

Desiree Savory, Your Personal Computer Coach

Focus your advertising to agents close to your listing

Creating an effective list of real estate agents to advertise your listings can be a laborious task but worth it in order to bring attention to your listing to the right group of agents.

In order to collect the email addresses for these agents, you will need to have 2 programs open.

1: Tempo

2: Notepad

- Select Start, Programs, Accessories, Notepad
- Select Format, Wordwrap if you have never used Notepad before

Create a Custom Report

First, in Tempo, you will need to create a Custom Report that will have the right fields to filter listings that have been listed and sold by real estate agents.

1. Open Tempo
2. Hover your mouse over Search > Custom Search/Reports > select Single Family (or any other property type you wish)
3. Select Create/Revise Custom Report
4. Type your first name in the Report Name field at the bottom of the screen
5. Add the following fields in your Custom Report (Status and MLS Number are already added):
 - a. Street Name
 - b. Street Number
 - c. Subdivision
 - d. Listing Agent Name
 - e. Listing Office Name
 - f. Selling Agent Name
 - g. Selling Broker Code
6. Select the Save Report button. The Report will disappear.

Run a Search and create Custom Report

- Run a regular search in Tempo. For example, use Active, OP, PS and Sold for status. Add a closing date.
- Run your search.
- Select the Check All Listings button
- Under Report Functions, select your name. This process will open another window with the listing results in columns.
- Sort your listings by any column heading, for example Listing Agent Name.

Edit your Custom Report

- Select Search>Custom Search/Report
- Select Create/Edit Custom Report
- Select your Custom Report on the left column
- Edit your fields on the right column by adding fields from the center column. Select existing fields and delete.

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Collecting Email Addresses from Tempo to Notepad

1. Select the MLS number of any listing. This will refresh the screen and show the Agent Full Report.
2. To the right of the email address (not on the email address), hold down your left mouse button. Drag to the left to select the email address.
3. Right Click on top of the selected email address.
4. Left Click to select the Copy option.
5. Go to Notepad
6. Right Click on the first line and paste the email address. Hit the Enter Key on the Keyboard to go to the next line if you are using an email program such as Microsoft Outlook. If you are using a web based email account, collect the email addresses with commas or semi-colons between each without separating them on each line
7. Go back to the Agent Report previously used and hit the Back button to see your Custom Report.
8. Repeat #'s 1-6 until you have all your email addresses collected.
9. Copy and Paste the email addresses in the BCC field of a new email note.

One thing to remember about collecting email addresses is that you will be sending it to real estate agents that are not expecting to get communication from you. It would be best to add "ADV" in the subject line.

Email Subject Example: ADV: New Listing in Green Trails 4/3/2 \$400,000

