



**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.

A screenshot of the profile settings form. It contains several input fields: 'First Name*' (Joe), 'Last Name*' (Andrews), 'Username' (HLFUser@newhomepage.com), 'Agent License #', 'Password' (with a reset link), 'Street Address*' (123 Main St.), 'Address (Cont.)*', 'City' (Las Vegas), and 'State/Province*' (NV). On the right side, there are four buttons: 'Edit Your Logo And Picture' (blue), 'Upgrade' (blue), 'Submit' (blue), and 'Cancel Services' (red).

Click On Select

Logo - Upload Photos

Step One: Select your files to upload

Step Two : Click Upload

Step Three : Be Patient.... It can take some time to upload the pictures

Picture: **garcia.png**

Overall Progress:

A screenshot of the file upload progress bar and buttons. It shows a long, empty progress bar. Below it are three buttons: 'Select', 'Clear', and 'Upload Picture'. A green arrow points to the 'Select' button.

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PROFILE SETTINGS

Click on Upload Picture.

Logo - Upload Photos

Step One: Select your files to upload

Step Two : Click Upload

Step Three : Be Patient.... It can take some time to upload the pictures

Picture: **garcia.png**

Overall Progress:

Select

Clear

Upload Picture



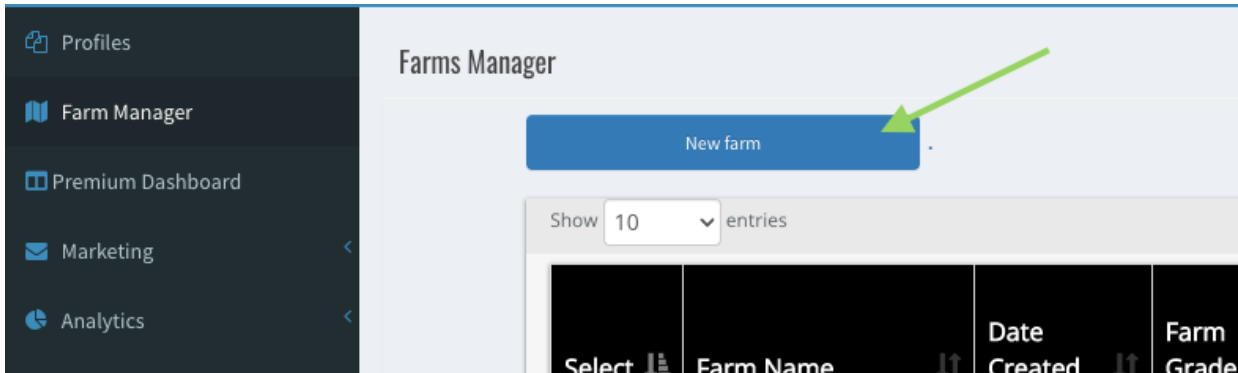
CREATING A FARM

Subdivisions and Polygon Farms

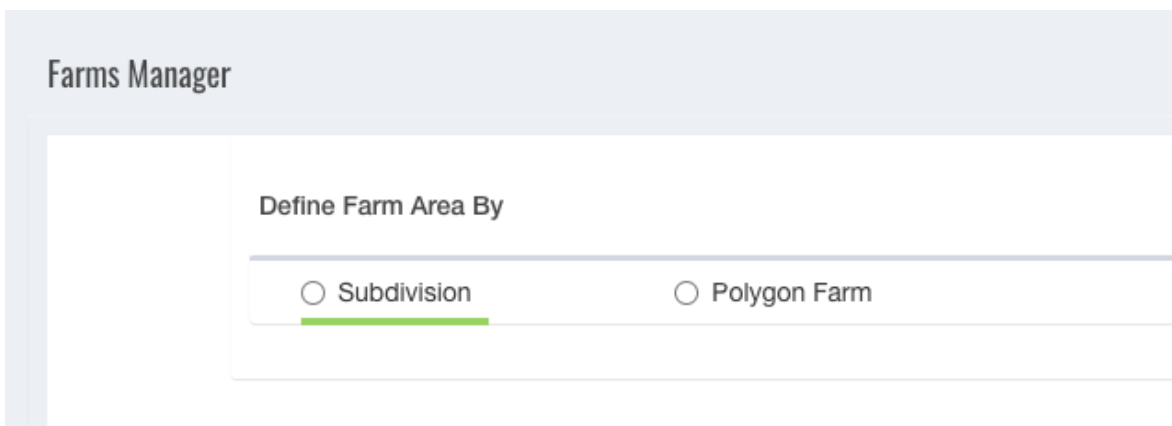
LIVE FARM PRO

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.

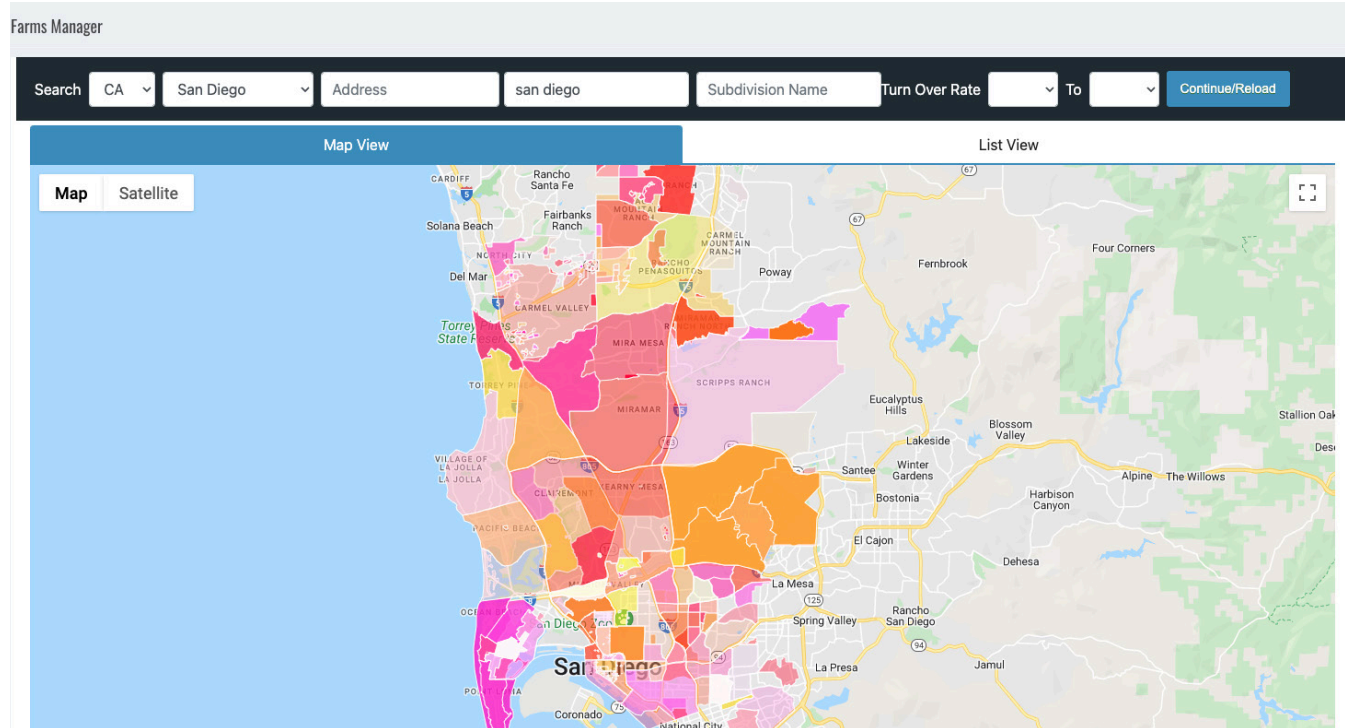


LIVE FARM PRO

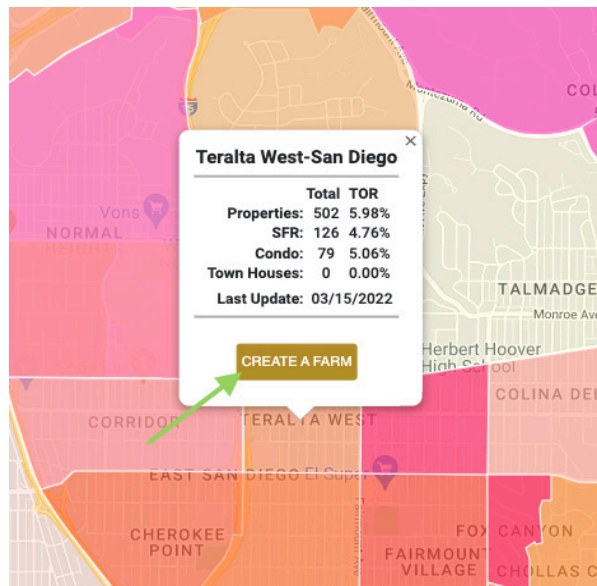
CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

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



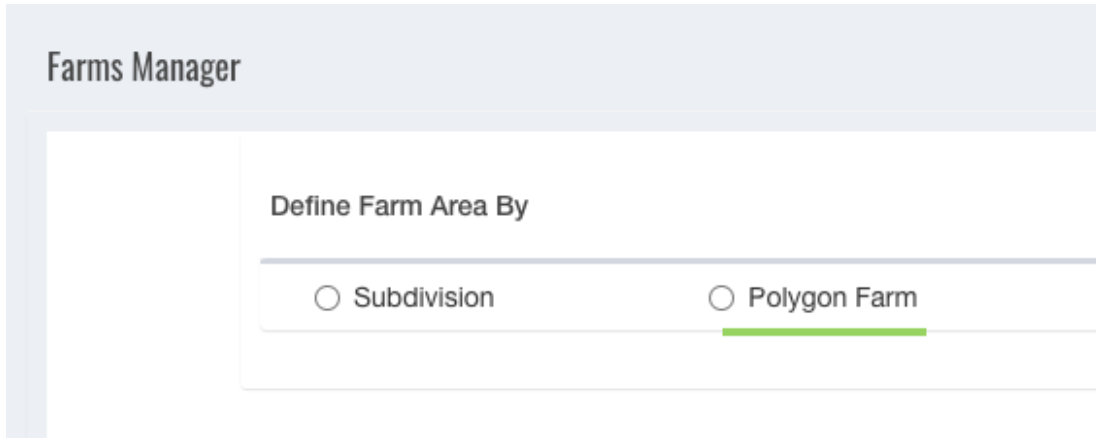
You can click on the subdivisions to show the name and quick stats. Click on the Create a farm button to create the farm. This will send the farm to the farm manager section.



LIVE FARM PRO

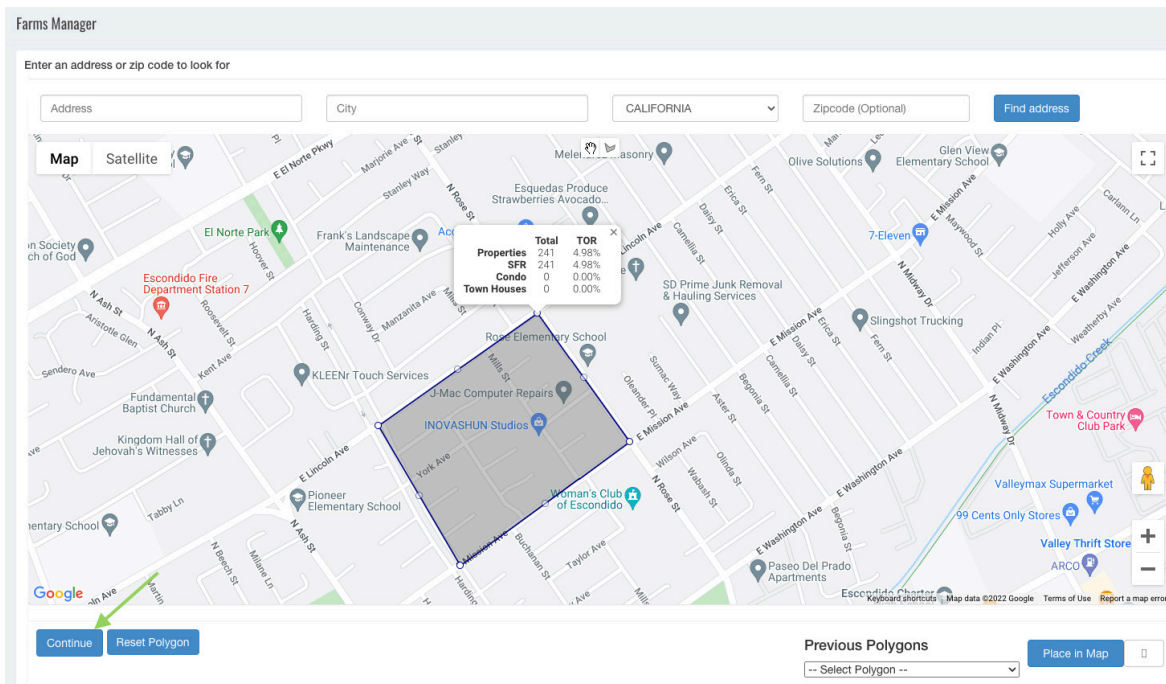
CREATING A FARM - SUBDIVISIONS & POLYGON FARMS

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 initial point. Once closed, the polygon will turn gray and the quick stats for the area will populate.

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



LIVE FARM PRO

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

Farms Manager

All properties

All residential properties

Single family Residence Condominium 2-4 Units (MFD) Vacant Land

All commercial properties

Commercial (general) Commercial office Recreational/Entertainment Industrial

Heavy/Industrial Transportation & communication Agricultural/Rural Vacant Land

Institutional Government public use Historical Apartments

Specific Use:
Select Value

Search parameters

of bathrooms [] [] Recording date mm/dd/yyyy [] mm/dd/yyyy []

of bedrooms [] [] Market value [] []

Living area [] [] Sale type Select Value

Owner occupied Select Value Tax exemption Select Value

Get Count

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.

