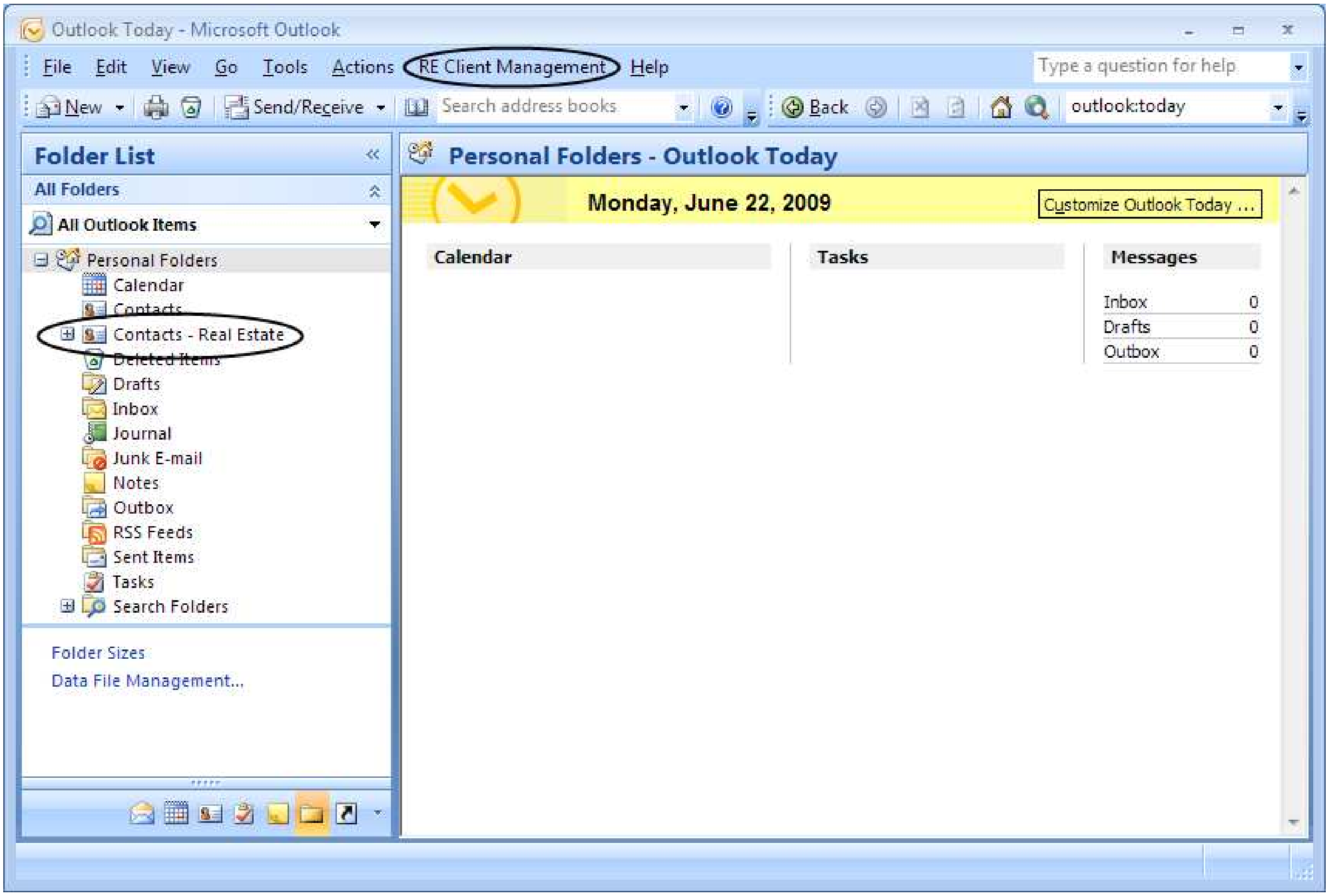
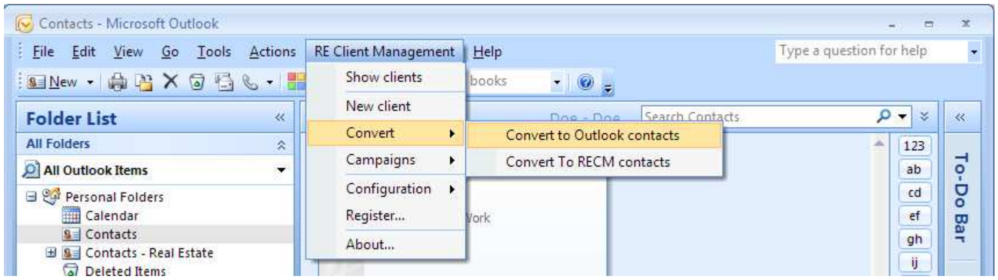
REAL ESTATE CLIENT MANAGEMENT QUICK START GUIDE

The purpose of the quick start guide is to help you get started using the Real Estate Client Management (RECM) product quickly. For a more in-depth quick start, watch the Overview Tutorial video at: www.RealEstateClientManagement.com/Tutorial.aspx

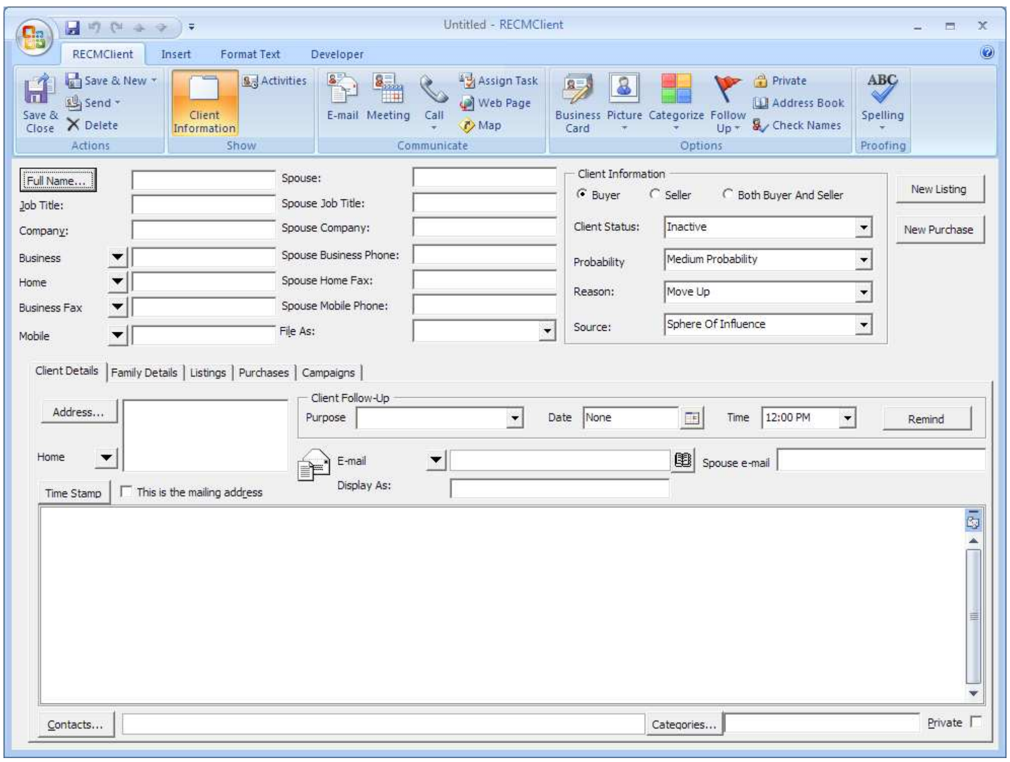
When you first open Microsoft Outlook after the installation, you'll notice a new menu item (RE Client Management) and a new contact folder (Contacts-Real Estate). We'll walk you through each of these.



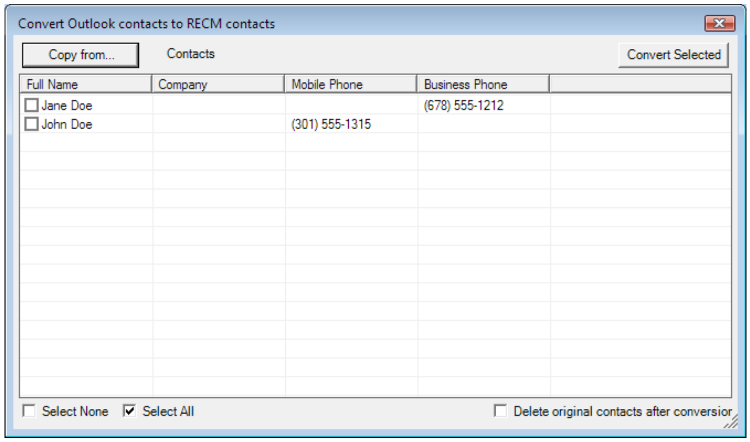
RE Client Management Menu



1. **Show clients.** Opens the "Contacts – Real Estate" folder. This is where your Real Estate Contacts are kept.
2. **New Client.** Creates a new Real Estate Contact. We'll walk through the forms in the next section.

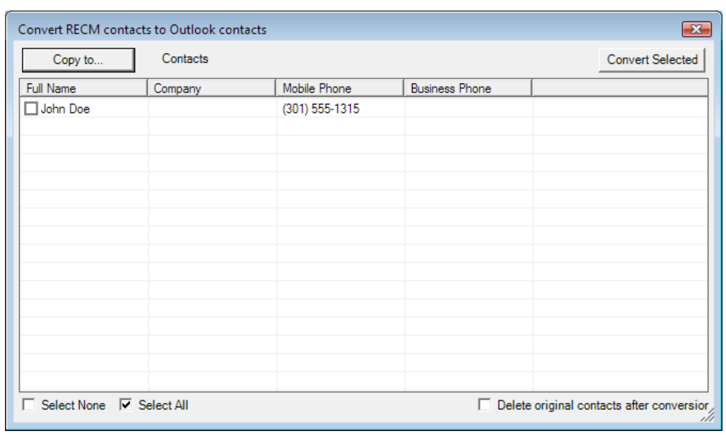


3. **Convert to Outlook contacts.** This will convert your RECM contacts back to the standard Microsoft Outlook format and copy them to the selected "Contacts" folder.



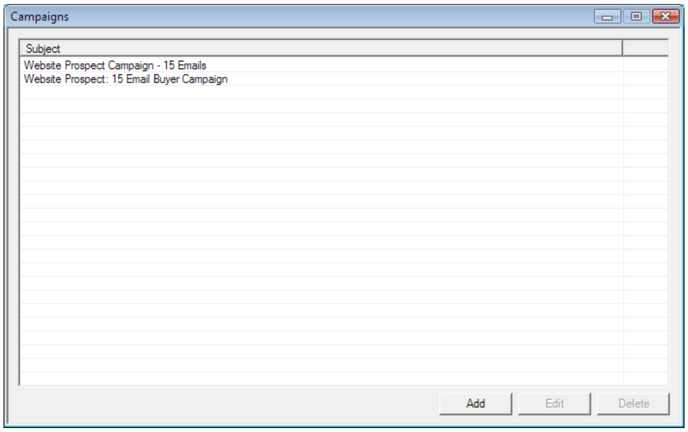
   a. Select "Copy to …" to select the folder you'd like the converted contacts copied to.
   b. Check the contacts you wish to convert and then select "Convert Selected" to convert the contacts back to Microsoft Outlook format.
   c. Click on "Select All" at the bottom of the form to select all your contacts.
   d. Click on "Select None" to clear all selections
   e. Check "Delete contacts after conversion" to delete the old contacts after conversion.

4. **Convert to RECM Contacts.** This allows you to convert your standard Microsoft Outlook contacts to RECM format. The Microsoft Outlook contacts will be left in their current folder and a copy created in the "Contacts – Real Estate".

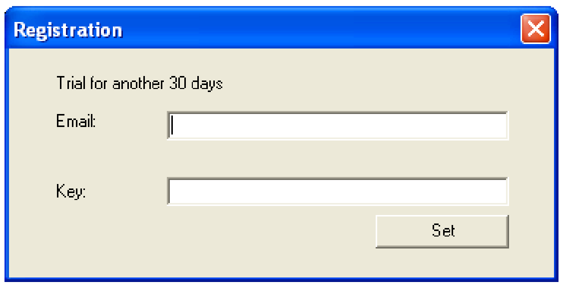


   a. Select "Copy From" to choose the folder you wish to convert the contacts from
   b. Check the contacts you wish to convert then select "Convert Selected" to convert the contact to RECM format
   c. Click on "Select All" at the bottom of the form to select all your contacts.
   d. Click on "Select None" to clear all selections
   e. Check "Delete contacts after conversion" to delete the old contacts after conversion.

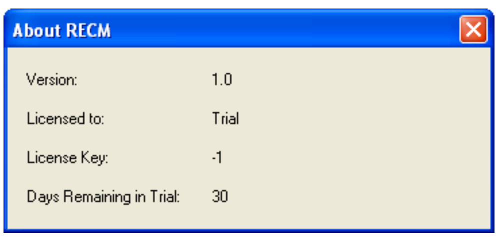
5. **Campaigns**. This allows you to create Campaigns Templates such as Action Plans or Drip email that you can apply to clients. Each campaign can consist of emails, appointments, and tasks. You also have the ability to import campaign templates that we'll put on the website. We'll cover this in more detail in a later section.



6. **Register…** Register your product with your Email address you used to purchase RECM and the Key that was sent to you with your order. Visit www.RealEstateClientManagement/BuyNow.aspx to purchase RECM.

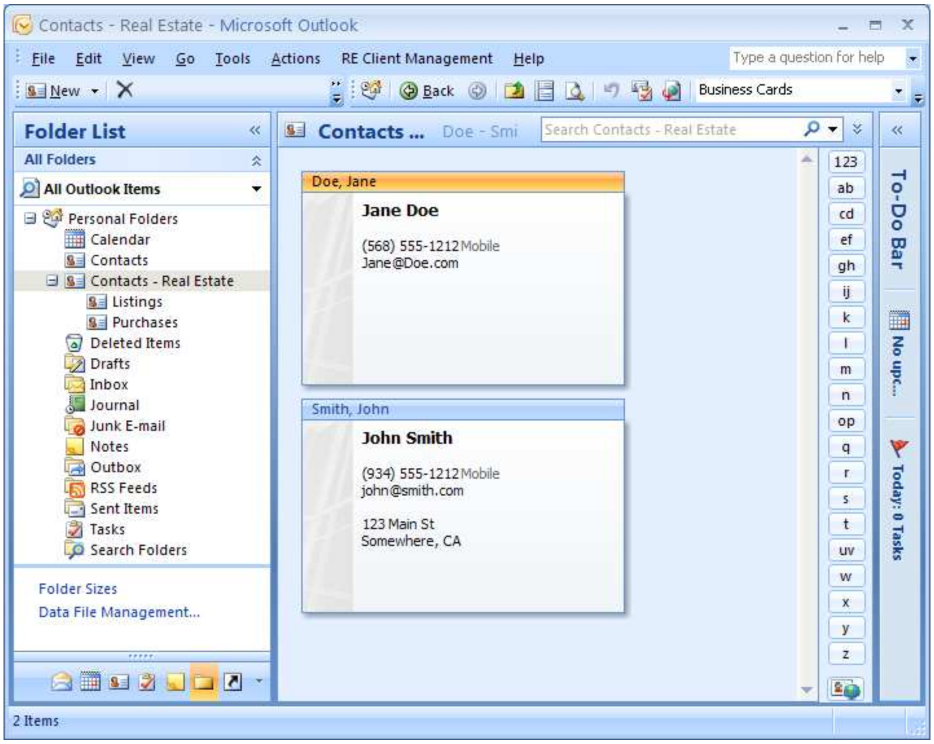


7. **About.** Shows information on RECM such as version number and registration information. If you haven't registered, it will also show the days remaining on your trial.



CONTACTS – REAL ESTATE FOLDER

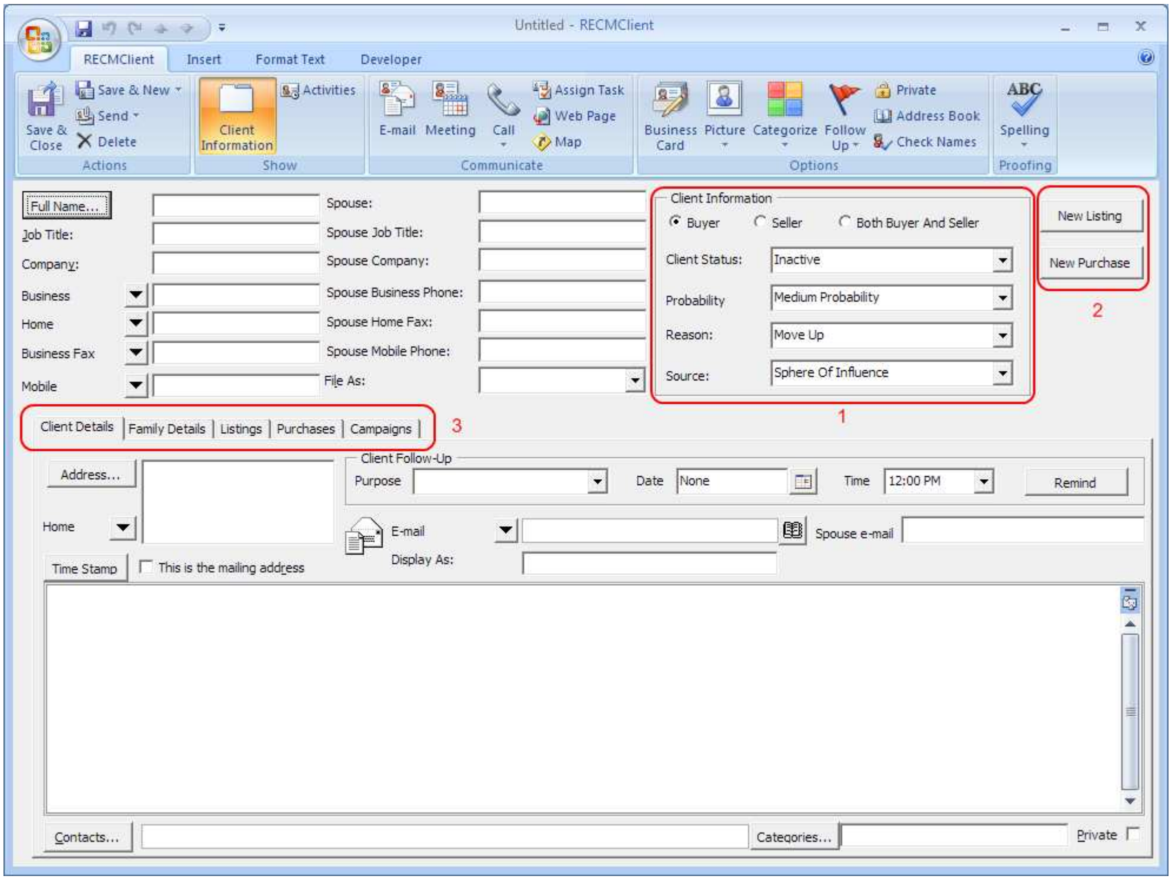
When you installed RECM, three folders where created: The main folder "Contacts – Real Estate" and two sub-folders: "Listings" and "Purchases". The "Contacts-Real Estate" folder contains Client Contact forms. For each Client, you can create multiple Seller Listing (stored in the "Listing" folder) and multiple Buyer Purchase (stored in the "Purchase" folder).



a. To create a New Client contact, select "New Client" from the RE Client Management menu. Or, you can double click within the folder (just like creating any standard Microsoft Outlook contact). This will open a new Client Form.

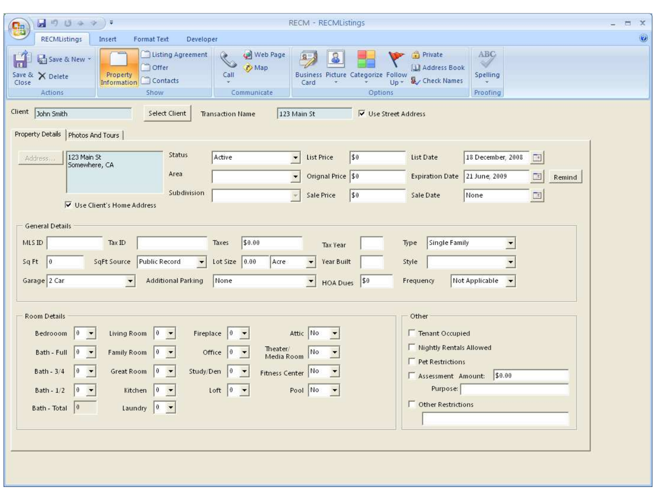
b. To open an existing Client contact, just double click on the contact.

