

Personalized and Branded E-Mail Marketing *Our Latest eMarketing Tools are Now Available*

Use E-Mail Marketing To:

- ▶ Promote Properties
- ▶ Promote Yourself
- ▶ Communicate with Clients

Program Features:

- ▶ Email Listings
- ▶ Email a Personal Message
- ▶ Develop a Client Database for Ongoing E-Mail Campaigns.

Benefits to You:

- ▶ Free and Easy to Use
- ▶ Exclusive Communications Tool
- ▶ Professional E-Mail

From: am.schafer@cbexchange.com [Mailto:am.schafer@cbexchange.com]
 Sent: Friday, June 01, 2007 11:33 AM
 To: Schafer, Anne Marie
 Subject: This Home is Perfect for You!



ColdwellBankerOnline.com



Hi Steve,

I wanted to personally send this property to you. I think it's exactly what you are looking for. Please call me with any questions.

Thanks, I'll be in touch soon.

90 RIDGE ROAD, Highland Park, IL

The curb appeal of this outstanding new home is beautifully enhanced by its oversized 160' wide lot. Staggered elevations, bay windows & a two story arched entry welcome you & your guests to an equally exciting interior. 10 ft ceilings on the first floor enlarge the open, bright floor plan. The large cherry kitchen is completed w/stainless steel appliances, an 8' granite island plus separate table area. It opens to a generous family room with fireplace & wall of expansive windows & doors to the yard & patio. In addition to formal living & dining rms a private study, powder rm, laundry rm & separate mud rm complete the first level. 4 big bedrooms, 3 full baths & 9 ft ceilings create the second floor. A large master suite offers 2 walk-in closets plus a luxurious marble tiled bath w/cherry wood & granite finishes. Fully finished lower level inc 5th bedrm, full bath & huge rec space. Upscale designer selections thru-out. Private yard, 3-car gar. Call for detailed information about interior and exterior finishes.)



Price: \$1,495,000
Beds: 4
Full Baths: 4
Half Baths: 1
Property Type: Residential - Single Family

[View full listing info](#)

Anne Marie Schafer
 Coldwell Banker
 Northbrook
Tel: (847) 753-6263
[View My Profile](#)
[Contact Me](#)



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Please do not reply to this message. If you have any questions or comments, please contact [Anne Marie Schafer](#) directly.

This email was sent to registered users of the [Coldwell Banker Online](#) website. Update your [account preferences](#) if you no longer wish to receive emails or visit our account removal page to [unregister](#) your account.

Coldwell Banker Online: Email and My Clients Tools Guide

- Sending a Branded Property Email to Your Clients

Steps 1 and 2: Getting Started



The screenshot shows the ColdwellBankerOnline.com interface for agent Jennifer Ames. The left sidebar contains navigation links: Home, FAQ, Agent Tools, Property Tools, Reporting Tools, and Change My Password. The 'Agent Tools' menu is expanded, showing sub-items: Agent Admin, Agent Teams, and Email and My Clients Tools. The 'Email and My Clients Tools' item is circled in red. The main content area displays the agent's profile information, including name, office name, office phone, and a list of clients. Below this is a section for web site support with contact information and hours. At the bottom, there is a section for Data Feeds (no photos) with MLSNI Data and Feed Times.

ColdwellBankerOnline.com Any House. Anytime. Anywhere.

Jennifer Ames
Gold Coast
(Agent)

Home

Name: Jennifer Ames

Office Name: Gold Coast

Office Phone: 312.751.9100

Agent Admin in Ursini

Agent Teams une, Howard

Email and My Clients Tools nsen, Benjamin

Rosillo, Vianey

For web site support: Call 877-NRT-HELP (877-678-4357)
7:00 AM - 1:00 AM EST Monday - Friday
9:00 AM - 6:00 PM EST Saturday & Sunday
Limited coverage on Holidays

ColdwellBankerOnline.com

Data Feeds (no photos)

MLSNI Data:

- Rooms and room sizes
- Price
- County
- Tax
- School District
- Garage
- Parking Spaces

Feed Times:

- Full feed daily at 4:30 AM
- Incremental – Daily every hour between 6:15 AM – 8:15 PM

Step 1: Log on to the Local Site Admin (<http://chicago.nrtwebadmin.com> or you can get to the site from CBResourceCenter.com, on the right side under ‘Company Links’)

Step 2: Select agent tools and the Email and My Clients Tools.

Step 3: Enter the MLS Number of the Listing You Would Like to Email

The screenshot shows the ColdwellBankerOnline.com interface. At the top left is the Coldwell Banker Residential Brokerage logo. The main header reads 'ColdwellBankerOnline.com Any House. Anytime. Anywhere.' Below this, a navigation menu on the left lists: Home, FAQ, Agent Tools, Property Tools, Reporting Tools, and Change My Password. The 'Agent Tools' section is expanded, showing 'Jennifer Ames Gold Coast (Agent)'. The main content area is titled 'Email and My Clients Tools'. Under the sub-heading 'Start a New Email', there is a text input field with the placeholder text 'Enter the MLS number of the property you would like to send. (IL properties must use MLSNI number.)'. The text 'Enter MLS Number' is written in red inside the input field. To the right of the input field is a 'Next >' button. Below this, there is another 'Next >' button. Further down, there is a section titled 'My Clients' with links for 'Add a New Client' and 'View a List of My Current Clients'.

Enter the MLS number of the property you wish to send* and click on the Next button.