Records found:
241

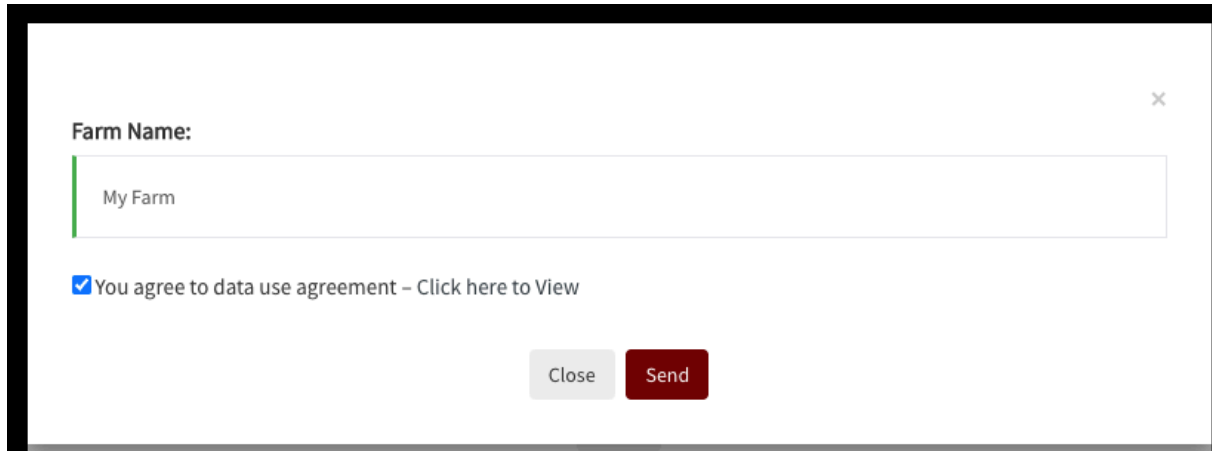
Get records from [1] To [241] Send to Farm Manager

Close

LIVE FARM PRO

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.



The screenshot shows a web form titled "Farm Name:" with a close button (x) in the top right corner. Below the title is a text input field containing the text "My Farm". Underneath the input field is a checked checkbox followed by the text "You agree to data use agreement - Click here to View". At the bottom of the form are two buttons: a grey "Close" button and a red "Send" button.

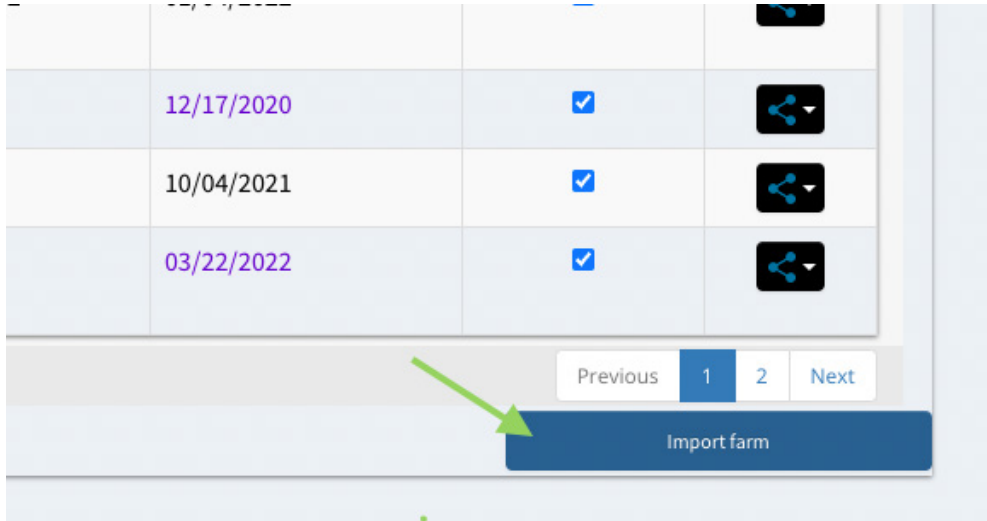
CREATING A FARM

Farm Import

LIVE FARM PRO

CREATING A FARM - FARM IMPORT

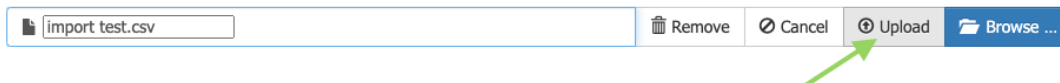
Farm files can be imported into the system by going to the Farm Manager section, and clicking on the Import button on the bottom right



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

Site address house number

Our Header

Site house number

[Back](#)

Choose the delimiter that separates your Fields: **import test.csv**

Tab Semicolon Comma Space Text Qualifier:

First row contains Field Names Templates:

THE BELOW IS REFERRING TO “OUR HEADERS” DROP DOWN LIST
“Required for Mail merge and Labels OR Reverse a farm - Site address fields and owner name fields”
“Required for all functionality – ALL our Header fields must be mapped”
For more information on Importing and using Reverse a farm check this video – [Click Here](#)

Site Address and First Owner Name are required fields

Your Header	Our Header	Your Sample Record 1	Your Sample Record 2
Site Address House Number	Site House Number	525	523
Site Address Street Prefix	Site Pre Directional		
Site Address Street Name	Site Street Name	Helen Dr	Helen Dr
Site Address Unit Number	Site Unit Number		
Site Address City	Ignore	Millbrae	Millbrae
Site Address State	Assessed Value	Ca	Ca
Site Address Zip+4	Bathrooms	94030-1619	94030-1619
Owner Name	Bedrooms		
Owner1 First Name	Bedrooms		
Owner1 Middle Name	Carrier Route		
Owner1 Last Name	Census Tract		
Owner1 Spouse First Name	Document Number		
Owner2 First Name	First Name		
Owner2 Middle Name	First Owner Spouse		
Owner2 Last Name	Full Name		
	Full or Partial		
	Garage		
	Land Value		
	Latitude		
	Last Name		

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

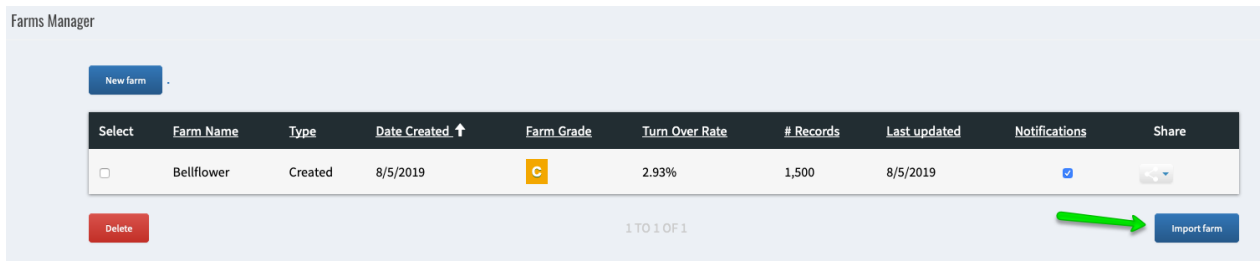
CREATING A FARM

Farm Reverse

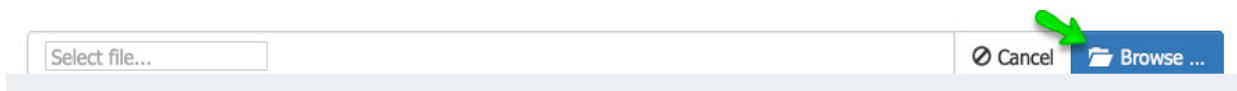
LIVE FARM PRO

CREATING A FARM - FARM REVERSE

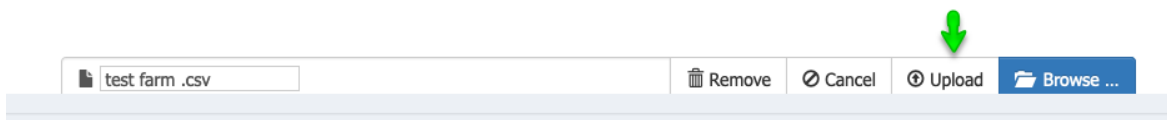
For a farm reverse, you must first import your farm in a .csv format (comma delimited file). Click on the import button on the bottom right:



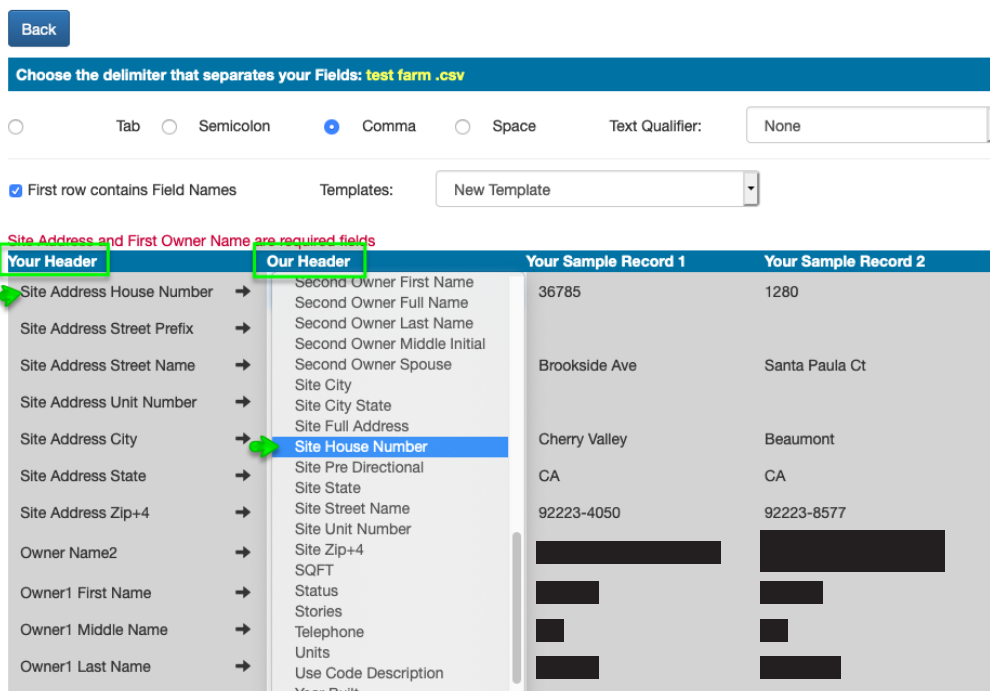
In the next screen, click the Browse button and find the file on your computer:



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.

Lot Area SQFT	→	Ignore	370260	7840
Parcel Number	→	Ignore	400-010-010	400-140-001
Year Built	→	Ignore	1984	2005

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

Lot Area SQFT	→	Lot SQFT	370260	7840
Parcel Number	→	Ignore	400-010-010	400-140-001
Year Built	→	Year Built	1984	2005
Cost Per Sq Ft	→	Ignore	0	0
Prior Sale Date	→	Ignore		
Prior Sales Price	→	Ignore		
Prior Sales Price Code	→	Ignore		

Save Template

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.

Reverse a Farm

You did not Map an APN. Would you like to Reverse this farm, and add all the property Characteristics? **It is a \$5 charge + .01 per record**

Promo Code:

FARM BREAKDOWN

LIVE FARM PRO

FARM BREAKDOWN

Click on your farm.

Farms Manager

New farm

Select	Farm Name	Type	Date Created ↑	Farm Grade	Turn Over Rate	# Records	Last updated	Notifications	Share
<input type="checkbox"/>	Norwalk	Created	8/2/2019	B	4.35%	598	8/2/2019	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	Downey	Created	8/2/2019	B	3.71%	350	8/2/2019	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Whittier	Created	8/2/2019	A	5.49%	182	8/2/2019	<input checked="" type="checkbox"/>	

Delete 1 TO 3 OF 3 Import farm

Back

Farm breaks down into filters

STATS

- ✓ COMPLETE FARM
- RECENT BUYERS
- OUT OF STATE
- ABSENTEE
- OCCUPIED
- NEWHOMEOWNERS
- LONG TERM OWNERS
- STAY YEARS
- RECENTLY UPDATED
- HOT MOVERS
- W/NOTES
- ANNIVERSARY
- MULTI PROPERTY OWNER
- MULTI PROPERTY SELLER
- FAVORITES

LIVE FARM PRO

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

STATS

- ✓ COMPLETE FARM
- RECENT BUYERS
- OUT OF STATE
- ABSENTEE
- OCCUPIED
- NEWHOMEOWNERS
- LONG TERM OWNERS
- STAY YEARS
- RECENTLY UPDATED
- HOT MOVERS
- W/NOTES
- ANNIVERSARY
- MULTI PROPERTY OWNER
- MULTI PROPERTY SELLER
- FAVORITES
- FLAGGED

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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

PREMIUM DATA \$

NOTICE OF DEFAULTS

NOTICE OF TRUSTEE SALES

PHONES

PREMIUM DATA \$\$

LICENSE EMAILS

PURCHASE EMAILS

MARRIAGES

BIRTHS

DIVORCES

DEATHS

FULL UPGRADE \$\$\$

LISTED

POTENTIAL FLIPPERS

EQUITY

POTENTIAL INVESTMENT PROPERTIES

PREVIOUSLY LISTED

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

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).

