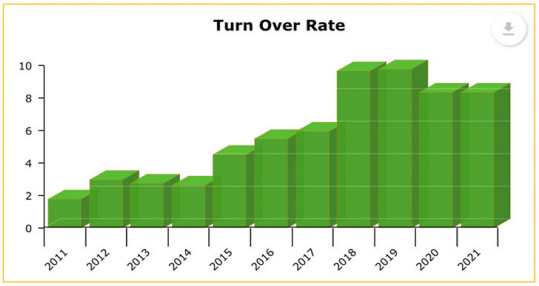
Long Home Owners (2-8) %



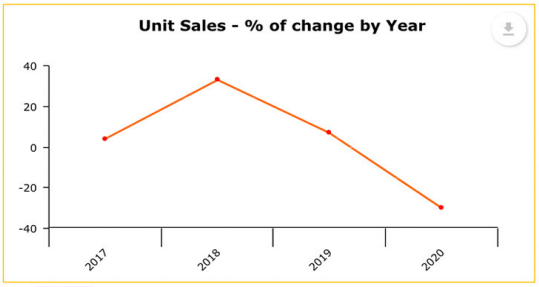
Long Home Owners (10-20) %



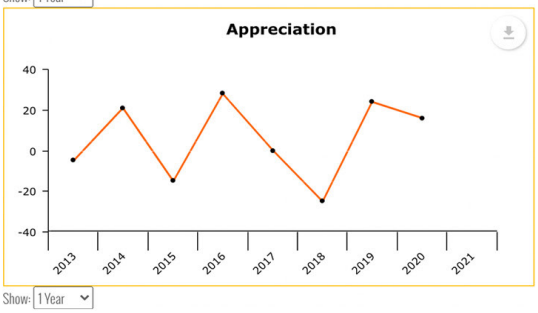
Long Home Owners (20+) %



Show: 1 Year



Show: 1 Year



Show: 1 Year

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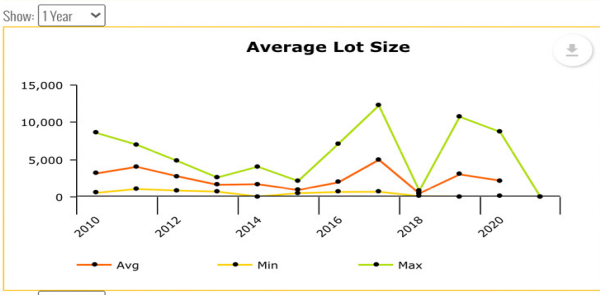
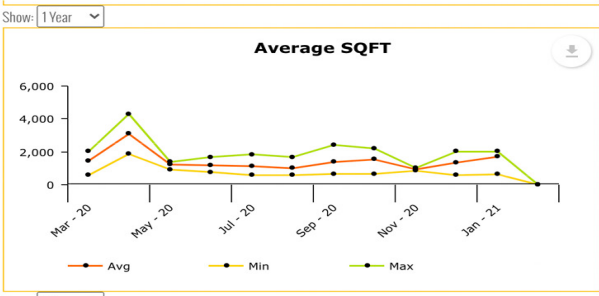
LIVE FARM PRO

FARM BREAKDOWN

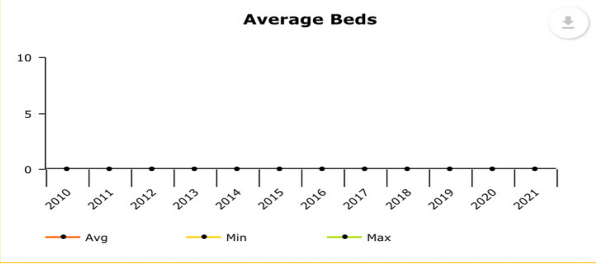
Show: 1 Year



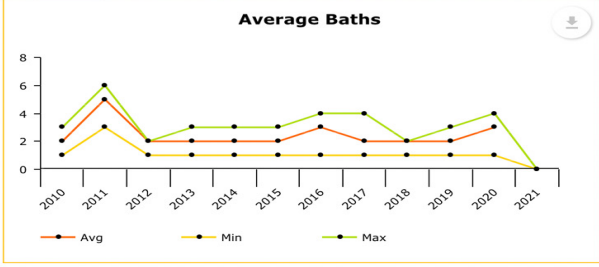
Show: 1 Year



Show: 1 Year



Show: 1 Year



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CUSTOM FILTERS

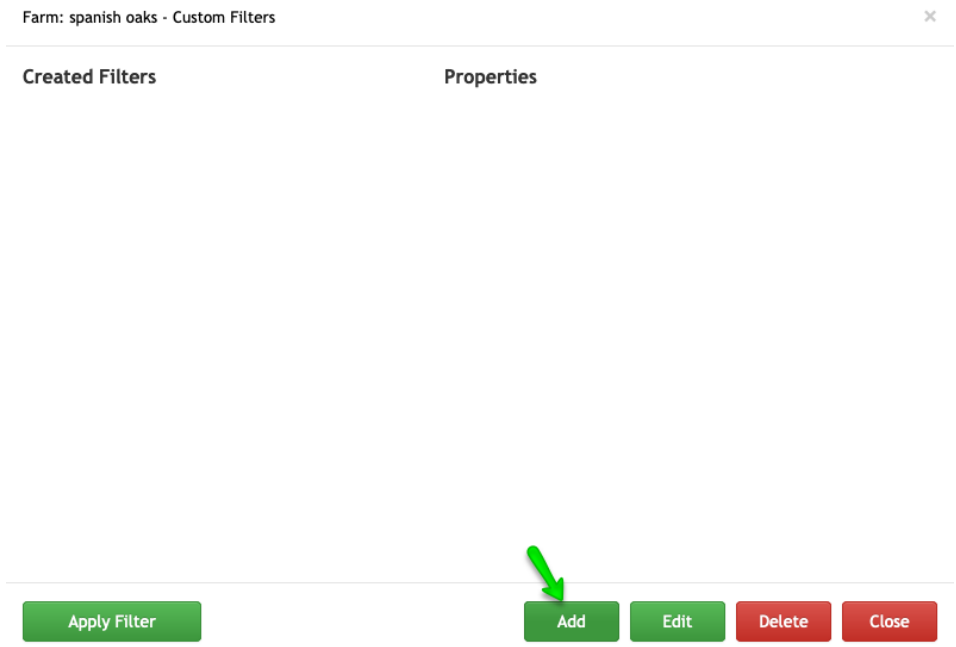
LIVE FARM PRO

CUSTOM FILTERS

Custom filters allow you to create your own filters to do specific searches within your farm

To create a filter, click into your farm. Click on the filter icon on the top right:

Next, click on the “Add” button:



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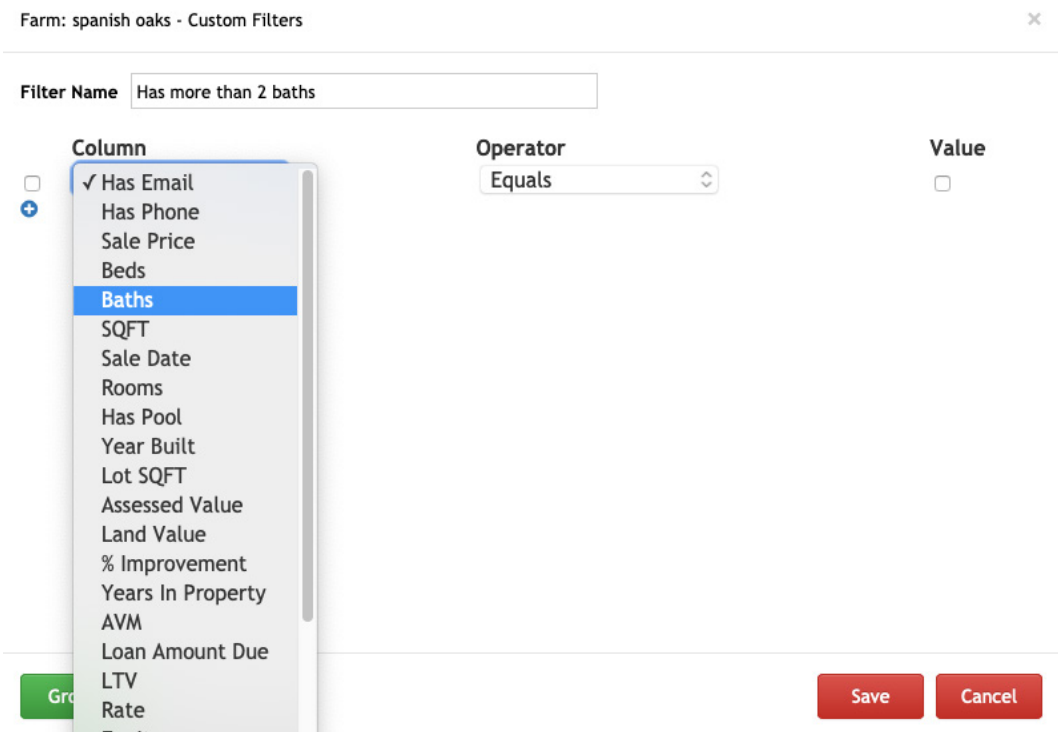
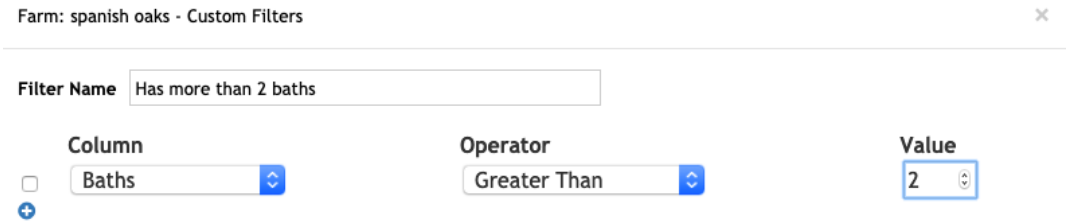
CUSTOM FILTERS

Name your filter, then choose the type of data you want to filter by:



Choose the value, and click the save button



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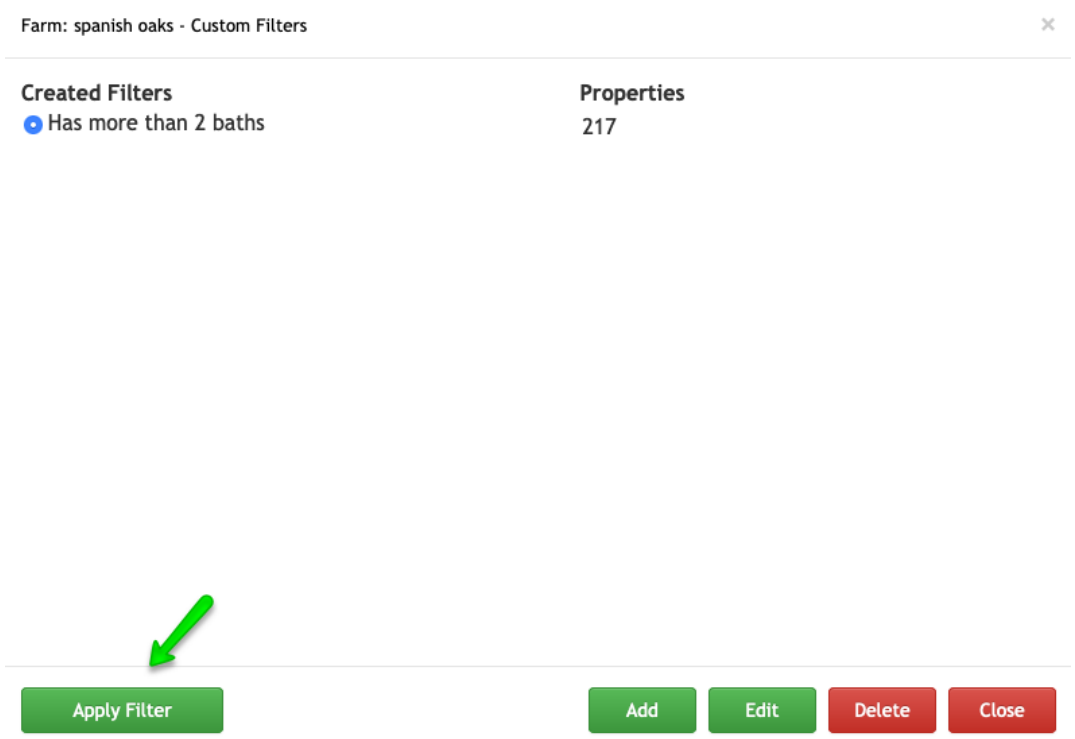
CUSTOM FILTERS

Once you have created the filter, you can apply it to your farm. Click on the filter icon again, next choose the filter you created and click on the “Apply Filter” button.



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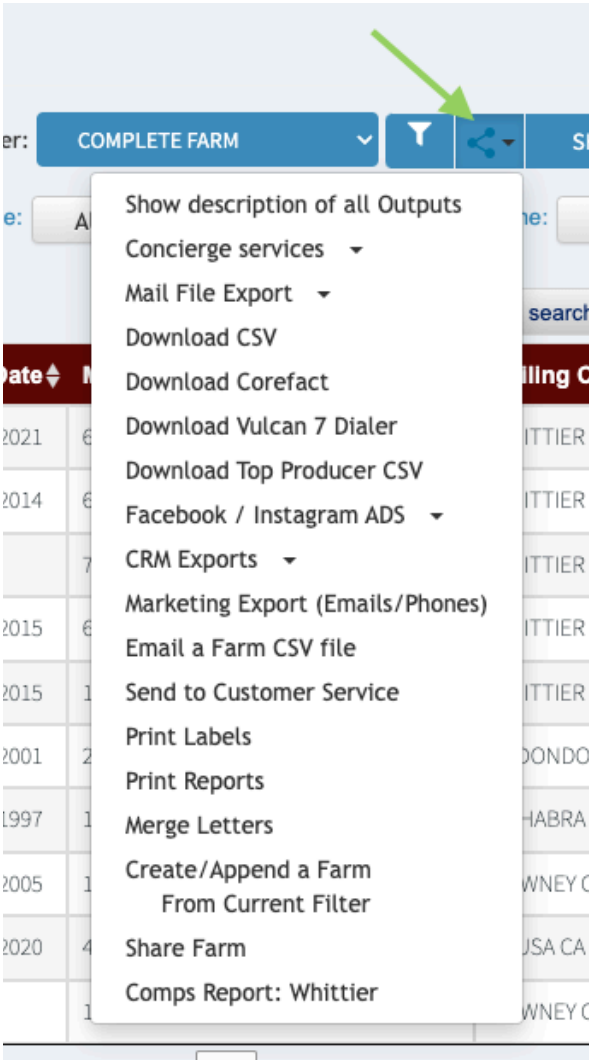
SHARE MENU

SHARE MENU

The Share menu on the top right of your farm list includes all the output options for exporting and creating labels, reports and mail merges



Concierge Services
This option has different paid services available, ranging from coaching, farm basics, marketing and virtual assistant.

Mail File Export
This export option has only the owner name and site or mail address. This can be used when sending farm data to a printing service, where the complete farm data is not necessary.

Download CSV
Allows you to download the complete farm data in a comma-separated values spreadsheet format.

Download Corefact
This csv download is compatible with the Corefact website upload format. Corefact offers customizable marketing materials.

Download Vulcan 7 Dialer
This csv download is compatible with the Vulcan7 Dialer program upload format. Vulcan7 is a well regarded real estate dialer.

Download Top Producer CSV
This csv download is compatible with the Top Producer CRM upload format. Top Producer is a web-based CRM system suited for agents or brokerages in the Real Estate industry.

Facebook / Instagram Ads

Download Facebook Audience -This csv download is compatible with the Business Facebook upload format. Facebook Business Manager is a tool that allows you to manage Facebook Pages, business assets and ad accounts.

Place Facebook/Instagram Ad $ - Allows you to place a Facebook/Instagram ad directly from your account.

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SHARE MENU

CRM Exports
Various CRM products and their preferred output format that they can import easily.
Marketing Export
This output is all about calling and following up. Just the base contact and address information but with any emails and phones you may have acquired from the system

Email A Farm CSV File
Allows you to send farm data via email in a CSV format (comma-separated values spreadsheet)
Send to Customer Service
This will send your Title Company customer service the farm and or filter you are on. You will be able to type notes that they can see of what your request is.

Print Labels
Allows you to create a PDF file with labels for every record in your farm. Labels are formatted to fit the Avery 5160 Label layout.

Print Reports
Allows you to generate 1, 3 and 5 line PDF reports. These are condensed versions of all the farm data which can be printed on US Letter size pages.

Merge Letters
Part of the $12.00/year upgrade, this allows you to automatically generate a PDF file with all the letters for each farm record that are populated with each property's data.
Previous Output
This output shows the links to download the Mail Merge PDF files.

Create / Append a farm from current filter
This allows you to take one farm and append or add it to another farm. Creating one farm with both farms.
Within a farm the option reads a bit different. Here you can create a brand new farm from a current filtered set or you can append that current filter to another farm.

Keep in mind this does not remove duplicates but that can be done in the Action button once you have created a new farm.

Share Farm
Allows you to share farms with other users of this program
Comps Report
If available for your farm this will list the Cities that exist in your farm with the associated comp reports. A comp report shows local sales for the previous month in that city. Great for listing presentations.

Comps Report
If available for your farm this will list the cities an activity report is available. This is analytics on a city showing an in depth look at the home sales market.