**note: You may send out any property, however the property must have at least two photos.*

Steps 4 and 5: Entering Client Email Addresses and Subject Line

The screenshot shows a web application interface for creating a new email campaign. On the left is a dark blue sidebar with navigation links: 'Home', 'FAQ', 'Agent Tools', 'Property Tools', 'Reporting Tools', and 'Change My Password'. The main content area has a header 'New Email Campaign' and a link 'Return to Email and My Clients Tools'. Below this is the 'Compose Email' form. The 'From:' field is set to 'Agents' and 'Jennifer Ames', with a dropdown menu showing 'Jennifer Ames' selected. The 'To:' field is empty, with a 'To:' button on the left. Below the 'To:' field are three bullet points: 'Type or paste email addresses in the To: field.', 'Click the To: button to select additional recipients from your client list.', and 'Email addresses must be separated by a semi-colon (;)'. The 'Subject:' field is empty. At the bottom, there is a text box with the note '*You may add your own message or change the remarks in the text box below.' and a toolbar with icons for copy, paste, undo, redo, bold, italic, and other text formatting options.

Step 4: Enter the email addresses of the clients you wish to send the property to. This can be done 3 ways:

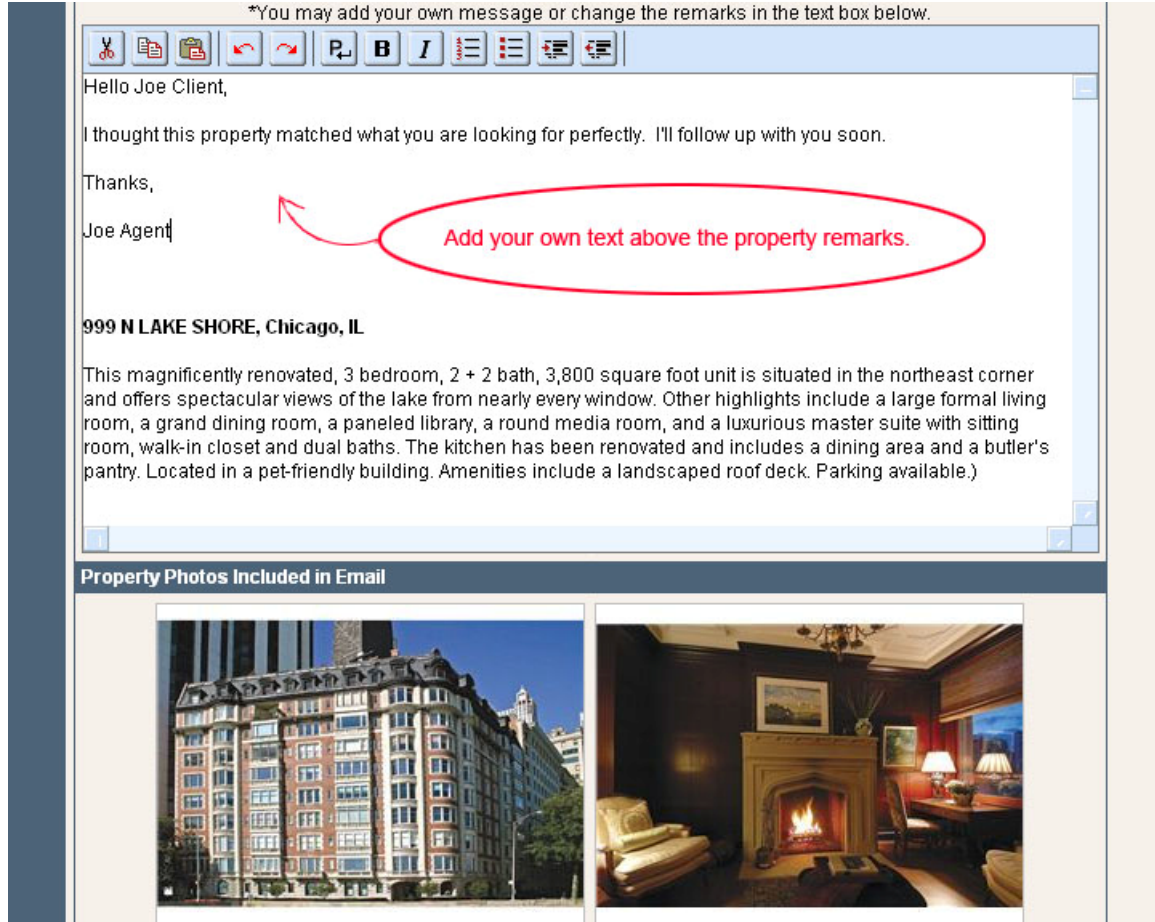
- Type the address into the 'To' field*
- Copy and paste the email addresses into the 'To' field*
- Click the 'To' button on the left side of the field and select recipients from your client list.

**Note: Emails for options 1 and 2 must be separated by a semi-colon (;)*

Step 5: Enter a subject line for your email. This could be the address of the property or whatever you would like it to be.

Step 6: Add a Personal Message

*You may add your own message or change the remarks in the text box below.



Hello Joe Client,



I thought this property matched what you are looking for perfectly. I'll follow up with you soon.

Thanks,
Joe Agent

999 N LAKE SHORE, Chicago, IL

This magnificently renovated, 3 bedroom, 2 + 2 bath, 3,800 square foot unit is situated in the northeast corner and offers spectacular views of the lake from nearly every window. Other highlights include a large formal living room, a grand dining room, a paneled library, a round media room, and a luxurious master suite with sitting room, walk-in closet and dual baths. The kitchen has been renovated and includes a dining area and a butler's pantry. Located in a pet-friendly building. Amenities include a landscaped roof deck. Parking available.)

Property Photos Included in Email



Add a personal message above the property remarks if you would like, this is not required. Simply click in the box above the listing address to add you message.