Micro Farms | Stats

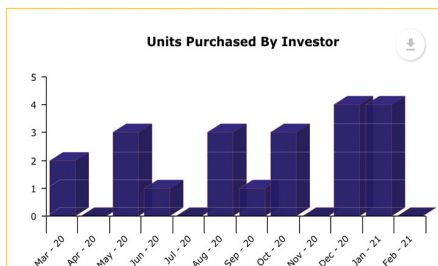
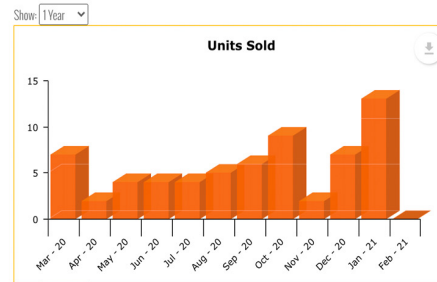
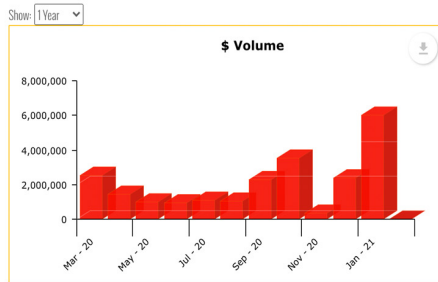
Reload

Print

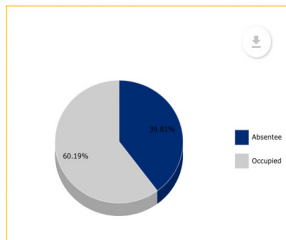
Export PDF

Currently Viewing: Arcadia Lite

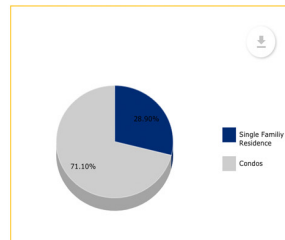
TURNOVER RATIO %	AVERAGE STAY YEARS	AVERAGE SALE PRICE	AVG 12 MONTH	NUMBER OF RECORDS
8.34%	8.07	\$225,865	\$356,621	839
RECENT BUYER	OUT OF STATE	ABSENTEE	OCCUPIED	TARGET FARM
22	77	334	505	26
Average Sales Price: \$395,979	Average Sales Price: \$197,068	Average Sales Price: \$189,168	Average Sales Price: \$246,423	Average Sales Price: \$178,392
NEW HOME OWNERS	POTENTIAL FLIPPERS	LONG TERM HOME OWNERS	HOME OWNER EXEMPTION	EMPTY NESTERS
152	0	184	505	4
Average Sales Price: \$333,019	Average Sales Price: \$0	Average Sales Price: / \$128,507	Average Sales Price: \$246,423	Average Sales Price: \$66,875
NEGATIVE EQUITY	POSITIVE EQUITY			
34	419			
Average Sales Price: 241,464	Average Sales Price: \$268,715			



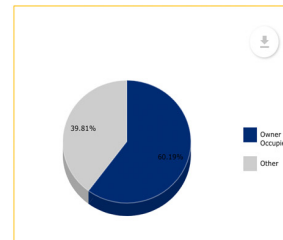
Absentee / Occupied



Condos / Single Family Residence



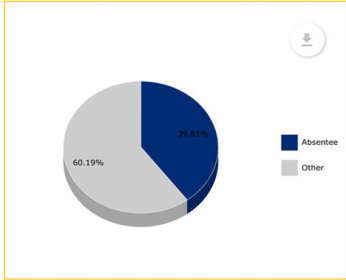
% Owner Occupied | TR: 5.72%



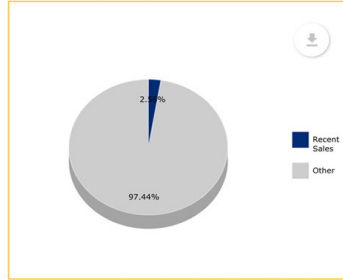
LIVE FARM PRO

FARM BREAKDOWN

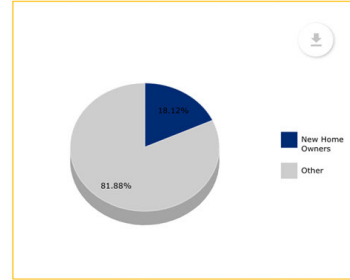
% Absentee | TR: 2.62%



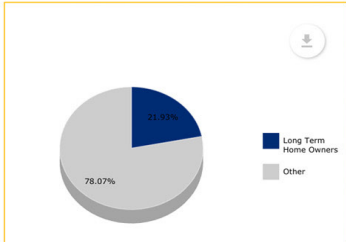
Recent Sales %



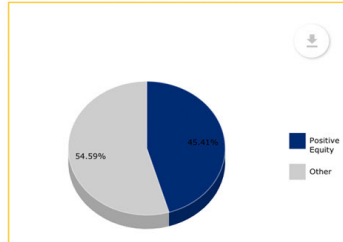
New Home Owners



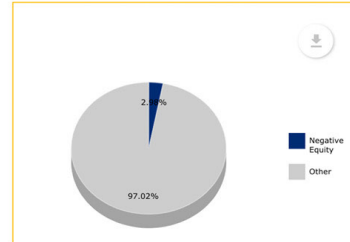
Long Term Home Owners



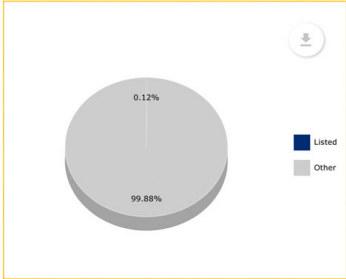
Positive Equity %



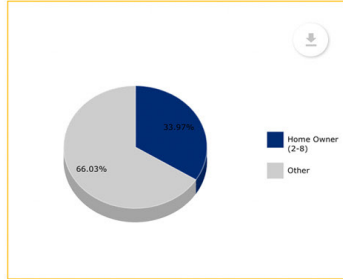
Negative Equity %



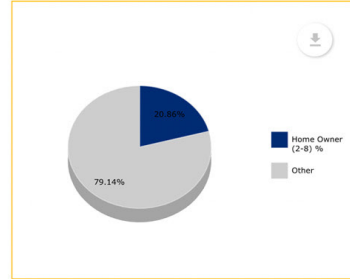
Listed %



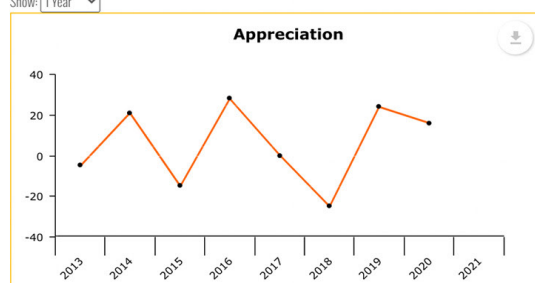
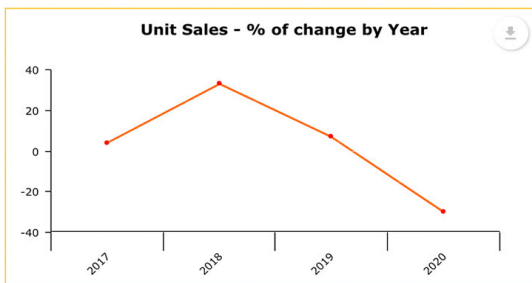
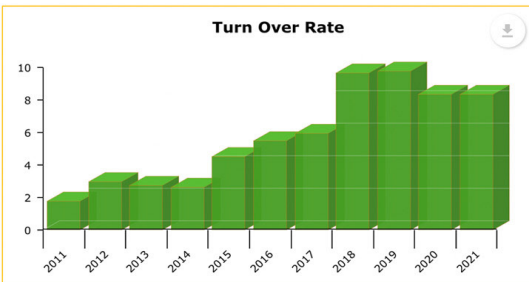
Long Home Owners (2-8) %



Long Home Owners (10-20) %

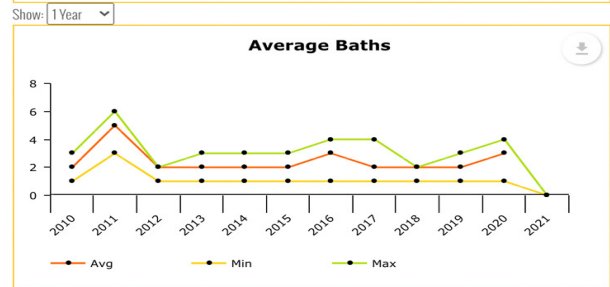
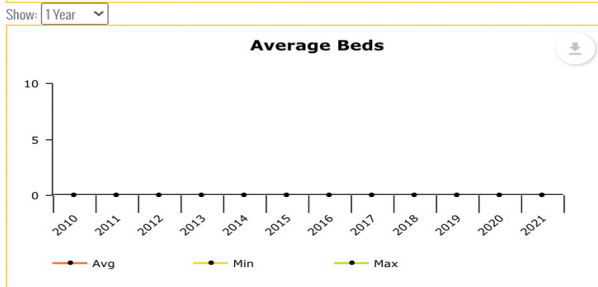
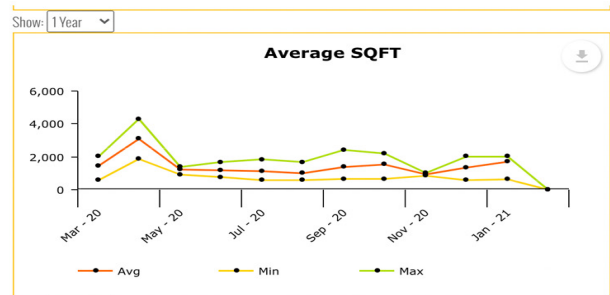
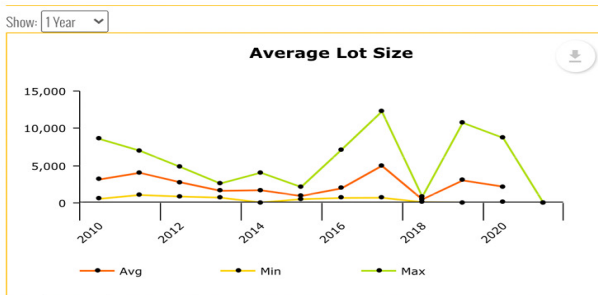


Long Home Owners (20+) %



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FARM BREAKDOWN



CUSTOM FILTERS

LIVE FARM PRO

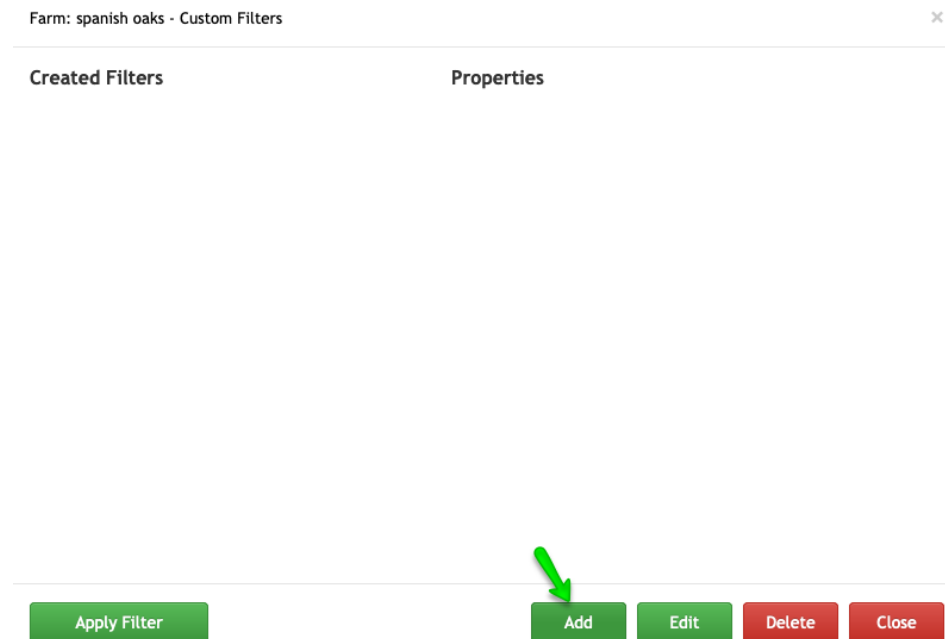
CUSTOM FILTERS

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:



LIVE FARM PRO

CUSTOM FILTERS

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

Farm: spanish oaks - Custom Filters ×

Filter Name

Column	Operator	Value
<input type="checkbox"/> + ✓ Has Email Has Phone Sale Price Beds Baths SQFT Sale Date Rooms Has Pool Year Built Lot SQFT Assessed Value Land Value % Improvement Years In Property AVM Loan Amount Due LTV Rate	<input type="text" value="Equals"/>	<input type="text"/>

Choose the value, and click the save button

Farm: spanish oaks - Custom Filters ×

Filter Name

Column	Operator	Value
<input type="checkbox"/> + Baths	<input type="text" value="Greater Than"/>	<input type="text" value="2"/>

LIVE FARM PRO

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.

Farm: spanish oaks - Custom Filters ×

Created Filters

Has more than 2 baths

Properties

217


Apply Filter

Add

Edit

Delete

Close

SHARE MENU

LIVE FARM PRO

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.

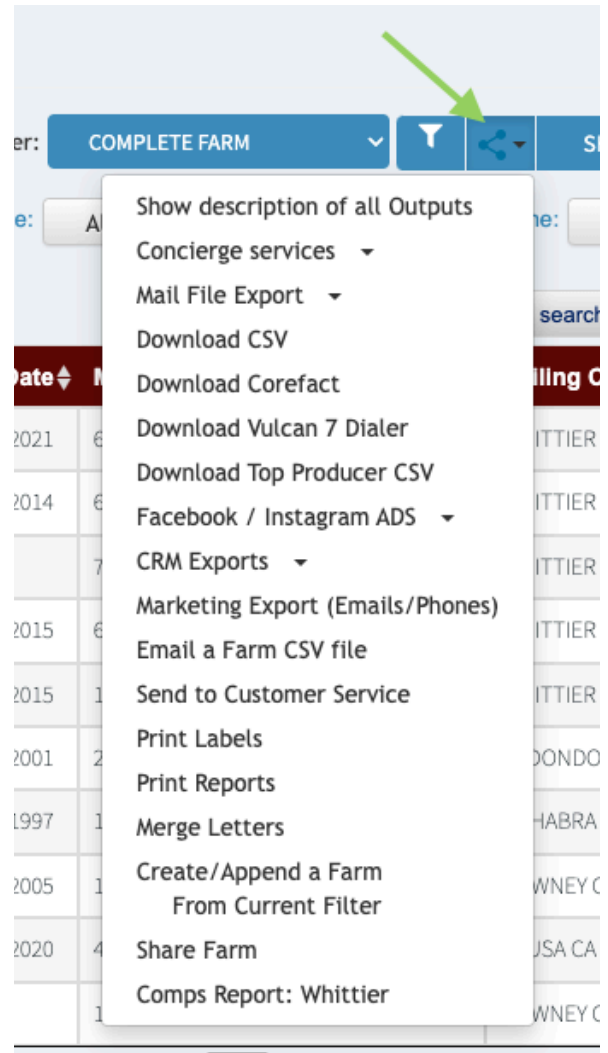
Download Top Producer CSV

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.



LIVE FARM PRO

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.

FillInData

Reverse for phones and emails

LIVE FARM PRO

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.