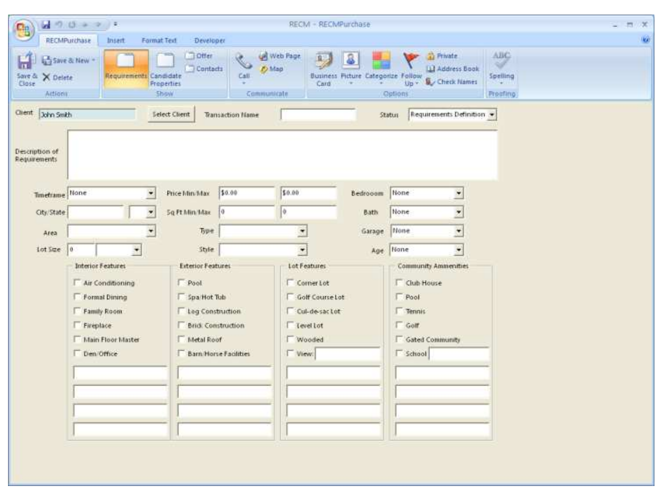
Client Form



In addition to the Client and their Spouse (significant other) information, there are three new areas: 1) Client Information; 2) Create a New Transaction; 3) Listing, Purchase, and Family Details tabs. We've also marked 4) Activities – this is a standard page on any Microsoft Outlook form but one that we find a lot of Outlook users don't know about.

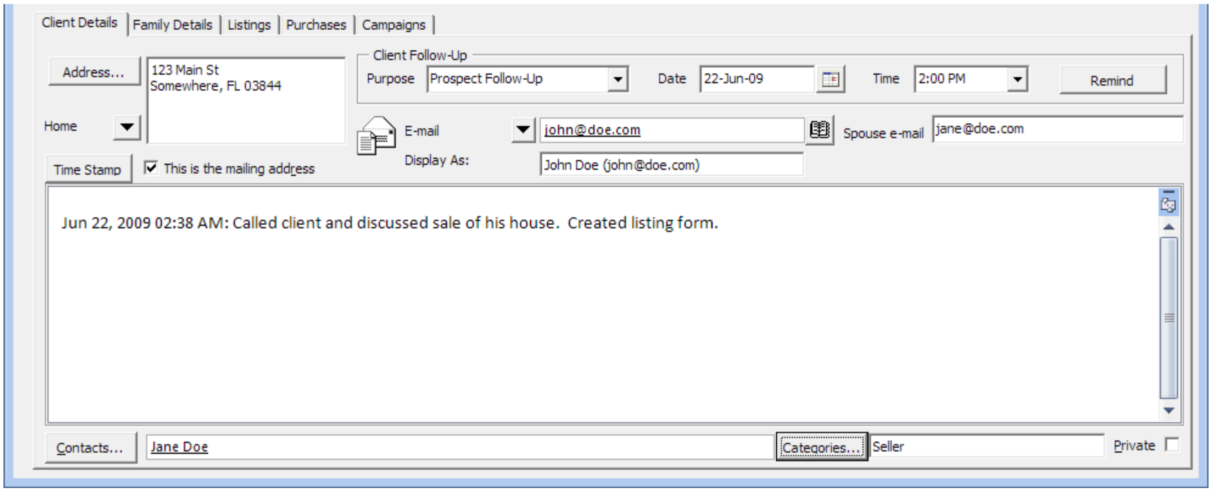
1. Client Information. This lets you track specific information on the client type, status, probability of a transaction, why they're working with you and the source of the lead. You can edit the Reasons and Sources. The other fields will be used for report generation and are not editable.
2. Create a new Listing or Purchase transaction (click on the button). Will discuss these forms in a the next sections.



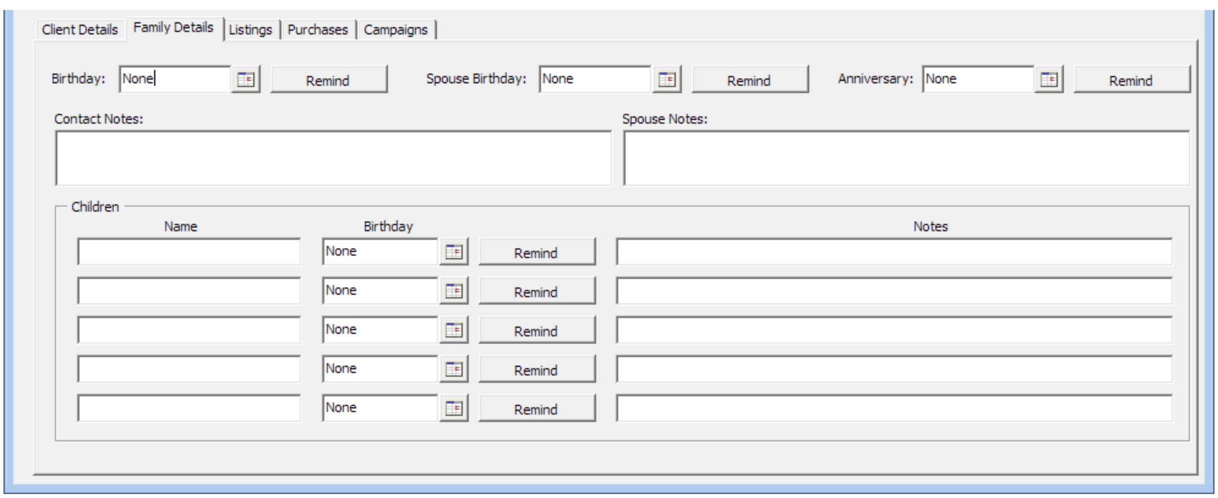


3. Tabs

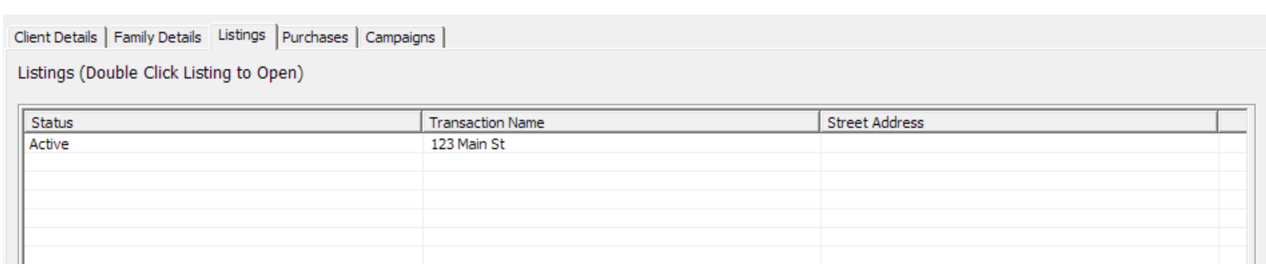
a. Client Details. This tab contains client details such as their mailing addresses (home, business, etc.) and client and spouse email. You can also set client follow up appointments and log client conversations/events (click the Time Stamp button to time stamp the conversation/event). At the bottom of the form you can also associate specific contacts with the client and set categories (e.g. buyer, seller).



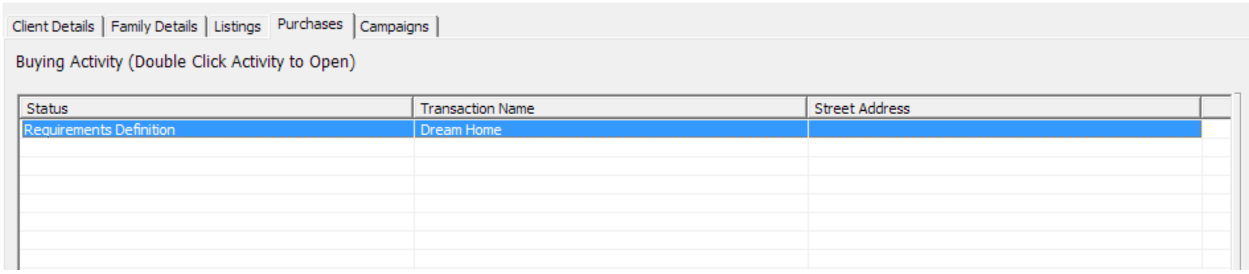
b. Family Details. This tab allows you to track details like Birthdays, Anniversaries, Children. If you click on the calendar icon, a date picker will pop up allowing you to enter a date. If you click on the remind button, then an appointment form will open set to the date you entered. You can chose to make this a onetime event or reoccurring event.



c. Listings. If you have created and saved a listing then it will appear on this tab. You can double click the Listing to open it.

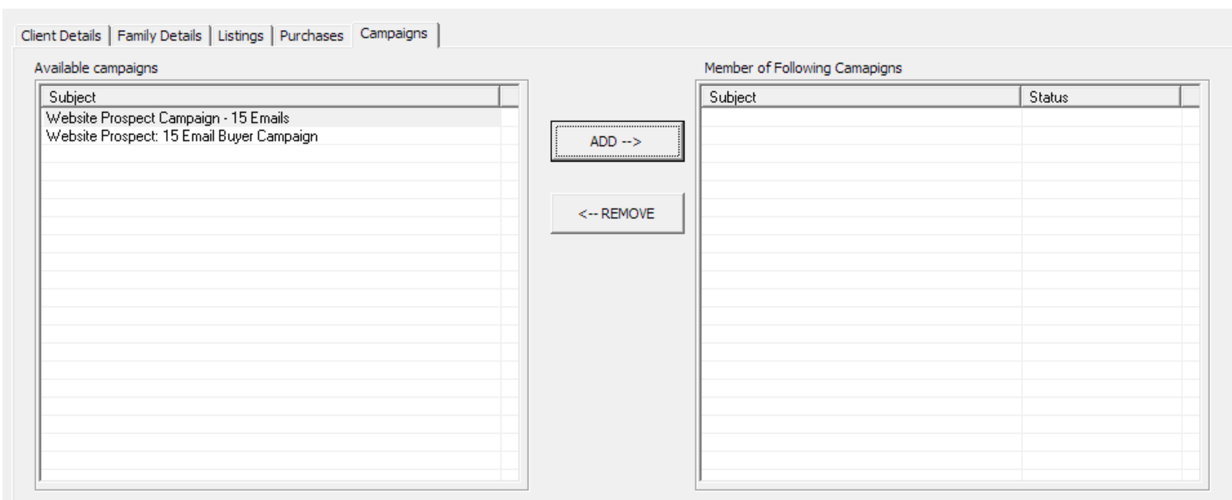


d. Purchases. If you have already create and saved a Purchase then it will appear on this tab. You can double click the purchase transaction to open it.



e. Campaigns. This tab allows you to apply campaigns templates that you have created or imported to an individual client. Campaign templates will be covered in a later section, including the usage of this tab. But, as a quick explanation, campaigns are a series of customized emails, appointments, and/or tasks that you set to execute on a specific number of days after you apply the campaign to the client (e.g. send customized email on 10 days after applying to client).

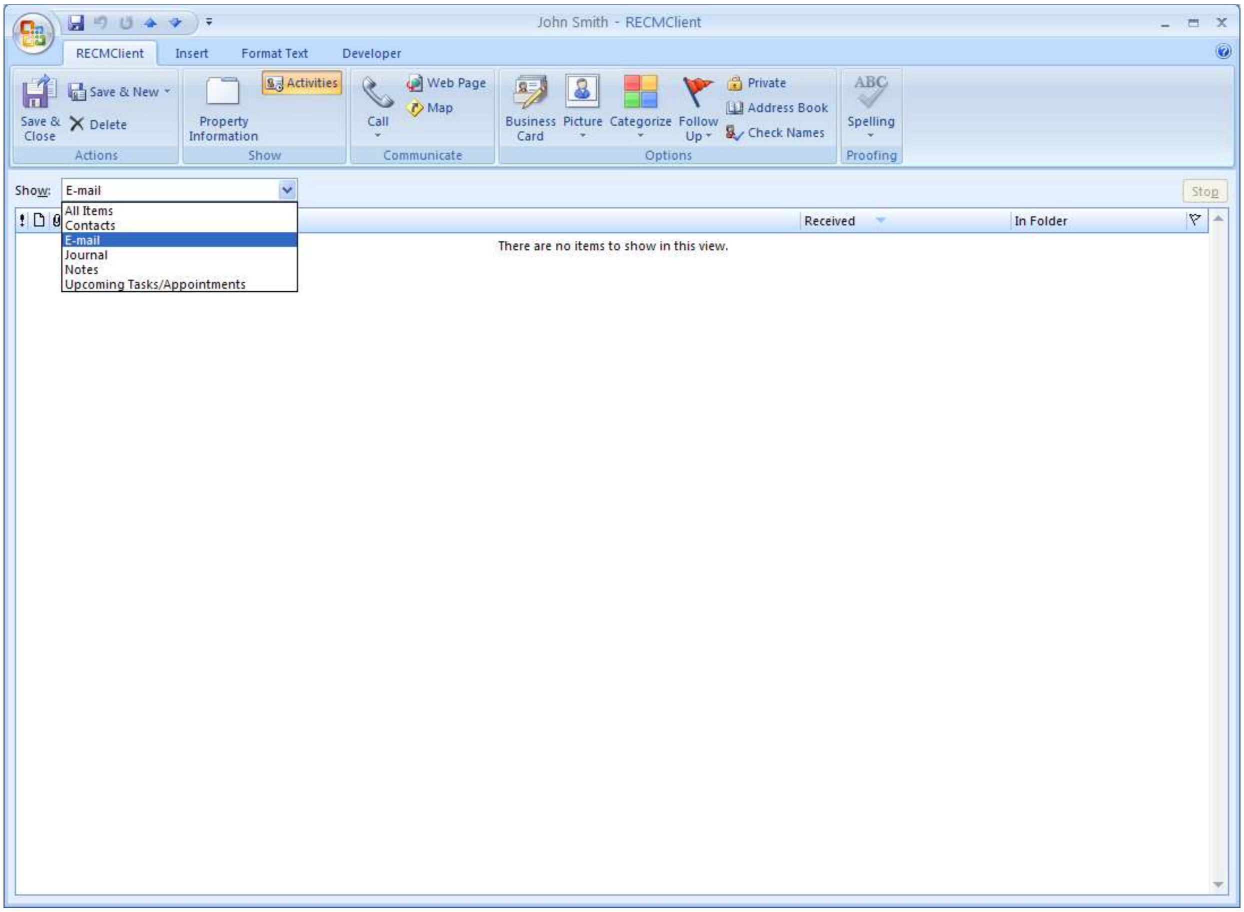
In the left box are the available campaigns. The right box shows the campaigns you have applied to the client.



i. Add campaign. Apply a campaign by selecting the campaign in the box on the left and then click the Add button. Once you've applied the campaign, the customized events (emails, appointments, tasks) are created for that client.

ii. Remove campaign. To remove a campaign, select the campaign you wish to remove from the box on the left and click the remove button. Any future events (emails, appointments, tasks) will be deleted.

4. Activities Page. This is very powerful tool found on any Microsoft Outlook contact form and we've incorporated it into our form as well. Basically it allows you to find activities (emails, appointments, tasks, etc.) that are associated with this contact.



LISTING FORM

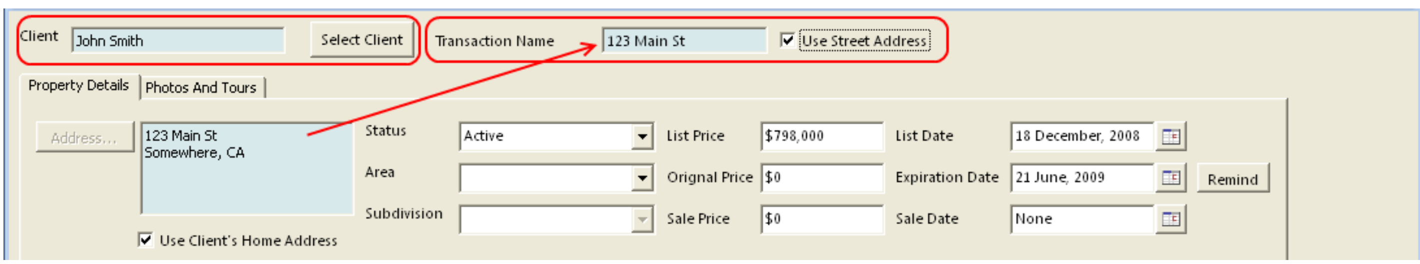
Forms for each Listing transaction are kept in the Listing folder. We strongly suggest that you only create Listing Forms via the Client Form. This ensures that the each listing transaction is properly associated with a specific client.

There are four main pages on the Listing Form: 1) Property Information; 2) Listing Agreement; 3) Offer; and 4) Contacts. This guide will give a quick overview of each.

PROPERTY INFORMATION PAGE

1. CLIENT TO LISTING FORM RELATIONSHIP

At the top of the Property Information there are two critical fields: Client and Transaction Name. These two fields are combined (<client name> <transaction name> … i.e. John Smith 123 Main St) to create a unique identifier for the transaction. If you were to look in the Contacts – Real Estate / Listings folder, you would see the below form named "John Smith 123 Main St".



If you create the Listing form from the "New Listing" button in the Client Form, then the Client's Name is automatically filled in for you and a relationship established between that client and this listing. If you choose to create the listing form another way (e.g. double clicking from within the listing folder) then you'll need to click the "Select Client" button and choose a client to associate the listing with.

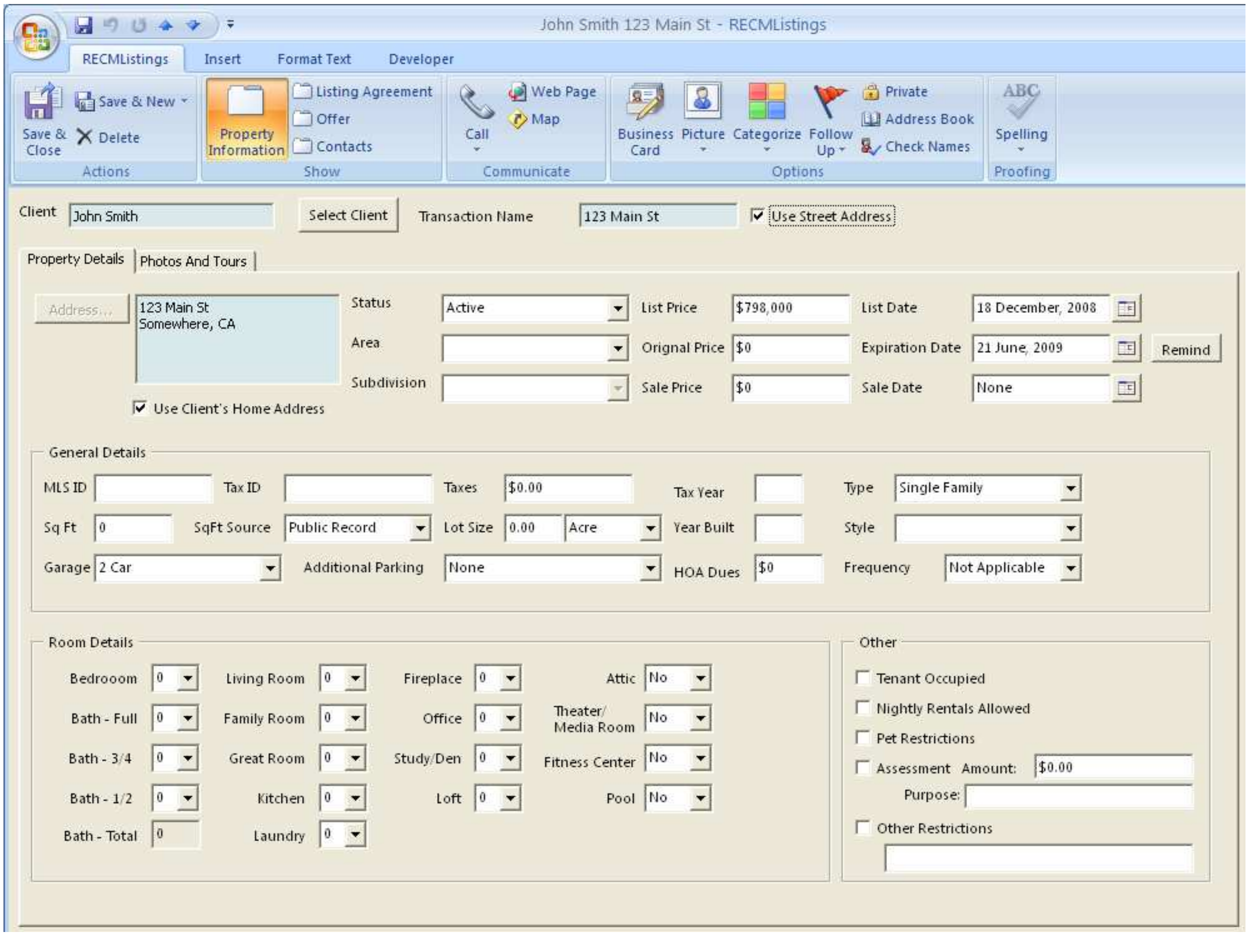
Notice that if you create the listing from the Client form, the listing address is automatically filled in using from the clients home address. To enter a different address, uncheck the "Use Client's Home Address"

The "Transaction Name" is uses the Listing's street address as default. If you enter a different name, uncheck "Use Street Address".