Please note:

- The remarks for the property that are in the Local Site Admin are automatically placed in the email, these can be edited.
- The first two photos attached to the property in the Local Site Admin are placed in the email as well. **Photos can not be changed.**

Steps 7 and 8: Preview and Send

Close Preview

COLDWELL BANKER ColdwellBankerOnline.com
RESIDENTIAL BROKERAGE

Hello Joe Client,

I thought this property matched what you are looking for perfectly. I'll follow up with you soon.

Thanks,

Joe Agent

999 N LAKE SHORE, Chicago, IL

This magnificently renovated, 3 bedroom, 2 + 2 bath, 3,800 square foot unit is situated in the northeast corner and offers spectacular views of the lake from nearly every window. Other highlights include a large formal living room, a grand dining room, a paneled library, a round media room, and a luxurious master suite with sitting room, walk-in closet and dual baths. The kitchen has been renovated and includes a dining area and a butler's pantry. Located in a pet-friendly building. Amenities include a landscaped roof deck. Parking available.)

Price: \$3,195,000
Beds: 3
Full Baths: 2
Half Baths: 2
Property Type: Residential - Co-op

[View full listing info](#)

Jennifer Ames
Coldwell Banker
Gold Coast
Tel: (312) 440-7525
[View My Profile](#)
[Contact Me](#)

E, Chica Done Internet

Step 7: Once you have entered the email recipients, a subject line and added any text, you are ready to preview the email. Click on the preview button below the Remarks field. Please note that if you have a pop-up blocker you will need to hold down the Control key (Ctrl) when clicking on the Preview button.

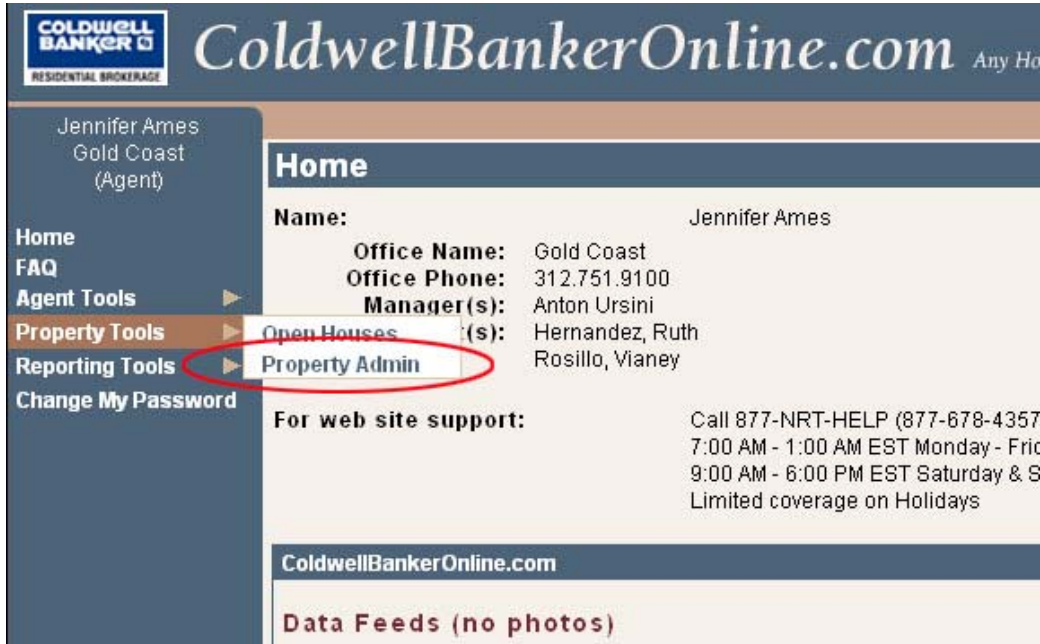
The preview is an exact copy of what the email will look like. Please review for any grammatical errors and to make sure the message is correct.

Step 8: Click the Send button to send the email to your clients.

- **Sending an E-Mail in Property Tools**

This option allows you to search your office's listing inventory to send an email campaign. You will not need to know the MLS number. Follow the steps below and then follow steps 4-8 from above to complete your email campaign.

Step 1: Getting Started



Step 1: Select Property Tools then Property Admin

Step 2: Searching Office Listings

BANKER ColdwellBankerOnline.com Any H

Jennifer Ames
Gold Coast
(Agent)

Home
FAQ
Agent Tools
Property Tools
Reporting Tools
Change My Password

Property Search

Use the search options below to locate properties for editing. The numbers in

Property Search Options

MLS #:

Address:

Office: Gold Coast

Agent:

- Ames, Jennifer(31)
- Bennett, Renee(4)
- Buckley, Jill(5)
- Chez, Katherine(10)
- Cohen, Jean(3)
- Dry, Jeri(10)
- Eldridge, Gregory(1)
- Gutilla, Andrea(2)
- Jakovich, Melinda(18)
- Kahn, Alison(2)
- Knorr, Kathleen(3)
- Lemer, Robin(3)
- McKenna, Mark(1)
- Meehan, Jennifer(2)
- O'Connor, Mary(4)

Show Only Properties

- Are luxury properties
- Have a virtual tour
- Have no photos
- Have multiple photos
- Have remarks
- Have no remarks
- Have open houses sc
- Do not have a map loc
- Property has a fireplac
- Are waterfront properti

Search

Step 2: Your name will be highlighted, if you are updating or want to email one of your listings simply click the Search button.

If you would like to search for listings in your office, click on the agent's name and then the Search button.

***Note: Even though you can search other agent's listings in your office, you can still only modify or update your own listings. See examples below.**

Property Statistics

Date Received From MLS: 8/28/2006
MLS Source: MLSNI (MLS N. Illinois)
of Leads: 0
Page Views: 938 since 8/28/2006

Another Agent's Property Detail page

Cancel

Property Statistics

Date Received From MLS: 8/1/2006
MLS Source: MLSNI (MLS N. Illinois)
of Leads: 0
Page Views: 3116 since 8/1/2006

Your Property Detail page
*Notice the Update Button


Update Cancel

Step 3: Selecting a Property to Send

Property Results

Your search results returned the following results. The results can be sorted by clicking on the column headers. To view the property details for editing, click on the photo or address.

