

How do I conduct a Reverse Prospecting Search?

Reverse Prospecting: This feature facilitates agents contacting each other for their clients' mutual benefit. Listing Agents more easily find other agents with buyers looking for properties like the ones they represent for sellers. Agents representing potential buyers become more aware of available properties matching their buyers' criteria.

- **Agents working with Potential Buyer(s):** To make a saved search available for Reverse Prospecting, click the "Available for Reverse Prospect" checkbox under the Automatic Email settings (*My Matrix>Auto Email*). This will assign a number to the search that will show on your Saved Searches screen. (*It is automatically selected. You must uncheck it to opt-out.*) List Agents with matching properties can now more easily find you.

NOTE: Reverse Prospecting is completely anonymous for your buyers. List agents are not given your customer names or contact information.

- **How to View Reverse Prospects For Your Listings**

- Click or hover over the **My Matrix tab**.
- Click **My Listings**
- Select either '**My Active Listings**' or '**My Hit Counters**' from the "Show" dropdown box.
- Check off the desired listing you wish to view Reverse Prospects for.
- Click on the '**Reverse Prospect**' button below the results.
- This will produce a list of all agents who have clients set up on Auto Email which match your property.
 - **Agent** – Click on the agent's name in Matrix to message them directly about your listing. If you contact an agent, be sure to give them the numerical Reference # from the display so they can easily find the matching search/customer. These agents each have a contact who has received this listing.
 - **Reference #** - The buyer's agent can identify the contact via the Reference # by looking it up on their Contacts page.
 - **Pre-Approved** is checked if the Buyer's Agent indicated this in their contact info in Matrix.
 - **Count** is the total number of listings each contact has been sent.
 - **Date Sent** is the date the listing was sent to that client.
 - **Notes** show if the client has saved the listing as Favorite already.