Showing 1 to 10 of 2,119 records

Buttons: Add New Record, Actions (circled), Back

Dropdown menu (Send to FillinData.com):

- Flag as Favorite
- Move to Flagged
- Name Fix
- Order Deep Dive
- Send to FillinData.com (highlighted)

Sub-menu (Send to FillinData.com):

- Site Address (highlighted with arrow)
- Mail Address (highlighted with arrow)
- Go to Reverses

Legend: Recently

Annotations:

- 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:

Send to FillinData.com

Sub-menu (Send to FillinData.com):

- Site Address (highlighted)
- Mail Address
- Go to Reverses

Options for Site Address:

- Reverse Phone/Email / All Records
- Reverse Phone / All Records
- Reverse Email / All Records

LIVE FARM PRO

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:

INCLUDE TO REVERSE: Phone Email

ESTIMATED POTENTIAL MATCHES AND POTENTIAL COSTS

Total Records to Reverse:		2088		
Potential Phone Match:	75% =>	1566	<input type="checkbox"/> Max Phone Match	2088
Potential Email Match:	70% =>	1462	<input type="checkbox"/> Max Email Match	2088
Potential Total Match:		3028	Total Max Match	4176

Price per record found is **8 cents**
Potential cost will be **\$242.24**

Reverse Type:

PO Number:

I agree to data use agreement - [Click here to View](#)

Potential Credits to Spend: **\$242.24**
Credits Available: **0**

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:

Add New Record **Actions** Back ■ Rec

- Flag as Favorite
- Move to Flagged
- Name Fix
- Order Deep Dive
- Send to FillinData.com**

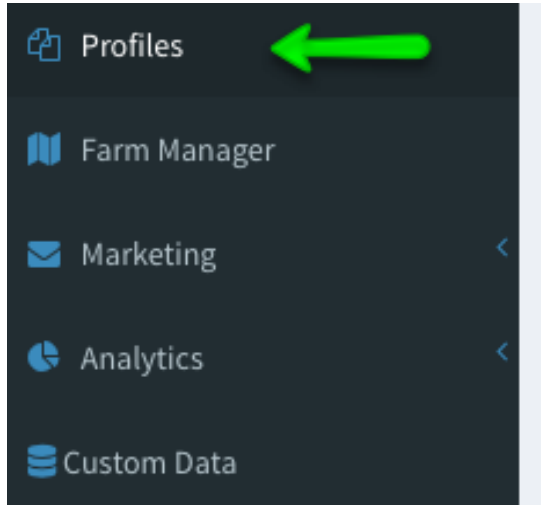
- Site Address
- Mail Address
- Go to Reverses**

PROPERTY PROFILES

LIVE FARM PRO

PROPERTY PROFILE

Click on the Profiles Section from the left menu



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

The screenshot displays the 'Profiles' search interface. The main search area has four tabs: 'Address', 'APN', 'Owner', and 'Trust / LLC'. A green arrow points to the 'Address' tab. Below the tabs is a text input field labeled 'Type an Address' with the placeholder 'Enter a location'. There are two buttons: '+ Advanced Search' and '(+) POSSIBLE MATCHES'. Three inset boxes show the detailed form fields for each search type: 1. 'APN' tab: Fields for 'APN', 'State' (dropdown with 'CA'), and 'County' (dropdown with 'Alameda'). 2. 'Owner' tab: Fields for 'First Name', 'Last Name', 'Zip', 'State' (dropdown with 'CA'), and 'County' (dropdown with 'Alameda'). 3. 'Trust / LLC' tab: Fields for 'Trust / LLC', 'State' (dropdown with 'CA'), and 'County' (dropdown with 'Alameda'). A 'Search' button is at the bottom right of the inset boxes. The background shows a map of the Alameda area.

LIVE FARM PRO

PROPERTY PROFILE

Search data also shows on the map

The screenshot displays the 'Profiles Search' interface. On the left, there is a search form with tabs for 'Address', 'APN', and 'Owner'. Below the form is a table of search results. On the right, a map view shows the location of the search results, with a red pin and a green arrow pointing to the specific property.

Profiles Search

Address APN Owner

Type an Address
Enter a location

+ Advanced Search

[+] POSSIBLE MATCHES

Owner Name	Address	Radius Farm	Print Profile	Pricing Confidence Report	Save
[REDACTED]	10802 166TH ST	[Icon]	[Icon]	[Icon]	[Icon]

Map Satellite

San Gabriel River Fwy

605

605

7A

Petula Pl

166th St

Estrella Ave

Debra Ln

Debra Ln

Robt

Google

Map data ©2019 Google Terms of Use Report a map error

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

The screenshot shows a close-up of the search results table. A green arrow points to the 'Radius Farm' icon for the first result. A dialog box titled 'Pull Radius Farm' is open, showing the 'Name' field set to '166th St' and the 'Radius' field set to '1/2 Mile'. There are 'Create Farm' and 'Cancel' buttons at the bottom of the dialog.

[+] POSSIBLE MATCHES

Owner Name	Address	Radius Farm	Print Profile	Pricing Confidence Report	Save
[REDACTED]	10802 166TH ST	[Icon]	[Icon]	[Icon]	[Icon]

Pull Radius Farm

Name 166th St

Radius 1/2 Mile






Create Farm Cancel

LIVE FARM PRO

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.

[-] POSSIBLE MATCHES






Owner Name	Address	Radius Farm	Print Profile	Pricing Confidence Report	Save
██████████ ██████████	10802 166TH ST		 		

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.

[-] POSSIBLE MATCHES

Owner Name	Address	Radius Farm	Print Profile	Pricing Confidence Report	Save
██████████ ██████████	10802 166TH ST			 	

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.

[-] POSSIBLE MATCHES

Owner Name	Address	Radius Farm	Print Profile	Pricing Confidence Report	Save
[REDACTED]	10802 166TH ST				

[-] SAVED PROFILES

Show 10 entries

Search:

Owner Name	Address	Date / Time	Print Profile	Action
[REDACTED]	1205 S BUTTE AVE	11/14/2018 3:17:48 PM		
[REDACTED]	2329 JUAN ST, SAN DIEGO, CA 92103	2/27/2018 12:33:57 PM		
[REDACTED]	919 SEQUOIA RUBY CT, HENDERSON, NV 89052	4/18/2018 11:29:27 PM		

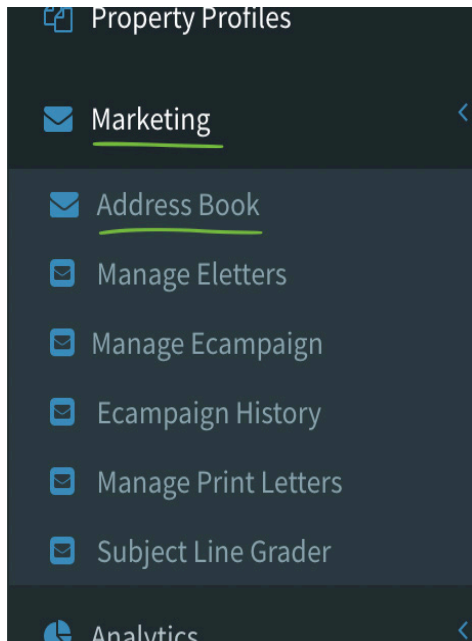
MARKETING

Email Campaigns

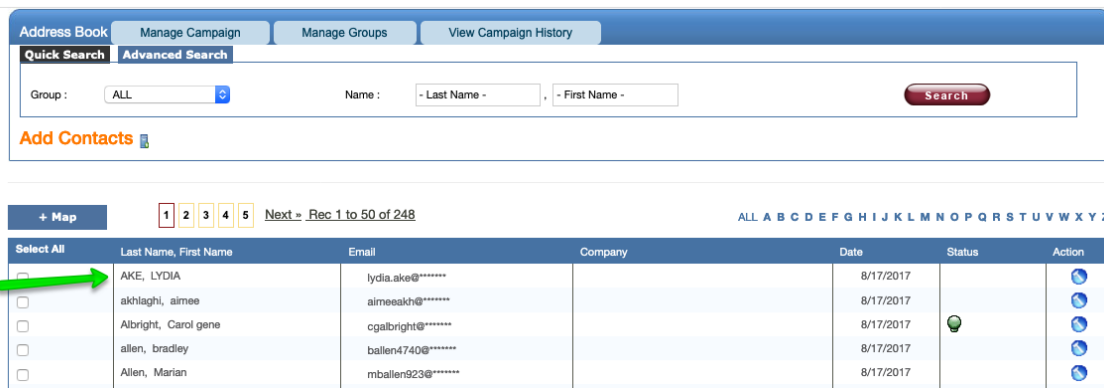
LIVE FARM PRO

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 contact's name and that will take you into that person contact information.



LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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*.

Address Book | Manage Campaign | Manage Groups | View Campaign History

Quick Search | Advanced Search

Group : ALL Farm: 2017 Farm Farm: 90266 pools Farm: John test

Name : - Last Name - - First Name - Search

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

Selected Actions

Selected Records Rec 1 to 50

Send

Search Results (242)

Print

UnMark 242 contacts to do not email

Mark 242 contacts to do not email

Delete 242 contacts

Remove 242 contacts of an eCampaign

242 contacts to a Group

242 contacts an eLetter

242 contacts an eCampaign

Now you can assign the campaign to that farm group.

Assign eCampaign

Name: 242 Contacts (Selected Actions from contacts)

Show Me: ALL All Folders

Edited in Last: Any Time Period

eCampaign: Holiday cards Preview

Start Date: 8/6/2019 Format: mm/dd/yy ry

Modify/Review Schedule before assigning

Notify me when contacts have received last campaign scheduled email

Advanced Settings

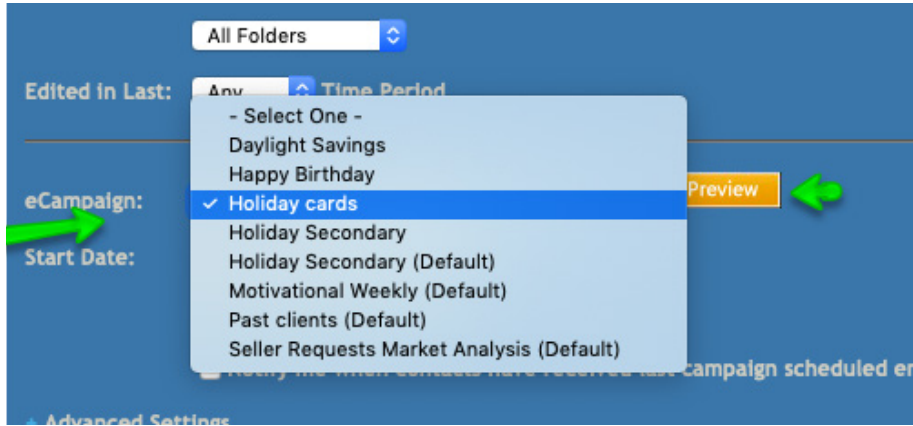
Assign Selected Campaign to Contacts Cancel

Go Back

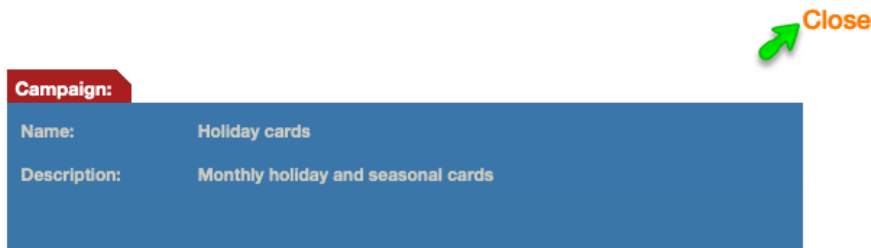
LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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.



eLetters

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

LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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

Name: 242 Contacts (Selected Actions from contacts)

Show Me: ALL

All Folders

Edited in Last: Any Time Period

eCampaign: Holiday cards Preview

Start Date: 8/6/2019 Format: mm/dd/yyyy

Modify/Review Schedule before assigning

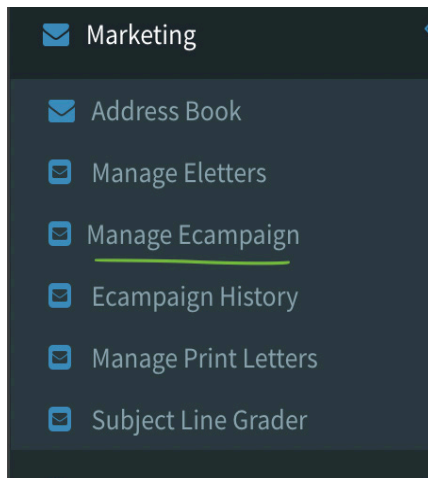
Notify me when contacts have received last campaign scheduled email

+ Advanced Settings

Assign Selected Campaign to Contacts Cancel

Go Back

Click on the *Manage eCampaign* tab



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

Delete	Ecampaign Name	Subject
<input type="checkbox"/>	Daylight Savings	Daylight Savings
<input type="checkbox"/>	Happy Birthday	Happy Birthday
<input type="checkbox"/>	Holiday cards	Monthly holiday and seasonal c...
<input type="checkbox"/>	Holiday Secondary	Holiday Secondary
<input type="checkbox"/>	Holiday Secondary	Holiday Secondary
<input type="checkbox"/>	Motivational Weekly	Weekly Motivational Quotes
<input type="checkbox"/>	Past clients	Past clients
<input type="checkbox"/>	Seller Requests Market Analysis	Seller Requests Market Analsi...

1 to 8 of 8


LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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

MANAGE ECAMPAIGNS

Show Me: ALL Search

Delete	Ecampaign Name
<input type="checkbox"/>	D Daylight Savings
<input type="checkbox"/>	D Happy Birthday
<input type="checkbox"/>	D Holiday cards
<input type="checkbox"/>	D Holiday Secondary
<input type="checkbox"/>	D Holiday Secondary
<input type="checkbox"/>	D Motivational Weekly
<input type="checkbox"/>	D Past clients 
<input type="checkbox"/>	D Seller Requests Market Analysis


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.

Edit Campaign:

Name:

Description:

Comments:

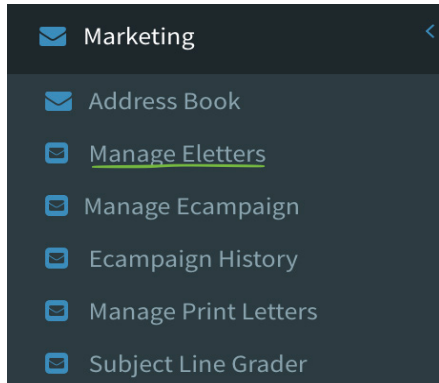
Delete	eLetter Name	Send On Day	Send On Date	
<input type="checkbox"/>	Thank you for letting me help you #1	<input checked="" type="radio"/> 1 Day 	<input type="radio"/> Yearly	<input type="checkbox"/> Remind Me <input type="checkbox"/> Remind Contact <input type="checkbox"/> Remind Other From Address Book <input type="text" value="mail@example.com"/>
<input type="checkbox"/>	Requesting a testimonial letter #2	<input checked="" type="radio"/> 30 Day	<input type="radio"/> Yearly	<input type="checkbox"/> Remind Me <input type="checkbox"/> Remind Contact <input type="checkbox"/> Remind Other From Address Book

LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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.