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FillInData

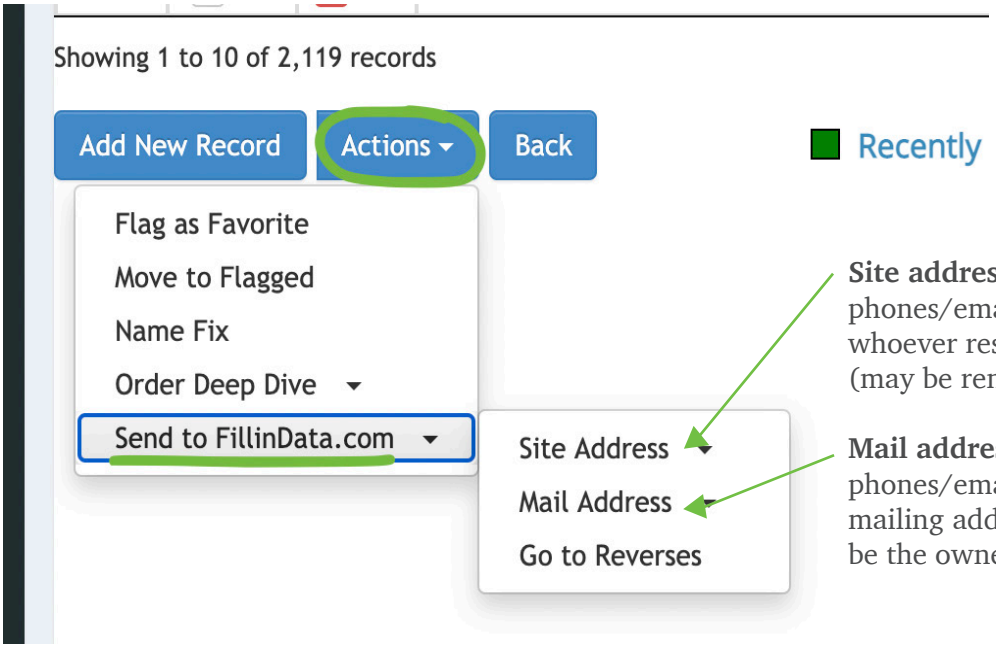
Reverse for phones and emails

FILLINDATA

The Fillindata.com feature allows you to purchase phones and emails from existing farms in your account. This can be done for the complete farm, or a specific microfarm.

First, choose the microfarm, or apply filter. Next, go to the "Actions" button on the bottom left, then choose the "Send to FillInData.com" option.

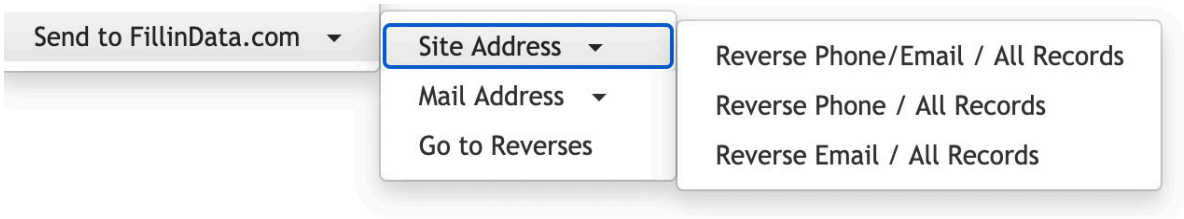
The next menu will show you the options to get phones/emails from the Site or Mail address.



Site address option will search for phones/emails associated with the whoever resides in the site address (may be renter or owner)

Mail address option will search for phones/emails associated with the mailing address, that will typically be the owner.

Once you choose site or mail address, the next menu will allow you to choose if you want to purchase emails, phones or both:



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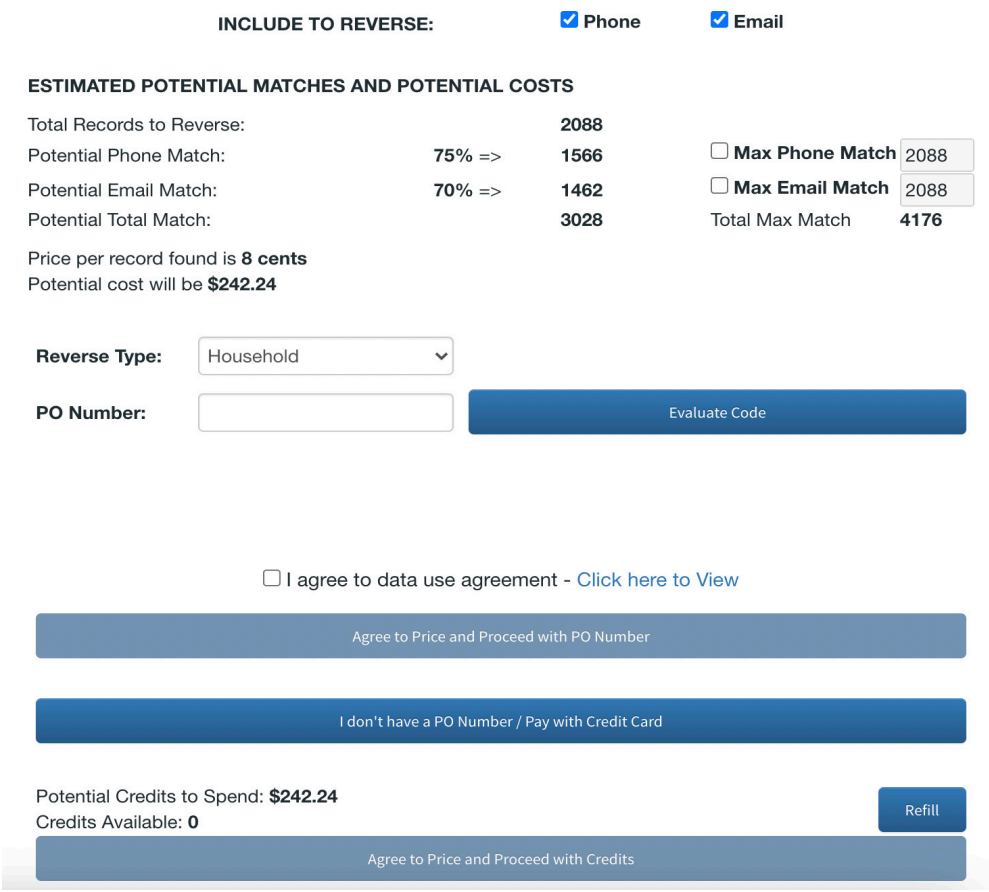
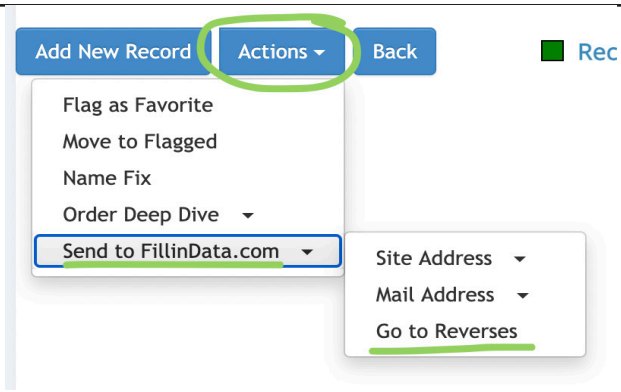
FILLINDATA

When you choose the type of data you want to purchase (phones/emails), it will take you to see the estimated potential matches and potential costs. Data can be purchased with credits or with a credit card.

Data is purchased through a one time payment. 8 cents per phone and 8 cents per email:



Once the data is processed you will be able to download the file with the phones/emails by clicking on the "Go to Reverses" section of the Send to FillinData.com menu:



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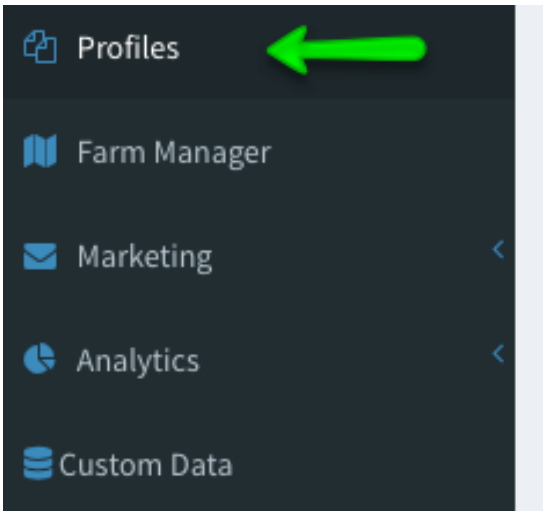
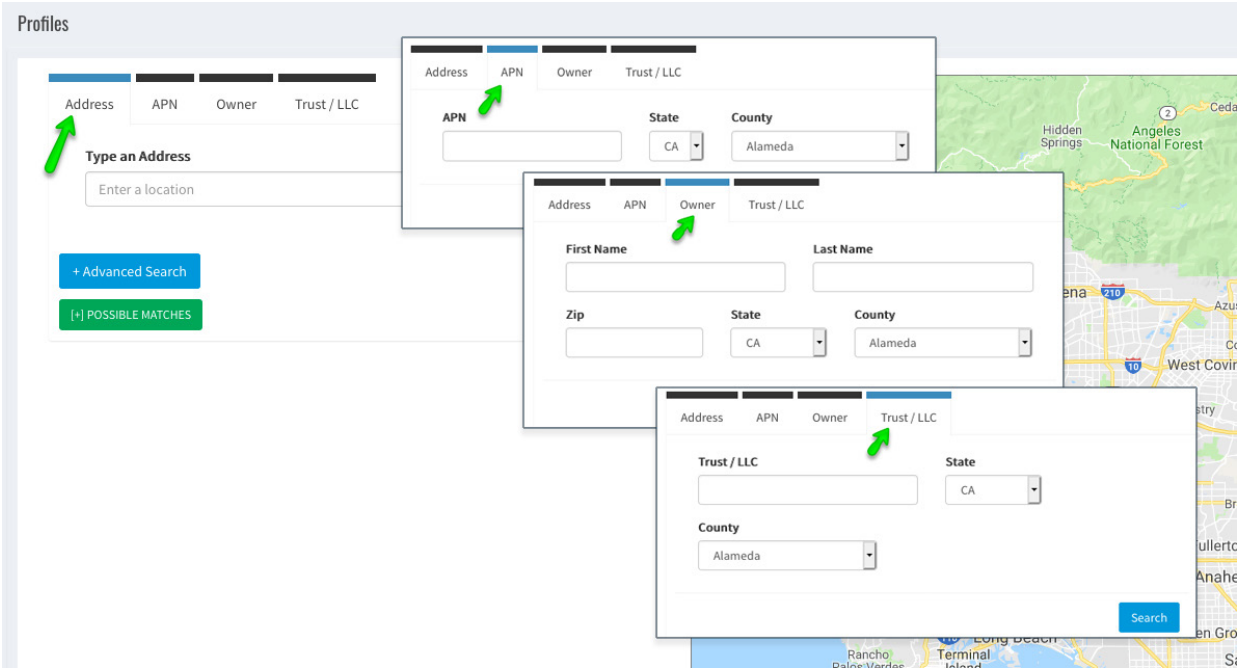
PROPERTY PROFILES

PROPERTY PROFILE

Click on the Profiles Section from the left menu



Enter: Address, APN, Owner's name or Trust/LLC



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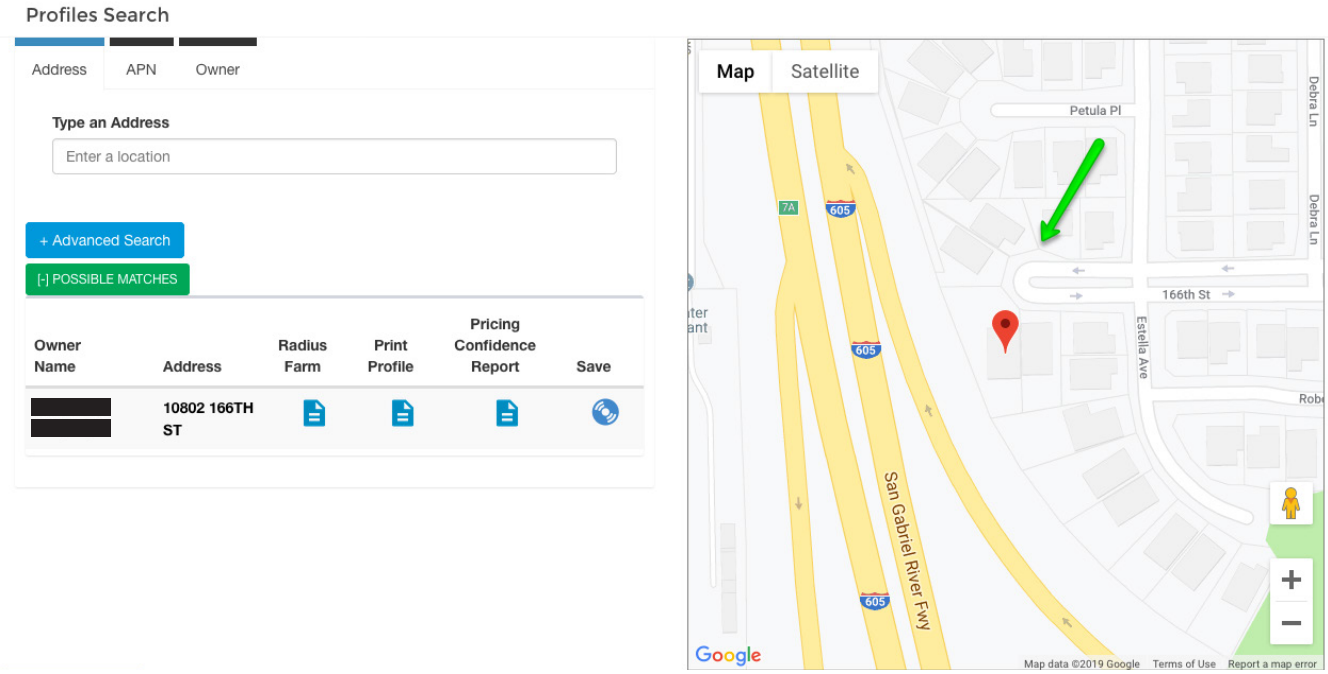
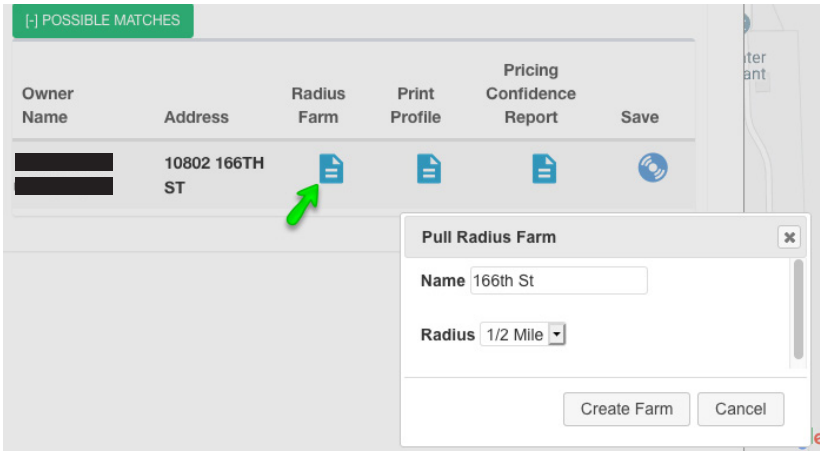
Search data also shows on the map



Radius farms can be created, by choosing the radius distance, and naming the farm:



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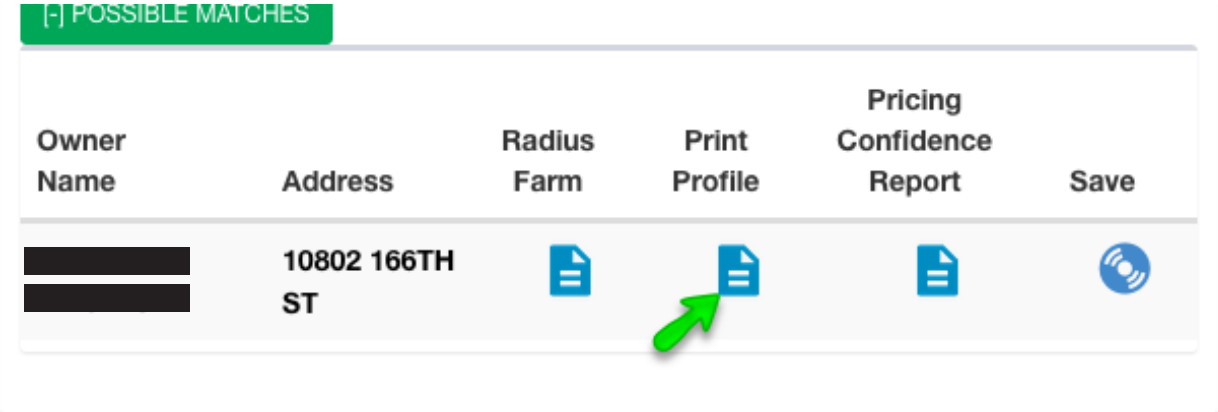
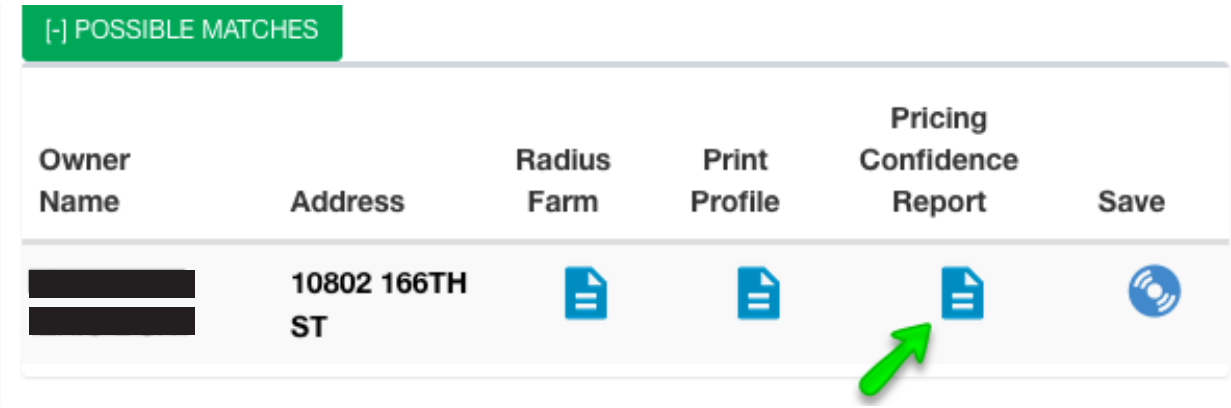
PROPERTY PROFILE

The “Print Profile” button allows you to print a profile for the property, each profile is branded with the contact information that is in the settings for your account.