You are currently viewing 1 thru 15 of 31 Properties
Results Page: 1 2 3 [Next Page >](#)

Address	City	Price	Date Rec	Status	Open House
 1845 N ORCHARD ST MLS: 06534251 # Hits: 26 # Open House: 0	Chicago	\$5,995,000	05/31/07	Active	Add
		# Photos: 1 Has Tour: No			Is Preview: No
 199 E LAKE SHORE MLS: 06230239 # Hits: 3116 # Open House: 0	Chicago	\$5,995,000	03/12/07	Active	Add
		# Photos: 21 Has Tour: Yes			Is Preview: No New Email Campaign
 25 E SUPERIOR ST MLS: 06476932 # Hits: 368 # Open House: 0	Chicago	\$4,500,000	04/13/07	Active	Add
		# Photos: 16 Has Tour: No			Is Preview: No New Email Campaign
 625 W BELDEN AVE MLS: 06463108 # Hits: 595 # Open House: 0	Chicago	\$3,250,000	04/02/07	Active	Add
		# Photos: 20 Has Tour: Yes			Is Preview: No New Email Campaign
 2007 N HOWE MLS: 06270470	Chicago	\$3,250,000	03/12/07	Active	Add

Annotations:

- Red circles highlight the '# Photos: 1' and '# Photos: 20' fields.
- Red boxes with arrows point to the 'Add' button for the first property and the 'New Email Campaign' link for the fourth property.
- Red text boxes provide instructions: 'Must have at least 2 photos to send a listing email.' and 'Click to create a listing campaign.'

You will come to the Property Results page. From here you can either click on a property for more information or you can click on the 'New Email Campaign' link to create a listing email.

Notice on the first listing that there is not a 'New Email Campaign' link. This is because the listing only has one photo; to create a campaign a listing must have two photos.

After clicking on the 'New Email Campaign' button you will be taken to the New Email Campaign page. Follow steps 4-8 from 'Sending a Branded Property Email' to complete your email campaign.

****If you would like to block other agent's from sending your listings to their clients, all you need to do is go to the Property Details page of the listing you would like to block and click on the 'No' beside 'Allow Agent Email Alerts' as shown below.***

Property Details

Beds:	3	Full Baths:	3
Status:	Active	Half Baths:	1
Square Feet:	0	Date Listed:	8/1/2006
Display With Team:	Yes	Display Price Change Icon:	Yes
Display Address On Web:	Yes	Display On Web:	Yes
Allow Agent Email Alerts:	<input type="radio"/> Yes <input checked="" type="radio"/> No		

Annotation: A red circle highlights the 'Allow Agent Email Alerts' field and its radio button options.

- **Sending a Personal Branded Email Message**

Send a personal Coldwell Banker Online branded message out to one or all of you clients. Send market updates, local events or any news you think your clients should know in a great looking branded format. Think of this as your email stationary.

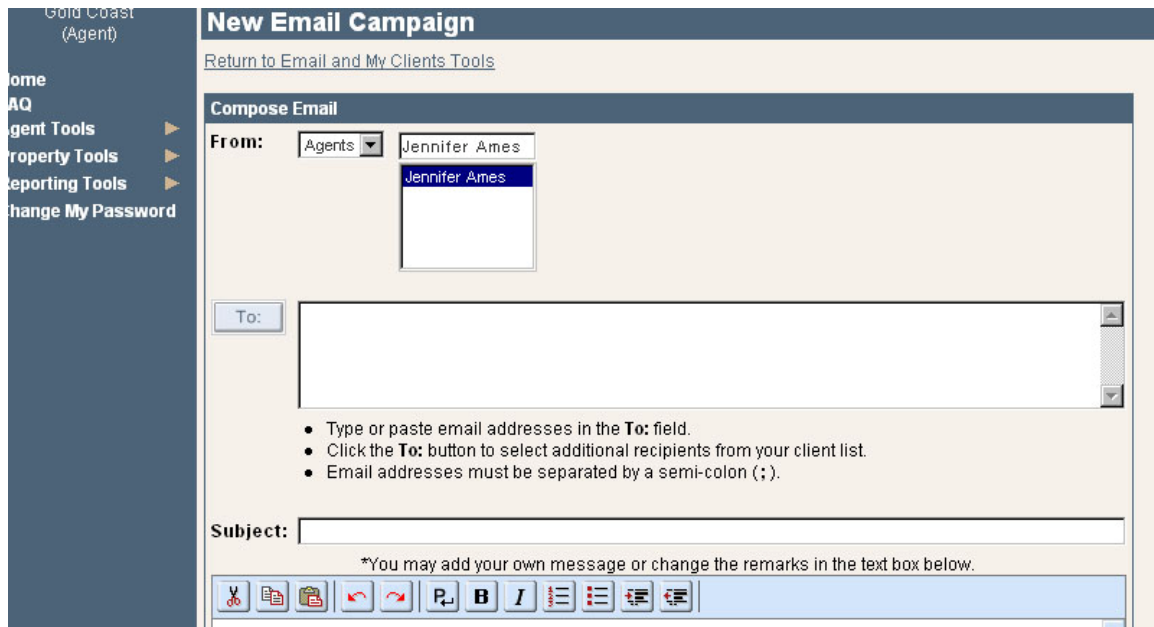
Step 1: Getting Started



As with sending a listing email, select Agent Tools and then Email and My Clients Tools.