Show me: Search

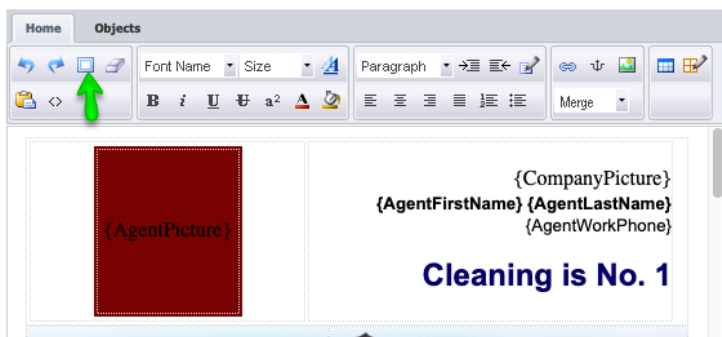
[Return to Marketing Campaigns](#) [Add eLetter](#)

ALL A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Delete	Name	Subject	Last Modification	Edit	View
<input type="checkbox"/>	An important survey #6	The Internet as a marketing tool	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	April Fool's Day	Happy April Fool's Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Cinco de Mayo	Happy Cinco de Mayo	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Cleaning is No. 1 #8	Tips for making a home more saleable	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	Columbus Day	Happy Columbus Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Complete service throughout the year #9	I am here to help you	8/17/2017 7:08:34 PM		
<input type="checkbox"/>	Curb appeal #10	Tips on making a home more saleable	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	Daylight Savings - Fall	Daylight Savings - Fall Back	8/17/2017 7:08:00 PM		
<input type="checkbox"/>	Daylight Savings - Spring	Daylight Savings - Spring Forward	8/17/2017 7:08:00 PM		
<input type="checkbox"/>	Do you know anyone...? #10	Today's real estate market	8/17/2017 7:08:34 PM		
<input type="checkbox"/>	Earth Day	Happy Earth Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Easter	Happy Easter	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Father's Day	Happy Father's Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Flag Day	Happy Flag Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	Give your real estate agent a chance #9	More tips for making your home saleable	8/17/2017 7:08:38 PM		

[Delete Selected eLetters](#) [Manage eLetters Templates](#)

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



LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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

Delete	Name ▲	Subject	Last Modification	Edit	View
<input type="checkbox"/>	D An important survey #6	The Internet as a marketing tool	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	D April Fool's Day	Happy April Fool's Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Cinco de Mayo	Happy Cinco de Mayo	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Cleaning is No. 1 #8	Tips for making a home more saleable	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	D Columbus Day	Happy Columbus Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Complete service throughout the year #9	I am here to help you	8/17/2017 7:08:34 PM		
<input type="checkbox"/>	D Curb appeal #10	Tips on making a home more saleable	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	D Daylight Savings - Fall	Daylight Savings - Fall Back	8/17/2017 7:08:00 PM		
<input type="checkbox"/>	D Daylight Savings - Spring	Daylight Savings - Spring Forward	8/17/2017 7:08:00 PM		
<input type="checkbox"/>	D Do you know anyone...? #10	Today's real estate market	8/17/2017 7:08:34 PM		
<input type="checkbox"/>	D Earth Day	Happy Earth Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Easter	Happy Easter	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Father's Day	Happy Father's Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Flag Day	Happy Flag Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Give your real estate agent a chance #9	More tips for making your home saleable	8/17/2017 7:08:38 PM		

Delete Selected eLetters

Manage eLetters Templates

1 to 15 of 115 | Next »

You can also create your own Eletters:

Show me: Search

[Return to Marketing Campaigns](#) [Add eLetter](#)

Delete	Name ▲	Subject	Last Modification	Edit	View
<input type="checkbox"/>	D An important survey #6	The Internet as a marketing tool	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	D April Fool's Day	Happy April Fool's Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Cinco de Mayo	Happy Cinco de Mayo	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Cleaning is No. 1 #8	Tips for making a home more saleable	8/17/2017 7:08:38 PM		
<input type="checkbox"/>	D Columbus Day	Happy Columbus Day	8/17/2017 7:08:23 PM		
<input type="checkbox"/>	D Complete service throughout the year #9	I am here to help you	8/17/2017 7:08:34 PM		
<input type="checkbox"/>	D Curb appeal #10	Tips on making a home more saleable	8/17/2017 7:08:38 PM		

First, name your Eletter:

Step 1 Name eLetter

Name :

Subject: :

Description: :

Folder: :

LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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.

The "Add Campaigns" form includes the following elements:

- Name:** A text input field with a green arrow pointing to it.
- Description:** A text input field.
- Show More:** A button with a dropdown arrow.
- eLetters:** A section with a dropdown menu showing "It's your anniversary #13 (Default)", a date selector set to "8/5/2019", and a "Yearly" checkbox.
- Optional:** A section with checkboxes for "Remind Me", "Remind Contact", "Remind Other From", and "Address Book".

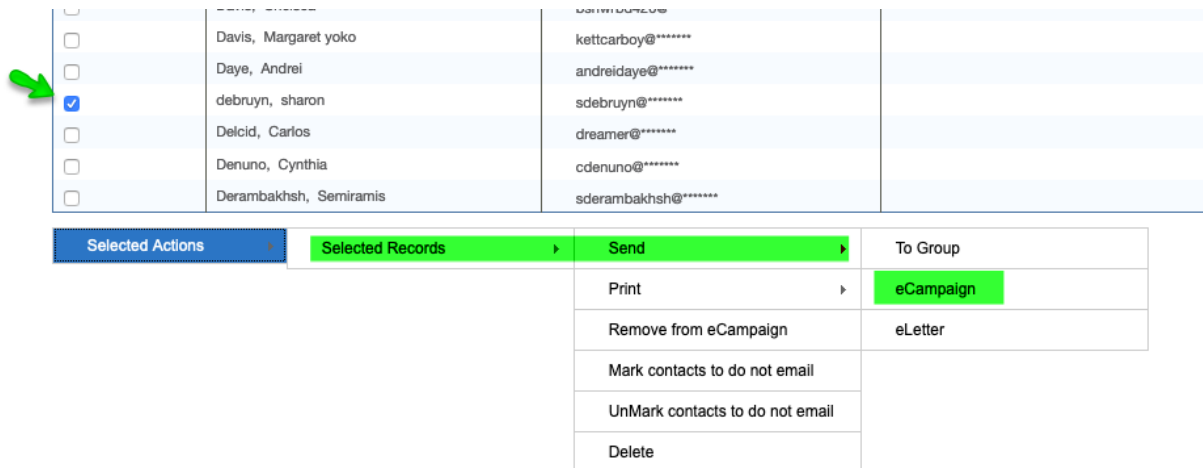
LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

How to assign a campaign

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

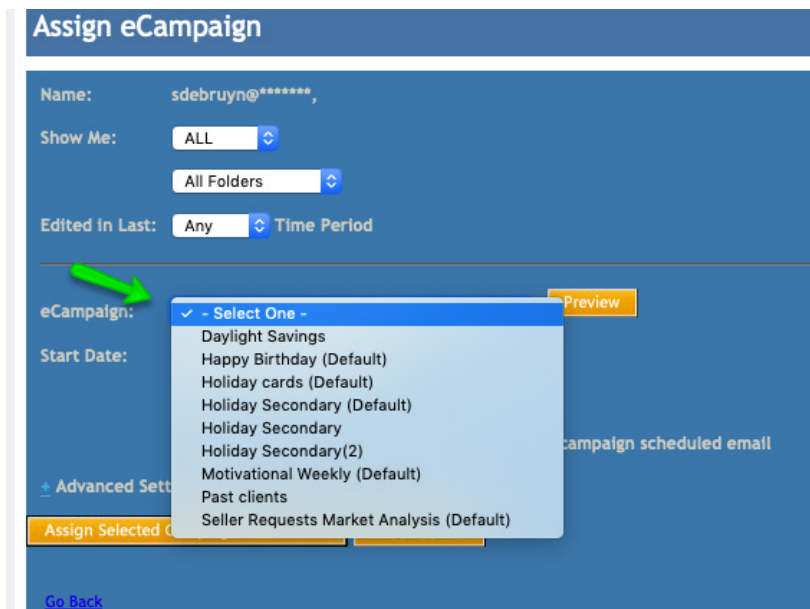
To send to an individual, check the box next to the contact's name, go to the Selected Actions button, choose Selected Records, Send, eCampaign



The screenshot shows a table of contacts with a dropdown menu open. A green arrow points to the checked box for 'debruyn, sharon'. The dropdown menu is open to 'Send', which has a sub-menu open to 'eCampaign'.

Selected Actions	Selected Records	Send	To Group
		Print	eCampaign
		Remove from eCampaign	eLetter
		Mark contacts to do not email	
		UnMark contacts to do not email	
		Delete	

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.



The screenshot shows the 'Assign eCampaign' form. A green arrow points to the 'eCampaign:' dropdown menu, which is open to show a list of campaign options. The 'Preview' button is also visible.

Assign eCampaign

Name: sdebruyn@*****

Show Me: ALL

All Folders

Edited in Last: Any Time Period

eCampaign: **- Select One -**

- Daylight Savings
- Happy Birthday (Default)
- Holiday cards (Default)
- Holiday Secondary (Default)
- Holiday Secondary
- Holiday Secondary(2)
- Motivational Weekly (Default)
- Past clients
- Seller Requests Market Analysis (Default)

Preview

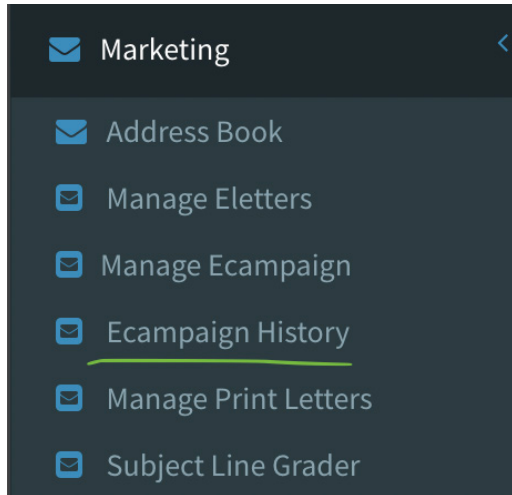
campaign scheduled email

Go Back

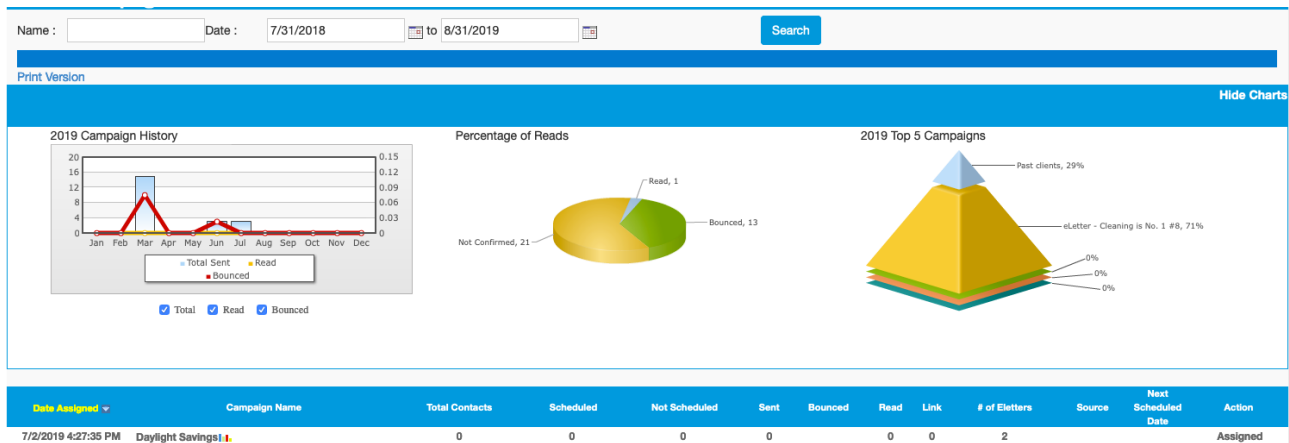
LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

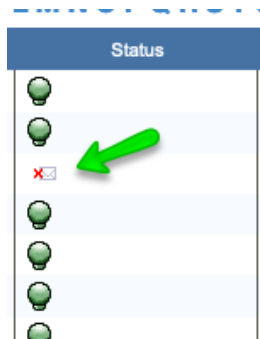
You can click on the *eCampaign History* tab to see what you have sent and who has viewed the campaign to get the statistics



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



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



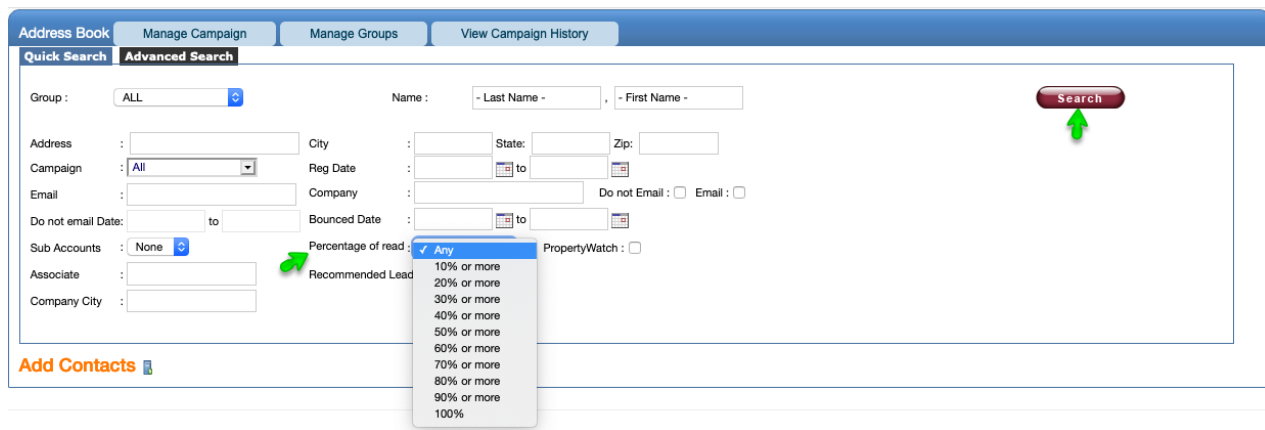
LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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



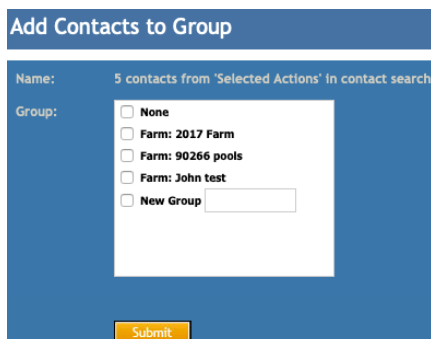
You can also search by people that have read my emails, then click Search.