A Price confidence report gives you a break down of what the property will sell for in the future. If you placed the property on the market Today, what would it sell for in 30, 60 or 90 days.
An extensive analysis is done on the current market and past sales to make a predictive analysis on how your property will fair in today’s market in your area. It compares over 200 points of data along with what competition is on the market that may sway buyers their way instead of yours.

The report is $8 per property. It is important to know this report is very dynamic. Get it when you are showing it to your client not days before.



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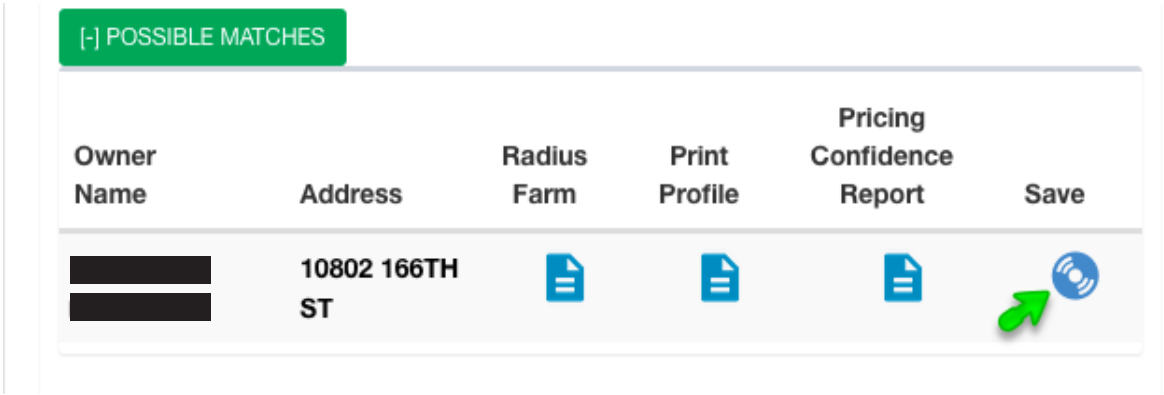
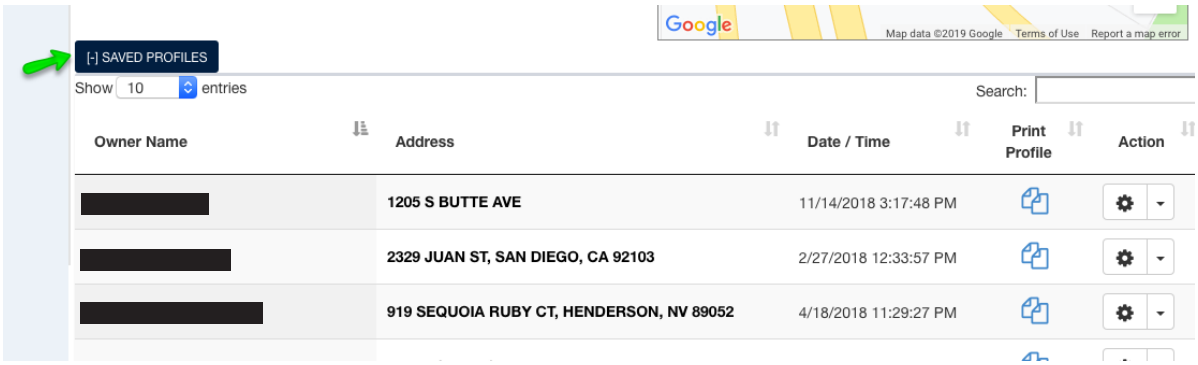
LIVE FARM PRO

PROPERTY PROFILE

Property Profiles can be saved by clicking on the “Save” icon. Once saved they can be accessed at any time by clicking on the “Saved Profiles” button.





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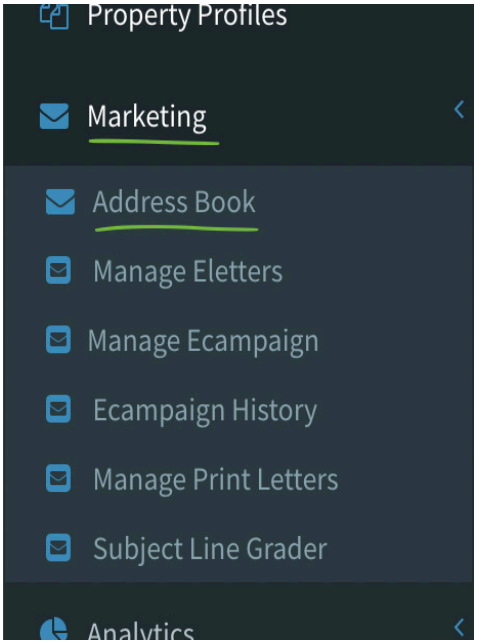
MARKETING

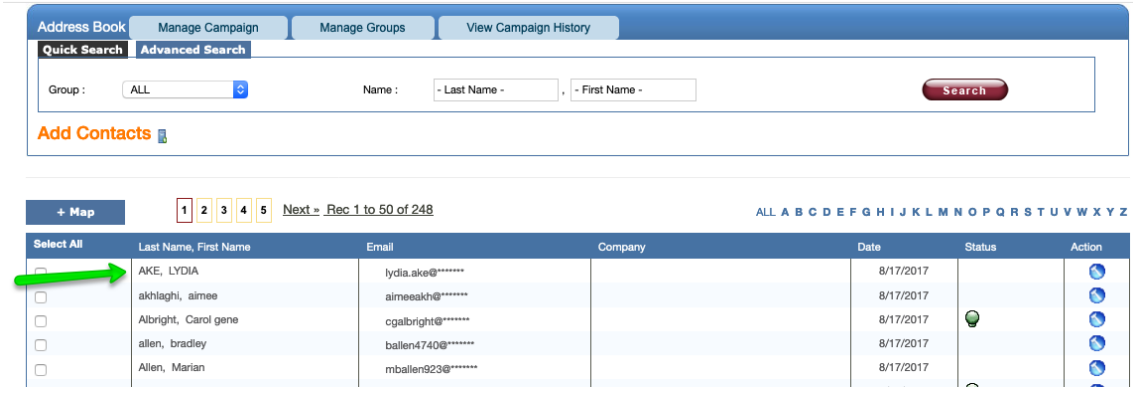
Email Campaigns

MARKETING – EMAIL CAMPAIGNS

Go to the Marketing tab, and click on ***Address Book***



Once you are in the address book, you will have full access to set up your email campaigns. You can click on the contac'ts name and that will take you into that person contact information.



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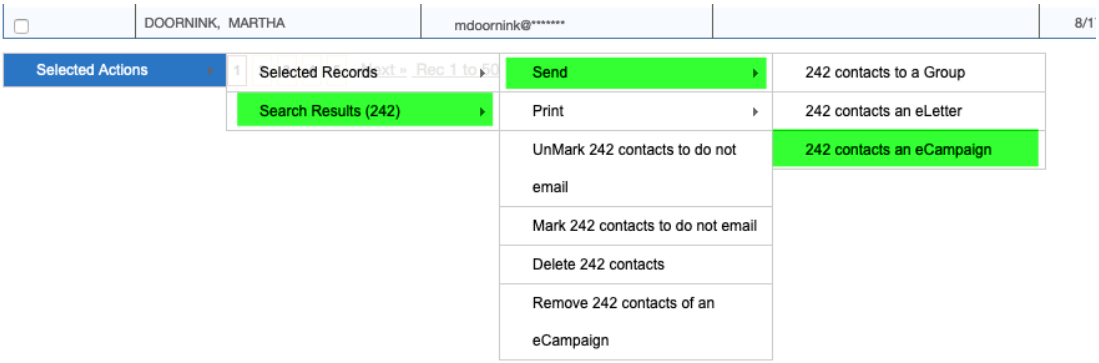
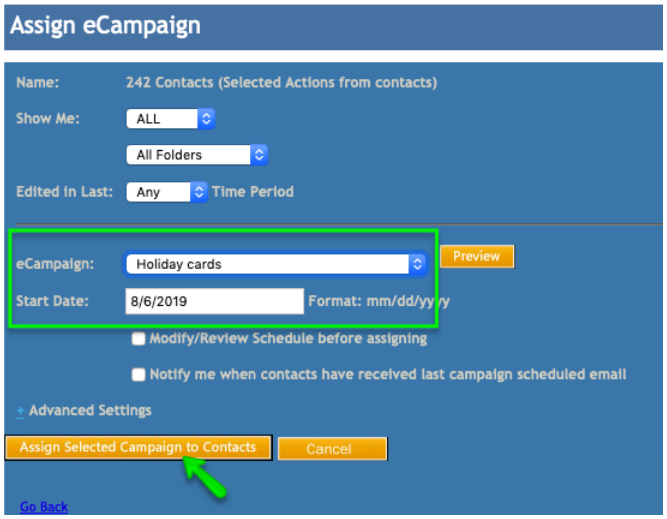
To assign a campaign, click on Address Book, then click on the Group drop-down to show the farm you want to target, then click ***Search***.

Scroll to the bottom of the address book, click on Selected Actions, Search Results, Send, then click on eCampaign.



Now you can assign the campaign to that farm group.



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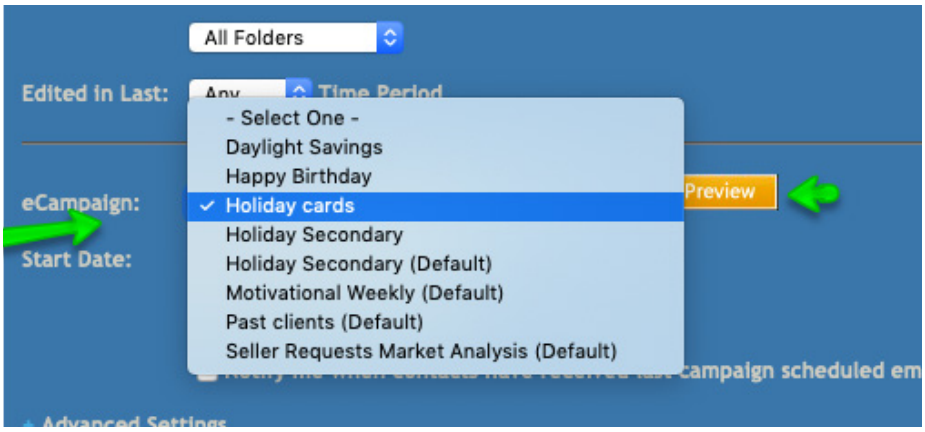
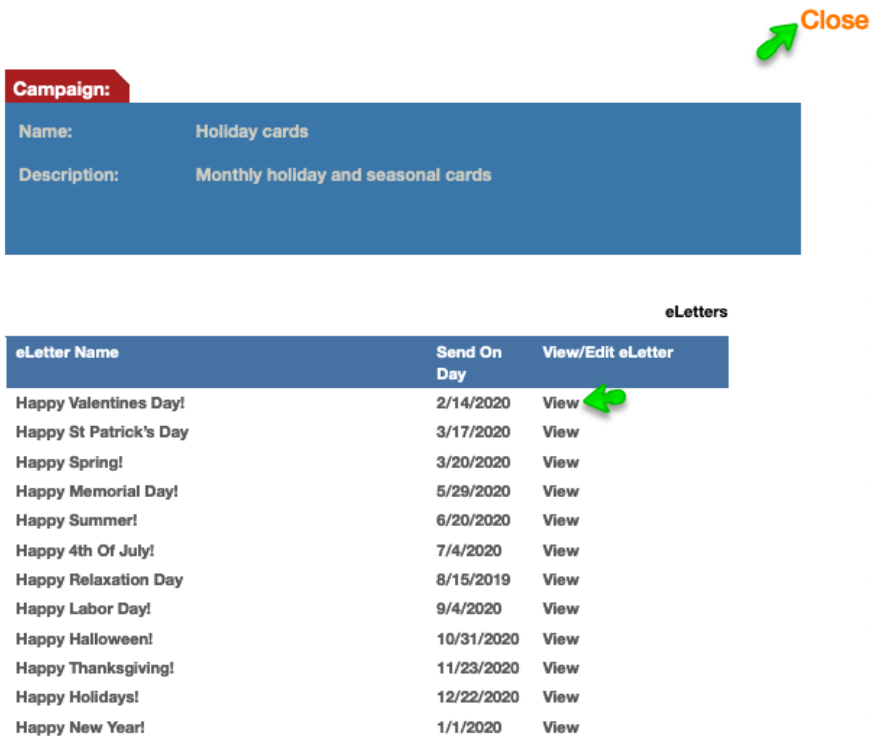
Click on the eCampaign drop down, choose your campaign, then click Preview. This will give you the list of Eletters that make up that campaign.



After previewing, you can view each individual Eletter, or you can click on the ***Close*** button to go back.



eLetter Name	Send On Day	View/Edit eLetter
Happy Valentines Day!	2/14/2020	View
Happy St Patrick's Day	3/17/2020	View
Happy Spring!	3/20/2020	View
Happy Memorial Day!	5/29/2020	View
Happy Summer!	6/20/2020	View
Happy 4th Of July!	7/4/2020	View
Happy Relaxation Day	8/15/2019	View
Happy Labor Day!	9/4/2020	View
Happy Halloween!	10/31/2020	View
Happy Thanksgiving!	11/23/2020	View
Happy Holidays!	12/22/2020	View
Happy New Year!	1/1/2020	View

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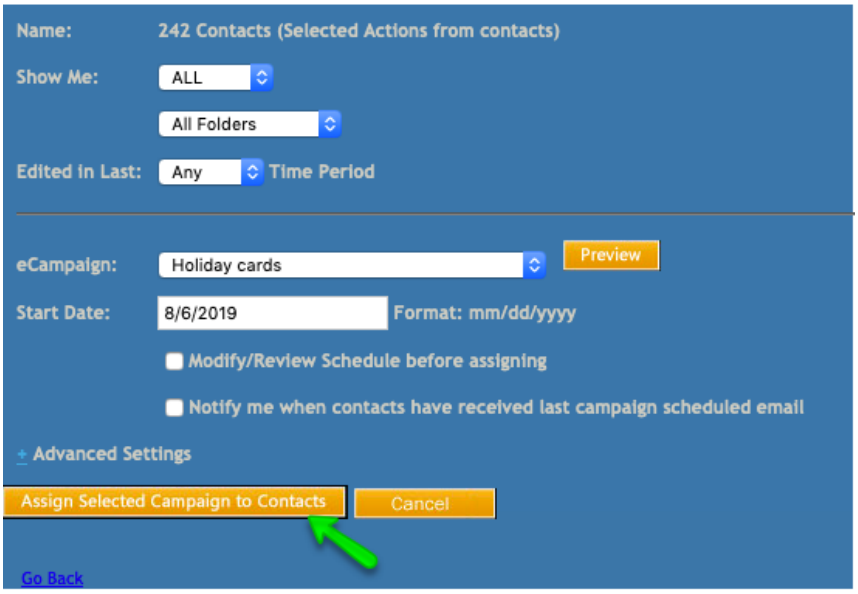
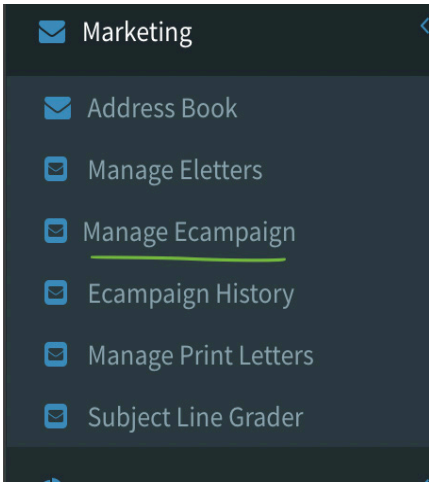
Next, click on ***Assign Selected Campaign to Contacts***.



Click on the ***Manage eCampaign*** tab



Prebuilt campaigns are already set up in the system, click on the campaign name.

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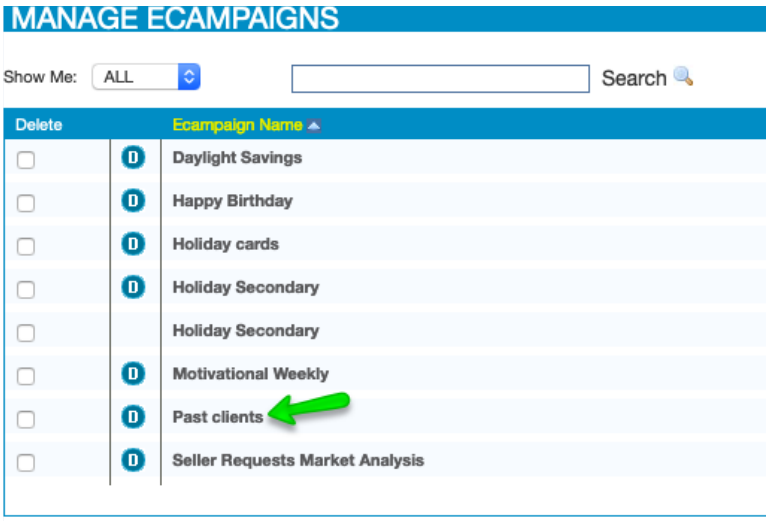
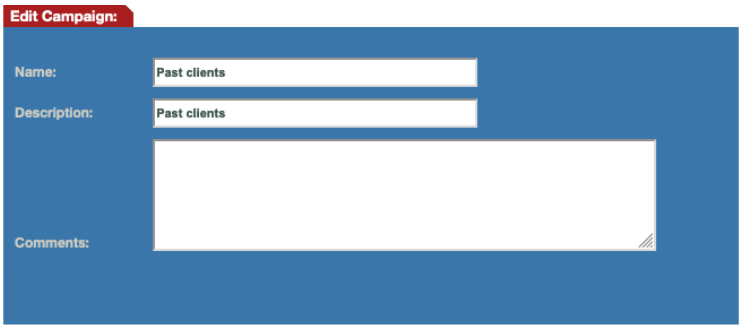
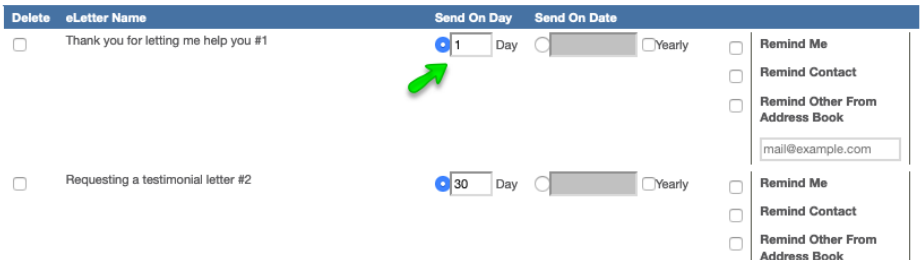
You can set up the eCampaign time frames by clicking on the eCampaign name



There are two options for setting the time frames. You can use "**Send on Day**" which allows you to set the interval of days between the time each email is sent. OR you can use **"Send on Date",** with this option you can set the exact date the letter will be sent on.