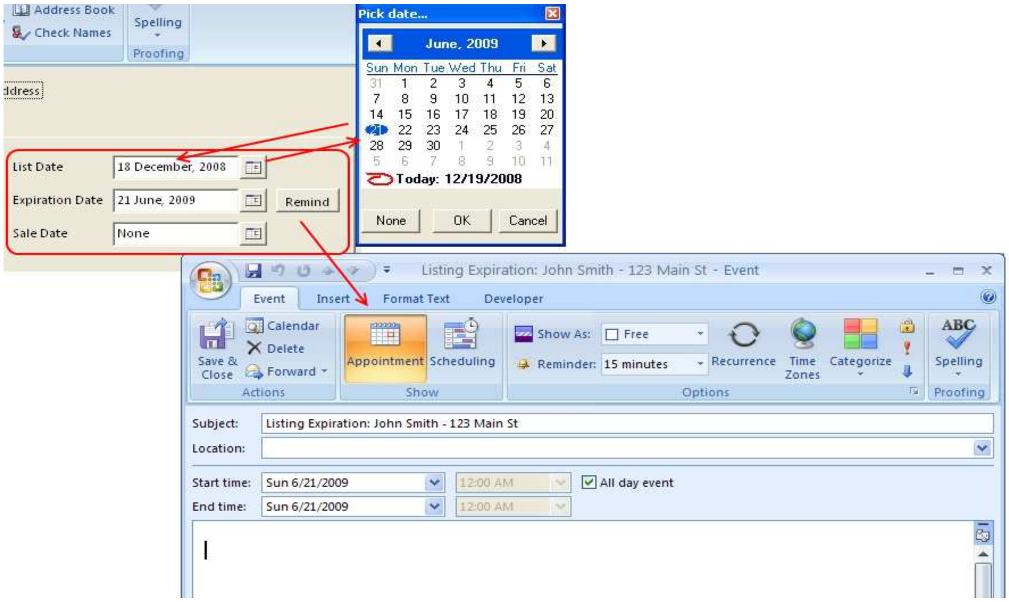
We strongly recommend that you create your listings through the Client Form. This will ensure that a proper Client to Listing relationship is setup. And, fills in the critical parts of the Listing form for you.

2. PROPERTY DETAILS TAB

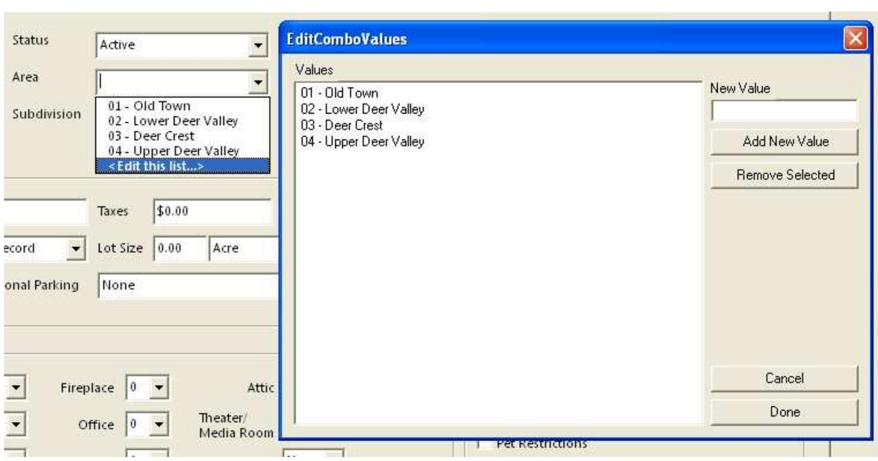
Except for the street Address, the other fields on the Property Details are optional. But, we would recommend filling in at least the "List Price", setting the List Date, and setting the Expiration Date.



To create a reminder for the Expiration date, click the “Remind” button. This creates an calendar appointment with the subject being the Listing Expiration : <client Name> - <transaction name> (in this case Listing Expiration: John Smith - 123 Main St).

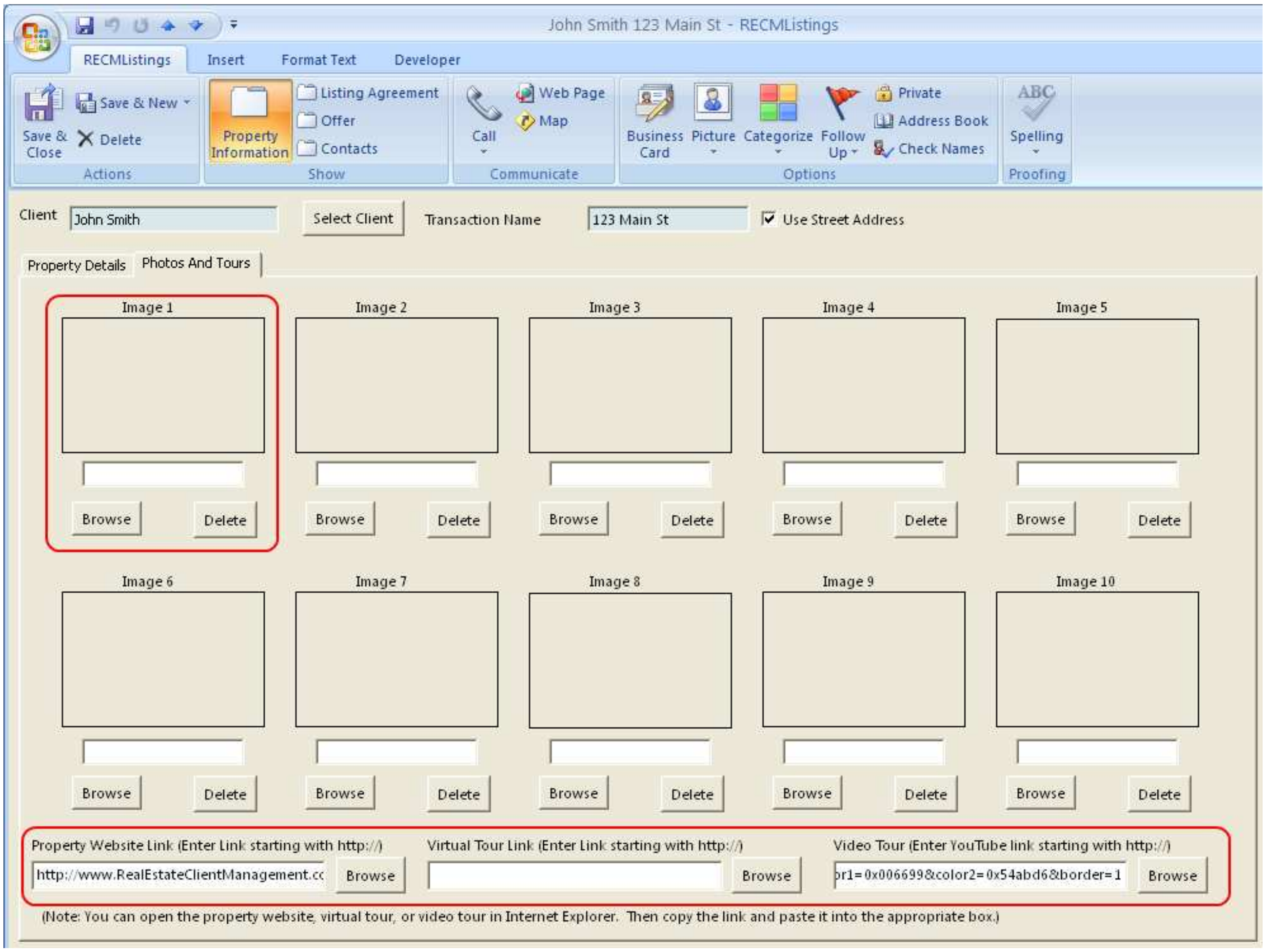


You can also edit the values for many of the dropdown fields. These changes will be available for all forms. So in the example below, the “Area” dropdown was edited. If you open the “Area” field on the Purchase Form, the values you input here would be available there. We recommend that you take a few moments to enter the values for your local market – then they will be available whenever you create a new listing or purchase transaction.



3. **PHOTOS AND TOURS TAB**

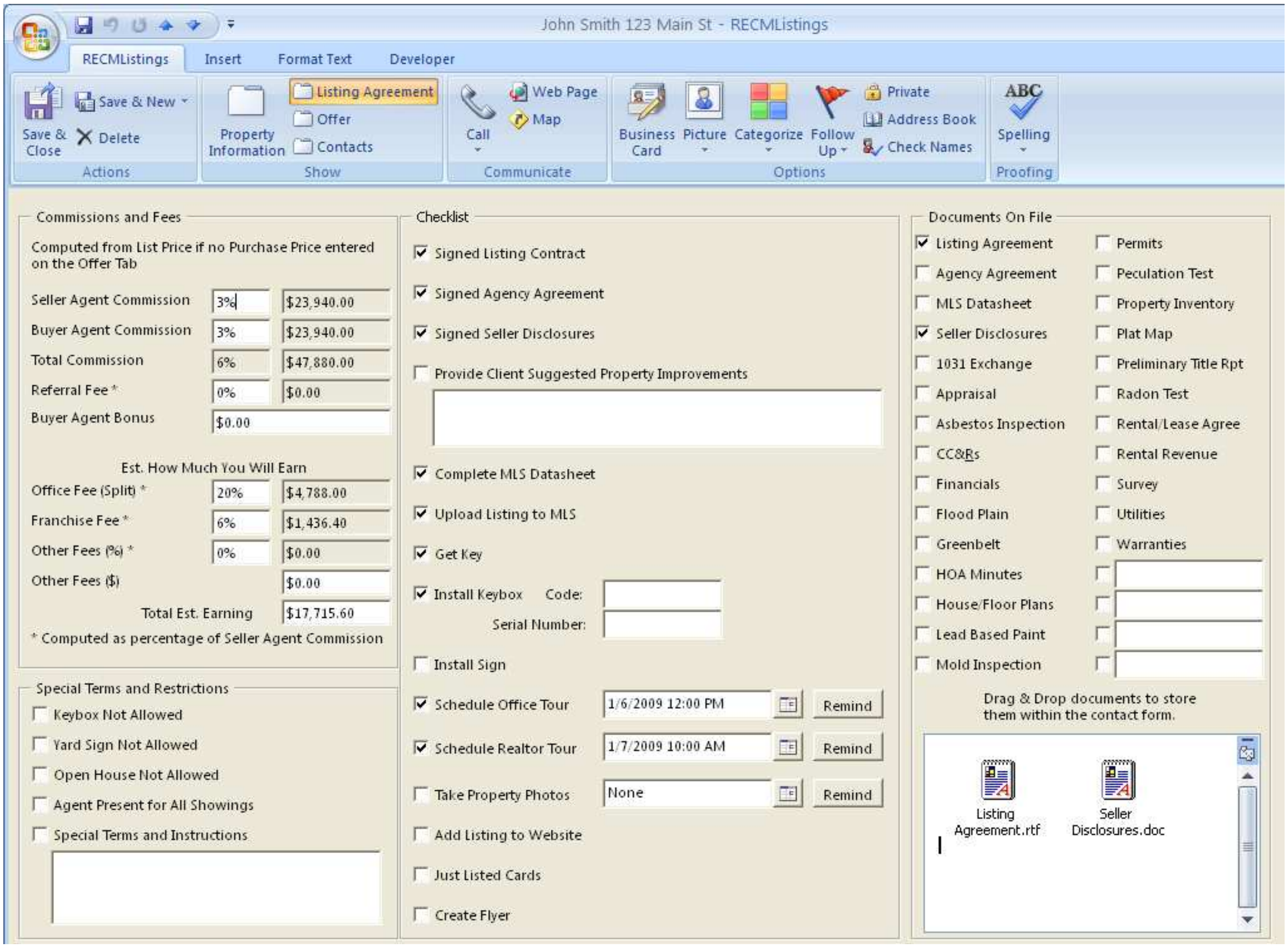
To upload a photo, click on the browse button under the image. This will pop-up a file selection window. Navigate to the windows folder containing your image, select it, and press Open. Future releases of the Real Estate Client Management application will use the information of this tab to create flyers and other documents.



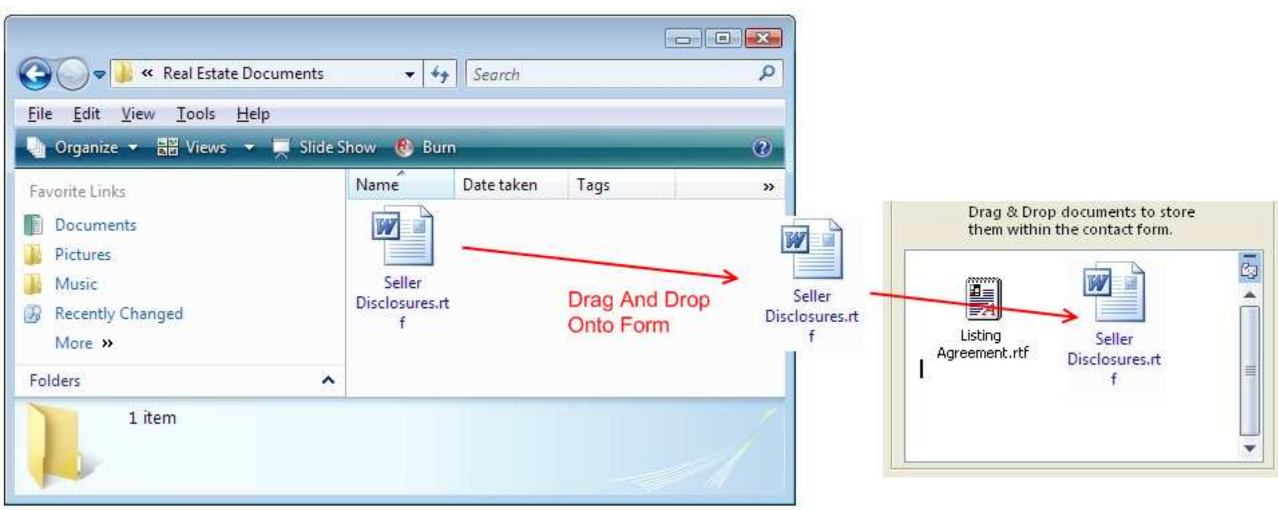
At the bottom of the Photos and Tours tab, you can enter the web links to your Property Website, Virtual Tour, and YouTube Video Tour. After entering the link, you can click on the “Browse” button to open the link in Internet Explorer (or your default browser if you use a different one).

LISTING AGREEMENT PAGE

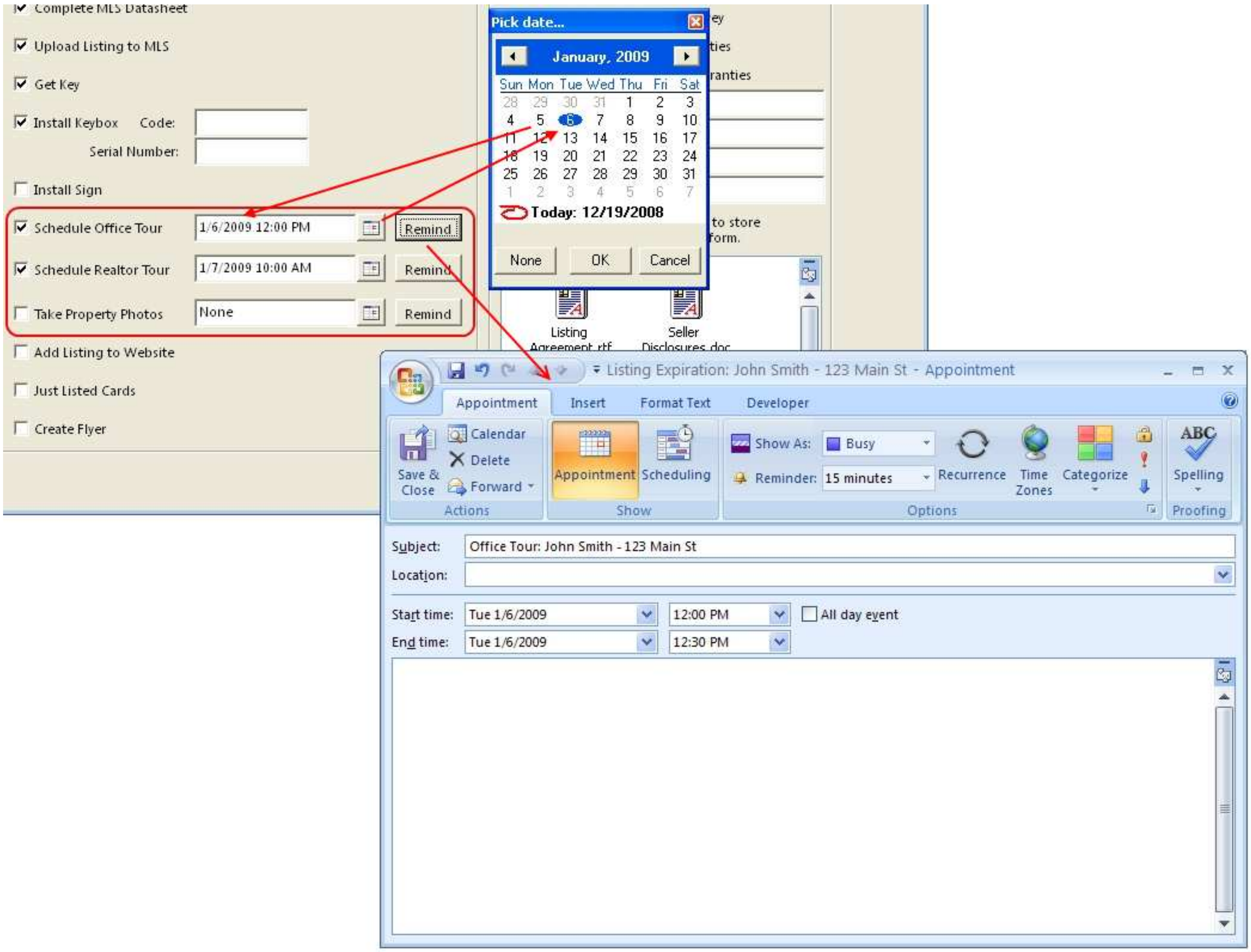
The Listing Agreement tab allows you to track critical details of your listing from a Checklist of items to consider when you first take the listing to tracking which documents you have on file. We've also included a tool to estimate your commission.



You can also store critical documents within the associated transaction. Simply drag and drop the document from a windows folder or from an email into the document storage area. No more searching for documents … the critical ones are now stored within the Listing form.