You can move them into other groups.

<input type="checkbox"/>	Ramezani, Dale	dramezani@*****	
Selected Actions	ReSelected Records	Send	5 contacts to a Group
	Search Results (5)	Print	5 contacts an eLetter
		UnMark 5 contacts to do not email	5 contacts an eCampaign

Once checked, click Submit.



LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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

<input type="checkbox"/>	Teague, Ashley	<input type="checkbox"/>	ateague@*****
<input type="checkbox"/>	Terrian, Donald	<input type="checkbox"/>	donterrian@*****
<input type="checkbox"/>	THATCHER, TAURYN	<input type="checkbox"/>	taurynt@*****
<input type="checkbox"/>	Thelenclemmons, Jeff	<input type="checkbox"/>	jthelenclemmons@*****
<input type="checkbox"/>	Thompson, Oliver	<input type="checkbox"/>	ccheum@*****
<input type="checkbox"/>	Thurber, Kevin	<input type="checkbox"/>	edogj@*****
<input type="checkbox"/>	Tinner, Willie	<input type="checkbox"/>	wtinner@*****
<input type="checkbox"/>	Tohver, Ingrid	<input type="checkbox"/>	itohver@*****
<input type="checkbox"/>	Topacio, Conrad	<input type="checkbox"/>	conrad.topacio@*****

Add birth date and other personal information.

Contact Custom Notes eCampaigns

:: Personal Information
Entry Date: 6/4/2019 1:01:40 PM
First Name: TAURYN Middle Initial:
Last Name: THATCHER
Address:
Address2:
City: State:
Zip: WA
Anniversary: (mm/dd/yyyy)
Birth Date: (mm/dd/yyyy)
Home Phone:
Fax:
Mobile Phone:
Other Phone: x
e.g. (###)###-####

:: Company Information
Company: Attach Office
Title:
Address:
Phone:
Fax:
Group: None Farm: 92130 Farm: asasd Farm: Calle Farm: Castle Rock Farm: Crystal Home Farm: CV Large 5k Group Catalog

Description of Referral:
Email Address: taurynt@***** Click here to email (Requested Do Not Email: on 8/5/2019 9:39:05 PM)
Website URL:
Associate List: Attach Associate
Double Opt:

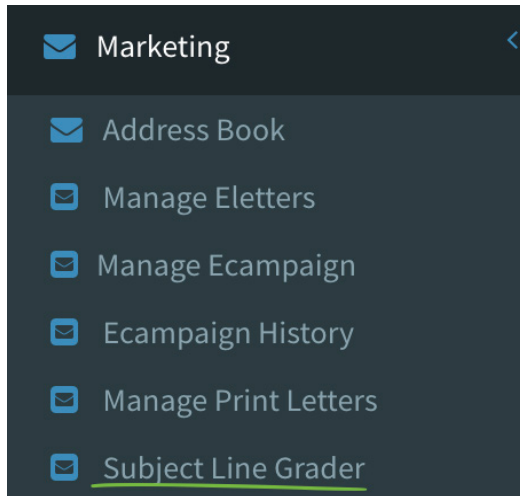
Cancel Save

LIVE FARM PRO

MARKETING – EMAIL CAMPAIGNS

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.

Subject Line Grader

YOUR APP

Enter a Subject or Headline Below

OPEN HOUSE THIS WEEKEND!!! D 64

Subject Line Grader

YOUR APP

Enter a Subject or Headline Below

Don't miss out on this beautiful property B 90

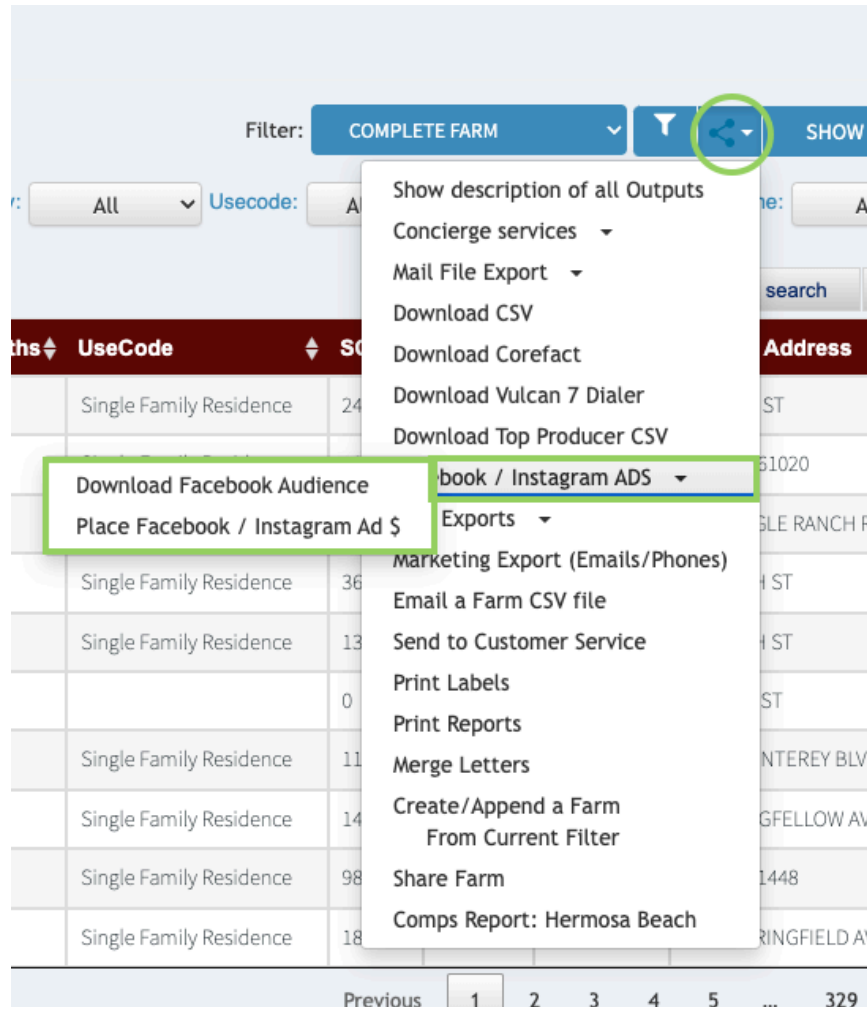
MARKETING

Facebook/Instagram Ads

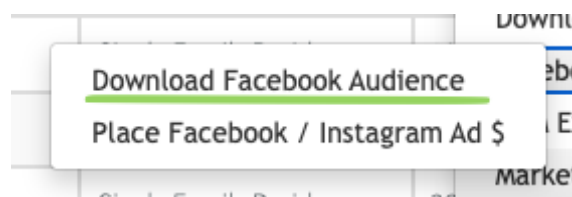
LIVE FARM PRO

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.



LIVE FARM PRO

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.







Download Facebook Audience
Place Facebook / Instagram Ad \$

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

Manage Posted Facebook® Ads

English Spanish

Step 1 of 4 - Select the template for your Facebook® ad

<p>Just Listed</p> <p>We have an incredible home for sale you must see!</p>  <p>JUST LISTED</p> <p>YourDomain.com This one will go FAST. And it is Local to YOU.</p>	<p>Just Sold</p> <p>This home has just been sold but there are many other opportunities.</p>  <p>JUST SOLD</p> <p>YourDomain.com Homes are selling Fast. Lets get your needs on my radar.</p>	<p>What's Your Home Worth</p> <p>You want to know What's your home worth? Let's figure out.</p>  <p>YourDomain.com No obligation and Instant Results. Values are sky rocketing in your area.</p>
<p>Free Real Estate Reports</p> <p>Get a Free No Obligation Report.</p> 	<p>We Found your Dream Home</p> <p>Your Dream Home is just a click away.</p> 	<p>Hottest Listing in the Area</p> <p>You have to see this Property!</p> 

LIVE FARM PRO

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

Back: Choose Template Next: Choose Your Audience

Step 2 of 4 - Configure the template for your Facebook® ad.

Name your Facebook® Ad


Facebook® Ad

Title:
This is the text is placed at the top of the image in the Ad

Headline:
This is the text is placed below the image in the Ad

Description:
This is the text is placed below the Headline in the Ad

Image
You can choose another image by clicking on the image or [click here](#)




LIVE FARM PRO

MARKETING – FACEBOOK/INSTAGRAM ADS

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 choose 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.



Ad Display URL:
Example: leadmarketer.com

Destination URL:
Example: leadmarketer.com/index.aspx?ID=2345

Facebook© Ad Life

Max Budget:
\$75 per every 10 days

Date Start: **Date End:**

LIVE FARM PRO

MARKETING – FACEBOOK/INSTAGRAM ADS

On the next screen, you can choose your audience. If the “choose 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.

The screenshot shows a user interface for configuring a Facebook ad. At the top, there are two buttons: "Back: Configure Template" on the left and "Next: Payment" on the right. Below these is a blue header bar that reads "Step 3 of 4 - Choose your audience for your Facebook® ad." The main content area is white and contains a checked checkbox next to the text "Choose your audience based on current farm filter". Below this, it says "Farm Name: Hermosa - Complete Farm". Under the heading "Gender", there are three radio button options: "All" (which is selected), "Male", and "Female". At the bottom of the form, there are again two buttons: "Back: Configure Template" on the left and "Next: Payment" on the right.

LIVE FARM PRO

MARKETING – FACEBOOK/INSTAGRAM ADS

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.

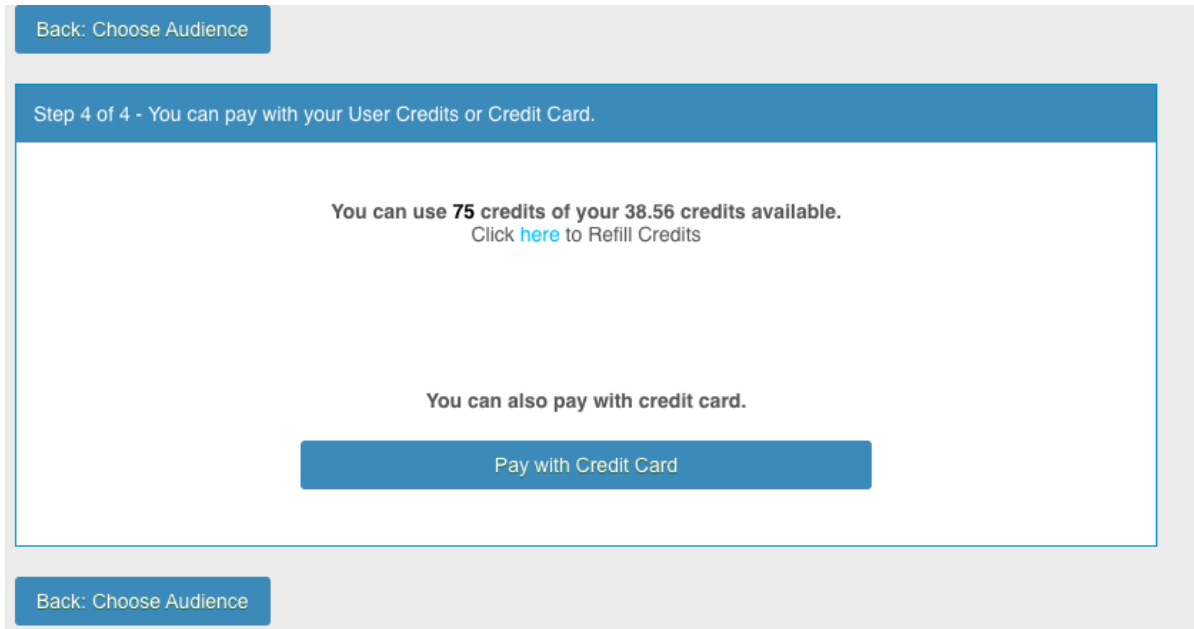
Next, click on the Next:Payment button

The screenshot shows a web interface for configuring a Facebook ad. At the top, there are two buttons: "Back: Configure Template" on the left and "Next: Payment" on the right. The main content area is titled "Step 3 of 4 - Choose your audience for your Facebook® ad." Below this title, there is a checkbox labeled "Choose your audience based on current farm filter" which is currently checked. Underneath, it says "Farm Name: Hermosa - Complete Farm". A section titled "Set Locations" is expanded, showing a "Search for a Location" input field with the placeholder text "Please type a city" and a "Locations Added" list box which is currently empty. Below the list box is a "Remove Selected Location" button. Further down, there is an "Age Range" section with two dropdown menus showing "18" and "67". Below that is a "Gender" section with three radio button options: "All" (which is selected), "Male", and "Female". At the bottom of the form, there are two buttons: "Back: Configure Template" on the left and "Next: Payment" on the right.

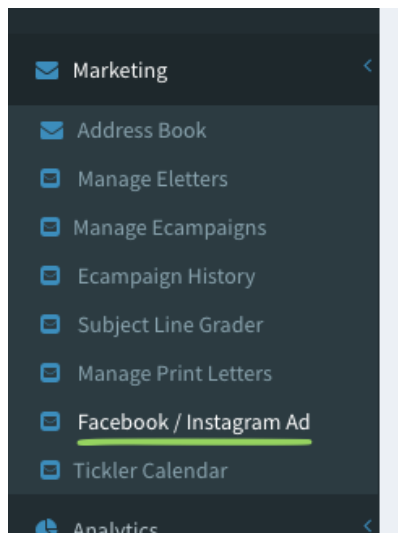
LIVE FARM PRO

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



LIVE FARM PRO

MARKETING – FACEBOOK/INSTAGRAM ADS

Click on the Manage Posted Facebook Ads button

English Spanish

Manage Posted Facebook® Ads

Step 1 of 4 - Select the template for your Facebook® ad


Just Listed
We have an incredible

Just Sold
This home has just been

What's Your Home Worth
You want to know What's

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

Show 10 entries Search:

Select	Ad Name	Date Created	Date Start	Date End	Stats
<input type="checkbox"/>	449 HILL AVENUE PASADENA	8/9/2021	08/10/2021	08/20/2021	

Showing 1 to 1 of 1 entries

Previous 1 Next

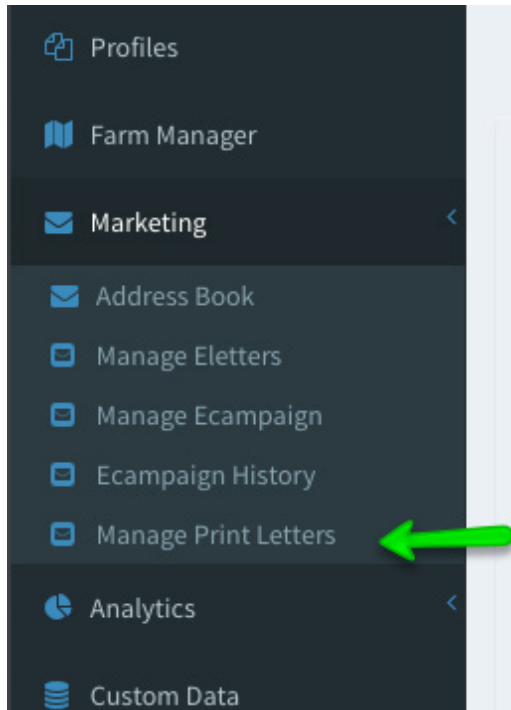
MARKETING

Mail Merge & Tagging

LIVE FARM PRO

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.