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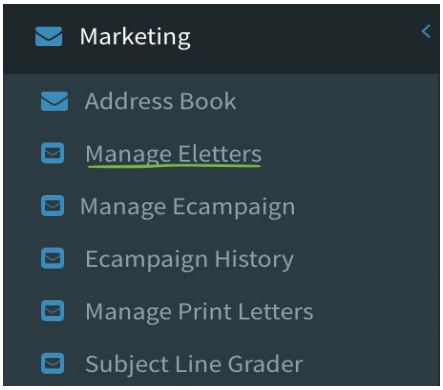
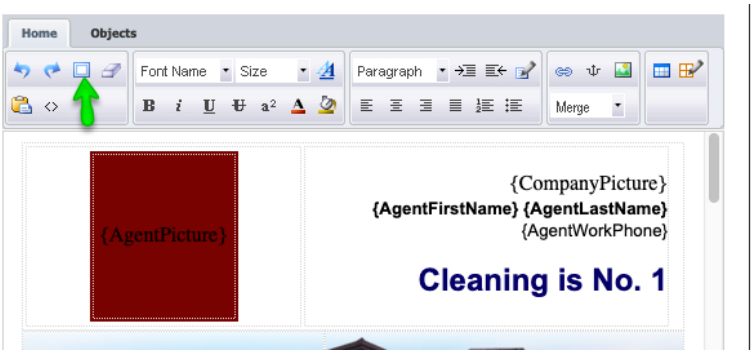
Editing eLetters

Click on the Manage Eletter tab from the menu.



Next, click on the Eletter name to edit the Eletter. The system allows you to change colors, fonts, and lettering in the preset campaigns.

Click on white box to see a full screen of the graphic. Once you make the changes , click save so you can re-use.



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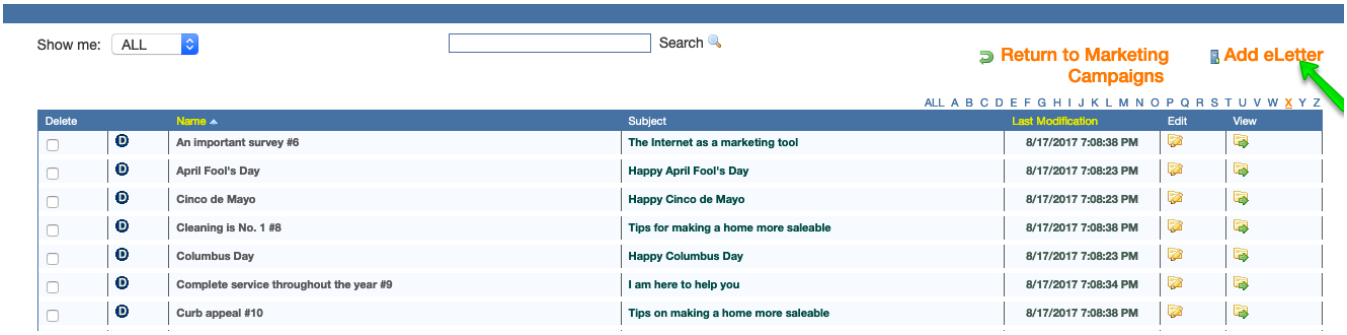
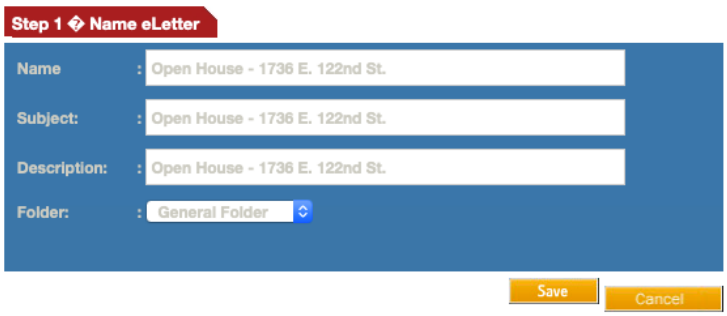
MARKETING – EMAIL CAMPAIGNS

Manage Eletters: There are over 100 lEetters already made for you.

You can also create your own Eletters:



First, name your Eletter:



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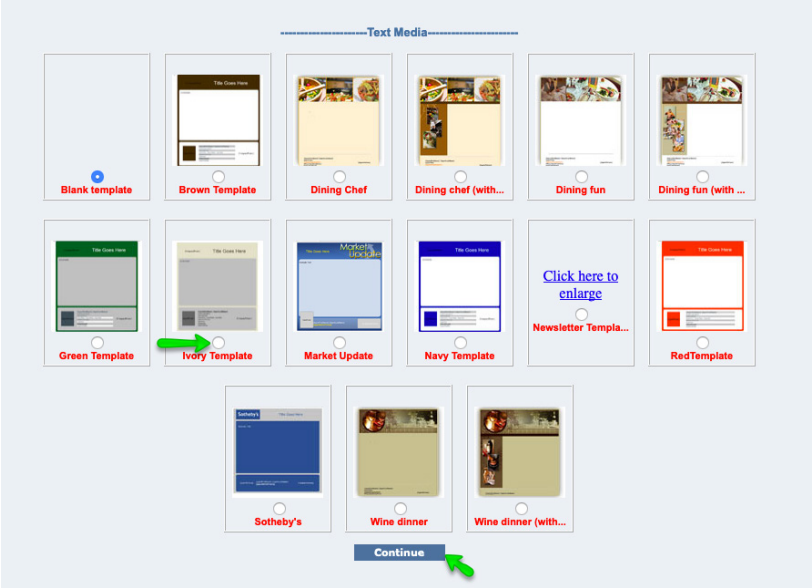
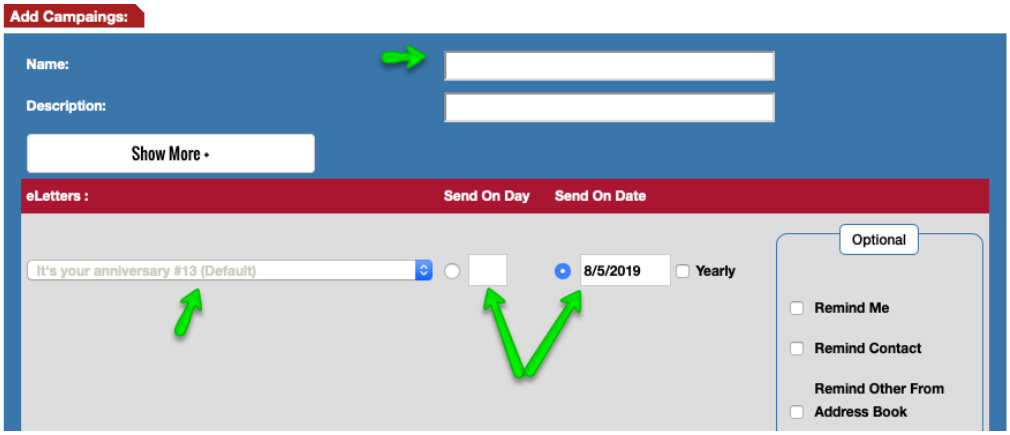
Pick a template - click on the round button beneath the template image, then click the ***Continue*** button at the bottom.



To create your own eCampaign, click on the ***Manage eCampaign*** button. Then click on the ***Add a Campaign*** button.

Name your eCampaign, then choose the Eletters you want to add to it. You can set the timeframe on when the campaign should go out. These are drip campaigns that are scheduled to go out on a specific date or time. Be sure to click the Submit button at the bottom to save your changes.



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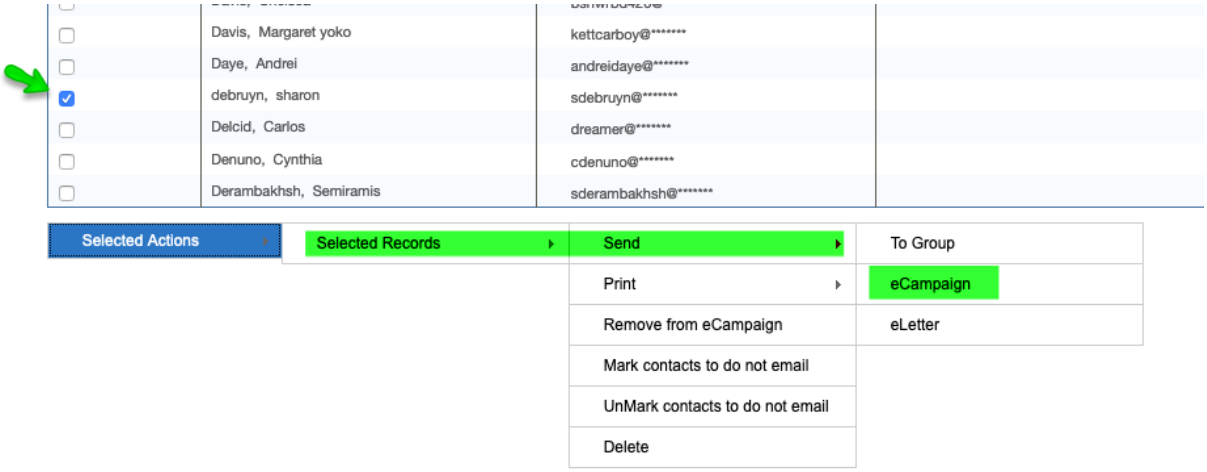
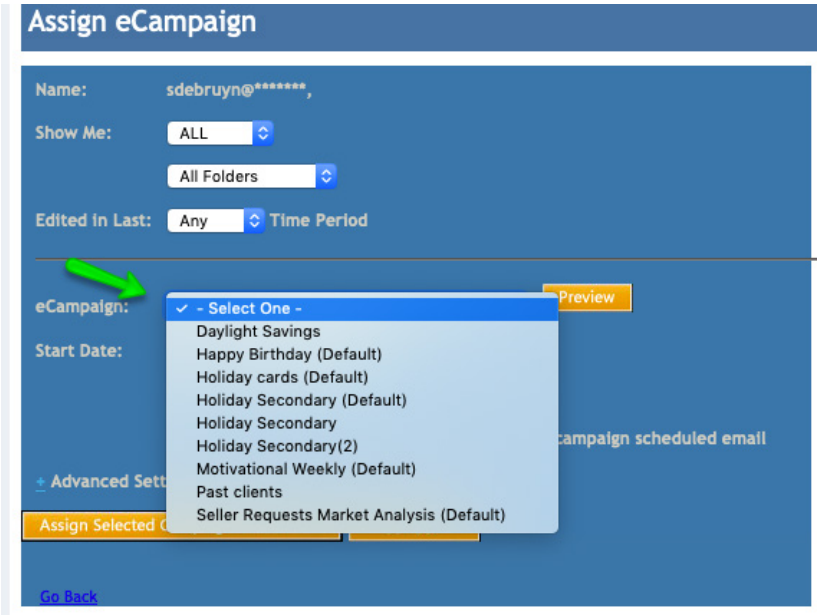
How to assign a campaign

eCampaigns can be sent to an individual or to a group.

To send to an individual, check the box next to the contact's name, go to the Selected Actions button, choose Selected Records, Send, eCampaign



Now you can pick which campaign you want to send to them. All emails that go out, go out with the email address of the user. If the customer replies to an email from the system, it goes directly to you.



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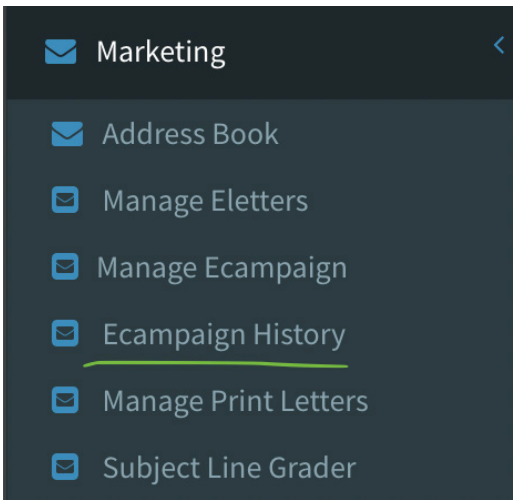
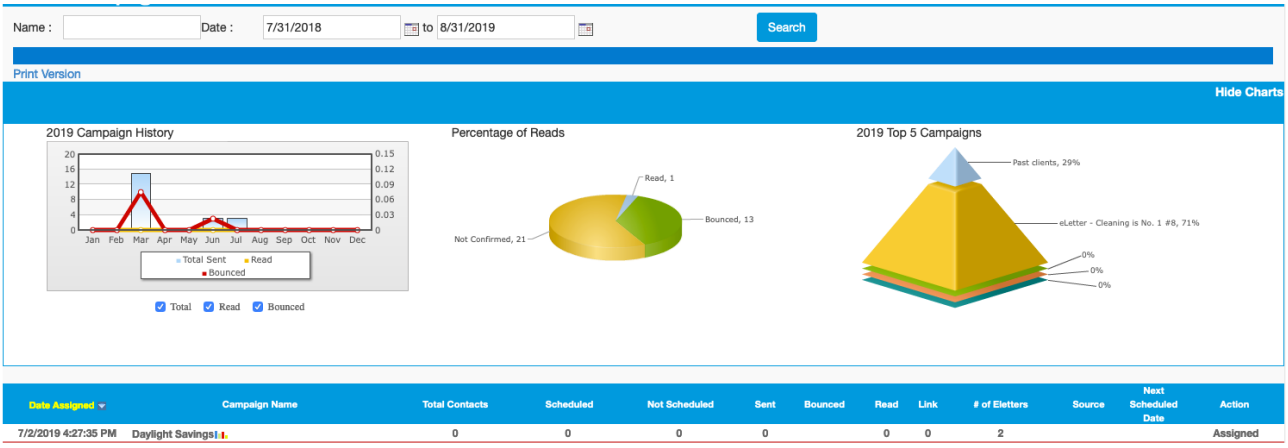
MARKETING – EMAIL CAMPAIGNS

You can click on the ***eCampaign History*** tab to see what you have sent and who has viewed the campaign to get the statistics

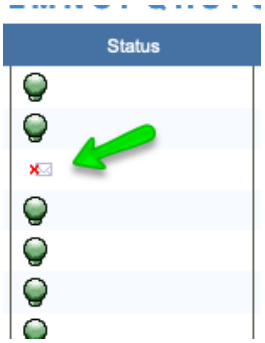


Full view of all campaigns, bounces, open rates, and top campaigns.



Date Assigned	Campaign Name	Total Contacts	Scheduled	Not Scheduled	Sent	Bounced	Read	Link	# of Eletters	Source	Next Scheduled Date	Action
7/2/2019 4:27:35 PM	Daylight Savings!	0	0	0	0		0	0	2			Assigned

If a viewer unsubscribes, the system will automatically do it for you and send you an email that they have unsubscribed.



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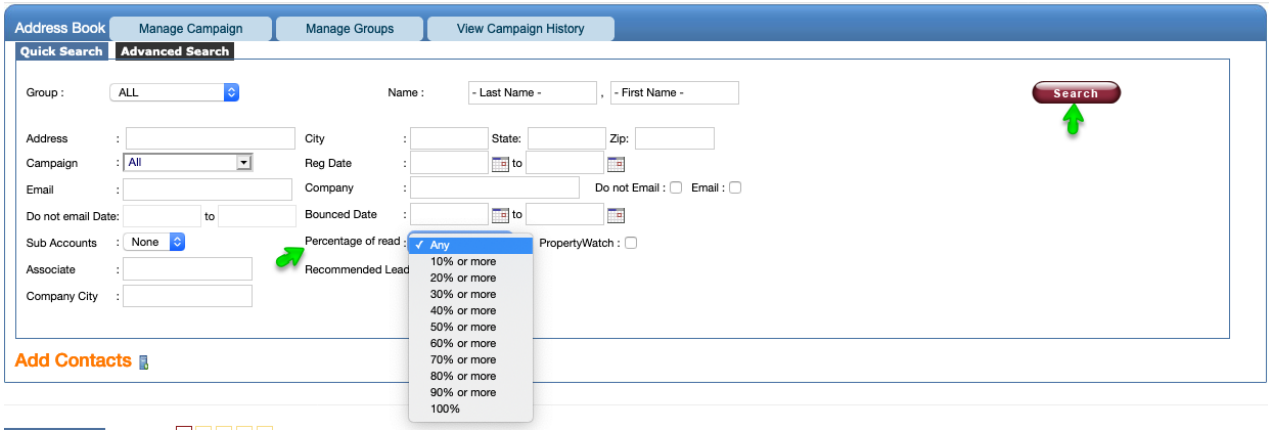
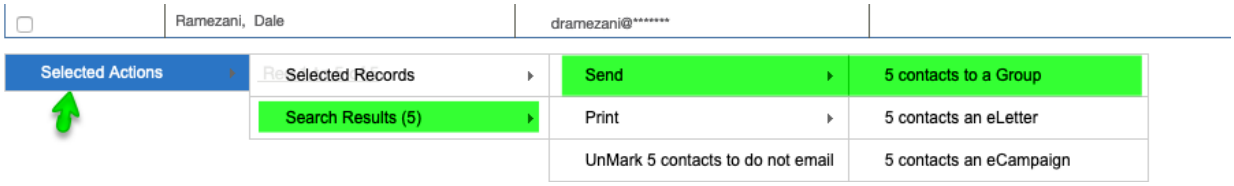
You can do an advanced search to locate by name, address or location, or zip code.