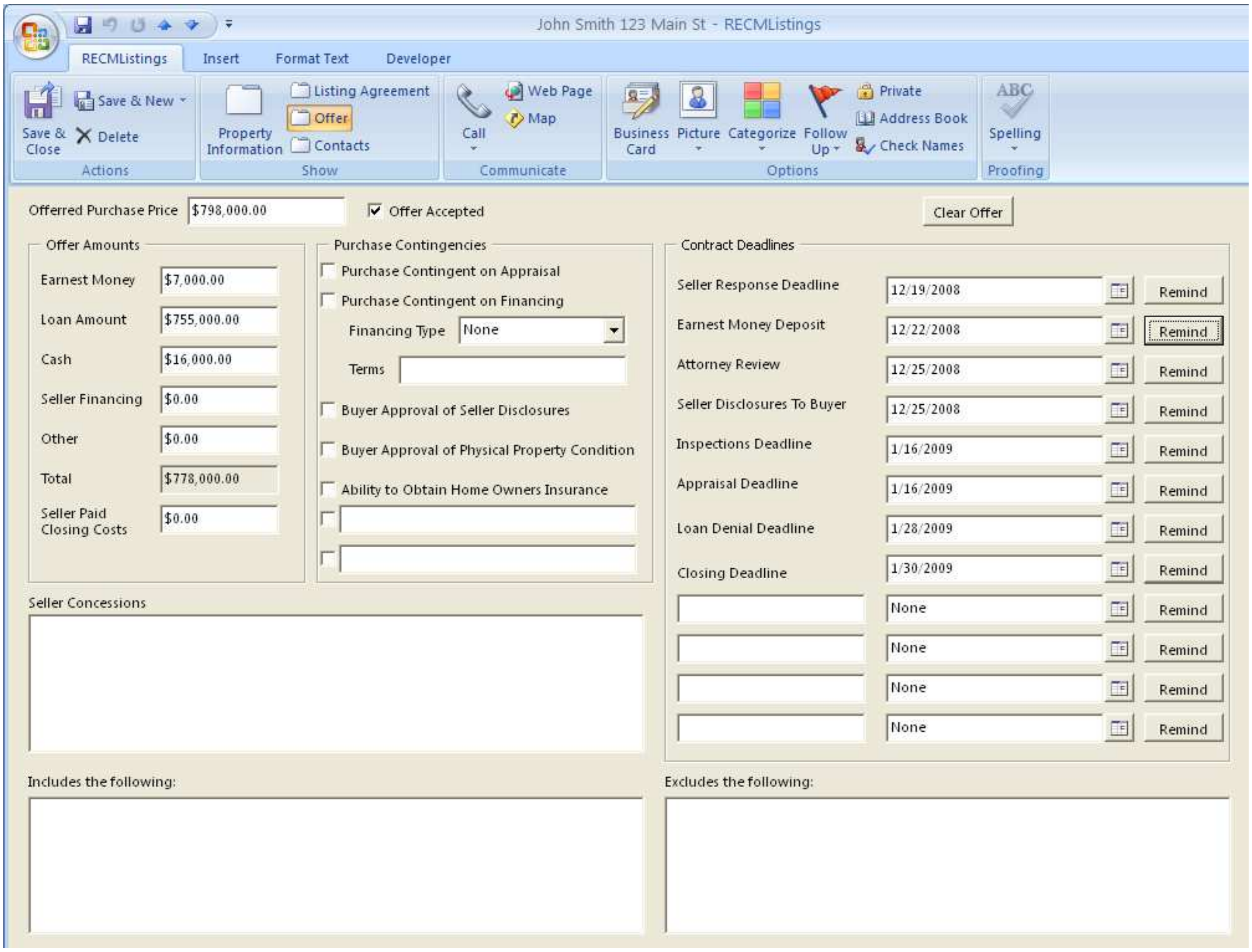


When you take the listing, you normally will schedule for the listing to be on your Office and Local Realtor Tours and to take the Property Photos. You can schedule the date and time for the tour. To set the date and time, can just manually enter them. You can also set the date by clicking the calendar icon which will bring up the Date Picker … choose the date and select "OK". Then set a Reminder/Appointment by clicking on the "Remind" button. This will create



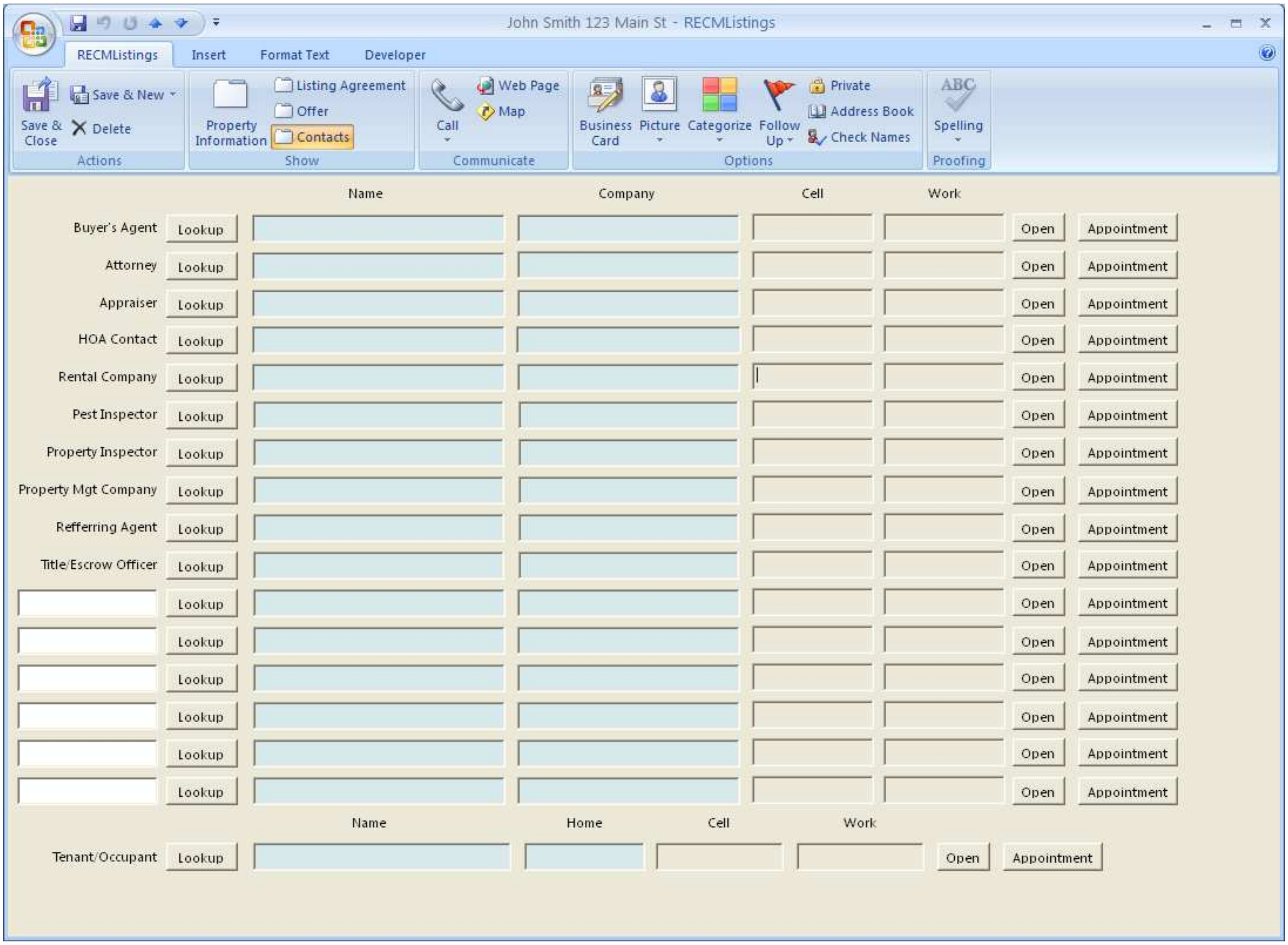
Offer Page

The Offer Tab contains critical information on any offers you receive on the property. If the offer falls through, you can clear all the information, including reminder appointments by clicking the “Clear Offer” button on the upper right side of the page. You also have the ability to set dates and reminders for critical deadlines.

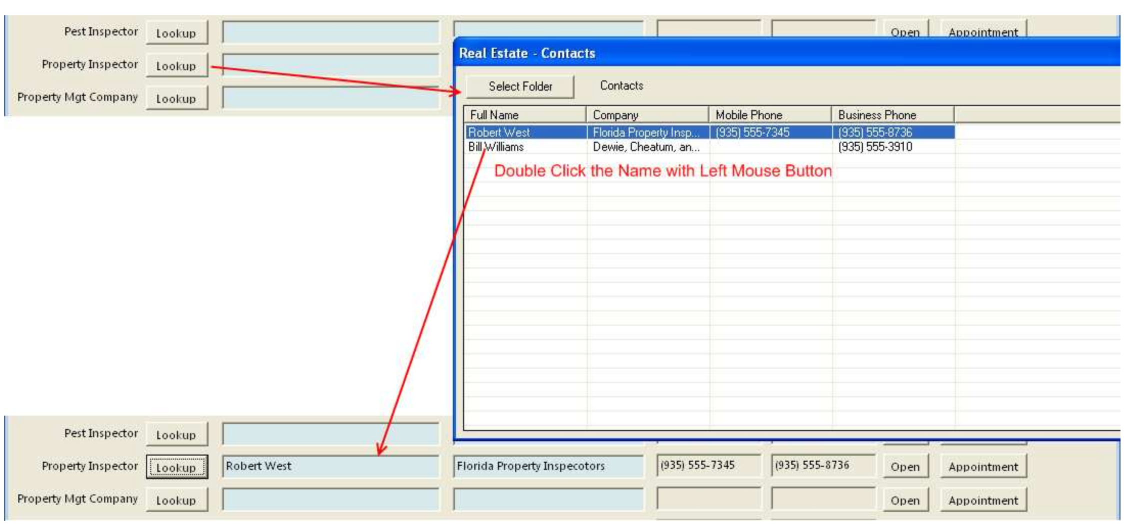


Contacts Page

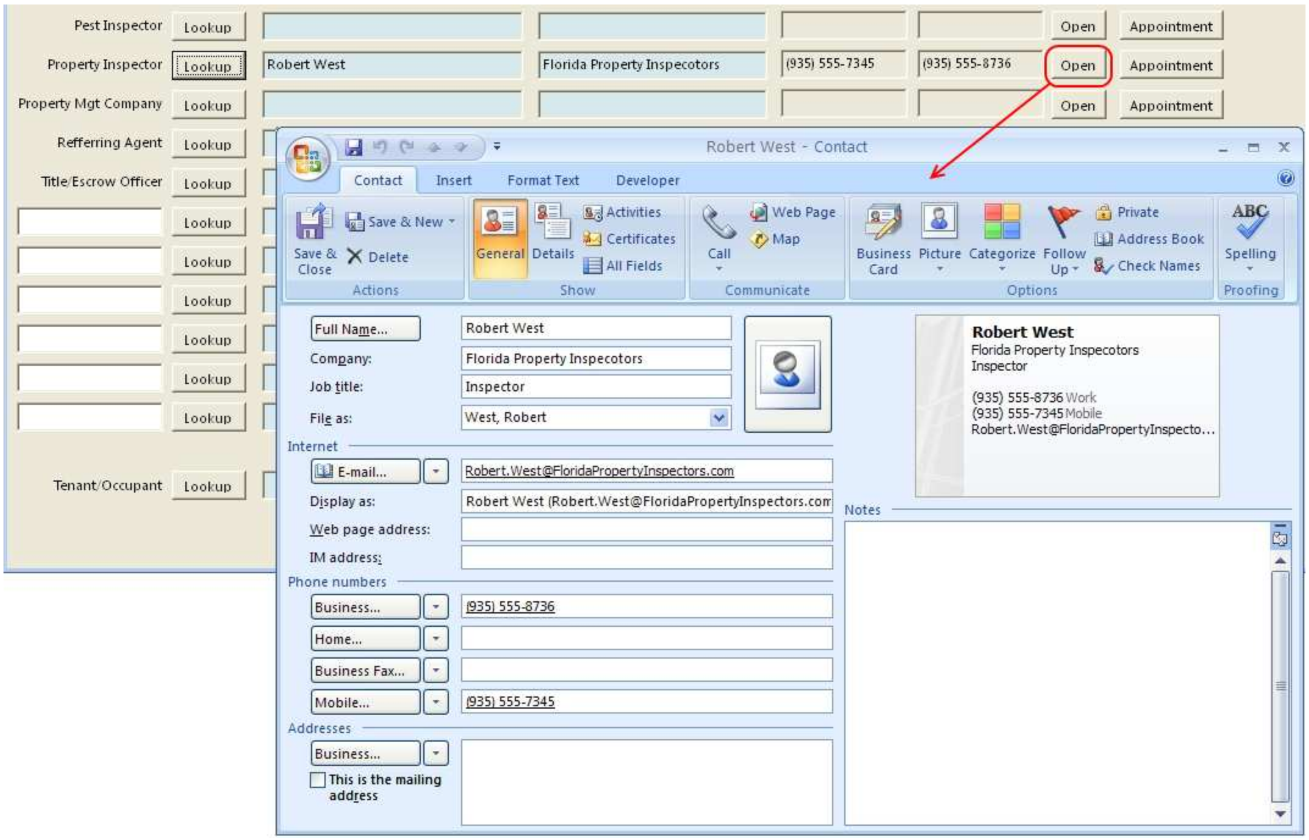
The Contacts page gives you the ability to associate other people that are critical to the success of the transaction – from the Buyer's Agent to the Attorney to the Inspector to other critical people.



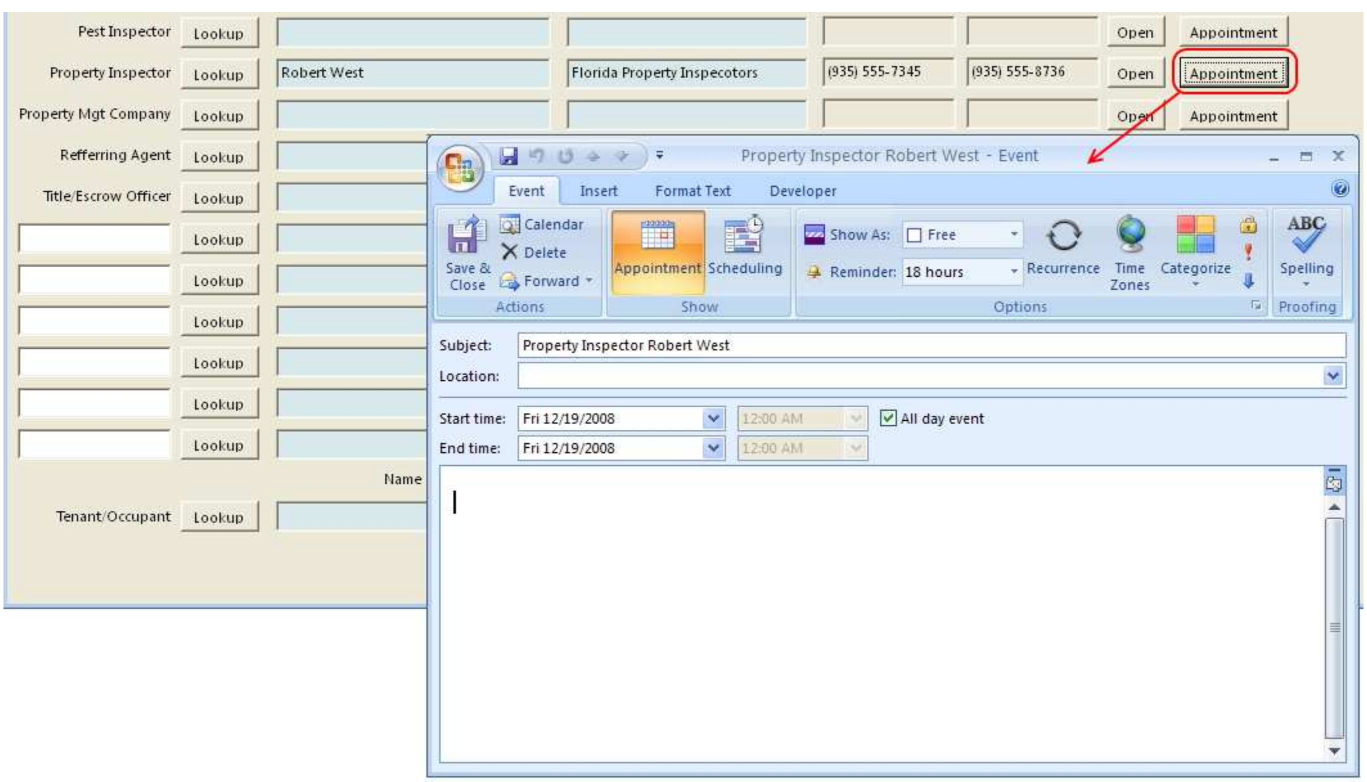
To associate a contact click the "Lookup" button. Select the contact and double click it with your left mouse button. Now the person is associated with this transaction.



To open the contact's Contact Form, click the "Open" button. This is useful if you need to send an email to the contact.



You can also set an appointment with the contact (e.g. the Property Inspector) by clicking the appointment button.

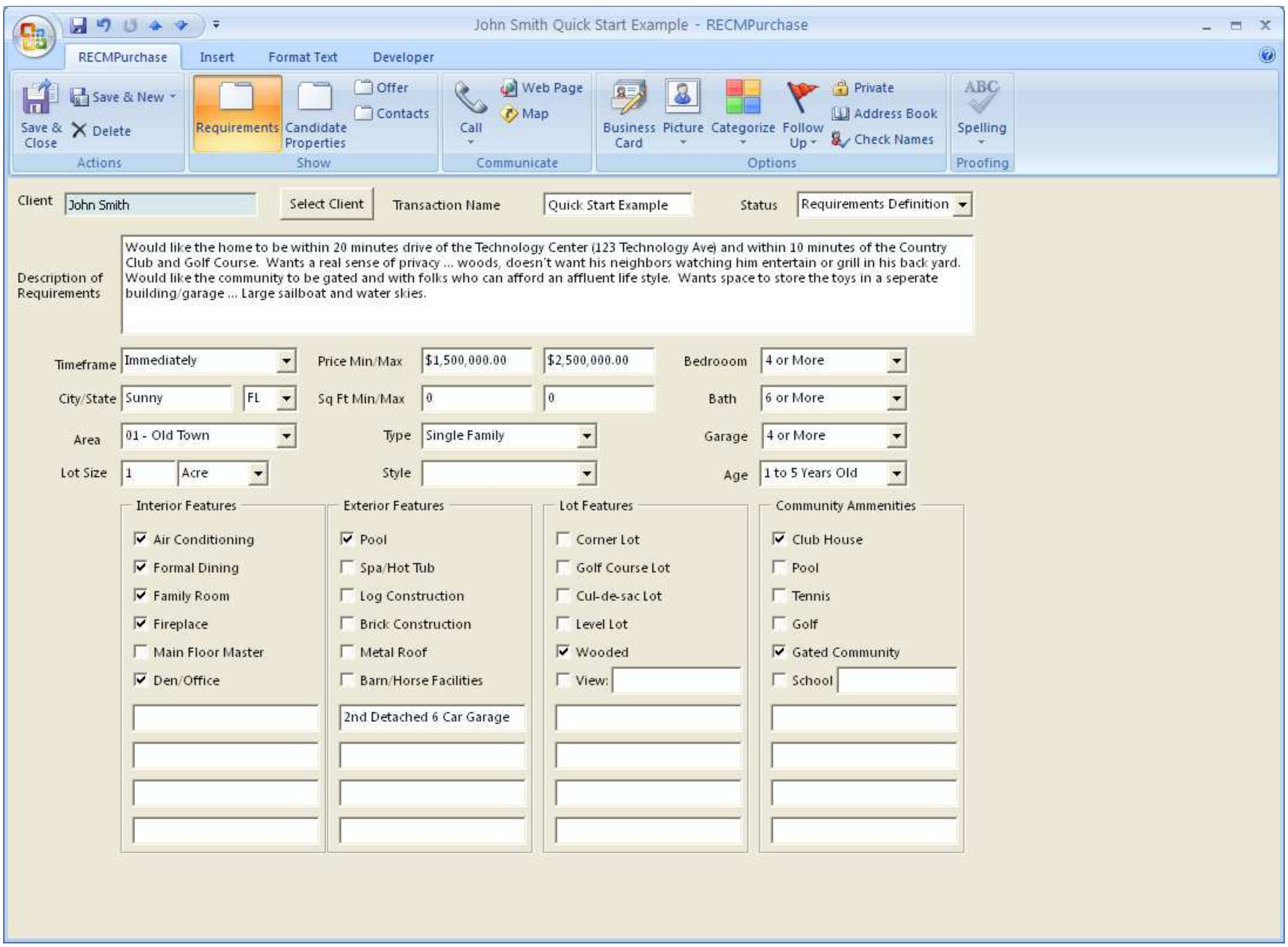


PURCHASE FORM

Forms for each Buyer Purchase transaction are kept in the Purchase folder. We strongly suggest that you only create Purchase Forms via the Client Form. This ensures that the each purchase transaction is properly associated with a specific client.

There are four main pages on the Listing Form: 1)Requirements; 2) Candidate Properties; 3) Offer; and 4) Contacts. This guide will give a quick overview of each.

REQUIREMENTS PAGE



1. CLIENT TO PURCHASE FORM RELATIONSHIP

At the top of the Requirements Page there are two critical fields: Client and Transaction Name. These two fields are combined (<client name> <transaction name>) to create a unique name for the transaction. In this case the Purchase Form would be named: “John Smith Quick Start Example”.

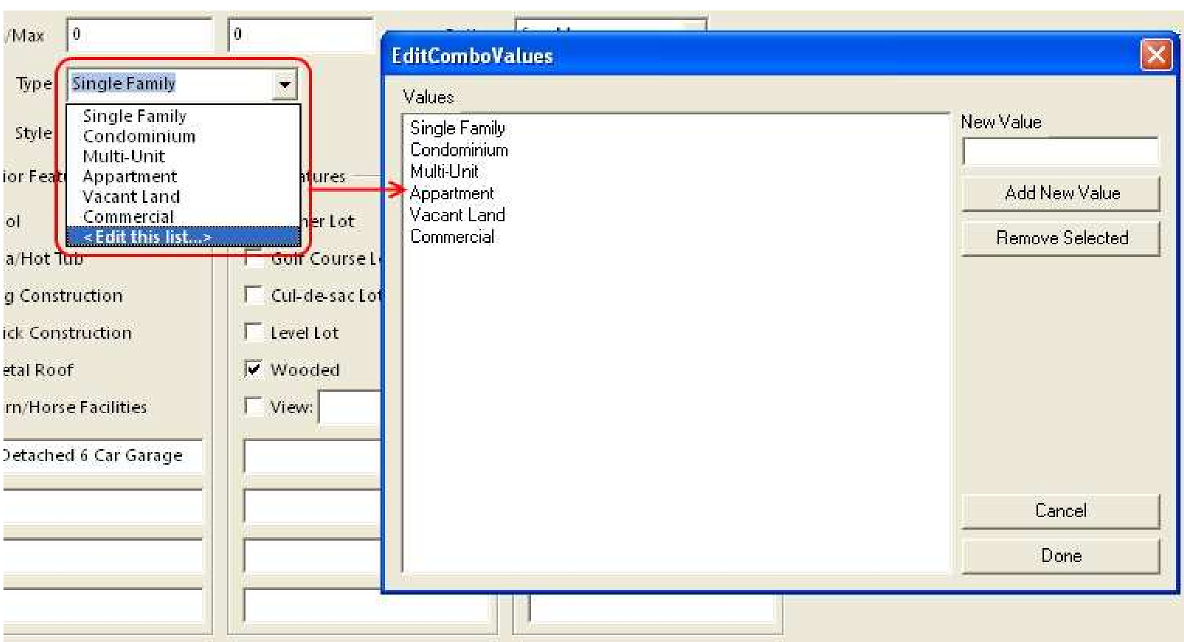
The Purchase Form is associated back to the client by the client name. If you create the Purchase form from the “New Purchase” button in the Client Form, then the Client’s Name is automatically filled in for you and a relationship established between that client and this purchase transaction. If you choose to create the purchase form another way (e.g. double clicking from within the purchase folder) then you’ll need to click the “Select Client” button and choose a buyer client to associate the purchase with.