Once you are on the Email and My Clients Tools page click the Next button under the heading 'Send a personal message'.

Steps 2 and 3: Entering Client Email Addresses and Email Subject Line



The screenshot shows a web interface for creating a new email campaign. On the left is a dark blue sidebar with navigation links: Home, FAQ, Agent Tools, Property Tools, Reporting Tools, and Change My Password. The main content area is titled 'New Email Campaign' and includes a link to 'Return to Email and My Clients Tools'. Below this is the 'Compose Email' form. The 'From:' field is set to 'Agents' and 'Jennifer Ames', with a dropdown menu showing 'Jennifer Ames' selected. The 'To:' field is empty, with a 'To:' button on the left. Below the 'To:' field are three bullet points: 'Type or paste email addresses in the To: field.', 'Click the To: button to select additional recipients from your client list.', and 'Email addresses must be separated by a semi-colon (;)'. The 'Subject:' field is empty. At the bottom of the form is a text box with the note '*You may add your own message or change the remarks in the text box below.' and a rich text editor toolbar with icons for cut, copy, paste, undo, redo, indent, bold, italic, bulleted list, numbered list, link, and unlink.

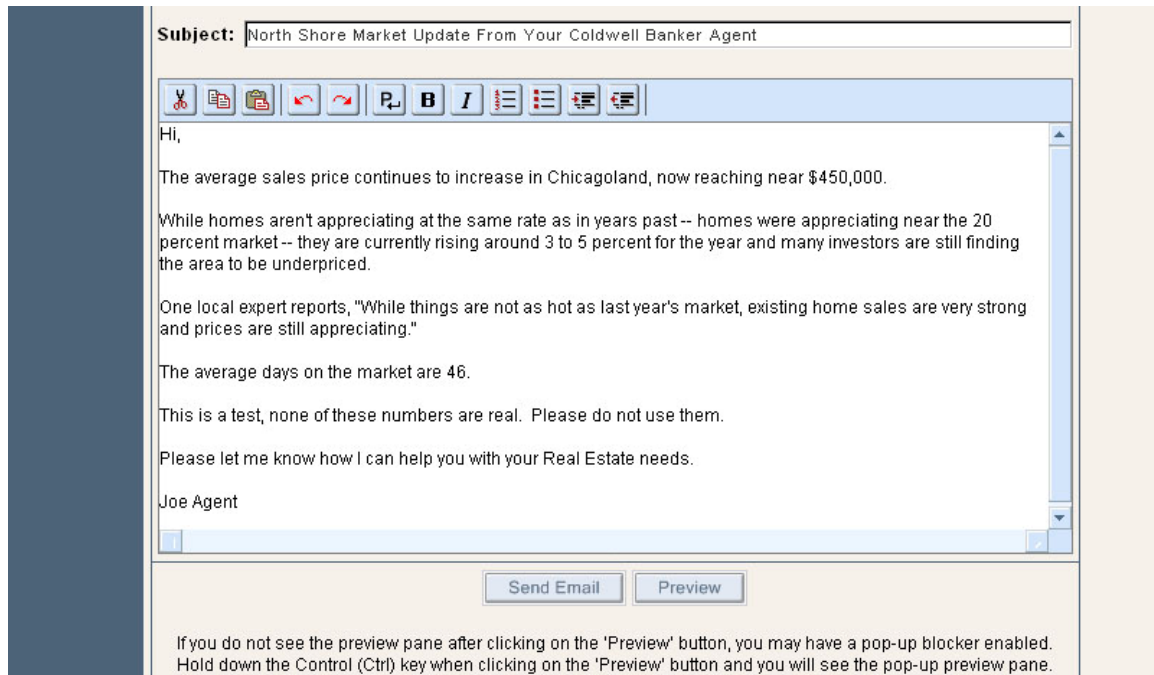
Step 2: Enter the email addresses of the clients you wish to send the property to. This can be done 3 ways:

- Type the address into the 'To' field*
- Copy and paste the email addresses into the 'To' field*
- Click the 'To' button on the left side of the field and select recipients from your client list.

**Note: Emails for options 1 and 2 must be separated by a semi-colon (;)*

Step 3: Enter a subject line for your email.

Step 4: Adding Text



Subject: North Shore Market Update From Your Coldwell Banker Agent

Hi,

The average sales price continues to increase in Chicagoland, now reaching near \$450,000.

While homes aren't appreciating at the same rate as in years past -- homes were appreciating near the 20 percent market -- they are currently rising around 3 to 5 percent for the year and many investors are still finding the area to be underpriced.

One local expert reports, "While things are not as hot as last year's market, existing home sales are very strong and prices are still appreciating."

The average days on the market are 46.

This is a test, none of these numbers are real. Please do not use them.

Please let me know how I can help you with your Real Estate needs.