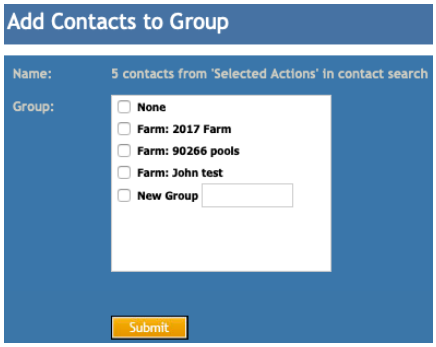
You can also search by people that have read my emails, then click Search.



You can move them into other groups.



Once checked, click Submit.



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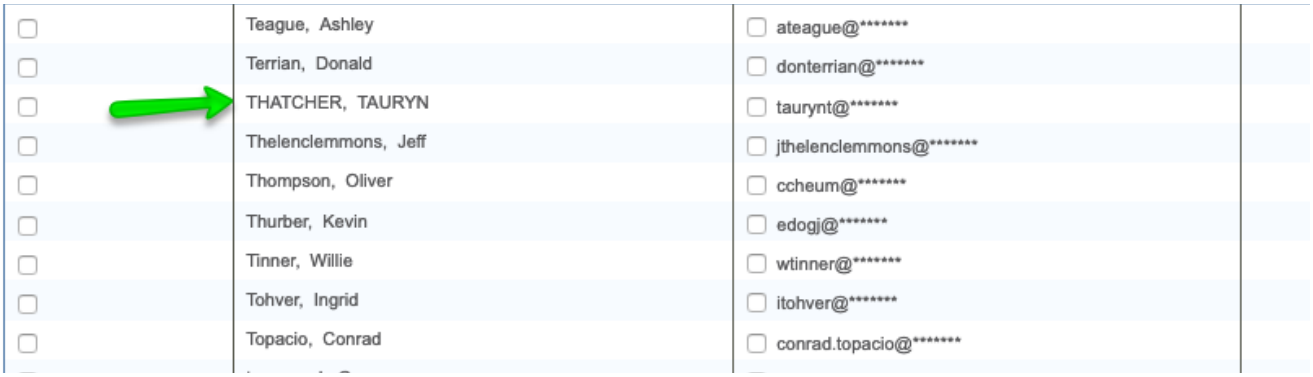
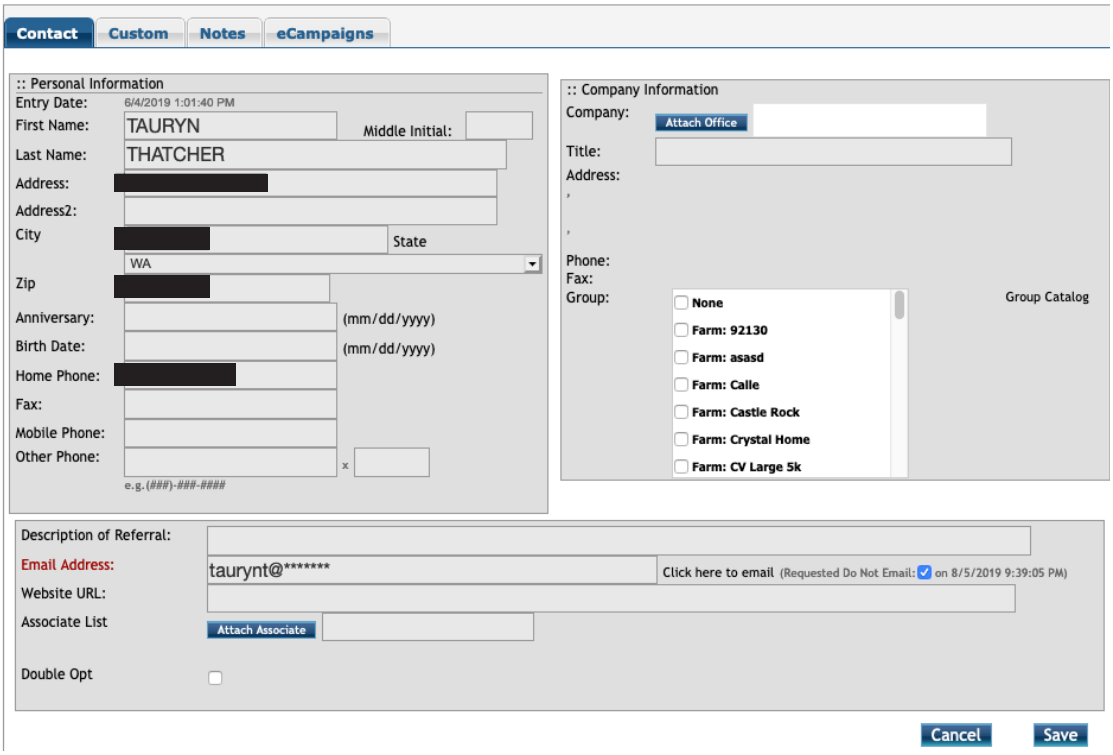
MARKETING – EMAIL CAMPAIGNS

Every email address is associated with a specific address in your farm.



Add birth date and other personal information.



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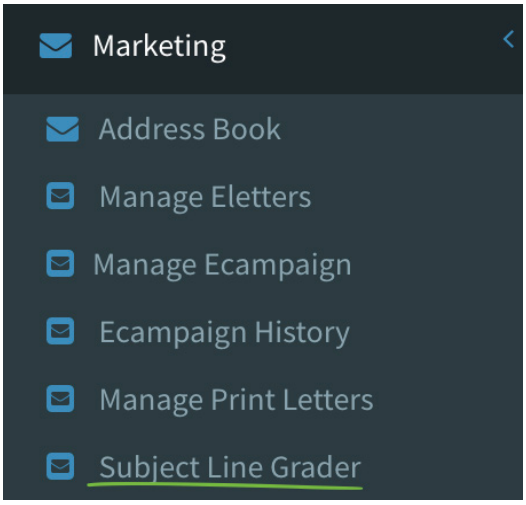
Subject Line Grader

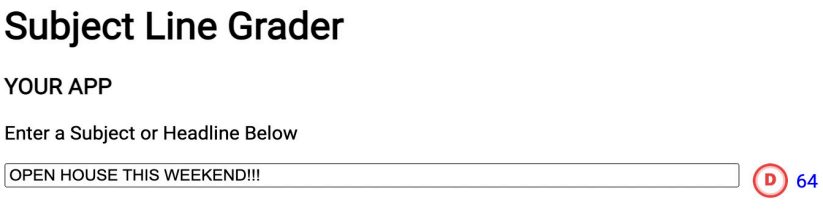
This tool allows you to input a subject line for your eletters, and it provides a "grade" that will score your overall subject line quality and rate its ability to result in open and click-through rates.

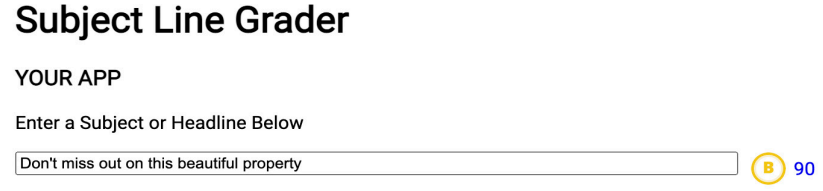


Click on the Subject Line Grader section to input your subject line. Below are a few things to avoid when creating a subject line:

-Long subject lines
-Using the same subject line several times (or sending the same eletter over and over)
-Certain spam trigger words like:
    100% satisfied, 50% off, Affordable, Amazing, Avoid, Lose, Best price, Collect, Cost/ No cost, Compare, Credit, Discount, Easy Terms, For You/ Your Family, Friend, Get, Guarantee, Herbal, Hidden, Limited Time Offer, Offer, One time/ One-time, Only, Open, Price, Remove/ Removes, Save $, Stop, Win/ Winner
-All caps
-Excessive Emoticons
-Typos

Examples of "good" and "bad" subject lines.





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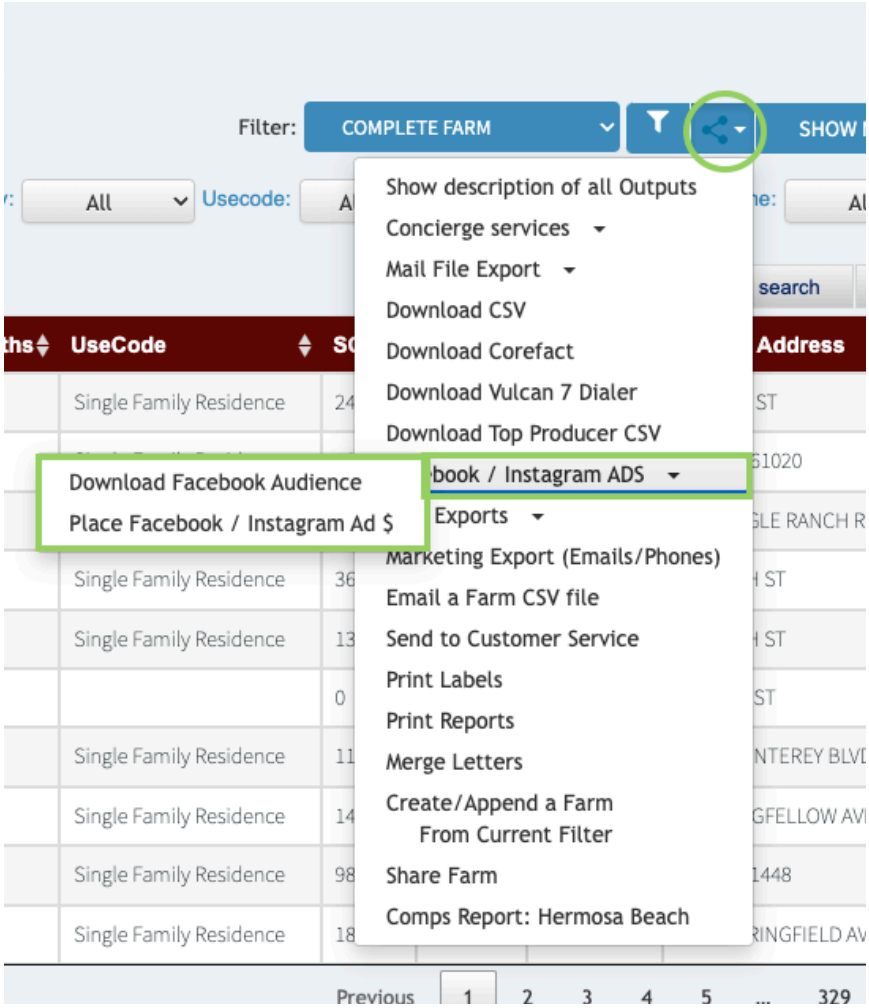
MARKETING

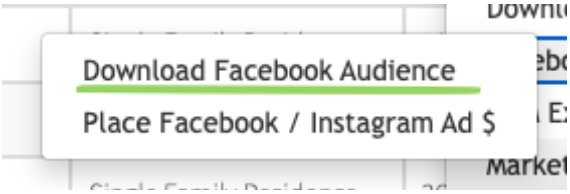
Facebook/Instagram Ads

MARKETING – FACEBOOK/INSTAGRAM ADS

The Facebook/Instagram Ads feature can be found in the share menu for your farms. There are 2 options to this feature, both of which can be applied to the complete farm or a filtered list (example: Hot Movers).



The Download Facebook Audience option allows you to export a csv file with your farm data that is compatible with Facebook Business accounts. If you have your Facebook Business account setup to run custom ads, you can import this csv file without having to modify the layout.



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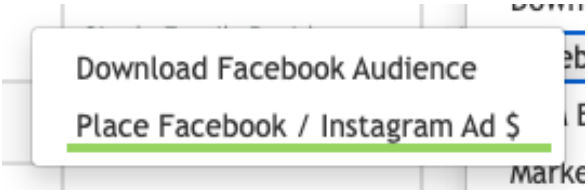
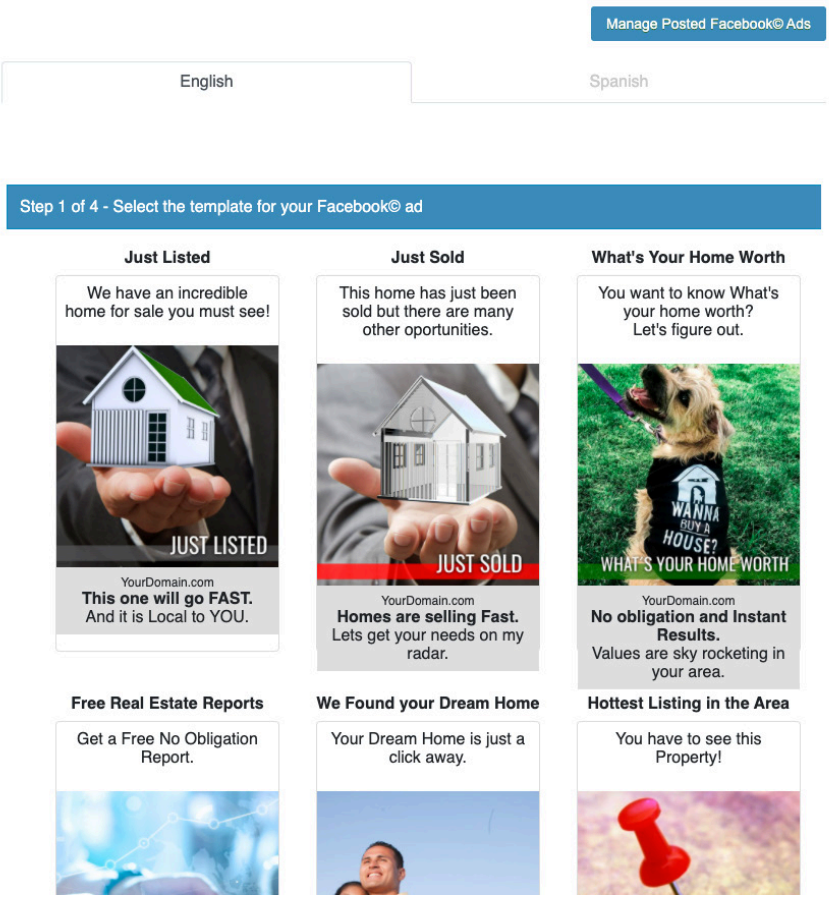
MARKETING – FACEBOOK/INSTAGRAM ADS

The Place Facebook / Instagram Ad option allows you to post an ad directly from your account without having a separate Facebook Business account.



To place an ad, choose the Place Facebook / Instagram ad option, then choose the ad template:



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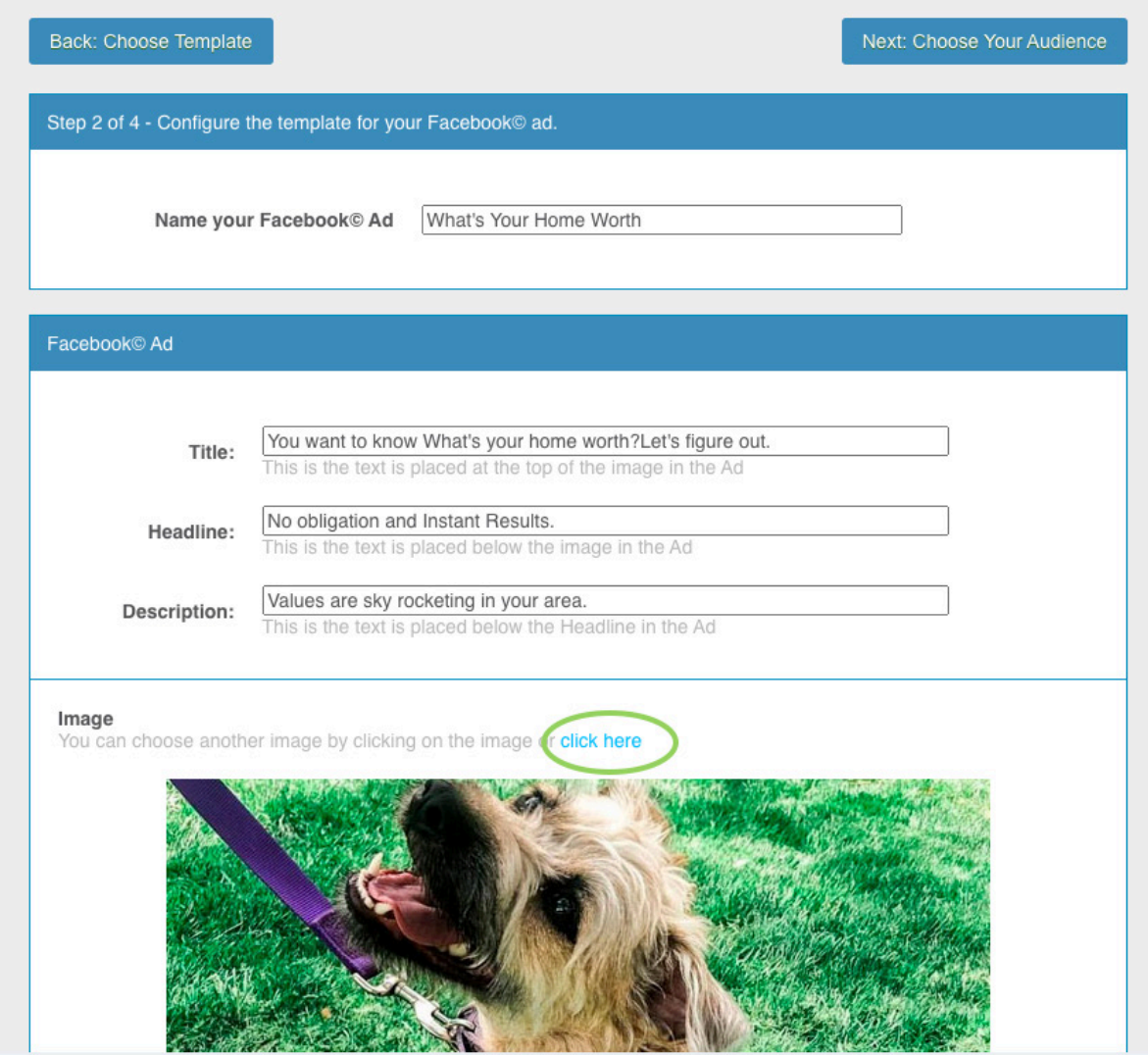
MARKETING – FACEBOOK/INSTAGRAM ADS