When you initially create the Purchase Form, the Transaction Name is blank. You’ll need to enter a Transaction Name of your choice before you can save the form.

2. Requirements Page Fields

None the remaining fields on the Page are required … so, you can decide whether to fill them in or not.

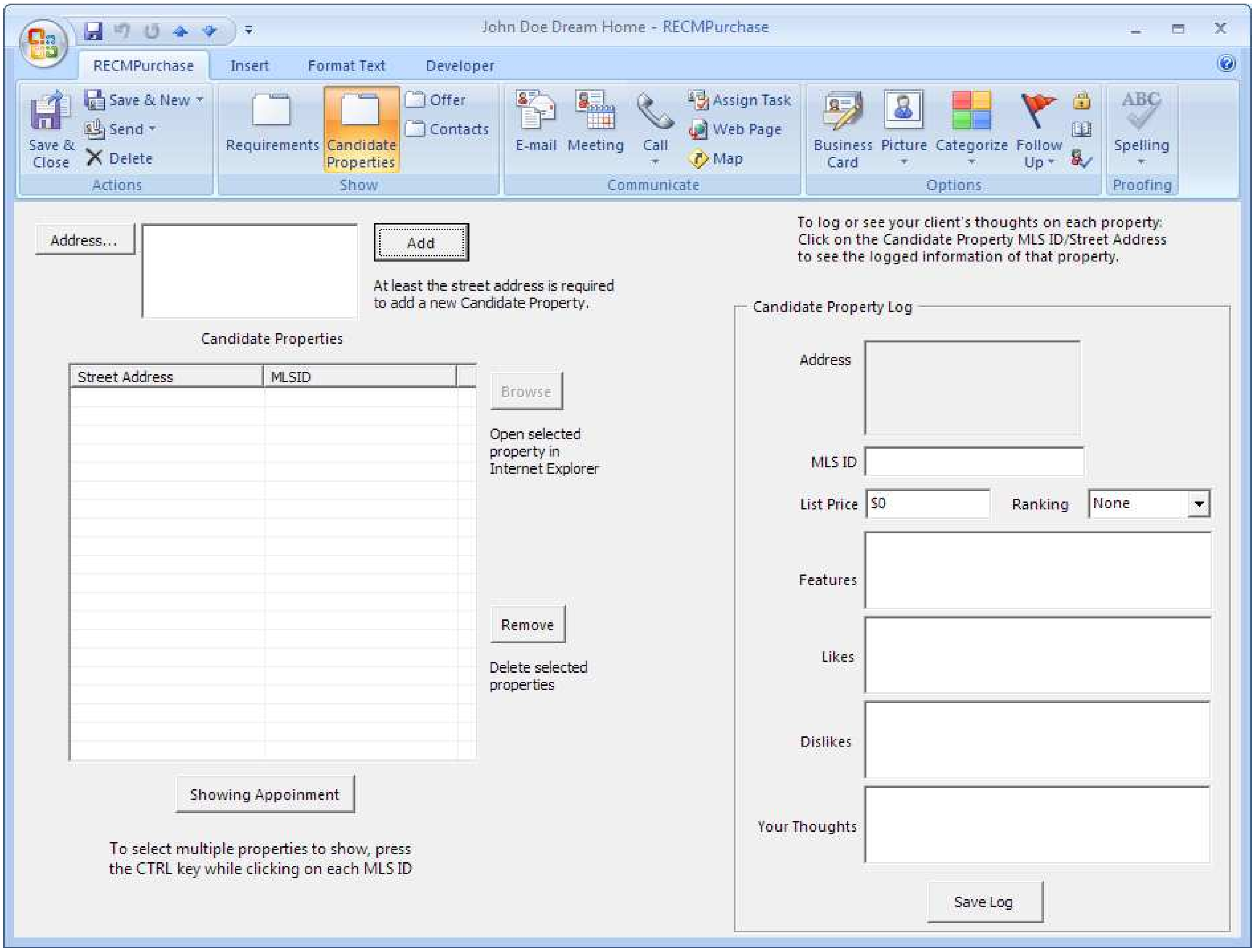
Some the fields are editable (Area, Type, and Single Family). If you enter information into these fields, the information becomes available for every form that uses that field. To edit a field, click the drop down, then click “<Edit this list…>”. This will bring up a window where you can add new values to the drop down list.



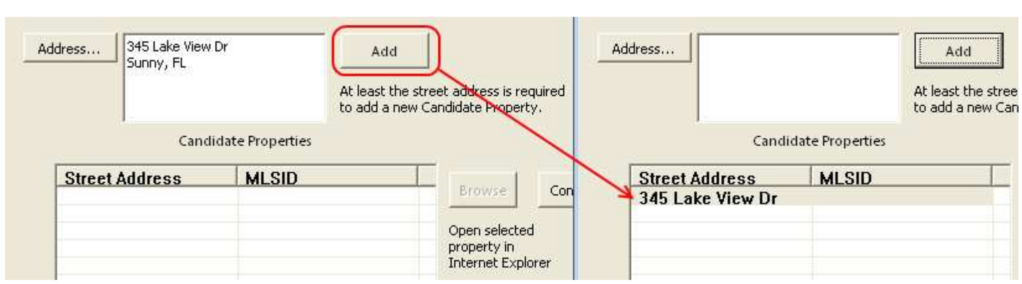
Candidate Properties Page

The Candidate Properties Page is a very powerful tool for helping you keep track of properties you plan to show your clients and their thoughts on the property. As the saying goes … We forget the details, but the computer never does.

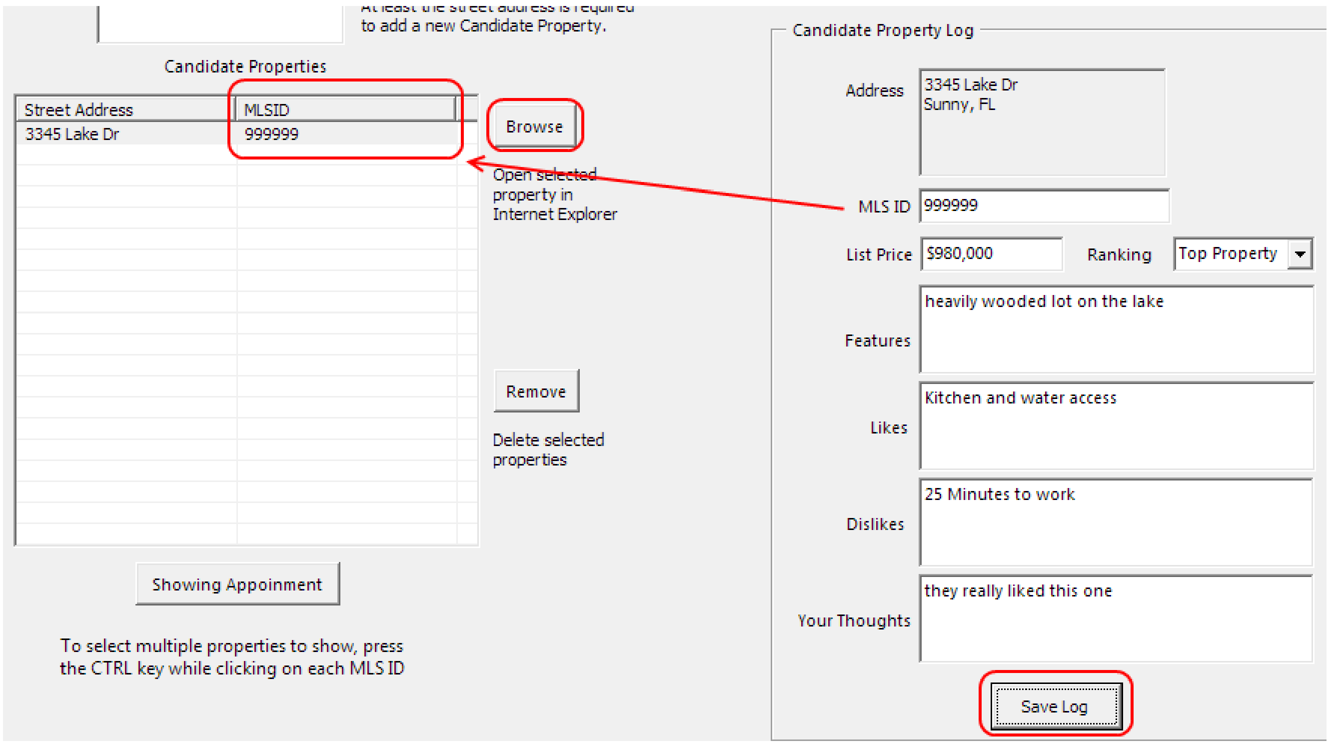
On the left side you can enter properties that you plan to show your clients. The right side allows you to log the MLS ID, Property Features, Client Likes/Dislikes and your thoughts on the property. You can also schedule Showing Appointments for specific properties.



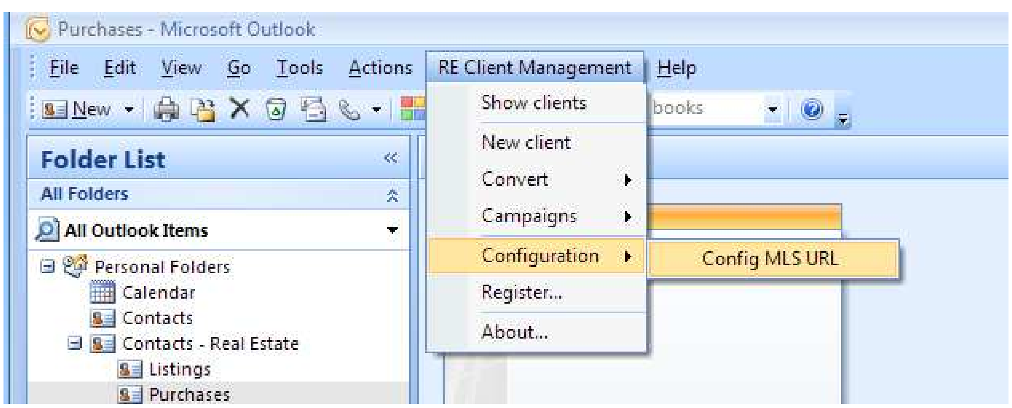
1. To log a property, enter the address and click “Add”. The property is then placed on the list of candidate properties.



2. Once you've added the property, you can log the information on the property. Click the "Save Log" to save the information. Notice that if you enter an MLS ID, that ID is place next to Candidate Property address. If there is an MLS ID, you can press the "Browse" button to open the property on Realtor.com. If want to change so property is shown on a different website (e.g. if you know how to configure access to your MLS), then click the "Config MLS URL" and enter the access URL. The URL for Realtor.com is: http://www.realtor.com/search/searchresults.aspx?mlslid={0}

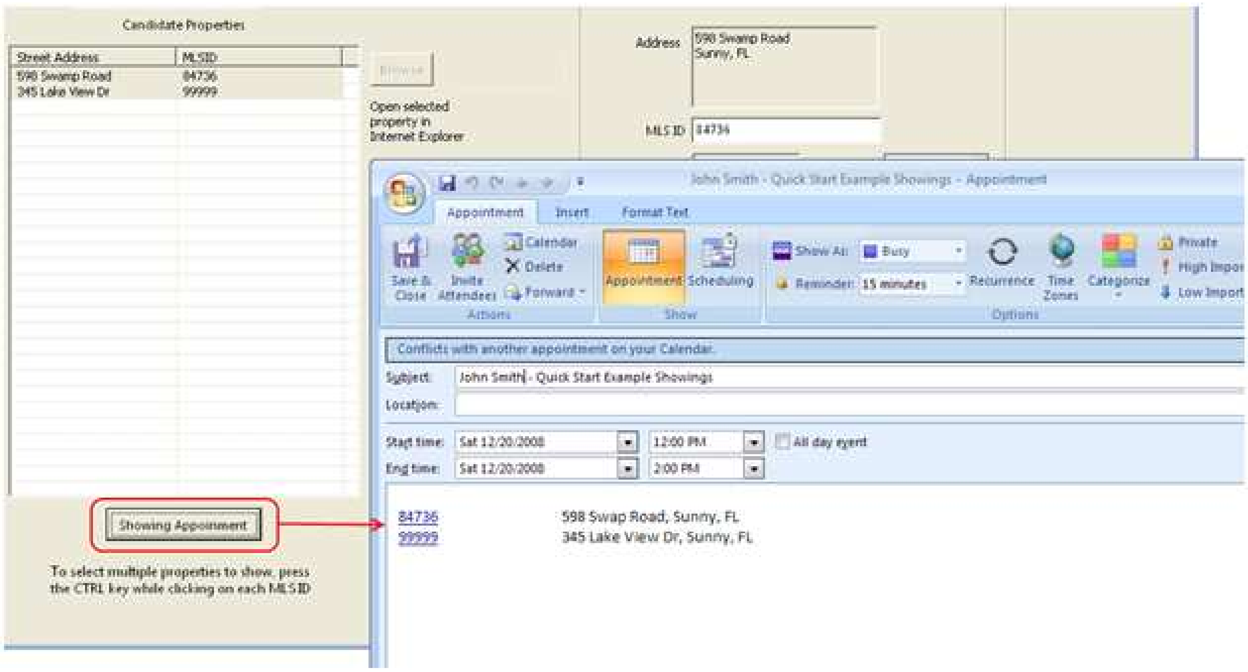


If want to change so property is shown on a different website (e.g. if you know how to configure access to your MLS), then click the "Config MLS URL" under RE Client Management on the main Outlook toolbar and enter the access URL. The URL for Realtor.com is: http://www.realtor.com/search/searchresults.aspx?mlslid={0}

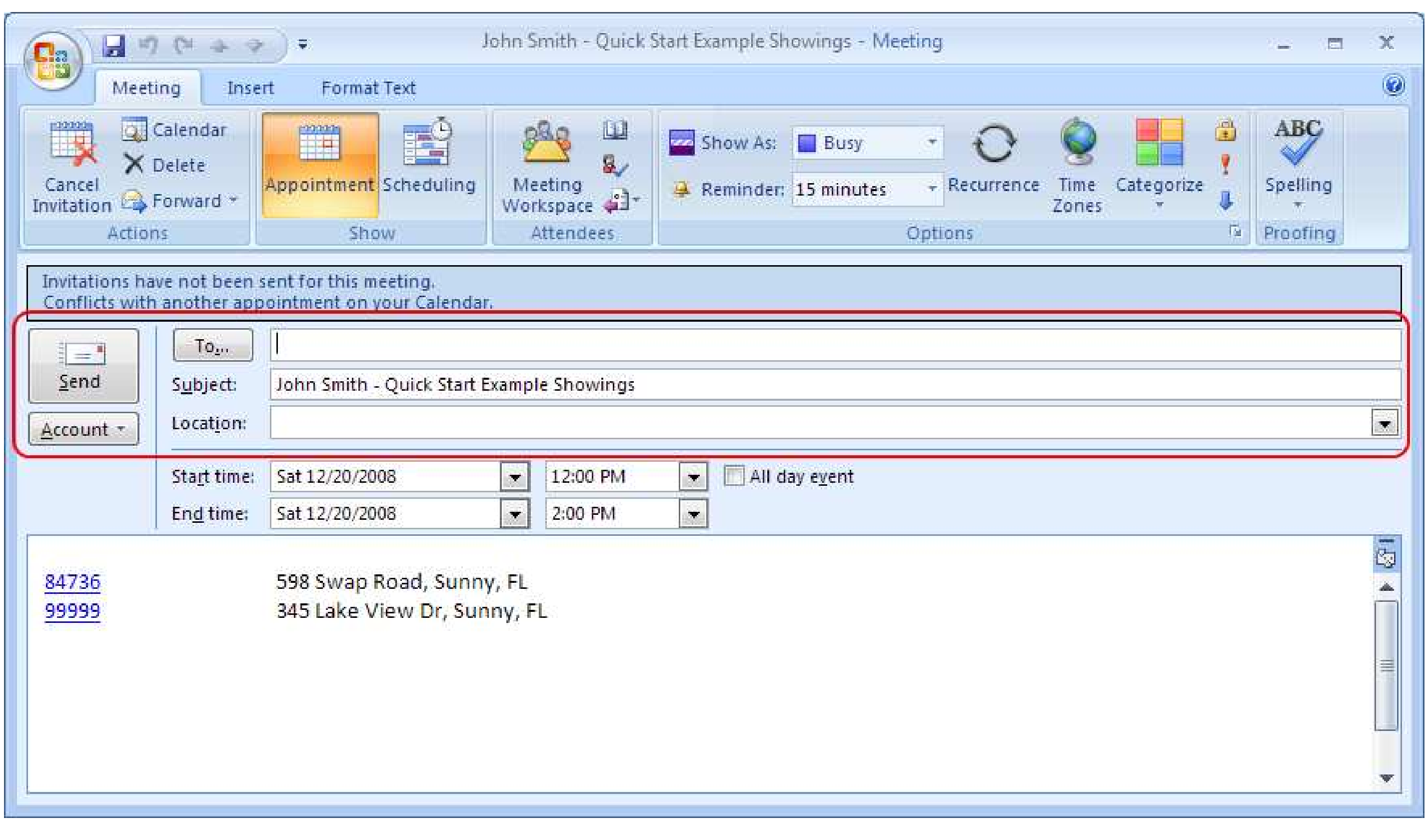


You'll need to contact your local MLS Board for the URL to use. But, in that URL you'd place {0} where the MLS number would go. This will then place the MLS number from the Candidate Property Log into the URL and then open the link in your browser. (Note: some boards like SoCal use both an internal MLS number and provide a different MLS number to external sites like Realtor.com.)

3. To setup a showing appointment, press the CNTRL key while clicking on the properties you want to setup a showing appointment for. This will create an appointment. Notice that the appointment includes the properties you selected in the notes area. If you've entered an MLS ID, then the link to the property on Realtor.com is embedded – clicking on it will open the property on Realtor.com in Internet Explorer.

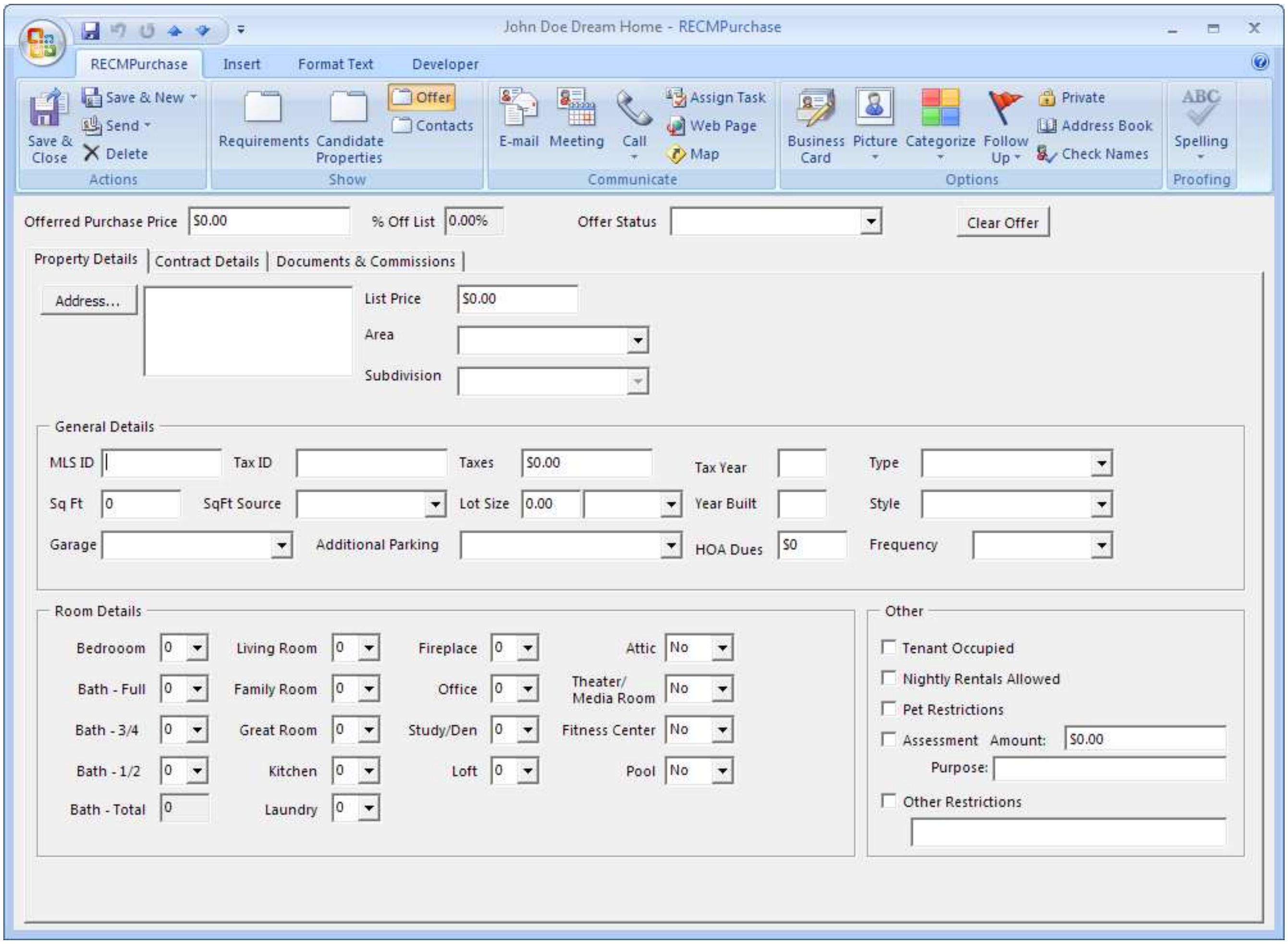


Notice that you can also "Invite Attendees" (Outlook 2007). In Outlook 2003, select File/Email. If you click that button, if will allow you to email your client the showing appointment.



