

## Comparing Client Gateway to Property Listings

CLIENT GATEWAY	PROPERTY LISTINGS
Unique Website Address created for each client	Buyer Reports
Requires a custom search	Requires a custom search
You can have as many custom searches under a Prospect as needed	You can have as many custom searches under a Prospect as needed
Attached (embedded) to your HAR website where clients can look at ALL available properties and other website features.	Separate emails
Clients can make comments on each listing sort in categories (Favorites, Possibilities, Not Interested) and delete listings.	No comments can be made because they are reports
Agents can make comments (Agent Recommendations) on each listing	No comments can be made because they are reports
**Updated once per day after midnight	**Always updated for up to 30 days from each email delivery
<u>Shows active statuses only</u> (New Listing, Changed Price, Back on Market) Inactive listings will be marked in red asking the client to contact you.	All statuses (Active, Option Pending, Pending Continued to Show, Expired, Sold, Withdrawn, Terminated) There is no indication on a Buyer Report as to what changed.
Connected to a Custom Search	Connected to a Custom Search
Automatically emailed after midnight <u>only when there is a change in the search criteria</u>	Automatically emailed after midnight <u>only when there is a change in the search criteria</u>
A copy of all notifications will be sent to the agent	A copy of all notifications will be sent to the agent
Change the search criteria for a custom search within the Prospect list	Change the search criteria for a custom search within the Prospect list
Change a Client Gateway to a Property Listings without starting over	Change a Property Listings to a Client Gateway without starting over

### Client Gateway

- Clients can bookmark a client gateway in their browser since the link does not change
- Each notification is the same link.
- If you are working with an overseas buyer in another time zone, this would be a good option.
- Educate your clients on how to use this technology. Make sure they make comments on the properties and sort them.
- Suggest to your clients to not delete listings. Put the listings into “Not Interested”
- All family members and comment on the listings

### Property Listings (Buyer Reports)

- Since these are buyer reports, each notification is active for 30 days. These are dynamic links which are always up to date.
- Investors are able to see all statuses on properties to decide which properties they are interested in because they can compare active and sold properties.