Farms Manage Letters

[Add a New Letter](#) [Manage Folders](#)

Search Letters in: [List Letters](#)

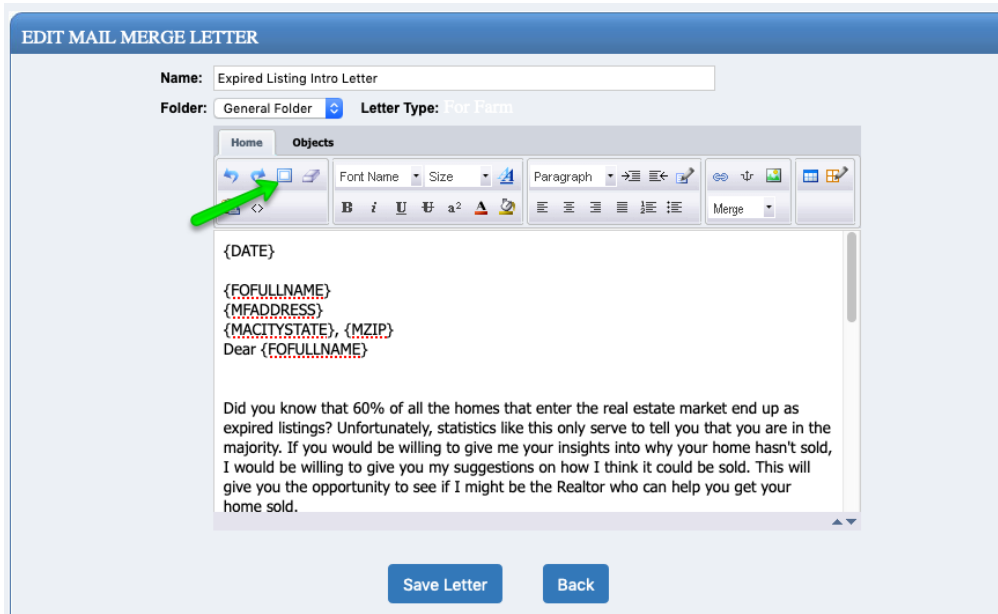
SELECT	DEFAULT	LETTER NAME	TYPE	DATE CREATED	LAST MODIFICATION
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET2 TEAM	Farms	8/5/2009	6/25/2019
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET3	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET Follow UP	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET LENDER	Farms	8/5/2009	8/20/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET LENDER2	Farms	8/5/2009	8/20/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET LENDER 3	Farms	8/5/2009	8/20/2009
<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET LENDER Follow UP	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET LENDER SPANISH	Farms	8/5/2009	8/25/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET SPANISH	Farms	8/5/2009	8/25/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET TEAM	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter JUSTLISTED	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter JUSTLISTED TEAM	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter JUSTIFIER	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter JUSTSOLD	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter JUSTSOLD TEAM	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Free Home Eval Letter FREEMARKET2	Farms	8/5/2009	8/21/2009
<input type="checkbox"/>	<input checked="" type="radio"/>	Expired Listing Intro Letter	Farms	11/21/2012	11/21/2012
<input type="checkbox"/>	<input checked="" type="radio"/>	Expired Listing Intro Letter 1	Farms	11/21/2012	11/21/2012

1 to 19 of 19

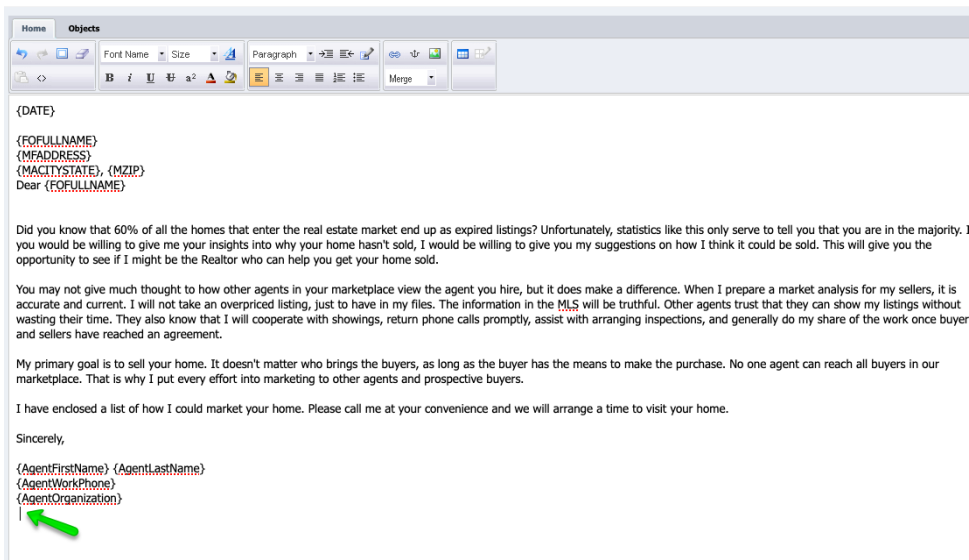
LIVE FARM PRO

MARKETING – MAIL MERGE & TAGGING

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



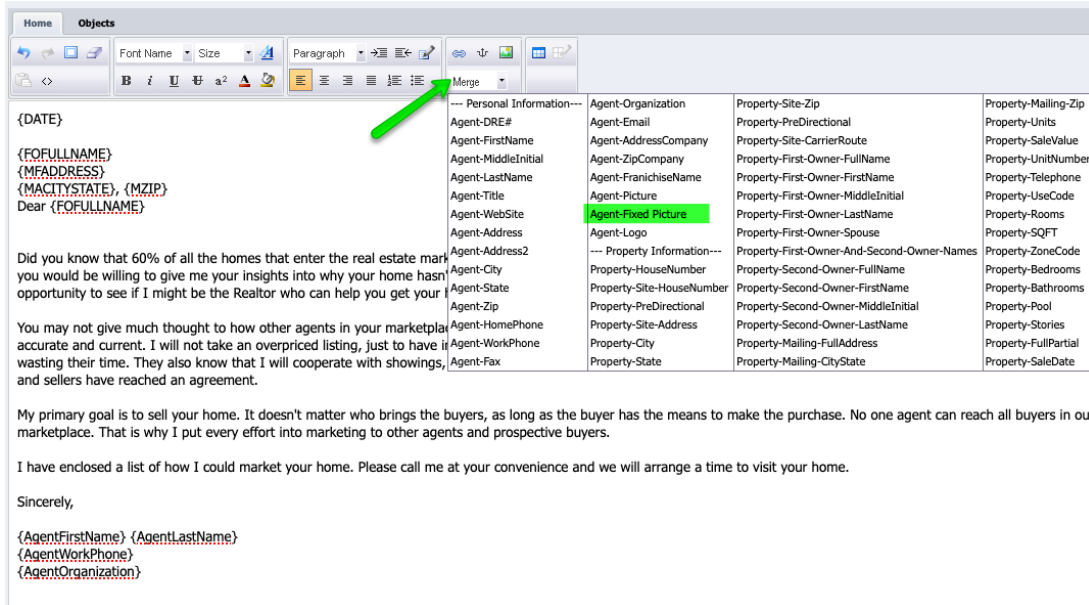
Once the letter is open, move your mouse to the location where you want the picture and logo to be inserted.



LIVE FARM PRO

MARKETING – MAIL MERGE & TAGGING

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



Home Objects

Font Name Size Paragraph Merge

{DATE}

{FOFULLNAME}

{MFADDRESS}

{MCITYSTATE}, {MZIP}

Dear {FOFULLNAME}

Did you know that 60% of all the homes that enter the real estate market you would be willing to give me your insights into why your home hasn't had the opportunity to see if I might be the Realtor who can help you get your home sold?

You may not give much thought to how other agents in your marketplace are accurate and current. I will not take an overpriced listing, just to have it sitting on the market for months. They also know that I will cooperate with showings, and sellers have reached an agreement.

My primary goal is to sell your home. It doesn't matter who brings the buyers, as long as the buyer has the means to make the purchase. No one agent can reach all buyers in our marketplace. That is why I put every effort into marketing to other agents and prospective buyers.

I have enclosed a list of how I could market your home. Please call me at your convenience and we will arrange a time to visit your home.

Sincerely,

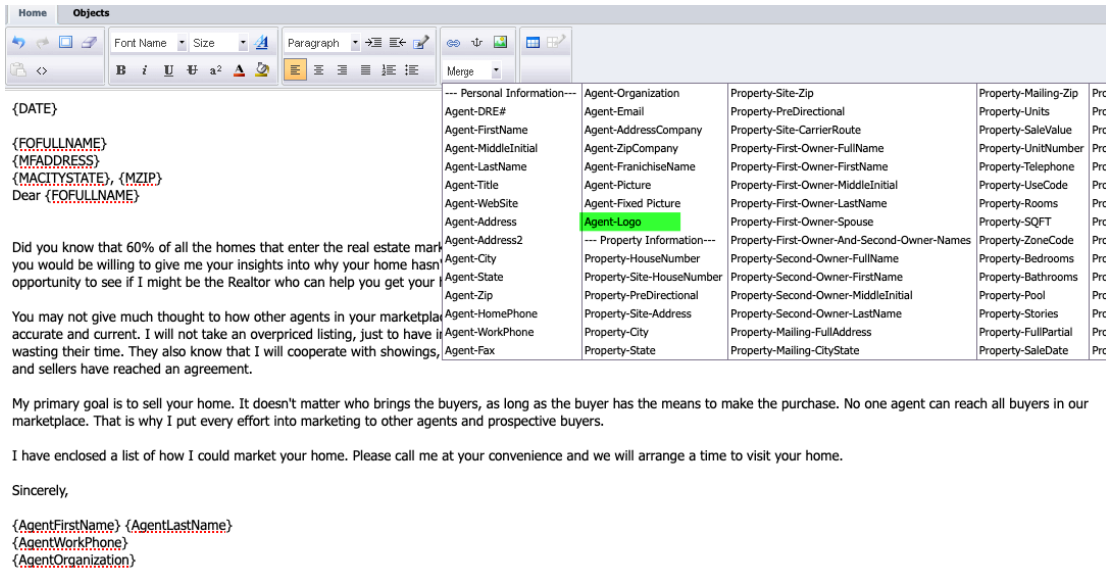
{AgentFirstName} {AgentLastName}

{AgentWorkPhone}

{AgentOrganization}

--- Personal Information---	Agent-Organization	Property-Site-Zip	Property-Mailing-Zip
Agent-DRE#	Agent-Email	Property-PreDirectional	Property-Units
Agent-FirstName	Agent-AddressCompany	Property-Site-CarrierRoute	Property-SaleValue
Agent-MiddleInitial	Agent-ZipCompany	Property-First-Owner-FullName	Property-UnitNumber
Agent-LastName	Agent-FranchiseName	Property-First-Owner-FirstName	Property-Telephone
Agent-Title	Agent-Picture	Property-First-Owner-MiddleInitial	Property-UseCode
Agent-WebSite	Agent-Fixed Picture	Property-First-Owner-LastName	Property-Rooms
Agent-Address	Agent-Logo	Property-First-Owner-Spouse	Property-SQFT
Agent-Address2	--- Property Information---	Property-First-Owner-And-Second-Owner-Names	Property-ZoneCode
Agent-City	Property-HouseNumber	Property-Second-Owner-FullName	Property-Bedrooms
Agent-State	Property-Site-HouseNumber	Property-Second-Owner-FirstName	Property-Bathrooms
Agent-Zip	Property-PreDirectional	Property-Second-Owner-MiddleInitial	Property-Pool
Agent-HomePhone	Property-Site-Address	Property-Second-Owner-LastName	Property-Stories
Agent-WorkPhone	Property-City	Property-Mailing-FullAddress	Property-FullPartial
Agent-Fax	Property-State	Property-Mailing-CityState	Property-SaleDate

To insert the logo, click on Agent-Logo.



Home Objects

Font Name Size Paragraph Merge

{DATE}

{FOFULLNAME}

{MFADDRESS}

{MCITYSTATE}, {MZIP}

Dear {FOFULLNAME}

Did you know that 60% of all the homes that enter the real estate market you would be willing to give me your insights into why your home hasn't had the opportunity to see if I might be the Realtor who can help you get your home sold?

You may not give much thought to how other agents in your marketplace are accurate and current. I will not take an overpriced listing, just to have it sitting on the market for months. They also know that I will cooperate with showings, and sellers have reached an agreement.

My primary goal is to sell your home. It doesn't matter who brings the buyers, as long as the buyer has the means to make the purchase. No one agent can reach all buyers in our marketplace. That is why I put every effort into marketing to other agents and prospective buyers.

I have enclosed a list of how I could market your home. Please call me at your convenience and we will arrange a time to visit your home.