Offer Page

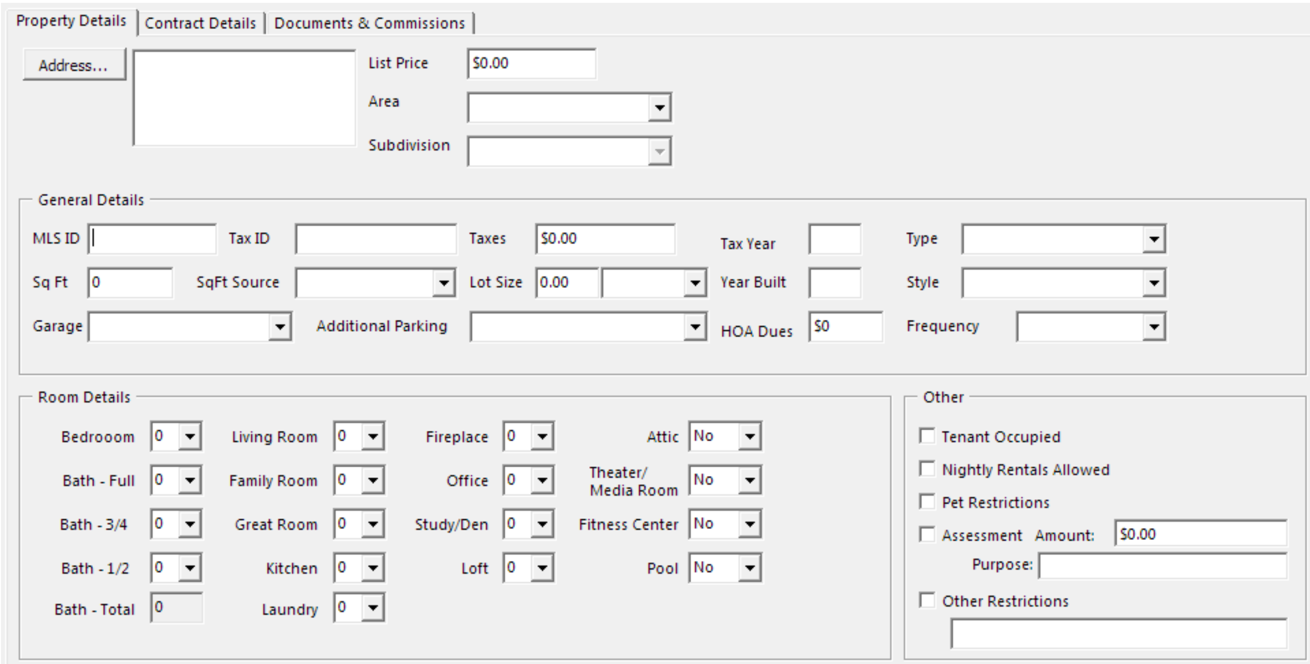
The Offer Page allows you to track critical details on an offer your buyers are making on a property. Notice in the upper right corner there is a “Clear Offer” button. If their offer falls through, you can clear all the details of the offer including appointments by pressing this button.



Noted that at the top of the Page is information the offered price. If you’ve entered the List Price on the Property Details Tab, it also shows the difference between the offer and the list price.

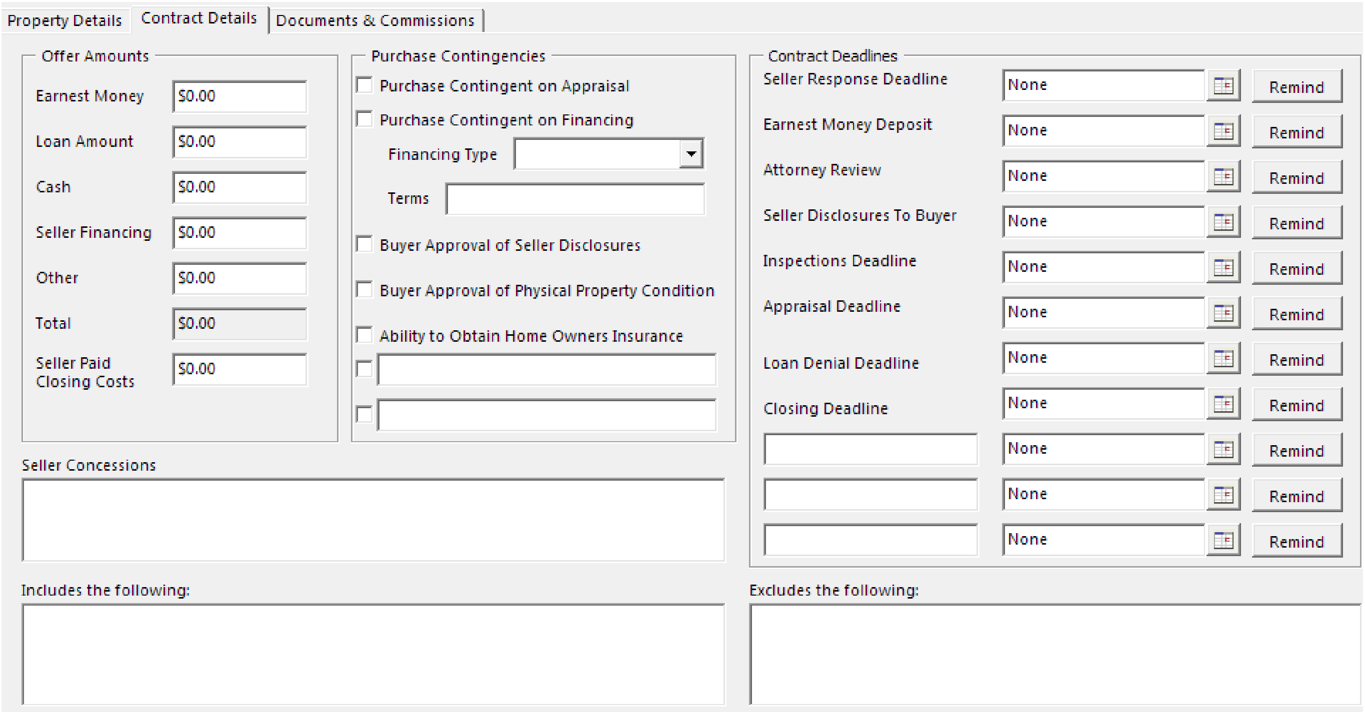
1. PROPERTY DETAILS TAB

Allows you to keep track of the specifics of the property your Buyer has submitted an offer on. You can add as much or as little information as you deem necessary. But, would suggest filling out at least the property address and the List Price.



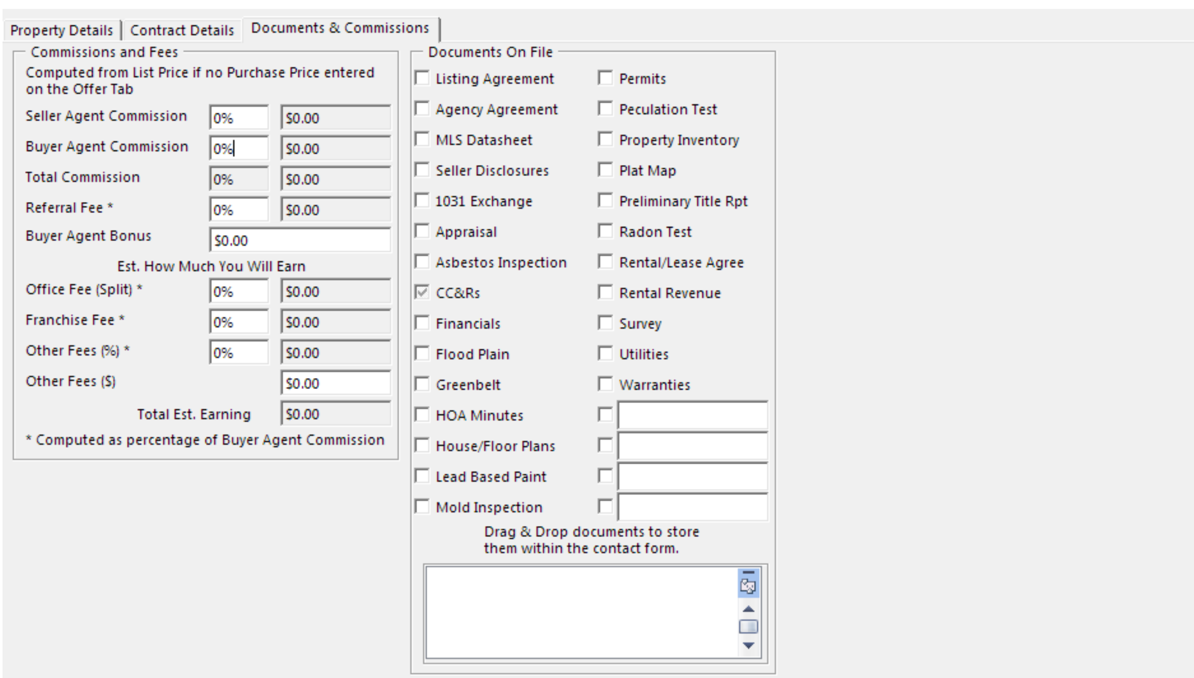
2. CONTRACT DETAILS TAB

The contract details tab allows you to keep track of critical details (including Seller Concessions and what will be included/excluded) and events associated with the offer. This includes setting dates and reminders for contract deadlines. To set a deadline, enter the date (or select it from the Calendar Date Picker) and the click the “Remind Button”.



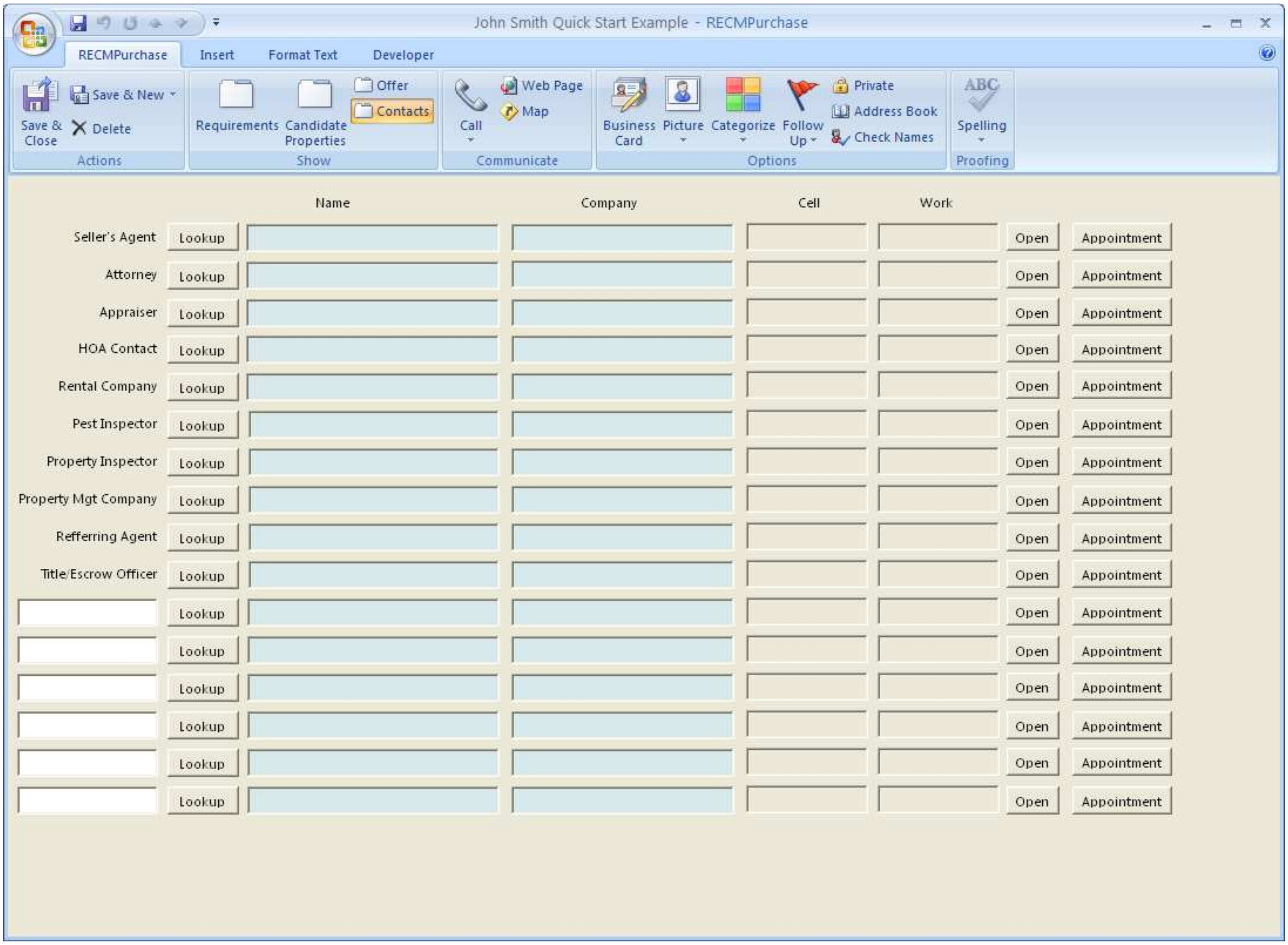
3. DOCUMENTS & COMMISSIONS TAB

The Documents & Commissions Tab allows you to estimate your commission and to store documents associated with the transaction.

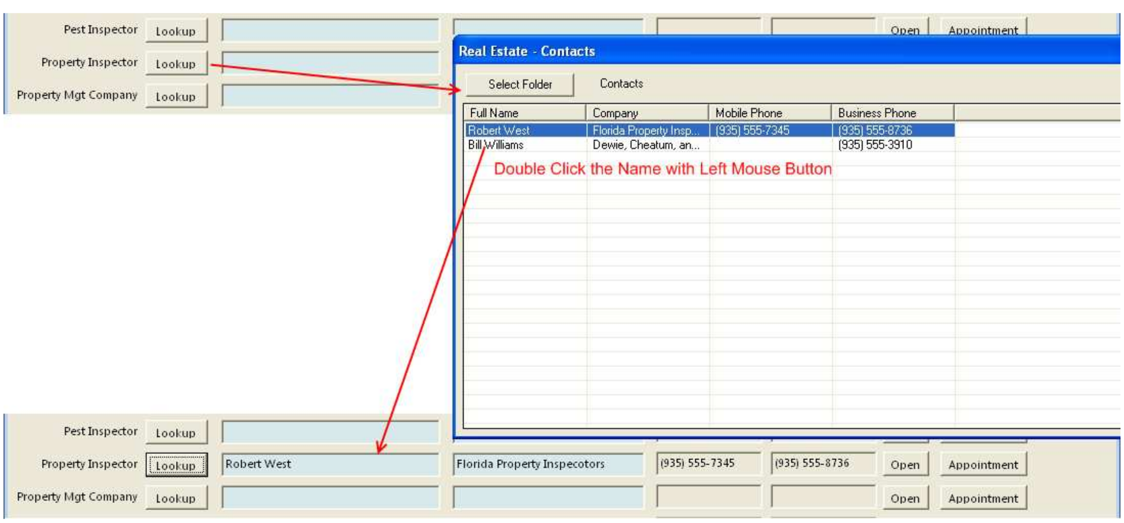


CONTACTS PAGE

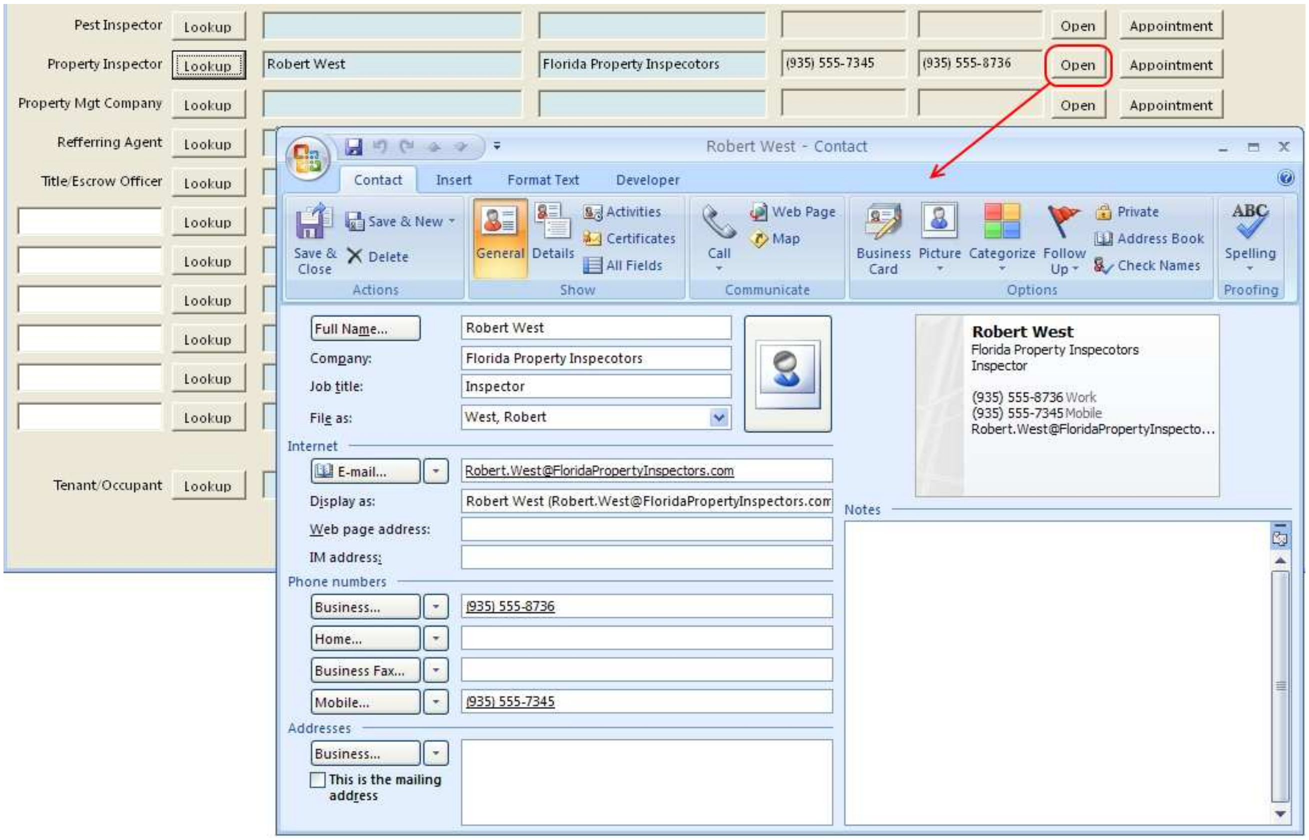
The Contacts page gives you the ability to associate other people that are critical to the success of the transaction – from the Seller's Agent to the Attorney to the Inspector to other critical people.