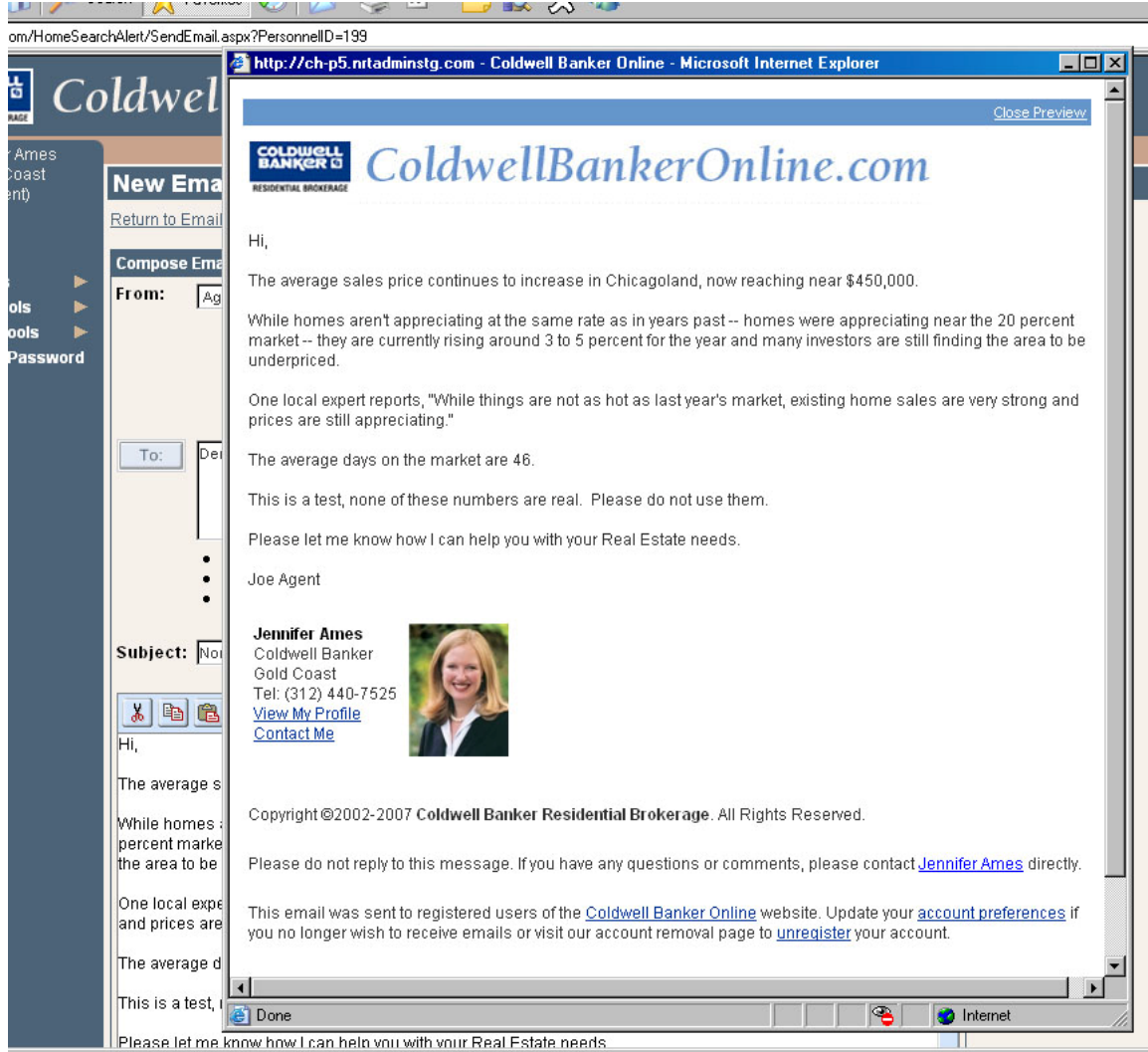
Joe Agent

If you do not see the preview pane after clicking on the 'Preview' button, you may have a pop-up blocker enabled. Hold down the Control (Ctrl) key when clicking on the 'Preview' button and you will see the pop-up preview pane.

You are able to cut and paste text or type the text into the field. This field also includes some editing features such as adding bullet points, numbered lists as well as bold or italicized text.

Remember, this can go to your entire list or just one person. Send market updates, relevant articles, local events and more. You know your clients best, so you decide what information you believe will be most relevant to them.

Steps 5 and 6: Preview and Send



The screenshot shows a Microsoft Internet Explorer browser window displaying the Coldwell Banker Online website. The address bar shows the URL: <http://ch-p5.nrtadminstg.com> - Coldwell Banker Online - Microsoft Internet Explorer. The page title is "Coldwell Banker Online". The main content area shows a preview of an email with the following text:

Hi,

The average sales price continues to increase in Chicagoland, now reaching near \$450,000.

While homes aren't appreciating at the same rate as in years past -- homes were appreciating near the 20 percent market -- they are currently rising around 3 to 5 percent for the year and many investors are still finding the area to be underpriced.

One local expert reports, "While things are not as hot as last year's market, existing home sales are very strong and prices are still appreciating."

The average days on the market are 46.

This is a test, none of these numbers are real. Please do not use them.

Please let me know how I can help you with your Real Estate needs.

Joe Agent

Jennifer Ames
Coldwell Banker
Gold Coast
Tel: (312) 440-7525
[View My Profile](#)
[Contact Me](#)

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Please do not reply to this message. If you have any questions or comments, please contact [Jennifer Ames](#) directly.

This email was sent to registered users of the [Coldwell Banker Online](#) website. Update your [account preferences](#) if you no longer wish to receive emails or visit our account removal page to [unregister](#) your account.

The browser window also shows a "New Email" sidebar on the left with options like "Return to Email", "Compose Email", "To:", "Subject:", and "Done".

Step 5: Once you have entered the email recipients, a subject line and added your personal text, you are ready to preview the email. Click on the preview button below the Remarks field. Please note that if you have a pop-up blocker you will need to hold down the Control key (Ctrl) when clicking on the Preview button.

The preview is an exact copy of what the email will look like. Please review for any grammatical errors and to make sure the message is correct.

Step 6: Click the Send button to send the email to your clients.

My Clients Tool

How to Register a Client and Create a Client Database

The My Clients Tool offers you the ability to set up a database of your current clients as well as register them for New Listing Alerts, Open House Alerts and Coldwell Banker Online.