Sincerely,

{AgentFirstName} {AgentLastName}

{AgentWorkPhone}

{AgentOrganization}

--- Personal Information---	Agent-Organization	Property-Site-Zip	Property-Mailing-Zip	Proj
Agent-DRE#	Agent-Email	Property-PreDirectional	Property-Units	Proj
Agent-FirstName	Agent-AddressCompany	Property-Site-CarrierRoute	Property-SaleValue	Proj
Agent-MiddleInitial	Agent-ZipCompany	Property-First-Owner-FullName	Property-UnitNumber	Proj
Agent-LastName	Agent-FranchiseName	Property-First-Owner-FirstName	Property-Telephone	Proj
Agent-Title	Agent-Picture	Property-First-Owner-MiddleInitial	Property-UseCode	Proj
Agent-WebSite	Agent-Fixed Picture	Property-First-Owner-LastName	Property-Rooms	Proj
Agent-Address	Agent-Logo	Property-First-Owner-Spouse	Property-SQFT	Proj
Agent-Address2	--- Property Information---	Property-First-Owner-And-Second-Owner-Names	Property-ZoneCode	Proj
Agent-City	Property-HouseNumber	Property-Second-Owner-FullName	Property-Bedrooms	Proj
Agent-State	Property-Site-HouseNumber	Property-Second-Owner-FirstName	Property-Bathrooms	Proj
Agent-Zip	Property-PreDirectional	Property-Second-Owner-MiddleInitial	Property-Pool	Proj
Agent-HomePhone	Property-Site-Address	Property-Second-Owner-LastName	Property-Stories	Proj
Agent-WorkPhone	Property-City	Property-Mailing-FullAddress	Property-FullPartial	Proj
Agent-Fax	Property-State	Property-Mailing-CityState	Property-SaleDate	Proj

LIVE FARM PRO

MARKETING – MAIL MERGE & TAGGING

Merge Tags break down

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

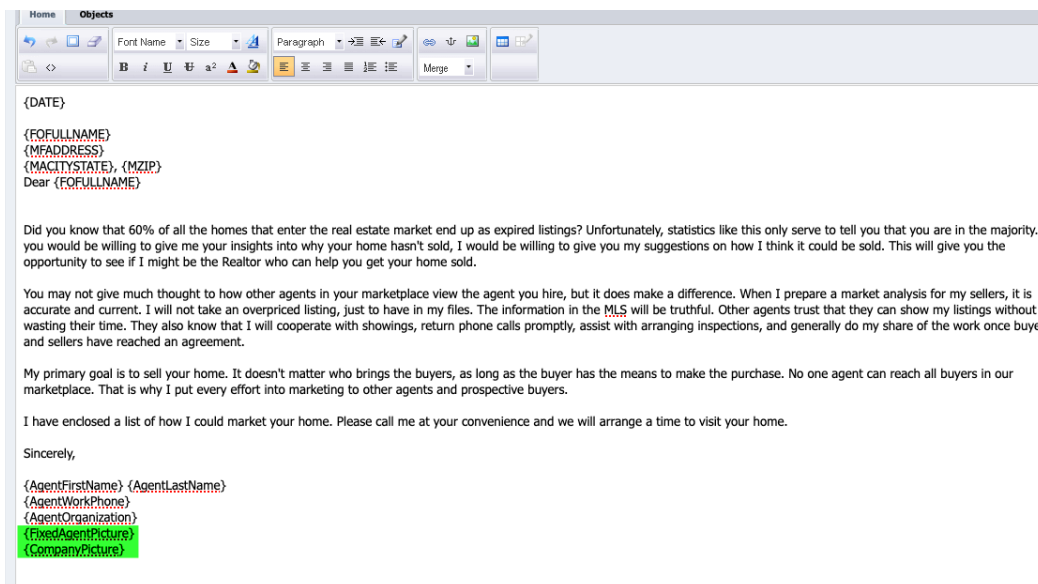
Personal Information tags (highlighted in green) are for the contact information in the account, these are used for the signature in each letter.

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 (highlighted in orange) are for foreclosure 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-FranchiseName	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-First-Owner-And-Second-Owner-Names	Property-ZoneCode	Property-YearBuilt	Property-Custom5	Trustee/Contact Phone	LTV
Agent-City	--- Property Information---	Property-Second-Owner-FullName	Property-Bedrooms	Property-Lender	---	Trustee/Contact Attn	Equity
Agent-State	Property-HouseNumber	Property-Second-Owner-FirstName	Property-Bathrooms	Property-FirstLoan	NOD Rec Date	NOD TS Number	
Agent-Zip	Property-Site-HouseNumber	Property-Second-Owner-MiddleInitial	Property-Pool	Property-SecondLoan	NOD Doc Number	NOS Auction Date	
Agent-HomePhone	Property-PreDirectional	Property-Second-Owner-LastName	Property-Stories	Property-InterestType	Beneficiary Name	NOS Min Bid	
Agent-WorkPhone	Property-Site-Address	Property-Mailing-FullAddress	Property-FullPartial	Property-LoanType	Beneficiary Address	NOS Time	
Agent-Fax	Property-City	Property-Mailing-CityState	Property-SaleDate	Property-PrivacyFlag	Beneficiary State	NOS Address	
	Property-State						

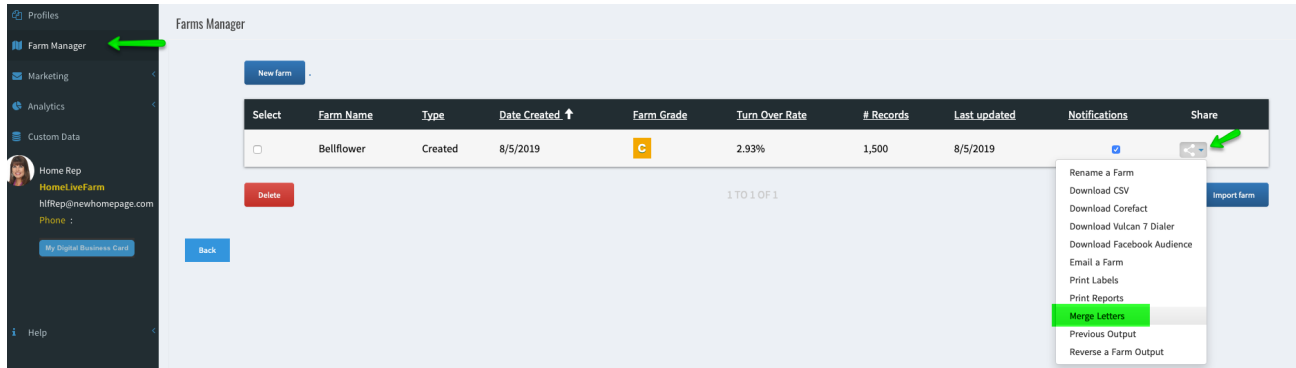
Sample once picture and logo tagging is in place



LIVE FARM PRO

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

MAIL MERGE LETTERS MANAGE LETTERS

DEFAULT	LETTER NAME	DATE CREATED	LAST MODIFICATION	MAIL MERGE
<input type="radio"/>	Free Home Eval Letter FREEMARKET2 TEAM	8/6/2009	6/25/2019	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET LENDER	8/6/2009	8/20/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET LENDER2	8/6/2009	8/20/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET LENDER 3	8/6/2009	8/20/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET LENDER SPANISH	8/6/2009	8/25/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET LENDER Follow UP	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET SPANISH	8/6/2009	8/25/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET TEAM	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter JUSTLISTED	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter JUSTLISTED TEAM	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter JUSTREFI	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter JUSTSOLD	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter JUSTSOLD TEAM	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET2	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET Follow UP	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Free Home Eval Letter FREEMARKET3	8/6/2009	8/21/2009	<input type="checkbox"/>
<input type="radio"/>	Expired Listing Intro Letter	11/21/2012	11/21/2012	<input type="checkbox"/>
<input type="radio"/>	Expired Listing Intro Letter 1	11/21/2012	11/21/2012	<input type="checkbox"/>

1 to 19 of 19

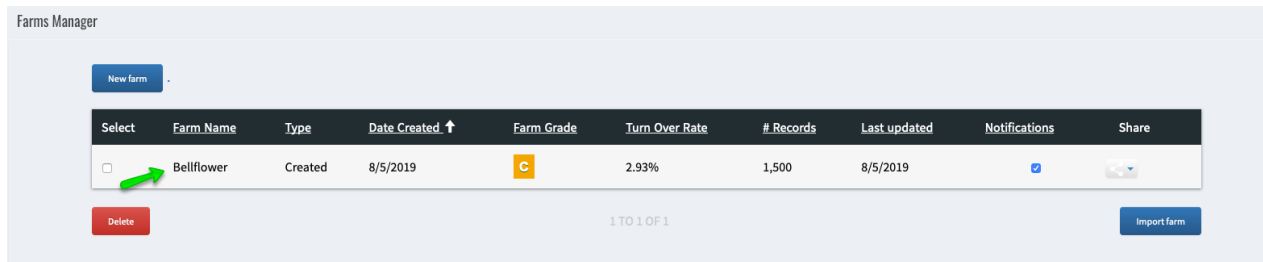
Preview One Letter
Mail Merge All Letters

CREATING LABELS

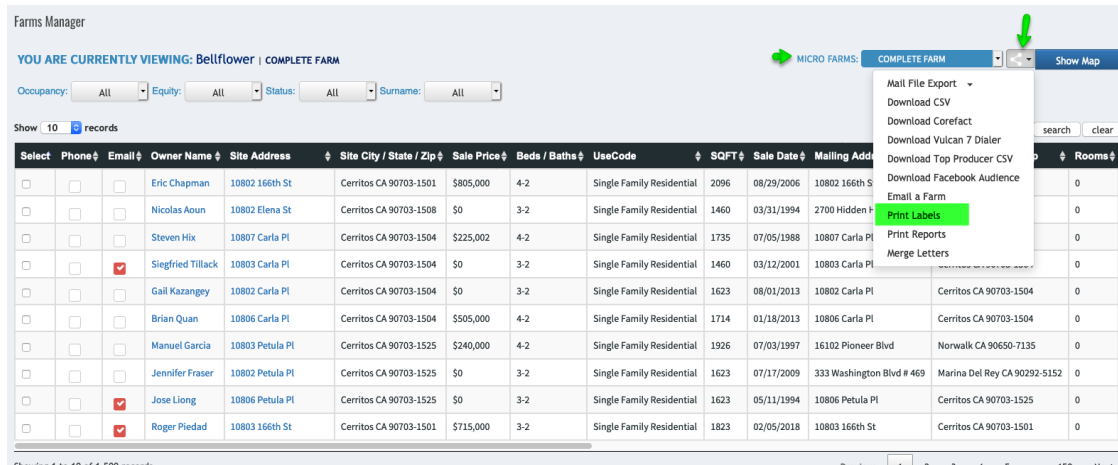
LIVE FARM PRO

CREATING LABELS

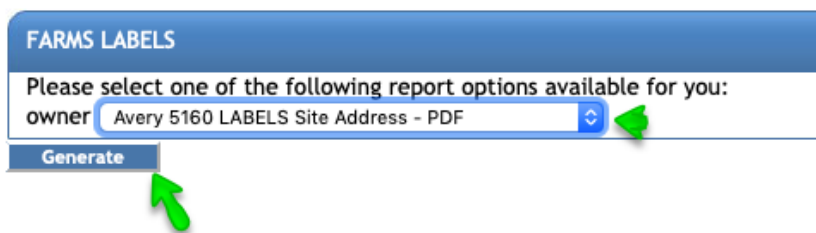
In the Farms Manager section, click on a farm name



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**

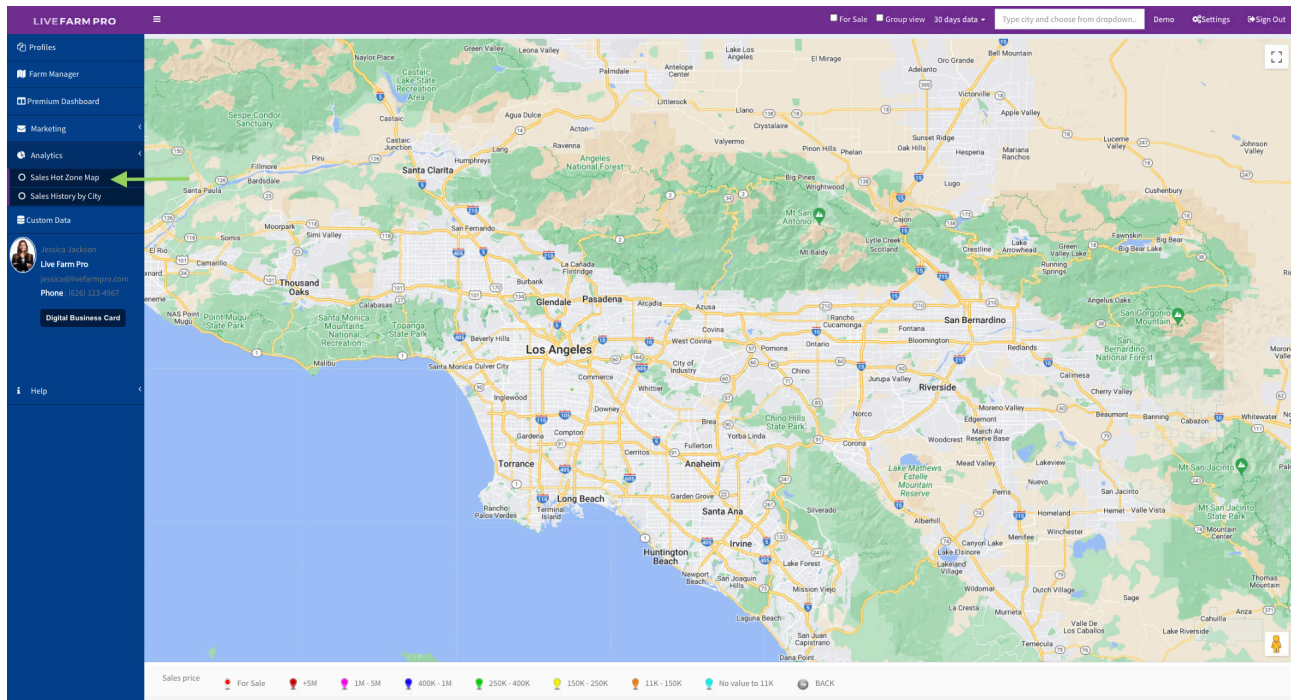


SALES HOT ZONE MAP

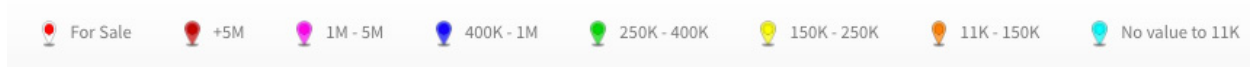
LIVE FARM PRO

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:



LIVE FARM PRO

SALES HOT ZONE MAP

Continue clicking on the graph to further the data search.