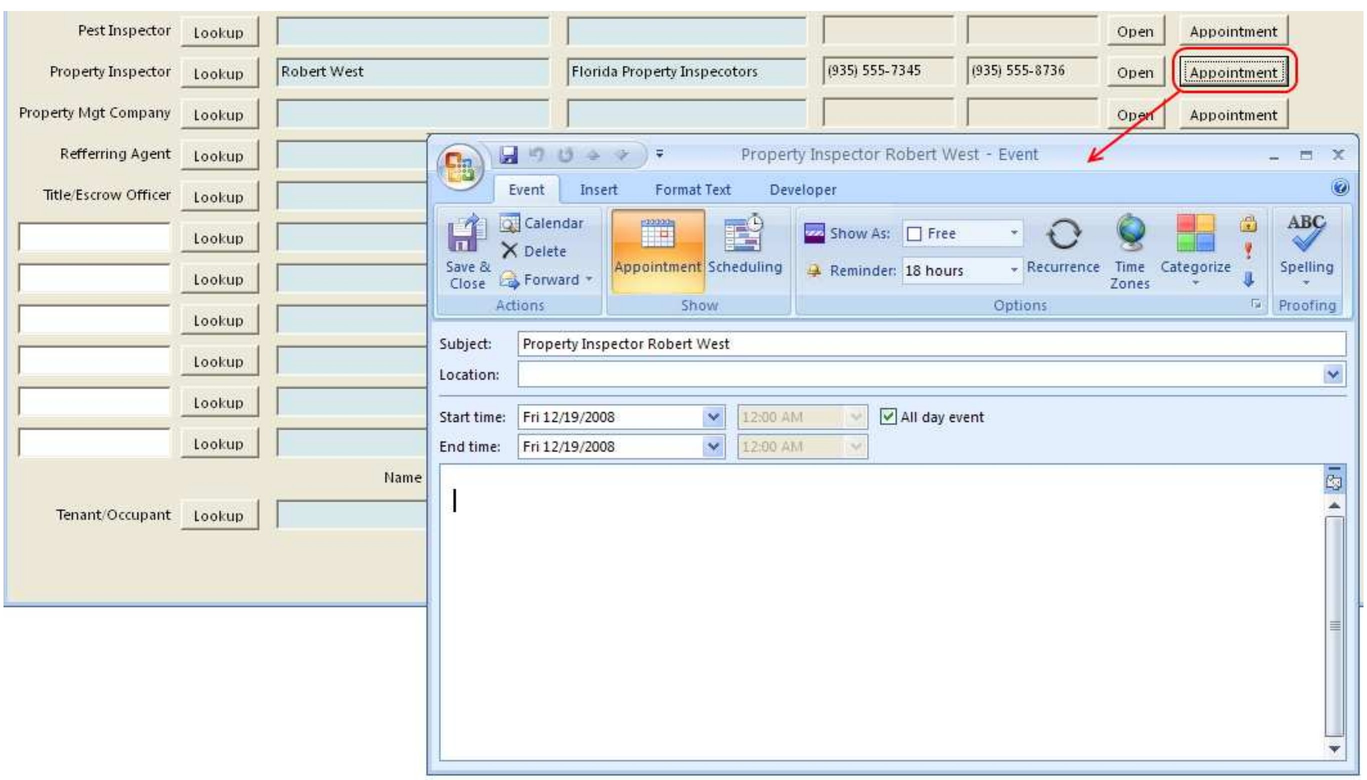
To associate a contact click the "Lookup" button. Select the contact and double click it with your left mouse button. Now the person is associated with this transaction.



To open the contact's Contact Form, click the "Open" button. This is useful if you need to send an email to the contact.



You can also set an appointment with the contact (e.g. the Property Inspector) by clicking the appointment button.

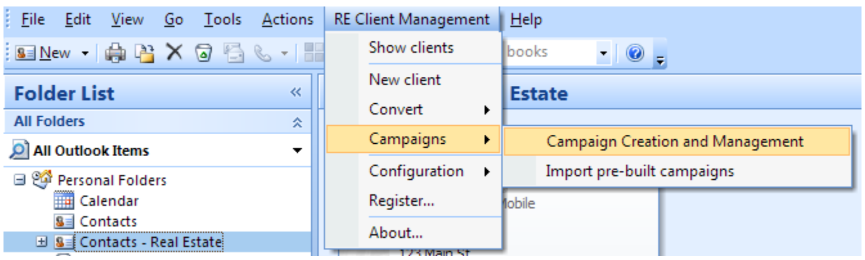


CAMPAIGN MODULE

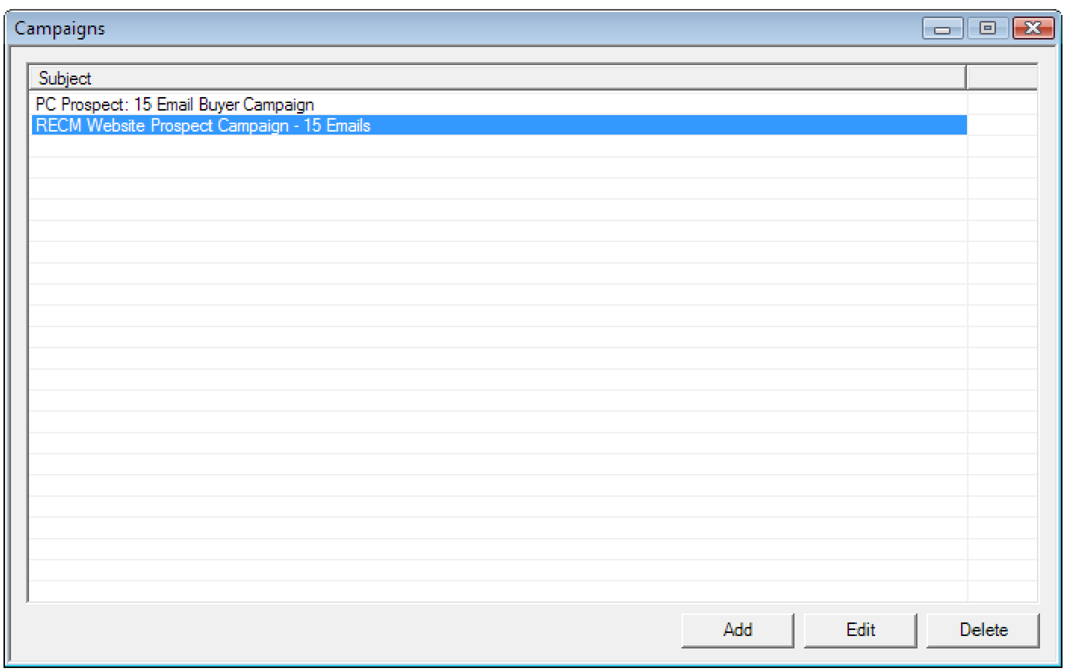
The Campaign Module allows you to create Action Plan or Drip Email templates that you can use over and over to market, communicate, and manage your clients and transactions. You also have the ability to import campaigns that we'll make available on www.RealEstateClientManagement.com/campaigns.aspx.

If you would like to contribute a campaign for distribution to the RECM user community, please email it to: support@realestateclientmanagement.com as a Microsoft Excel or Word document (these will need to be your own creation). We'll put it into the RECM format and put up on the website.

CREATE AND MANAGE CAMPAIGN TEMPLATES



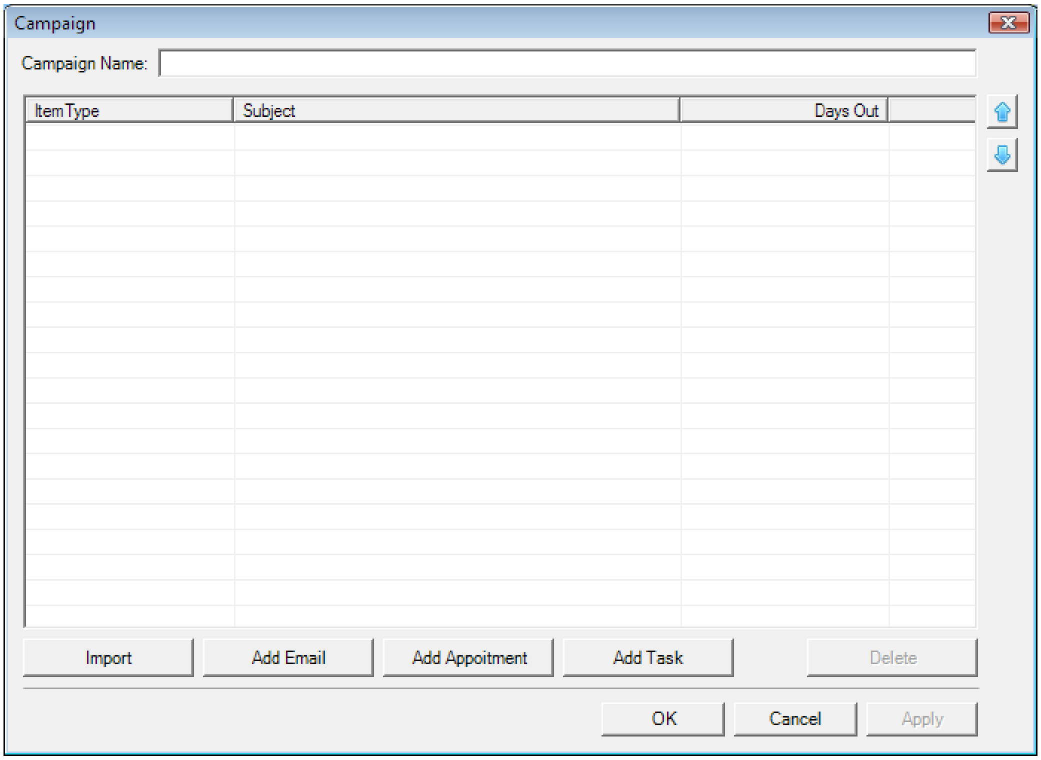
You can access or create campaigns from the main Outlook toolbar under RE Client Management – Campaigns – Campaign Creation and Management.



This will bring up the Campaign Module. You won't see any Campaigns until you've created a Campaign or imported a Pre-built Campaign. We'll cover how to create a campaign in the Quick Start guide.

CREATE NEW CAMPAIGN

Click the “Add” button will open a New Campaign template form.

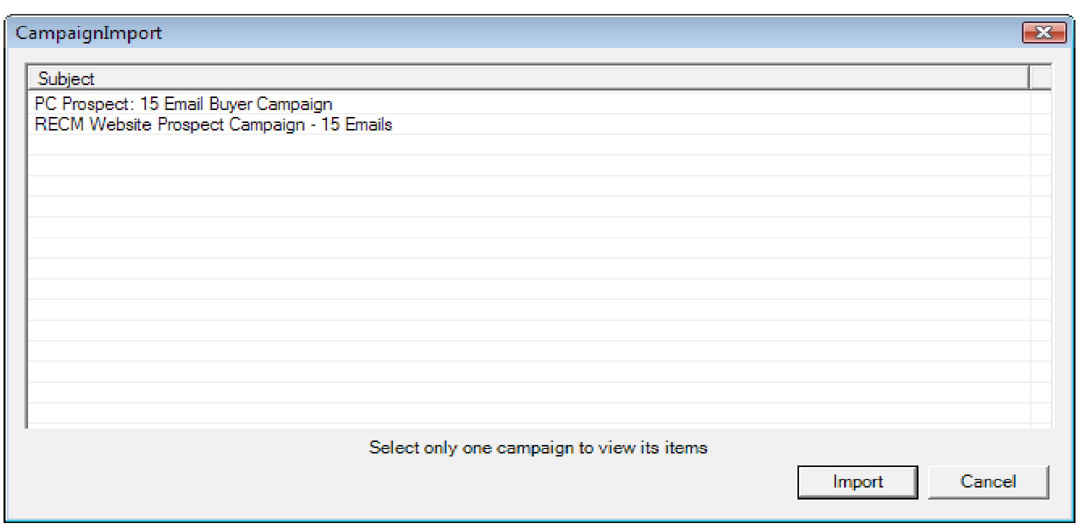


Campaigns can consist of customized Emails, Appointments, or Tasks. You also have the ability to import campaigns that you have previously built into new campaigns.

1. NAME CAMPAIGN

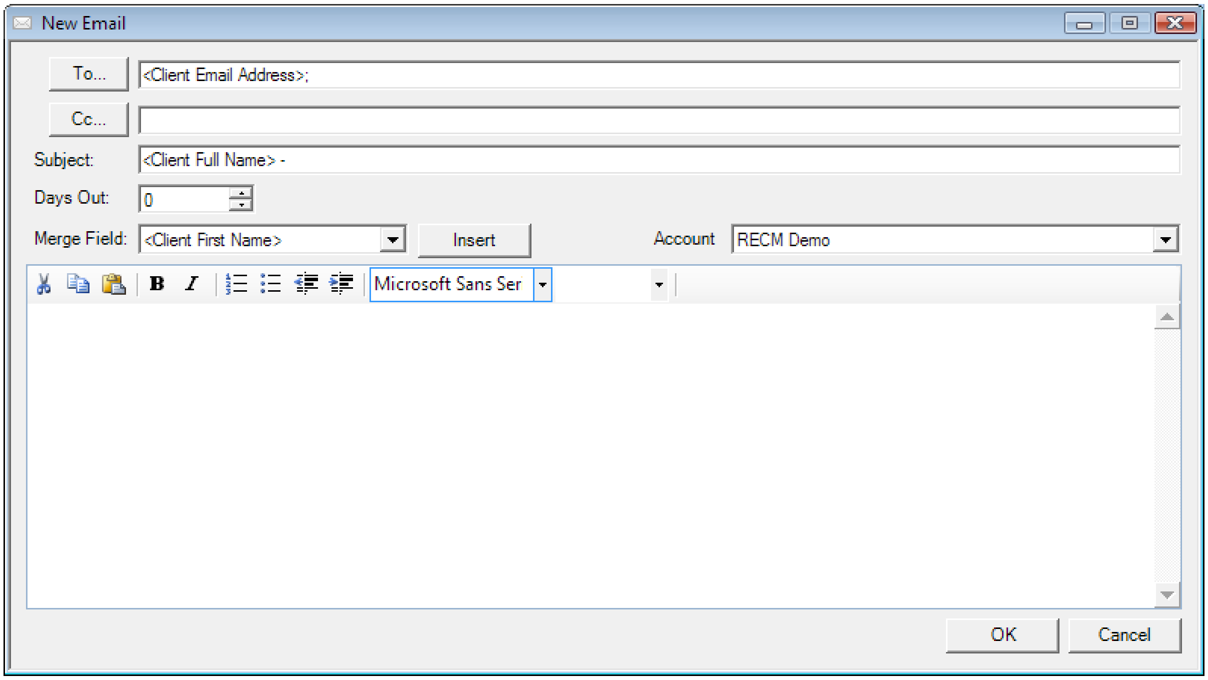
We recommend naming your campaign and then clicking the Apply button before creating any Campaign Events.

2. IMPORT CAMPAIGN

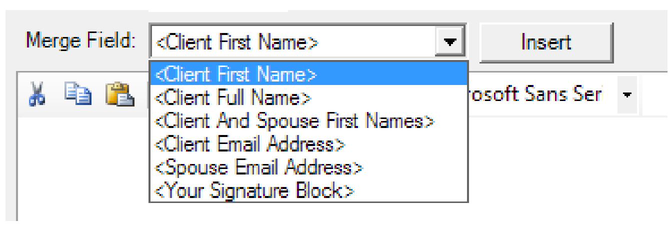


To import an existing campaign, click on the campaign and then click the Import button. All the events (emails, appointments, and tasks) will be imported and become part of the new campaign.

3. ADD EMAIL

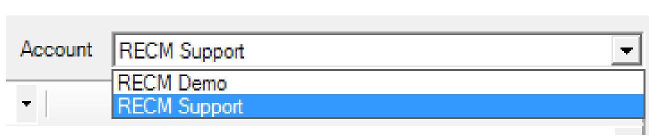


a. Merge Field: Before covering the rest of the form, we need to discuss the concept of "Merge Fields"



These are fields that are used to merge information contained within an individual client form into the campaign. This merging occurs when the campaign is applied to an individual client. For example, if you insert the <Client First Name> merge field into the body of the email, then the client's first name will be substituted into the email when the campaign is applied to the client. You would do this by positioning the cursor on the for where you want the field to go, selecting the field from the Merge Field dropdown, and click the insert button.

b. Account: This will appear if you have multiple email accounts that you sync with Outlook.



This is used to 1) set which account emails will be sent from and 2) which signature block will be associated with the <Your Signature Block> merge field. It is set initially to your default email account.

c. TO: This field is pre-populated with <Client Email Address>. If you don't want the email to go to the client, delete the merge field. However, you must have at least one email address in the TO: field.

If you click on the TO: or CC: button, this will bring up a list of contacts (just like it in a normal Outlook Email). This is useful if you want to someone else to also receive the email … such as your assistant or marketing person or business partner.

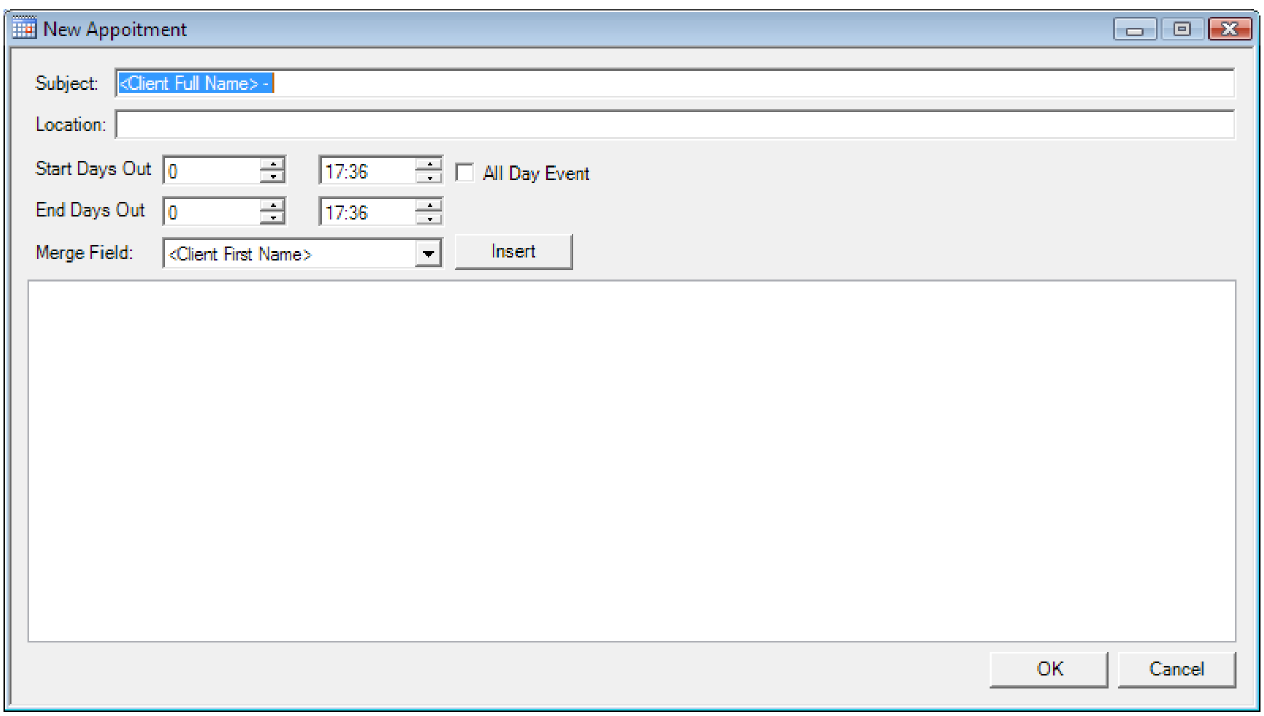
d. Subject: Pre-populated with “<Client Full Name> - “. You may delete this merge field when adding your subject. But, we find it useful so you can find individual client emails in your Outbox.
e. Days Out: This sets the date when the email will be sent. For example, if you set this to 10 days and the date you apply the campaign to the client is 1 January, then this would cause the email to be sent on 11 January (or 10 full days later).

   To do this, we use Outlooks ability to “Defer Until” for sending email messages. So, when the campaign is applied to a client, the email is created and placed in your outbox. It will stay in your outbox until the deferred date, then will automatically be sent. More on this in a later section.

f. Email Body. This acts just like the body of the standard Outlook email message. With that added ability to insert merge fields into the text. If you insert <Client First Name>, then clients first name will be merged and inserted at that the cursor. If you insert <Your Signature Block>, then the signature block associated with the email account you have selected will be merged and inserted at the cursor.

Once you’ve created the email, click OK and it will be added to the campaign. Remember that the emails should be written to your client base. Use the merge fields to personalize it for each client.