In this screen, you can modify the template by changing the ad name, title, headline and description. You also have the ability to upload your own image, by clicking on the “click here” link



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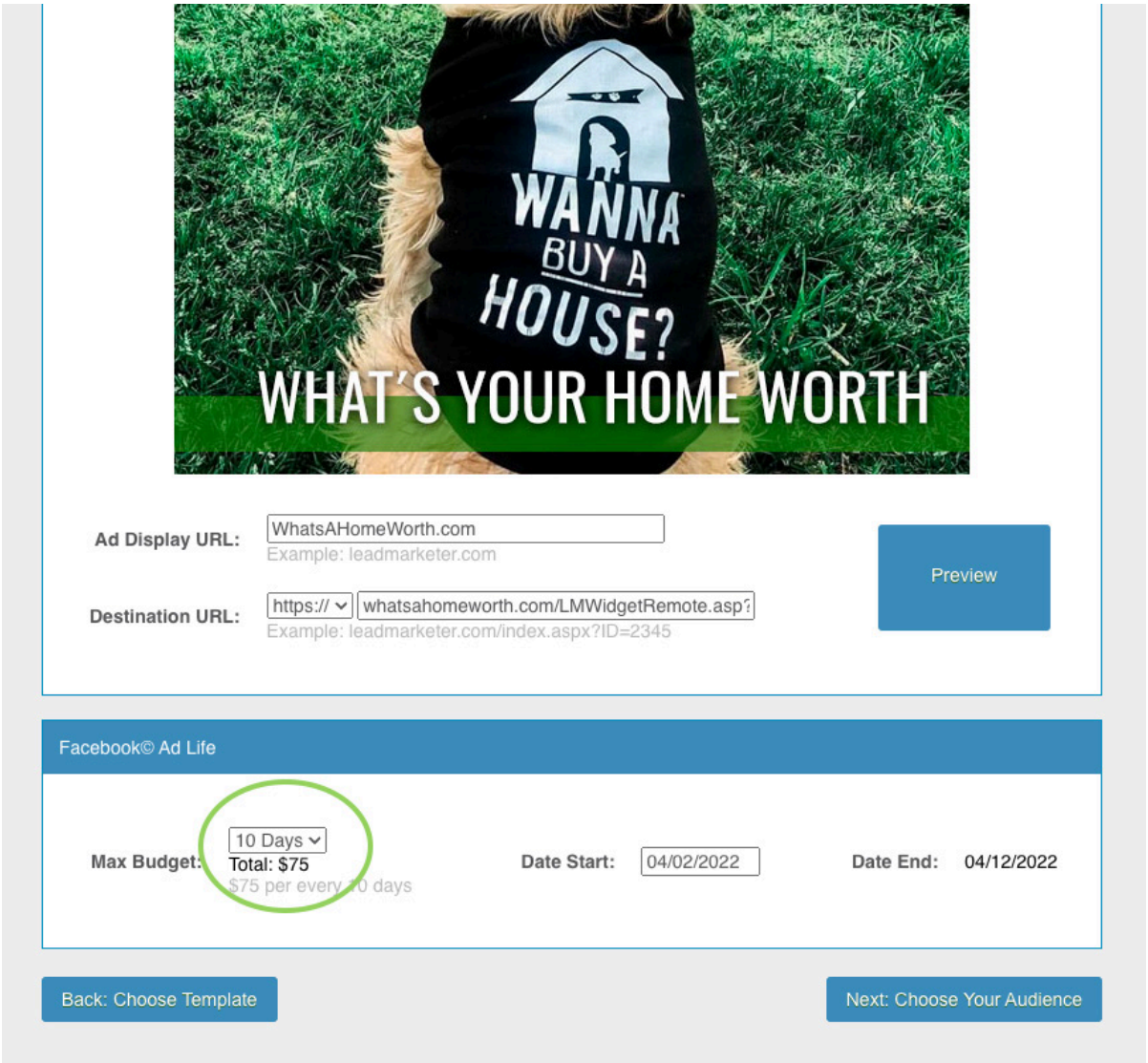
Below the image, you will see the URL fields. The Ad Display URL will be the text shown in the ad. The Destination URL will be the site they are taken to once someone clicks on the ad.

The next step is to choose your budget. Depending on your budget, you can chooose how many days you want your ad to run, you can choose from 5 to 60 days.

On the Date Start field, you can choose when you want the ad to start running.



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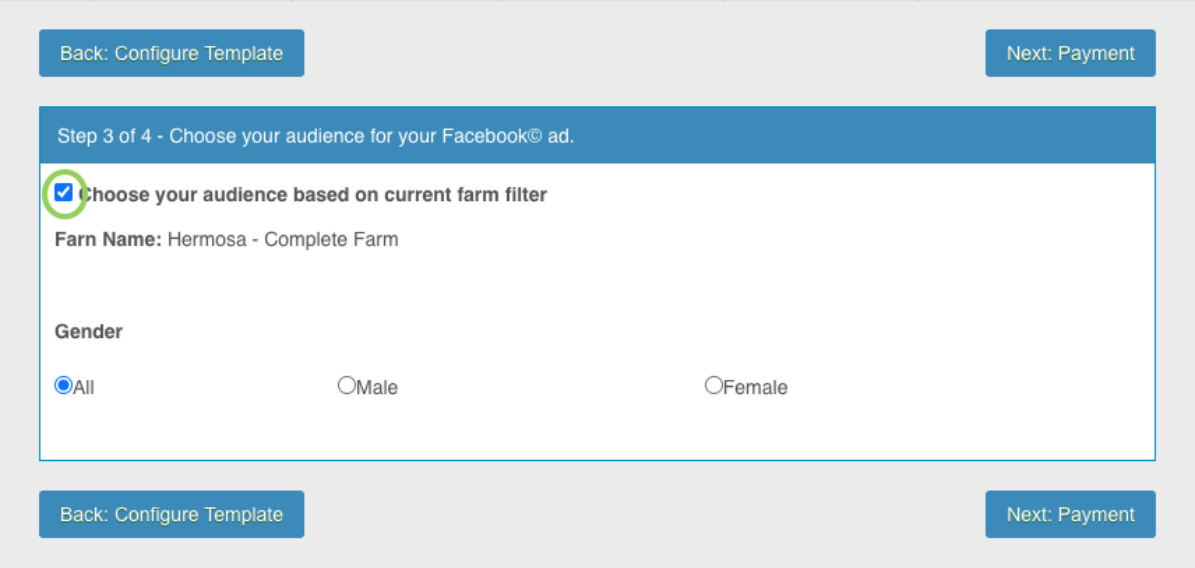
On the next screen, you can choose your audience. If the "chooser your audience based on current farm filter" box is checked, the ad will run for the farm filter you initially chose. If this is your preference, you can click the Next:Payment button to continue.



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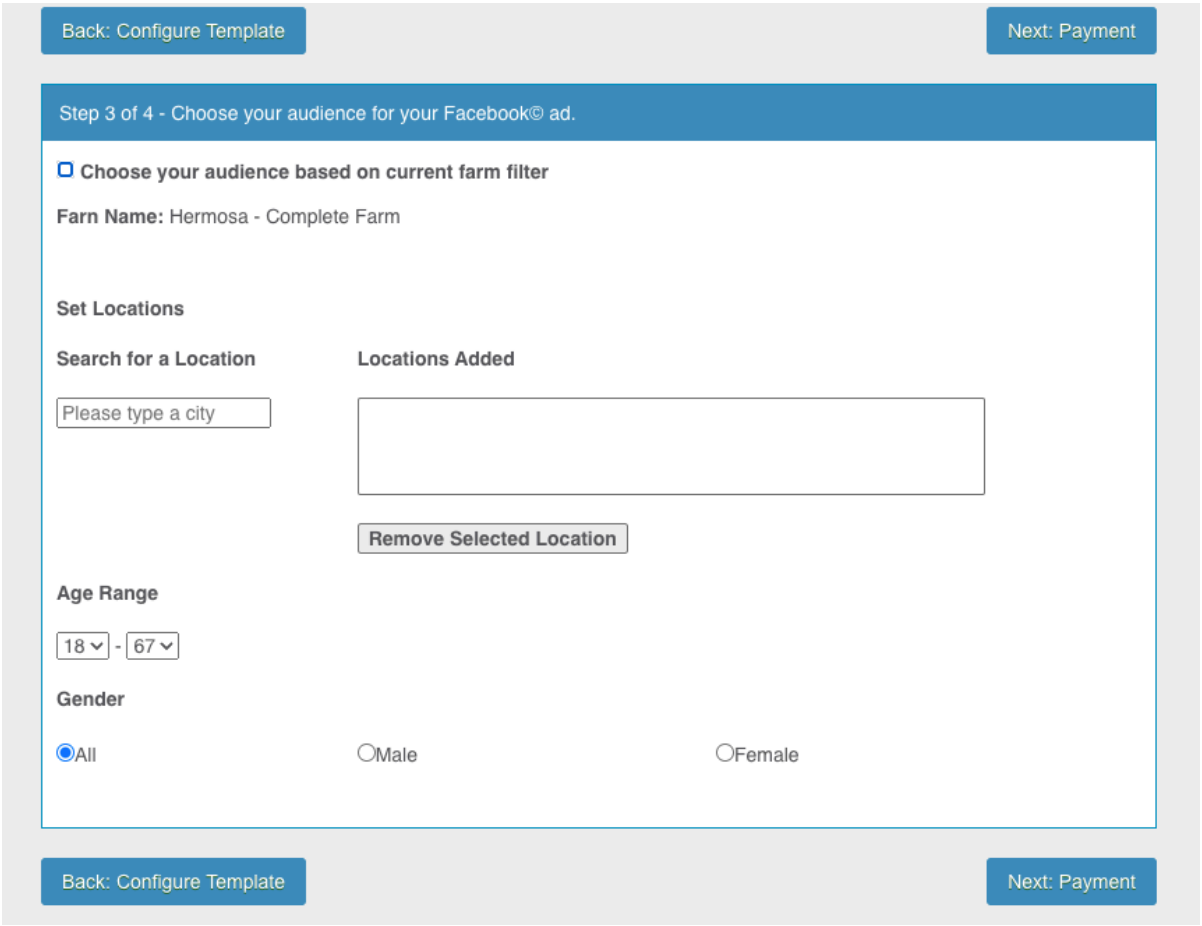
If you prefer to add a city or list of cities for your ad, uncheck the box, and a “Set Locations” option will expand. You can type in a city or list of cities in this section.
You are also able to choose the age range and gender.

Next, click on the Next:Payment button



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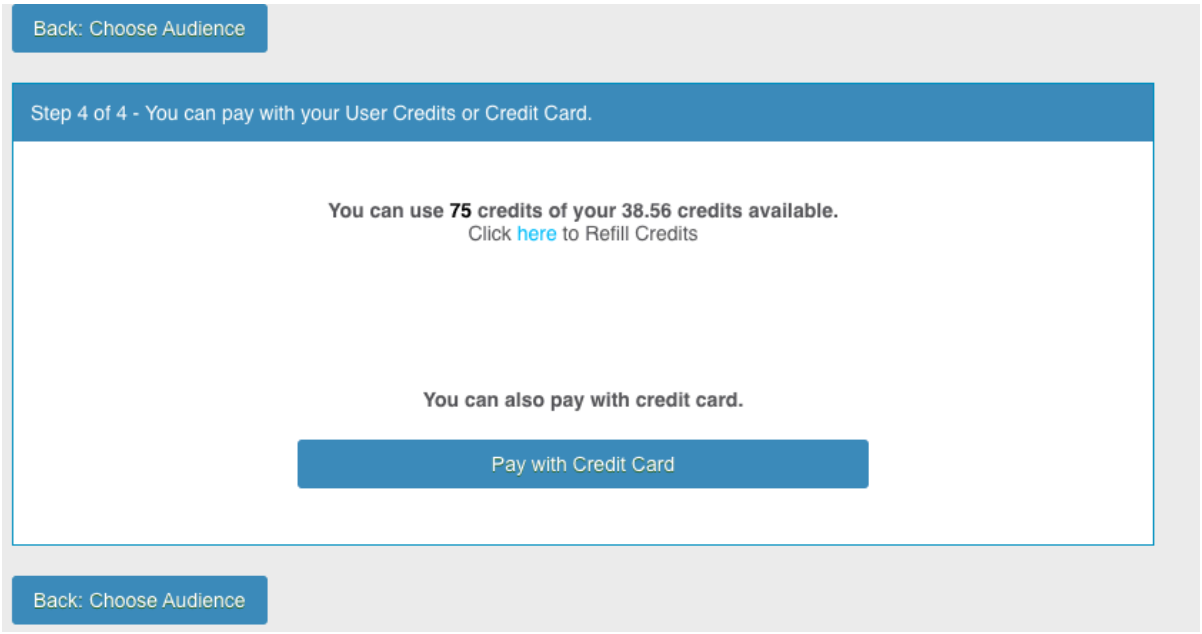
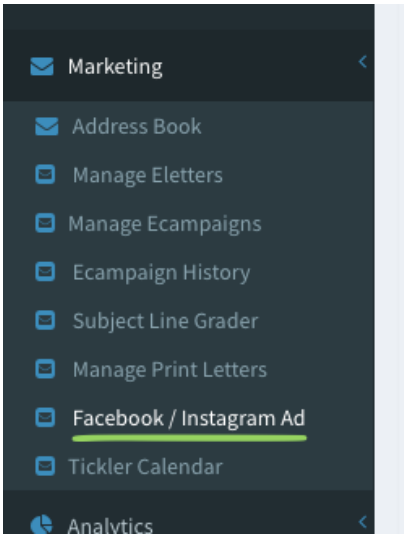
MARKETING – FACEBOOK/INSTAGRAM ADS

The last step is to proceed with the payment. Facebook/Instagram Ads can be paid for with a credit card or with credits. If you wish to pay with credits, you can click on the provided link to refill the credits in your account.



Once your ad has been placed, go to the Marketing menu and choose the Facebook/Instagram Ad option



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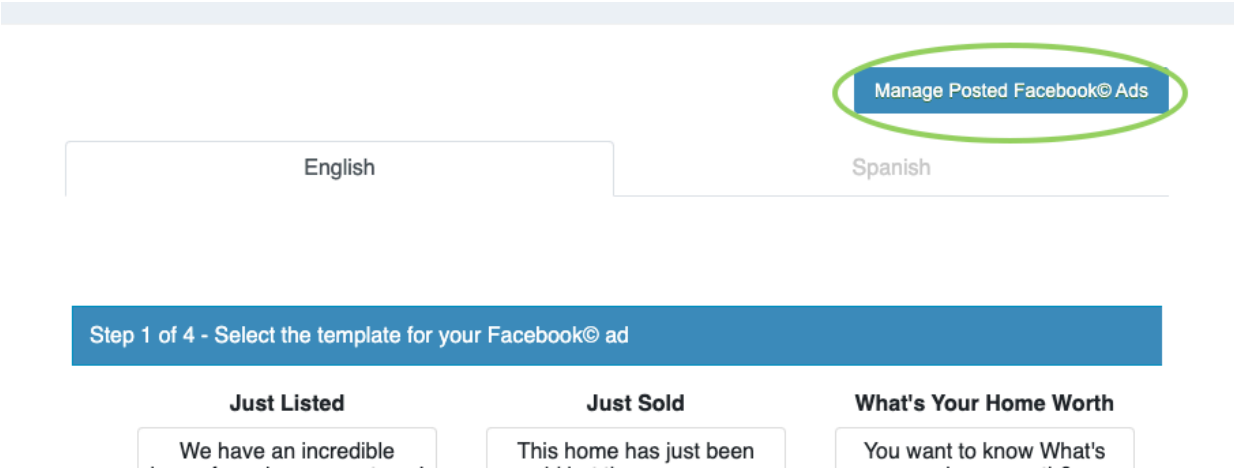
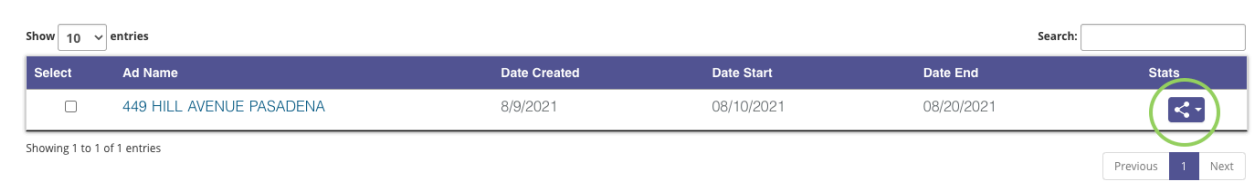
Click on the Manage Posted Facebook Ads button



On this screen you will the list of posted ads in your account. Click on the Stats button to view all the stats for your ads.