**Notes:*

- *You do not need to enter your clients to send emails.*
- *If a client has registered with the site and selected you as their preferred agent, they will automatically be enter as a client under the My Clients Tool.*

Step 1: Getting Started



The screenshot shows the ColdwellBankerOnline.com website interface. The header includes the Coldwell Banker logo and the tagline "Any House. Anytime. Anywhere." The user is logged in as Jennifer Ames, Gold Coast (Agent). The navigation menu on the left includes Home, FAQ, Agent Tools, Property Tools, Reporting Tools, and Change My Password. The "Agent Tools" menu is expanded, showing options for Agent Admin, Agent Teams, and Email and My Clients Tools, which is circled in red. The main content area displays the user's profile information, including Name (Jennifer Ames), Office Name (Gold Coast), and Office Phone (312.751.9100). It also provides contact information for web site support: Call 877-NRT-HELP (877-678-4357), 7:00 AM - 1:00 AM EST Monday - Friday, 9:00 AM - 6:00 PM EST Saturday & Sunday, and Limited coverage on Holidays. The footer section includes "Data Feeds (no photos)" and "MLSN Data" with a list of fields: Rooms and room sizes, Price, County, Tax, School District, Garage, and Parking Spaces. It also lists "Feed Times": Full feed daily at 4:30 AM and Incremental - Daily every hour between 6:15 AM - 8:15 PM.

Once logged in the Local Site Admin, select agent tools and Email and My Clients Tools.

Step 2: Getting to the Client Registration Page

The screenshot shows the ColdwellBankerOnline.com website interface. At the top left is the Coldwell Banker Residential Brokerage logo. The main header displays the website name and the slogan "Any House. Anytime. Anywhere." Below the header, the user's name "Jennifer Ames, Gold Coast (Agent)" is shown. A navigation menu on the left includes links for Home, FAQ, Agent Tools, Property Tools, Reporting Tools, and Change My Password. The main content area is titled "Email and My Clients Tools" and contains a "Start a New Email" section with a text input field and a "Next >" button. Below this is an "or" section with the text "Send a personal message." and another "Next >" button. Underneath, the "My Clients" section is highlighted with a red circle, and the "Add a New Client" link is also circled in red. The "View a List of My Current Clients" link is visible below it.

To begin registering one of your clients, click on [Add a New Client](#) below the My Clients header, you will then go to the Client Registration page.

Step 3: Entering Your Clients Information

Create New Client

[Return to Email and My Clients Tools](#)

Client Information

* Indicates a required field

* First Name:	<input type="text"/>	Contact Phone:	<input type="text"/> - <input type="text"/> - <input type="text"/>
* Last Name:	<input type="text"/>	Best Time to Call:	<input type="text"/>
* Email Address:	<input type="text"/>	Contact Method:	<input type="radio"/> Telephone <input checked="" type="radio"/> Email <input type="radio"/> Either
* Password:	<input type="text" value="k45agaGo"/>	Preferred Agent:	<input type="text" value="Jennifer Ames"/> <input type="text" value="Jennifer Ames"/>
Address:	<input type="text"/>		
City:	<input type="text"/>		
State/ZIP:	<input type="text" value="(Select State)"/> <input type="text"/>		

Just Listed Alerts

Enable Just Listed alerts for client's saved searches.

Deliver Results:

Delivery Duration:

End Date: Not Set

Open House Alerts

Enable Open House alerts for client's saved searches.

Delivery Duration:

End Date: Not Set

Client Notes

(Max. Length 2000) 2000 Characters Remaining

On the client registration page, First Name, Last Name, Email Address and Password are required to register the client with the MLS. An auto generated password is provided, however you can change this by clicking in the text field, erasing the current password and entering what you would like it to be.

Other fields are provided for your convenience, these include address, phone, best time to call, best contact method as well as a client notes section for any additional information.

If you look at the middle of the page you will see Just Listed Alerts and Open House Alerts. I'll get to that in a couple steps, for now you want to click on the Update button.

Steps 4 and 5: 'Unregister' Option and Adding a search

Old Coast
(Agent)

Tools
My Tools
My Tools
My Password

Update Client Profile

Client profile updated successfully.

Client Information

* Indicates a required field

* **First Name:** **Contact Phone:**

* **Last Name:** **Best Time to Call:**

* **Email Address:** **Contact Method:** Telephone Email Either

* **Password:** **Preferred Agent:**

Address:

City:

State/ZIP:

Just Listed Alerts

Enable Just Listed alerts for client's saved searches.

Deliver Results:

Delivery Duration:

End Date:

Open House Alerts

Enable Open House alerts for client's saved searches.

Delivery Duration:

End Date:

Client Notes

(Max. Length 2000) 2000 Characters Remaining

Search Name	Date Saved	Property Count	Delete
-------------	------------	----------------	--------

Step 4: After you click 'Update' the page will refresh, saving your client information and offering you additional options.

Below the Client Notes section an 'Unregister' button appears. Use this only if you no longer want to be able send emails to the client.

Step 5: Getting back to the Just Listed Alerts and the Open House Alerts, with these tools you have the opportunity to set up drip campaigns for your clients and have the option to control how often they receive emails, but first you need to add a search for your client. Click on the 'Add Search' button near the bottom left of the page.