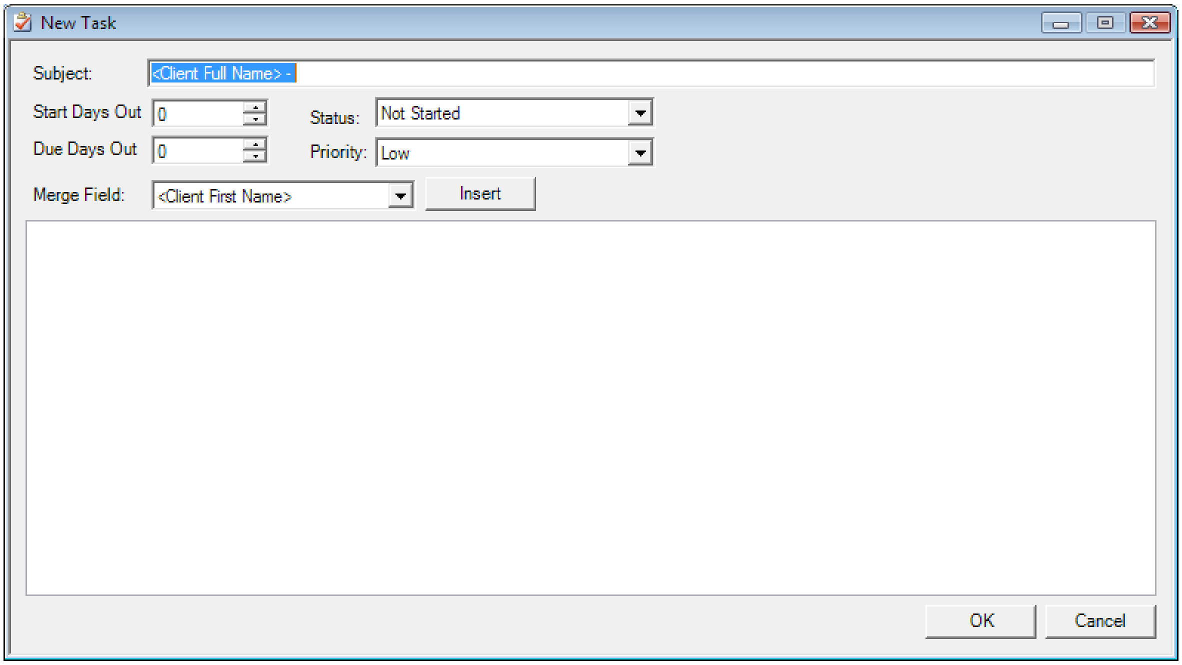
4. ADD APPOINTMENT



a. Merge Field. As with the email form, the Add Appointment form uses the same Merge Field capabilities that allow you to customize the appointment to each client. Select the Merge Field you want to use, place your cursor where you want the merge field to go, and click the insert button.
b. Subject. The <Client Full Name> merge field is automatically included. You can delete this if you wish. But, we suggest always starting with the client name so you can easily differentiate it from other appointments.

c. Start Days Out and End Days Out. This allows you to set the timeframe for when the appointment would occur. The appointment will be created for X days (based on these fields) after the Campaign has been applied to a particular client. So, if you set both fields to 10 and you apply the Campaign to a client on January 1 then the appointment would be created for January 11 (10 full days afterwards). These appointments are added to your default calendar.

5. Add Task



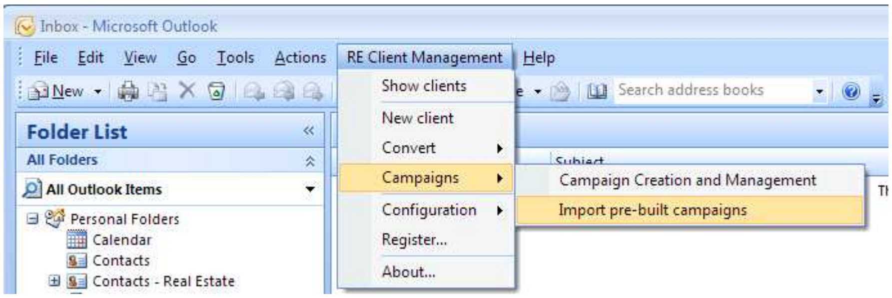
a. Merge Field: As with the email form, the Add Task form uses the same the same Merge Field capabilities that allow you to customize the task to each client. Select the Merge Field you want to use, place your cursor where you want the merge field to go, and click the insert button.

b. Subject. The <Client Full Name> merge field is automatically included. You can delete this if you wish. But, we suggest always starting with the client name so you can easily differentiate it from other tasks.

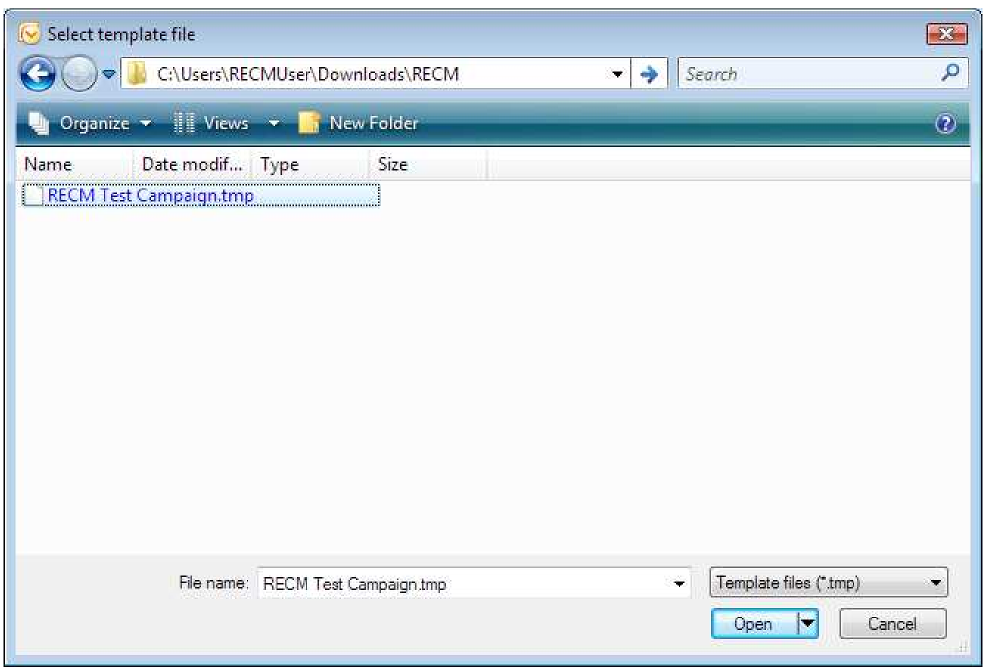
c. Start Days Out and End Days Out. This allows you to set the timeframe for when the task would occur. The task will be created for X days (based on these fields) after the Campaign has been applied to a particular client. So, if you set both fields to 10 and you apply the Campaign to a client on January 1 then the task would be created for January 11 (10 full days afterwards).

IMPORT PRE-BUILT CAMPAIGNS

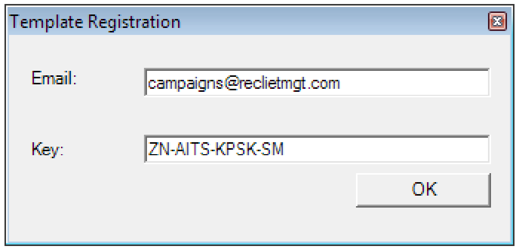
On the www.RealEstateClientManagement.com website on the Campaigns link, we provide free and commercial campaign templates that you can download. If you have a campaign of your own creation and you want to make it available to the RECM community, email a copy of it to: support@realestateclientmanagement.com. It would need to be in MS Excel or MS Word format (a template is available on the site for download). We'll review it, convert it into RECM format, and make it available for others to use.

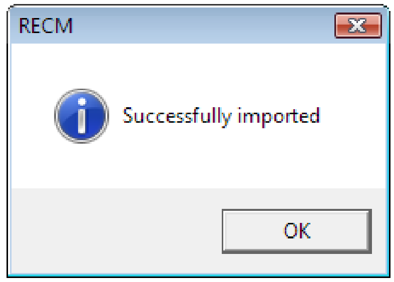


Download the campaign to your computer. Then from the main Outlook toolbar, click on RE Client management – Campaigns – Import pre-built campaigns. This will a Windows File Manager form – navigate to the folder where you downloaded the Campaign template and select the template.

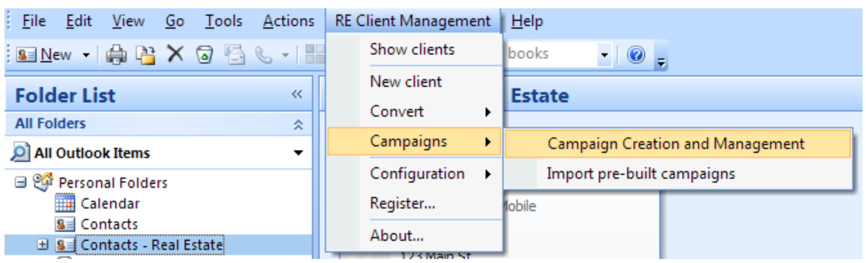


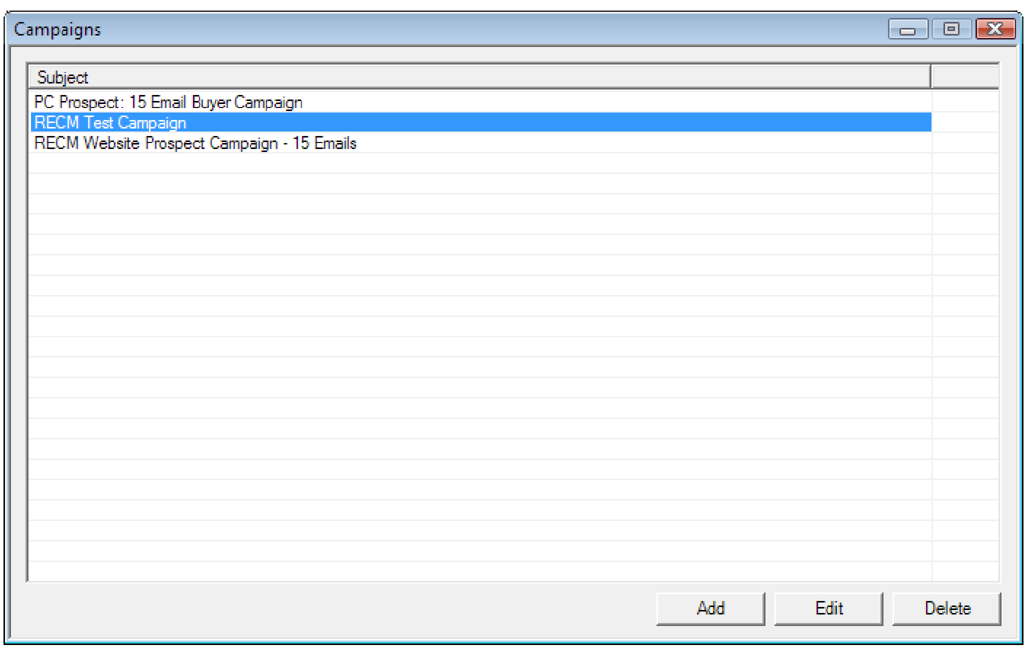
You'll then see a registration screen. If the it is a commercial campaign (i.e. one that we have to pay for), then a registration will be provided to you when you purchase it. Else, the registration email and key will be provided on the www.RealEstateClientManagement.com website on the Campaigns page. Enter the registration and click OK.





If you have entered the information correctly, the you will see a dialog box telling you the Campaign has been successfully imported.





Now when you open the Campaigns form, you'll see the imported campaigns as available.

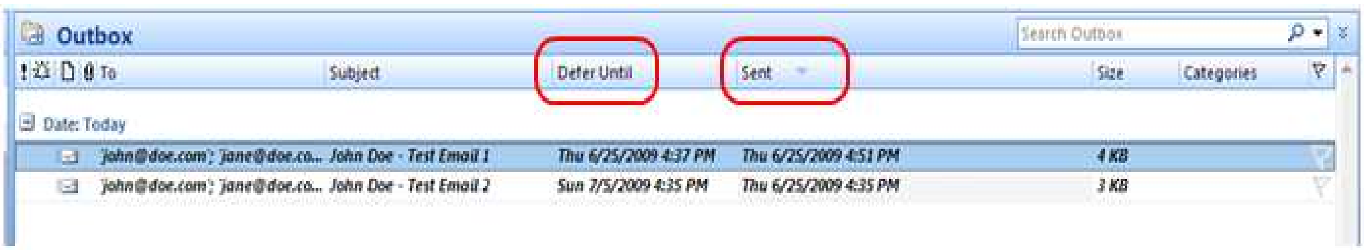
TIPS AND TRICKS

DEFERRED EMAIL NOT BEING SENT

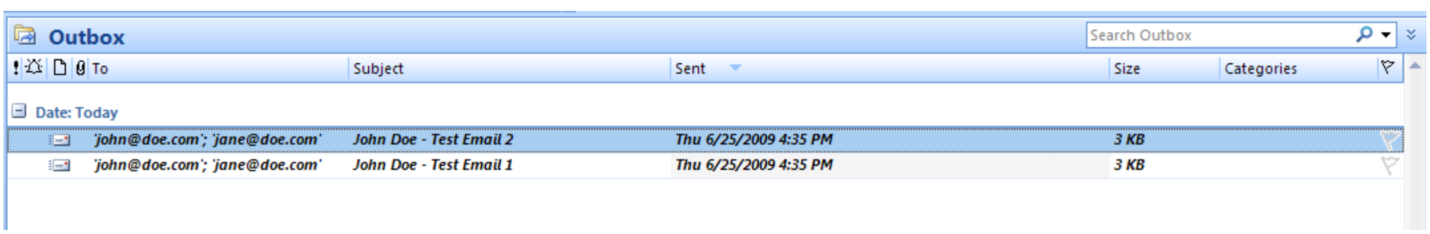
If you open a campaign email after it has been created, the "Sent" date is set to "None" and the email won't be sent out. This is a normal Outlook behavior and occurs for any email in your Outbox. If you need to open an email, after you are done, close it by clicking the SEND button. This tells Outlook you still want the email sent on the "Defer Until" date (it won't immediately be sent out).

SHOW DEFERRED DATE IN OUTBOX

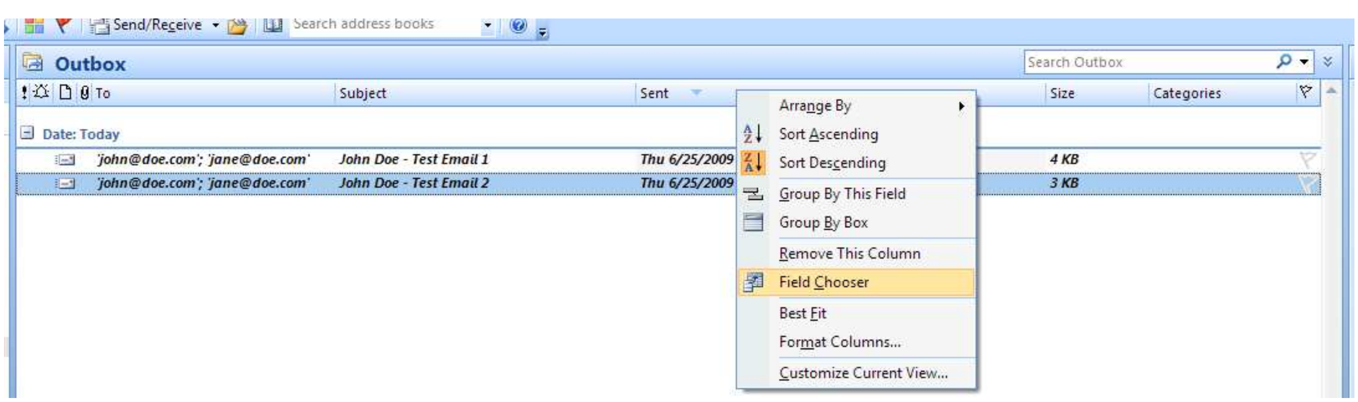
There are two dates associated with an email message:



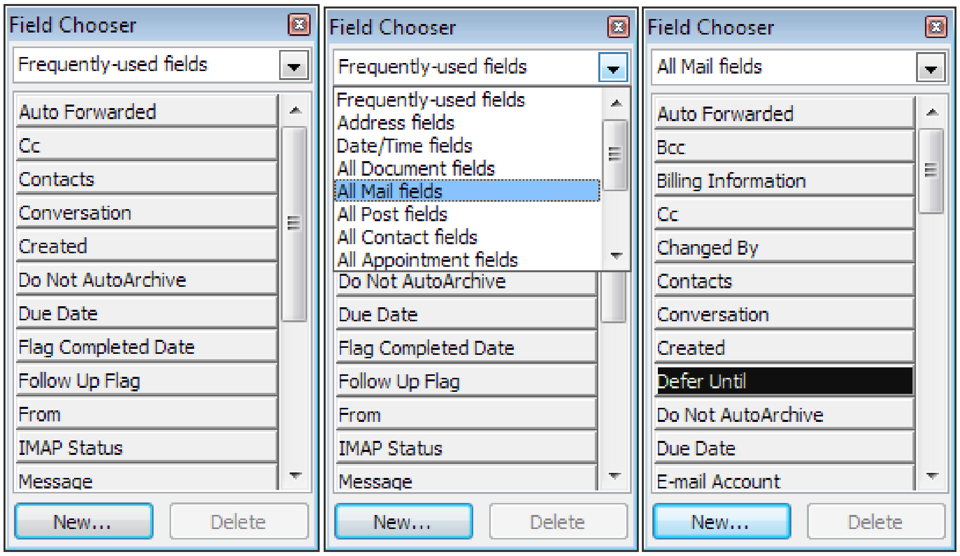
1) Sent – for campaigns this would be the date the email was actually created and placed in the outbox.
2) Deferred Until – this is the date when the email will actually be sent. This column is **not shown by default** in the outbox. So, let's look at how to add it as a column (like the above image).



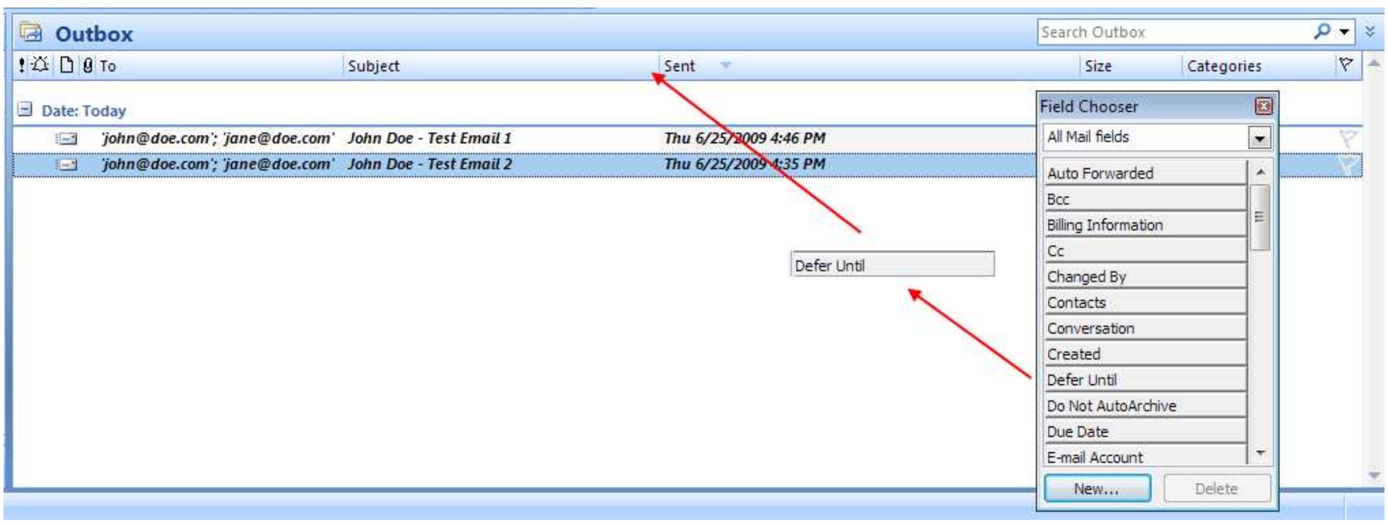
For this example, I've applied a Campaign to a RECM client. This created two drip emails and placed them in the outbox: "John Doe – Test Email 1" and "John Doe – Test Email 2". The above image shows the standard Outbox view.

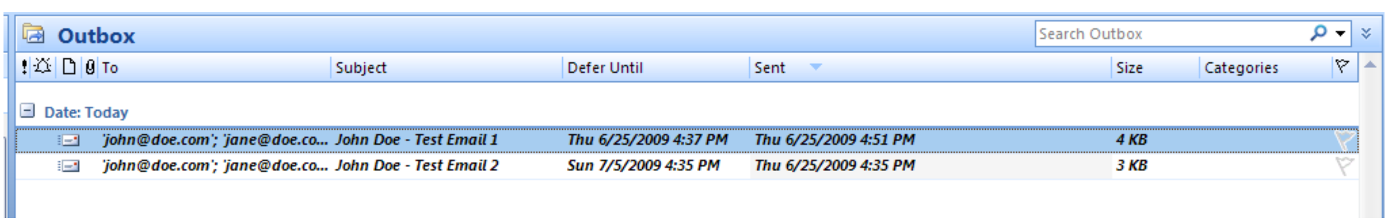


Right click on the column headers (e.g. To, Subject, Sent) and select "Field Chooser"



Click on the dropdown menu and choose “All Mail Fields”. Then click on the “Defer Until” and then drag in it onto the column header. (You drag my clicking and holding down the left mouse button while dragging the chosen field.)





Notice that both emails where Sent (Created) on 6/25/2009. But, “John Doe – Test Email 2” is Deferred Until 7/5/2009 – 10 days after it was created.