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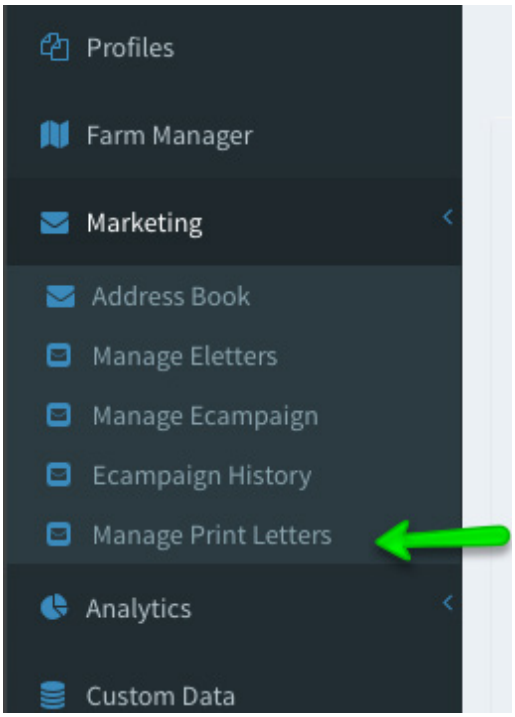
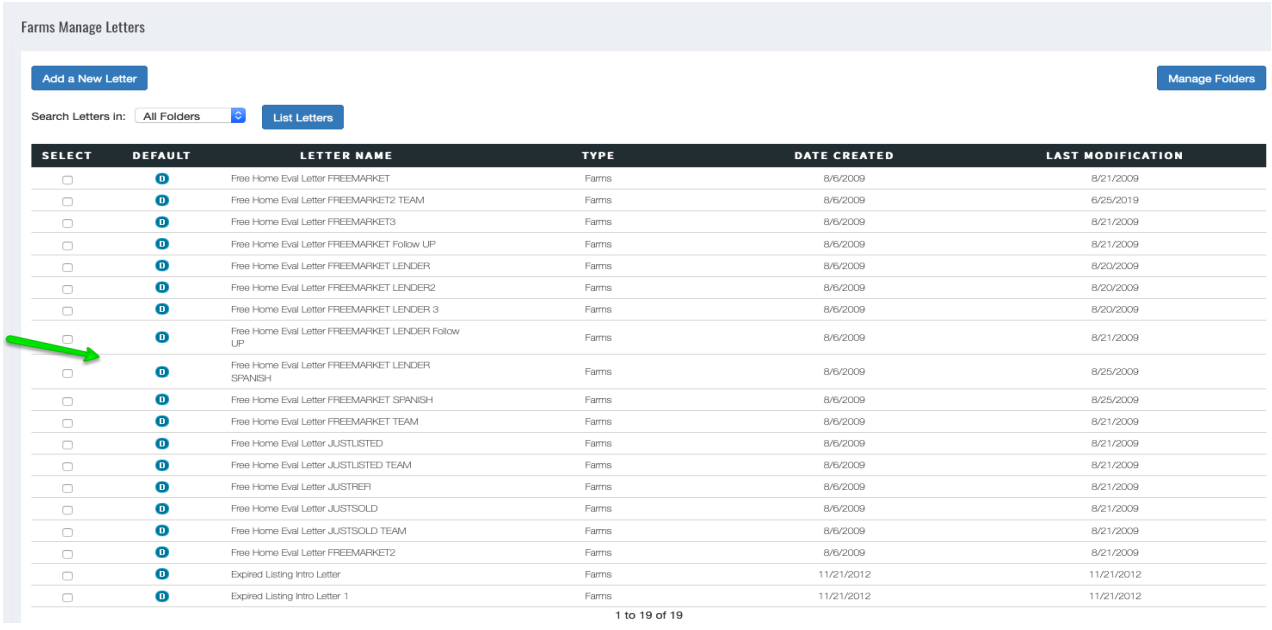
MARKETING

Mail Merge & Tagging

Click on the Marketing tab, then click on Print Letters



To add picture, logo and tagging to mail merge letters, pick any letter.



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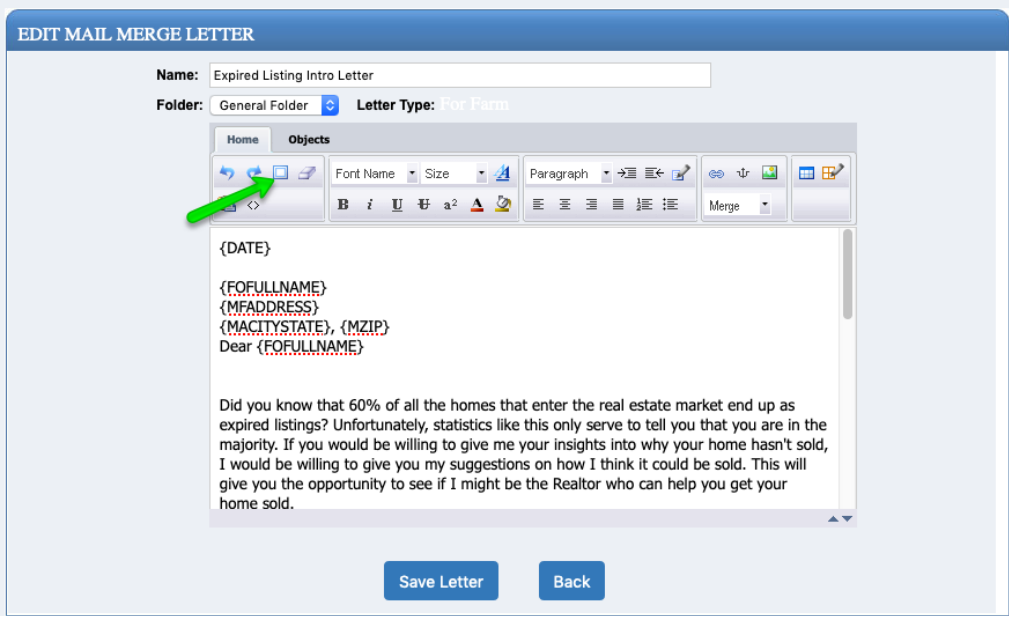
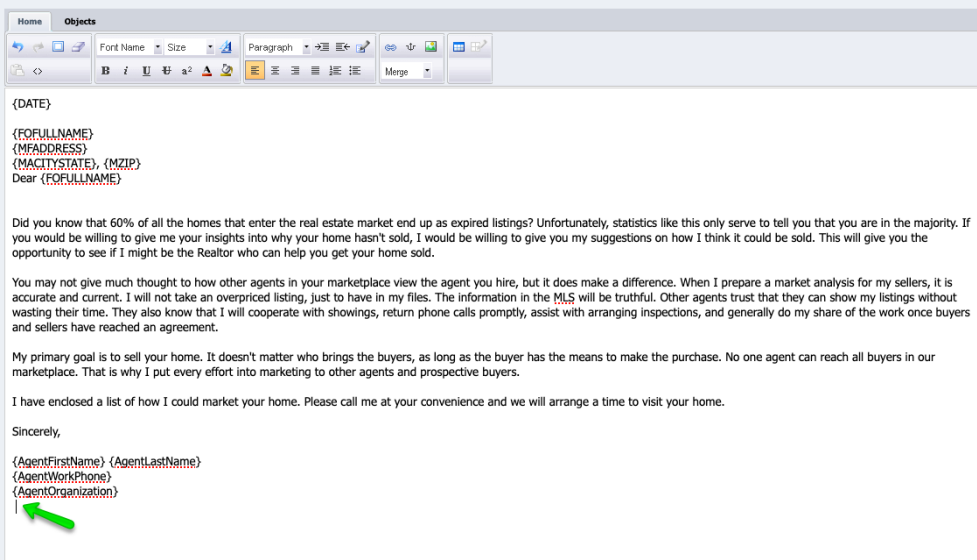
Once the letter is open, click on the square to open the full screen.



Once the letter is open, move your mouse to the location where you want the picture and logo to be inserted.



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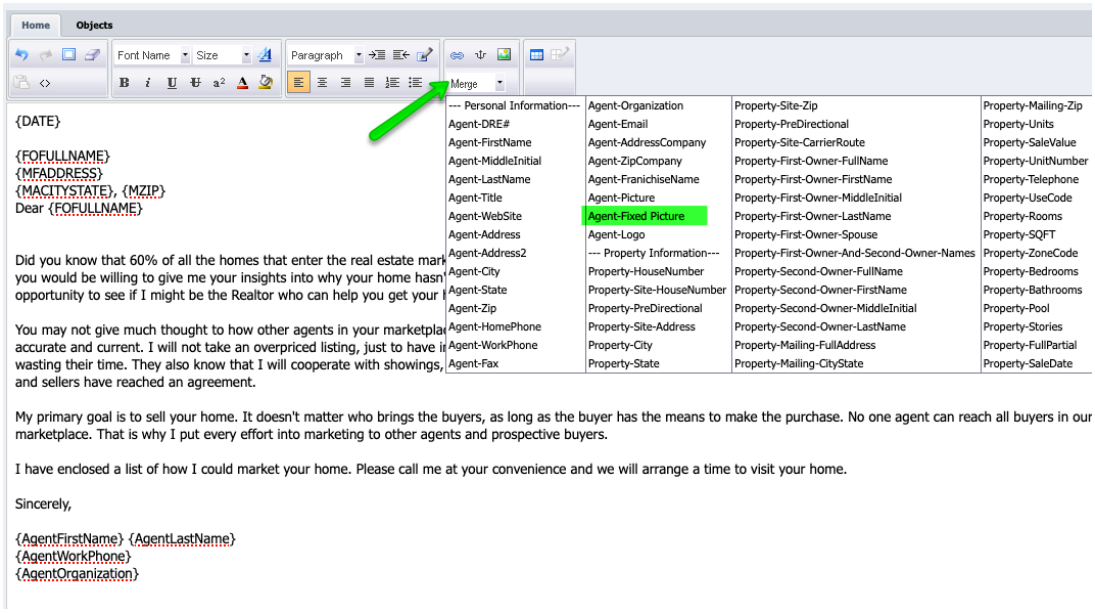
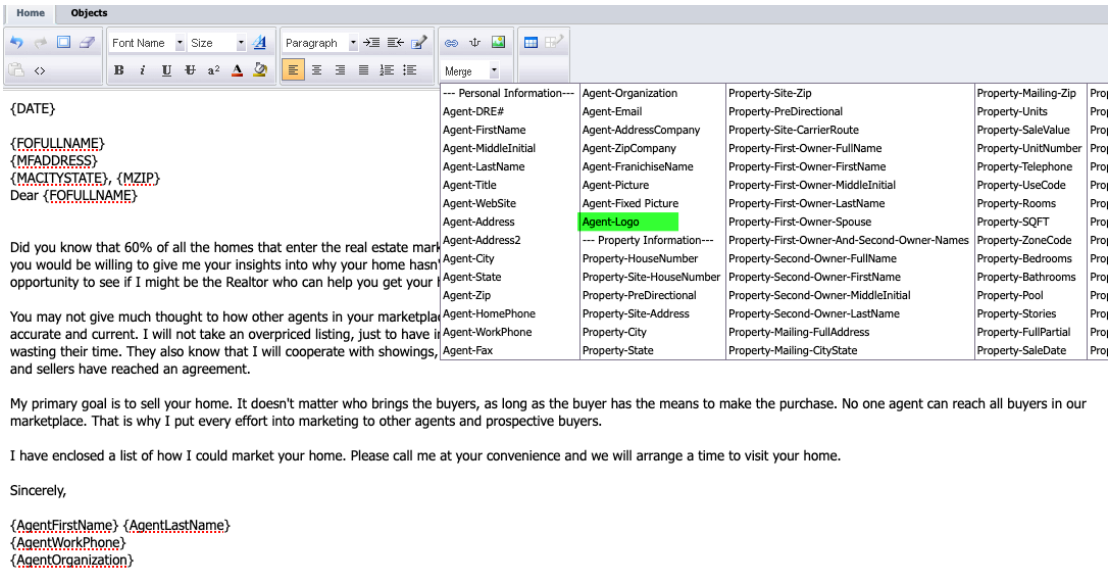
To insert your picture into the letter, click on the drop arrow next to Merge, then click on Agent-Fixed Picture.



To insert the logo, click on Agent-Logo.



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Merge Tags break down

There are 3 different types of tags available for the Merge letters, these include:

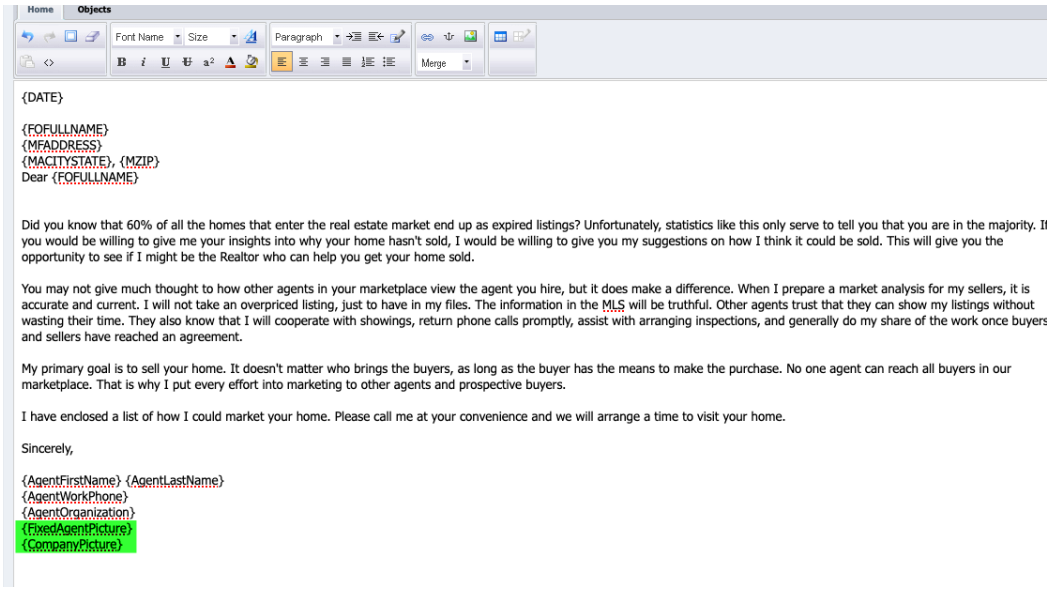
Personal Information tags (highlighted in green) are for the contact information in the account, these are used for the signature in each letter.

Property Information tags (highlighted in yellow) are for the farm record information. If the information is available in the farm, it will be merged if these tags are added in a letter.

Foreclosure Information tags (highlited in orange) are for forclosure information on a farm record. If the information is available in the farm, it will be merged if these tags are added in a letter.

--- Personal Information---	Agent-Organization	Property-Site-Zip	Property-Mailing-Zip	Property-DocNumber	Property-Notes	Beneficiary Zip	NOS City
Agent-DRE#	Agent-Email	Property-PreDirectional	Property-Units	Property-Multiple	Loan Ammount	Load Date	NOD As Of
Agent-FirstName	Agent-AddressCompany	Property-Site-CarrierRoute	Property-SaleValue	Property-LandValue	Page Grid	Loan Doc Number	Market Value
Agent-MiddleInitial	Agent-ZipCompany	Property-First-Owner-FullName	Property-UnitNumber	Property-PerImprove	County Name	Loan Amount	REO Doc number
Agent-LastName	Agent-FranichiseName	Property-First-Owner-FirstName	Property-Telephone	Property-AssValue	Property-Custom1	Delq Amount	Unpaid Balance
Agent-Title	Agent-Picture	Property-First-Owner-MiddleInitial	Property-UseCode	Property-LotAcres	Property-Custom2	Trustee/Contact Name	--- Equity---
Agent-WebSite	Agent-Fixed Picture	Property-First-Owner-LastName	Property-Rooms	Property-LotSQFT	Property-Custom3	Trustee/Contact Address	Estimated Value
Agent-Address	Agent-Logo	Property-First-Owner-Spouse	Property-SQFT	Property-ParcelNumber	Property-CUSTOM4	Trustee/Contact City, State, Zip	Loan Amount Due
Agent-Address2	--- Property Information---	Property-First-Owner-And-Second-Owner-Names	Property-ZoneCode	Property-YearBuilt	Property-Custom5	Trustee/Contact Phone	LTV
Agent-City	Property-HouseNumber	Property-Second-Owner-FullName	Property-Bedrooms	Property-Lender	--- Foreclosure Information---	Trustee/Contact Attn	Equity
Agent-State	Property-Site-HouseNumber	Property-Second-Owner-FirstName	Property-Bathrooms	Property-FirstLoan	NOD Rec Date	NOD TS Number	
Agent-Zip	Property-PreDirectional	Property-Second-Owner-MiddleInitial	Property-Pool	Property-SecondLoan	NOD Doc Number	NOS Auction Date	
Agent-HomePhone	Property-Site-Address	Property-Second-Owner-LastName	Property-Stories	Property-InterestType	Beneficiary Name	NOS Min Bid	
Agent-WorkPhone	Property-City	Property-Mailing-FullAddress	Property-FullPartial	Property-LoanType	Beneficiary Address	NOS Time	
Agent-Fax	Property-State	Property-Mailing-CityState	Property-SaleDate	Property-PrivacyFlag	Beneficiary State	NOS Address	

Sample once picture and logo tagging is in place



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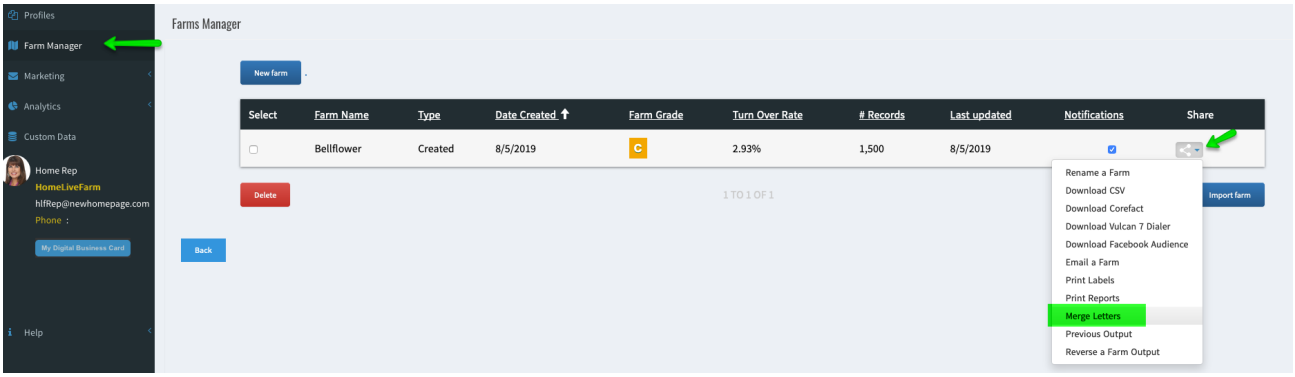
MARKETING – MAIL MERGE & TAGGING

