

HOW TO CREATE PROPERTY ALERTS

First off, they're emails sent to your contacts containing a list of properties that match their search criteria. The bonus is that KVCORE tracks your contact's interest and engagement with listings to help tailor this experience.

Each contact can have two separate search alerts set up. Both you and the contact can setup, edit or remove search alerts at any time. Instead of incorporating an endless list of search fields, searches benefit from the use of keywords in addition to some typical search criteria options.

Once a search alert is saved, you can email or text a link to the search results to your contact. If they click on the link or one of the listings in the email, they'll be taken to your website.

HOW DO I ADD ONE?

Open the contact you want to set search alerts up for, click on the 'Alerts' tab at the top of their detail page.

ALERT 1 999 ALERT 2 1704

Alert Active

Summary

3 properties mostly Single Family with 5 beds and 5 baths for around \$1,035,666.67.

Settings

Area: san diego, ca
Listing Type(s): Single Family, Condos
Bedrooms: 0
Bathrooms: 0
Price Range: <1500000
Acres: --
Sq Ft: <300000
Year Built: --
Keywords: --
Options: Pool
Frequency: Monthly
Email CC: --

Results View All

Email Recent Results Text Recent Results Copy Link

Recent Results

6143 \$875,000 4 beds 2 bath

87 \$799,000 3 beds 2 bath

4473 \$775,000 4 beds 3 bath

6143 \$589,000 2 beds 2 bath

6143 \$698,000 4 beds 2 bath

4473 \$320,000 2 beds 1 bath

#1 - ALERT 1 & 2

Each contact may have two unique alerts. The separation is intended for hugely different sets of criteria.

#2 - EDIT

Click this to change the alert criteria. See Search Alert Criteria below for more information.

#3 - ACTIVE SWITCH

This enables or disables the alert. Use this switch to turn off alerts in lieu of unsubscribing the contact.

#4 - SUMMARY

This is the contact's summary of their known information and profile. It's based on what they view on your KVCORE site, not what criteria are set for them.

#5 - RECENT RESULTS

These are some of the properties that match the criteria you have configured and either have been sent or will be sent in the next update. Only the most recent 6 are shown.

Clicking 'see all' will open a link to ALL of the properties that match the configured alert criteria.

#6 - SEND RECENT RESULTS

You may choose from a few options to send the recent results list. The link sent or copied will contain only the 6 listings you see in recent results. When choosing to email or text, be sure to edit the message before sending and not the link.

HOW TO CREATE PROPERTY ALERTS

THE 4 MAIN CRITERIA FOR A SEARCH

Open the contact you want to set search alerts up for, click on the 'Alerts' tab at the top of their detail page.

1. GEOGRAPHIC AREA

There are two options for selecting the area of a search. Areas by name, or areas by drawing on a map. Both options may not be used in the same search.

AREAS BY NAME

Areas are defined in the MLS and queried when you type into the field.

You can add additional areas by clicking into the Area box once again and selecting another area. You can remove an area by selecting the little 'x' to the right of the area name.

AREAS BY MAP

It might make more sense to draw out the area on a map. When that's the case, click the green 'Draw Area' button, then click consecutively to draw a polygon shape on the map until you trace back to your first click.

2. LISTING TYPE & TYPICAL CRITERIA

All of the listing types available from your MLS will be selectable here unless a specific type has been excluded from your website settings. If you don't choose any listing type, then kvCORE will automatically select 'Single Family, Condos, & Townhouse for you.

AVAILABLE FIELDS INCLUDE

- Listing Type
- Price Range
- Beds
- Full /Half Baths
- SqFt
- Acres
- Year Built

3. PROPERTY AMENITIES

The amenities section includes some of the more commonly used search options when buyers are on the hunt for a home.

Included are general items like pool and water view, financial options like no HOA fees, structural options like a garage or single story, and common rental options like whether or not pets are allowed.

4. KEYWORDS

Keywords are an advanced search function that finds and uses the data fields from the MLS. If you're looking for a very particular field that is not in the standard options list or found in the rest of the criteria on this form, then keywords will solve that problem.

More customized or detailed search necessary? This is the place. First, select the field that the variable is grouped into. Then, after the appropriate field is selected, the system will show you the possible options from what it can see of all the active listings currently in the MLS.

NO RESULTS?

If you set your criteria and no recent results are displayed, there are two possibilities. Either there really are no matches, or the criteria you configured does not work. This is commonly caused by specifying an impossible combination of options.

If this occurs, check your criteria for errors. The options must all agree with each other. A home cannot simultaneously be 'French' and 'Mediterranean', for example.

PROPERTY ALERT SENDING OPTIONS

You have 4 options when setting up a search alert regarding how results will be delivered to your contact.

FREQUENCY

Select how often you want to send out search alerts to this contact. The exact time the alerts are sent will vary from one MLS to the next.

EMAIL CC

You do not need to CC yourself to get a copy of Search Alerts. These are automatically stored for you within each contact timeline.

SAVE & SEND

Save the criteria and send out the first Search Alert right away. If you selected a longer frequency such as weekly, the system will send it out every 7 days after that first email is sent.

SAVE & DO NOT SEND

This will save your criteria and leave it to the system to select when to send the first email. It will send the first email within the specified frequency (for example, daily will send within the next 24 hours) and then consistently send at the correct interval after the first email is sent.

AUTOMATICALLY GENERATED SEARCH ALERTS

In certain cases, KVCORE may even automatically create a Search Alert on your behalf! A Search Alert will be created for a new contact if:

If there is no search alert already configured.

If the contact has logged into your kvCORE website and viewed a property.

If both of those conditions are met then kvCORE will create an alert automatically based on the property/properties they viewed within 24-48 hours after the lead was created. The criteria of the alert is generated from averages based on the home(s) they looked at. Of course, you can edit the alert at any time!

When this occurs, kvCORE will email your contact informing them that they are now set up on an automated email:

"Hi, It's [agent name] again. Our system set up an alert which will send you new properties in [area] between [min price] and [max price] having at least [beds] beds and [baths] baths. If you'd like to change the criteria for these alerts, [click here link]."

GO DIRECTLY TO THE GUIDE FOR MORE HELP

<https://blog.mycabcorner.com/bhhs-connect-guide/automation/>