Step 6: Adding a Saved Search

The screenshot shows a web interface for creating a saved search. On the left is a navigation menu with items like 'Home', 'FAQ', 'Agent Tools', 'Property Tools', 'Reporting Tools', and 'Change My Password'. The main area is titled 'Client Saved Search' and contains a form with the following sections:

- Search Name:** A text input field.
- State:** A dropdown menu with 'Illinois' selected.
- County:** A dropdown menu with '(All)' selected.
- City:** A dropdown menu with '(All)' selected.
- Select one or more property types:** A group of checkboxes including 'Single Family Residential', 'Condos / Townhouses / Lofts', 'Multi-family (2-4 Unit)', 'Commercial / Investment Properties', 'Lots and Land', 'Rentals', and 'Mobile Homes'.
- Select Price Range:** Two dropdown menus for 'Minimum Price' (set to 'Less than \$100,000') and 'Maximum Price' (set to 'No Maximum').
- Choose the minimum number of bedrooms:** Radio buttons for 'Any', '1+', '2+', '3+', '4+', and '5+'.
- Choose the minimum number of bathrooms:** Radio buttons for 'Any', '1+', '2+', '3+', '4+', and '5+'.
- More Search Options:** A group of checkboxes including 'Previews / Luxury', 'New Listings', 'Garage', 'Waterfront', 'Vacation Properties', 'New Construction', 'Open Houses', 'Virtual Tour / Multiple Photos', and 'Fireplace'. There are also input fields for 'Street Address', 'Zip Code', and 'MLS Number'.
- Customize Results:** Three dropdown menus for '1st Sort Option' (set to 'List Price'), '2nd Sort Option' (set to 'Beds'), and 'Show Thumbnail' (set to 'Yes'). A 'Listings Per Page' dropdown is set to '5'.

At the bottom of the form are two buttons: 'Save' and 'Return to Client Profile'.

On the Client Saved Search page you will be able to select the home criteria for your client using the same options that are on ColdwellBankerOnline.com, making this easier to use.

First you have to name the search, for example 'Evanston Search'. Then you would select the criteria to match your client's needs. After you make your selections click the 'Save' button at the bottom of the screen. To go back to the client's profile page click on the 'Return to Client Profile' button.

Once you are back on the Client Profile page you can add another search by following the same directions. Up to five searches can be saved for a client.

Step 7: Setting Up Just Listed and Email Alerts for Your Client

Update Client Profile

Client Information

* Indicates a required field

* First Name: Mike Contact Phone: 555-555-5555

* Last Name: Test Best Time to Call: 3:00 PM

* Email Address: MikeTest@testuser.com Contact Method: Telephone Email Either

* Password: piiKuh92 Preferred Agent: Jennifer Ames

Address: 123 Main Street Jennifer Ames

City: Evanston

State/ZIP: IL 60201

Just Listed Alerts

Enable Just Listed alerts for client's saved searches.

Delivery Results: daily

Delivery Duration: no change

End Date: Not Set

Open House Alerts

Enable Open House alerts for client's saved searches.

Delivery Duration: no change

End Date: Not Set

Client Notes

(Max. Length 2000) 2000 Characters Remaining

Update Unregister Cancel

Add Search

Search Name	Date Saved	Property Count	Delete
-------------	------------	----------------	--------

Once you have added the saved searches for your client, you are ready to set them up for Just Listed and Open House Alert emails.

First, check the box just under the headings to enable the alerts. Then you will be able to set the frequency on the emails for the Just Listed alerts range from daily to bi-monthly. And for both you will be able to set the duration of the campaign.

Step 7: Setting Up Just Listed and Email Alerts for Your Client Continued

Address: <input type="text"/>	City: <input type="text"/>	State/ZIP: (Select State) <input type="text"/>	Ames, Jennifer Ames, Nathalie Amory, Susan Andersen, Mary Jean Andersen, Robert
Just Listed Alerts		Open House Alerts	
<input checked="" type="checkbox"/> Enable Just Listed alerts for client's saved searches.		<input checked="" type="checkbox"/> Enable Open House alerts for client's saved searches.	
Deliver Results: twice a week	Delivery Duration: no change	Delivery Duration: no change	End Date: 6/1/2007
End Date: 6/1/2007			
Client Notes (Max. Length 2000) 2000 Characters Remaining			
<input type="text"/>			
<input type="button" value="Update"/> <input type="button" value="Unregister"/> <input type="button" value="Cancel"/>			
<input type="button" value="Add Search"/>			

Once you have selected the duration, click on the Update button to save your work. Once the page has been saved, the campaign end date will appear as it does in the screen below.

Step 8: Return to Email and My Clients Tools Page

The screenshot shows the ColdwellBankerOnline.com interface. At the top left is the Coldwell Banker Residential Brokerage logo. The main header features the website name and the slogan 'Any House. Anytime. Anywhere.'. A dark blue sidebar on the left contains the user's name 'Jennifer Ames, Gold Coast (Agent)' and a list of navigation links: Home, FAQ, Agent Tools, Property Tools, Reporting Tools, and Change My Password. The main content area is titled 'Email and My Clients Tools' and contains two sections: 'Start a New Email' with a text input field and a 'Next >' button, and 'My Clients' with links for 'Add a New Client' and 'View a List of My Current Clients'.

To view a list of your clients click on the [View a List of My Current Clients](#) link.

Step 8: Return to Email and My Clients Tools Page Continued

Send a personal message.

[Next >](#)

My Clients

[Add a New Client](#)
[Close My Client List](#)

<< First < Previous Viewing records 1 through 15 of 15 clients. 1

Name	Associate
a:lsdkaf,alksdh	Jennifer Ames
Anderson, Kim	Jennifer Ames
Downey, Lida	Jennifer Ames
Gani, Mohammed	Jennifer Ames
Gordon, Chad	Jennifer Ames
Humphrey, Victoria	Jennifer Ames
maxey, phil	Jennifer Ames
McGinley, Kim	Jennifer Ames
mctest, testy	Jennifer Ames
Moore, P	Jennifer Ames
Smith, Test	Jennifer Ames
tesst, testy	Jennifer Ames
Test, Mike	Jennifer Ames
testy, test	Jennifer Ames
Wolney, Kathleen	Jennifer Ames

This will open up the page to show your clients. To update a client click on their name. This will take you into their profile page where you can update contact information, email preferences, saved searches and more.