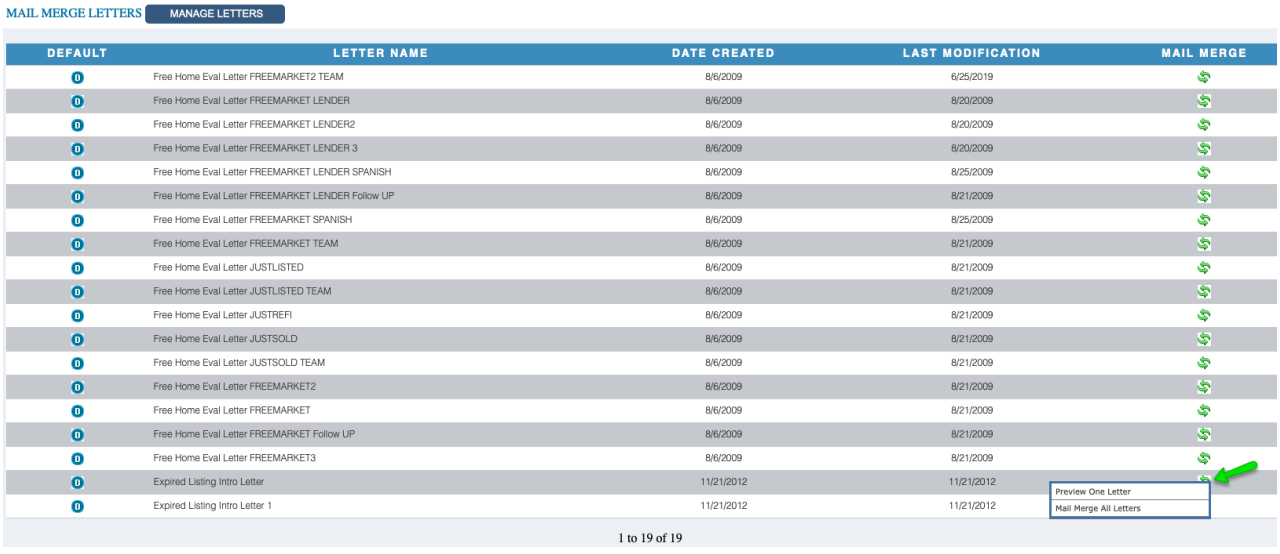
To see a sample of the letter with all the info merged, go to the Farm Manager tab, and click on the ***Share*** icon to the right of the farm. Next choose ***Merge Letters*** from the menu:



In the next screen, you will see the list of all the letters available. Click on the green arrow icon to the right of the letter you want to merge.

To preview, click on ***Preview one letter***

To proceed with the mail merge, click on ***Mail Merge all Letters***
Once you do a mail merge, your request will be processed. Once the letters have been merged, you will receive an email notification that will include the link to download the PDF file with all the letters.
Large Farms can take up to 2 hours



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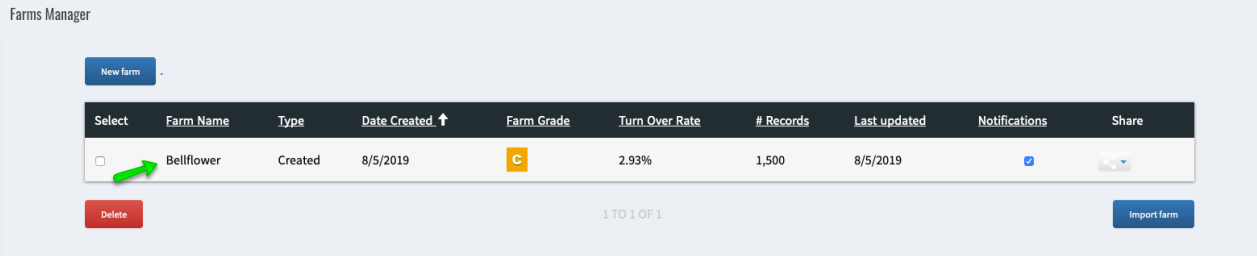
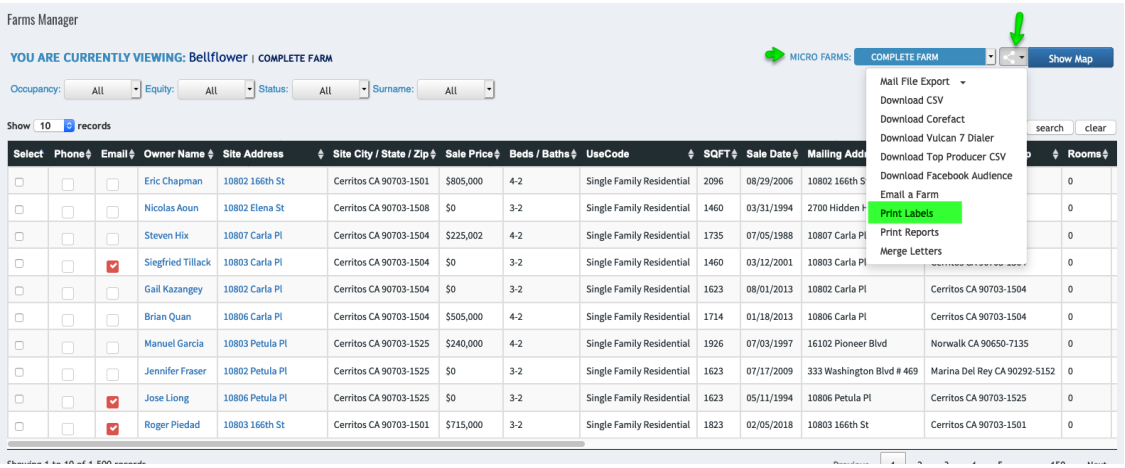
CREATING LABELS

CREATING LABELS

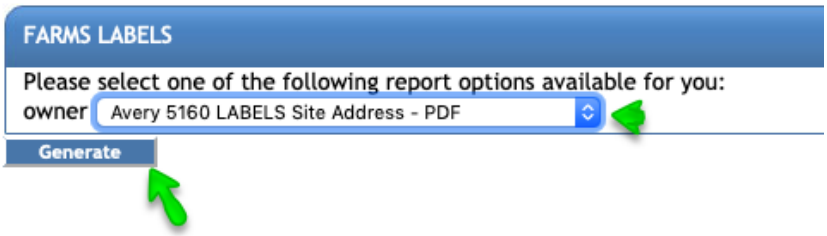
In the Farms Manager section, click on a farm name



Once in the farm, choose which micro farm you want the labels for, then click on the Share icon (three dot icon) next to the micro farm dropdown. Choose ***Print Labels***



Pick the label format, then click ***Generate***



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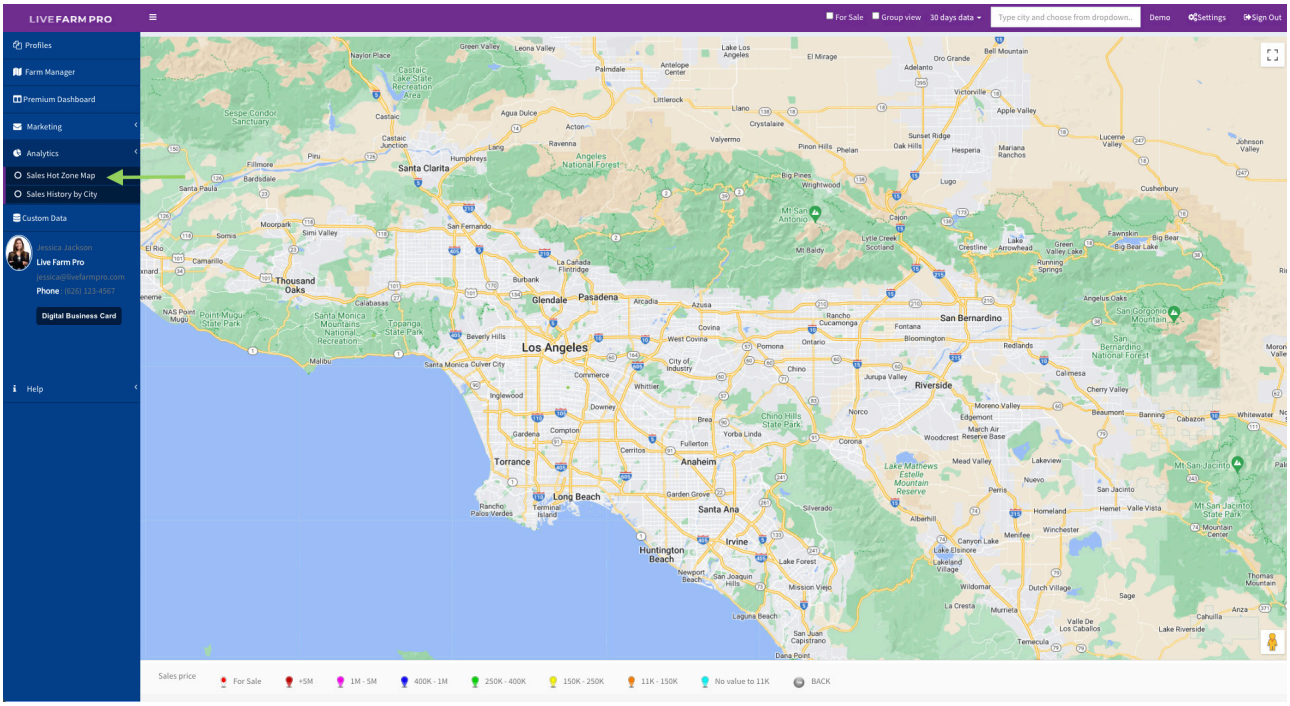
SALES HOT ZONE MAP

LIVE FARM PRO

SALES HOT ZONE MAP

The Sales Hot Zone Map allows you to see recently sold properties by neighborhood, city, county, or state. See local market trends for sold and sales prices and find out where the most popular areas for home buyers are.



Each property is signaled by a color coded pin, indicating its price range:

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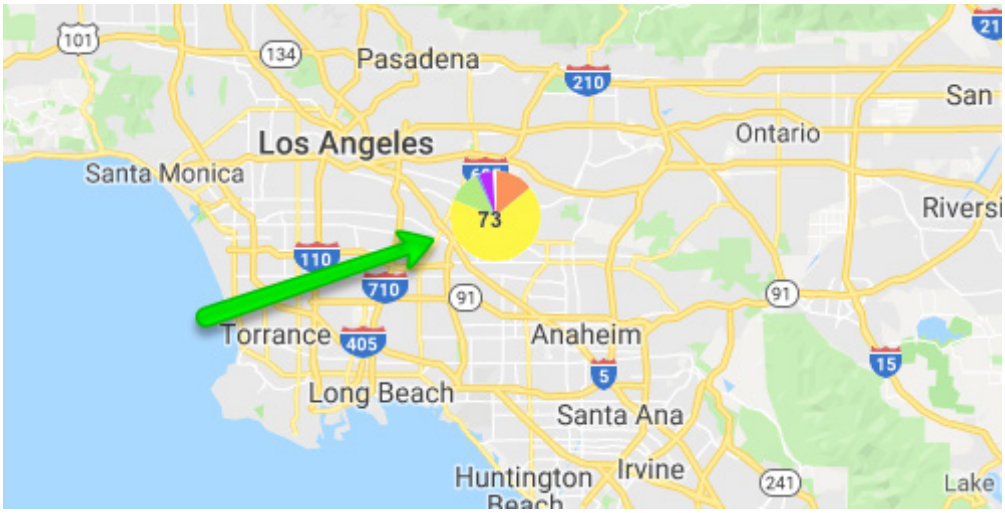
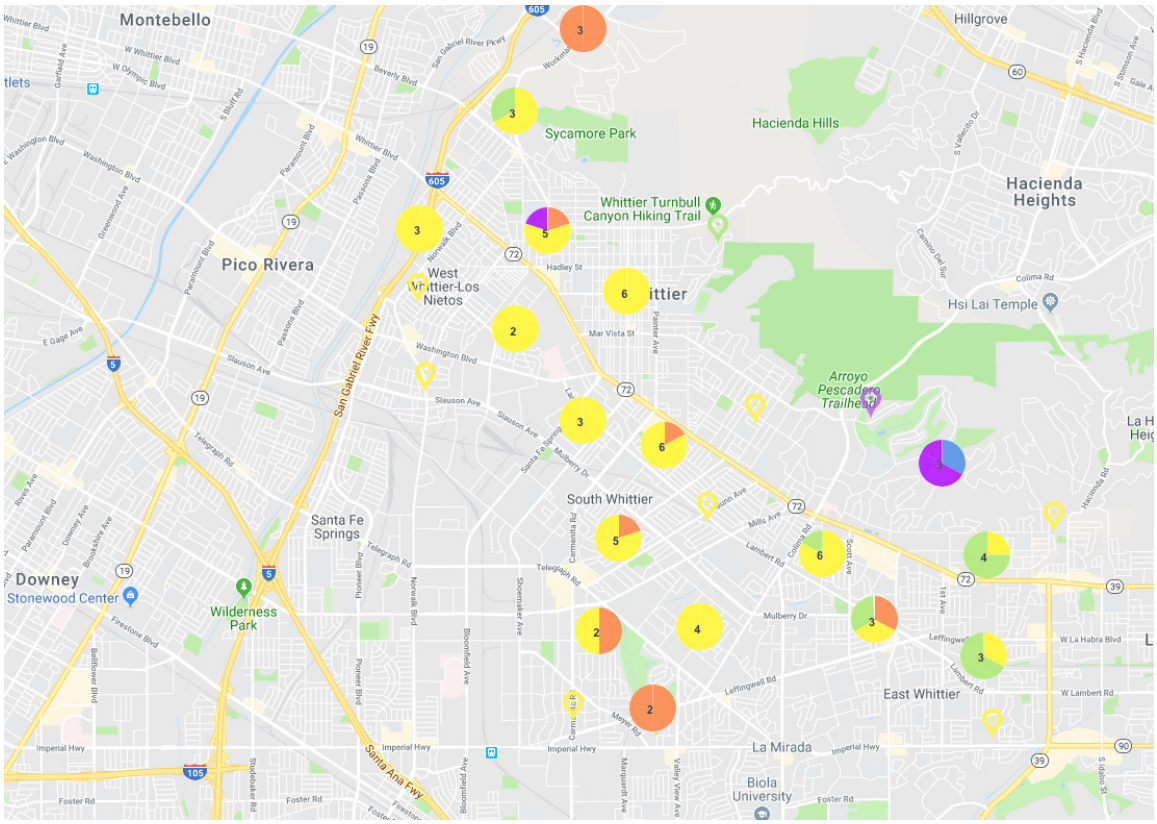
SALES HOT ZONE MAP

Click on the graph to narrow in on your search.



Data breaks down into units sold and what price range.



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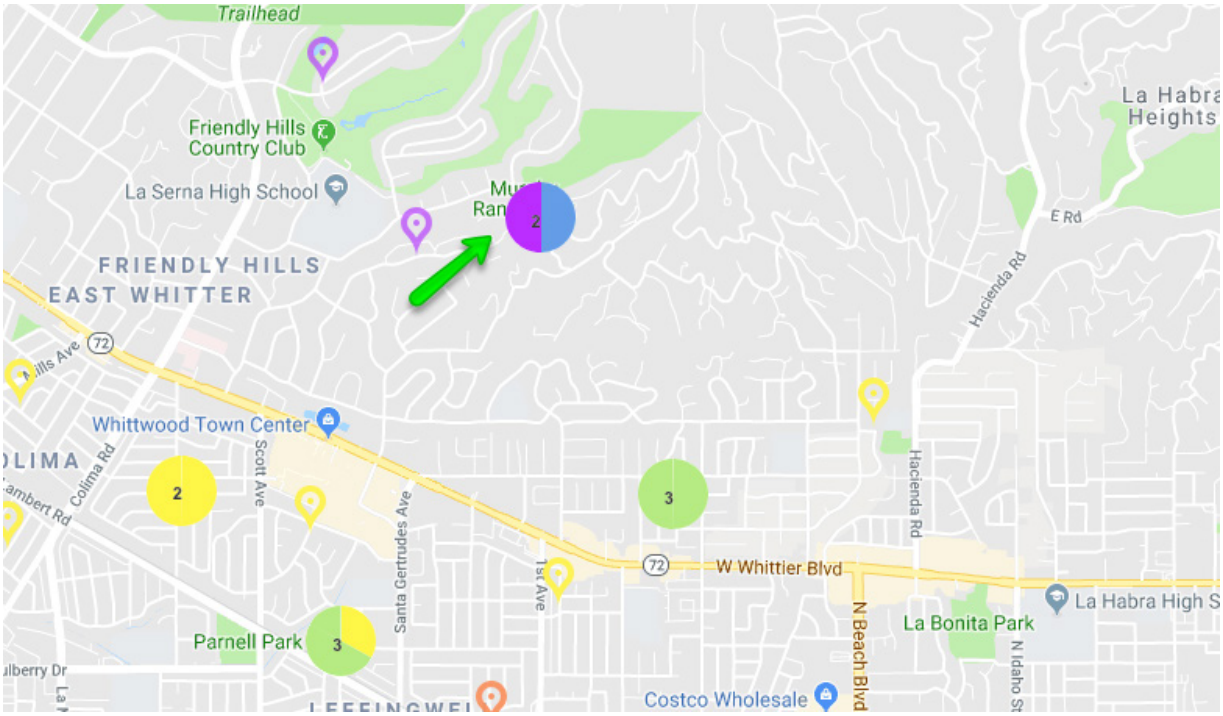
SALES HOT ZONE MAP

Continue clicking on the graph to further the data search.



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