



# ViewMyListing.com is THE LISTING EDGE

An online Agent / Seller / Company service developed by Taro Systems, Inc. and exclusively integrated with the Pro Gold XP office management system.

Real Estate Agent Software - ViewMyListing.com Home - powered by ViewMyListing.com by Taro Syst - Windows Internet Explorer

http://www.viewmylisting.com/

File Edit View Favorites Tools Help

Real Estate Agent Software - ViewMyListing.com Hom...

ViewMyListing.com 9ae ...using technology to bridge marketing and seller communication

ViewMyListing.com 9ae Pro Gold XP References News & Events About Taro Systems, Inc. Contact Us

Using Technology to Bridge Marketing & Seller Communication

ViewMyListing.com 9ae PRO GOLD XP Front & Back Office Software

ViewMyListing.com 9ae

ViewMyListing.com 9ae	Weblink	Pro Gold XP Interface	MLS-IDX/RETS
24/7 Seller Login Marketing Showings SEO Task Manager Website and much more...	Internet Leads	Data Exchange	Integration
\$24.98 / month	\$3.00 / month	Limited Availability*	Limited Availability*

ViewMyListing.com 9ae (Agent Edition) is the next generation of internet applications for the real estate industry by Taro Systems, Inc. Taro Systems has also brought to the industry the most complete and comprehensive front and back office real estate software solution available... Pro Gold XP.

Order ViewMyListing.com 9ae  
< ORDER NOW >

ViewMyListing.com Login

Agents Sellers

username or email address  
password  
Login

Forgot User Name or Password?

ViewMyListing.com Referral

GET PAID FOR REFERRALS

ViewMyListing.com Pricing

30 Day Unconditional Money Back Guarantee

Applies to ViewMyListing.com 9ae only.  
ViewMyListing.com Pricing

How to Login to Your Account

You can login to your ViewMyListing.com account by following the instructions below:

- Agents: Click on the 'Agents' tab on the right hand bar column. Then enter your

## Contents

---

The Listing Edge.....	3
System Overview.....	4
User Benefits.....	5
Automatic Emails.....	6
Sample Sellers Emails.....	7
Lead Incubation & Marketing.....	8
Frequently Asked Questions and Answers (FAQs).....	9



# The Listing Edge

---

You only have to look around at the various “negative” trends within the real estate industry to know that something just is not right – record numbers of FSBO listings; increased numbers of discount brokerages; and even creative negotiation on behalf of traditional brokerages to get listings.

The reasons for these trends are simple...

1. Limited Perceived Value
2. Increased Competition

## Perceived Value

Taro Systems, Inc. – a leading real estate solutions provider – has surveyed thousands of Sellers since 1981.

By far the most common complaint a Seller has with their real estate Agent is the amount of communication that exists between the Seller, the Agent, and the real estate company. The effectiveness of this communication – more than the time taken to sell – is how a Seller grades the Agent's value.

Because the channels of communication do not always appear effective, timely, and informative the Seller perceives the Agent as doing little to sell their property, regardless of how long it takes to sell. The Seller knows exactly how much they are paying the Agent for their service – but where exactly is the service?

Every good Agent knows the work that is being done to sell a particular property, but rarely is this communicated to the Seller in a timely manner.

ViewMyListing.com gives each and every Seller the ability to retrieve this information any time they wish – online! It allows the Seller to obtain Seller progress reports online, communicate with their Agent online, communicate with the company online, schedule appointments, and even request price reductions – online!

ViewMyListing.com is about saving you time while providing detailed and effective communication to your Sellers. ViewMyListing.com is about displaying your true value, and then increasing it.

## Competition

Competition isn't just with FSBO options and discount brokerages. The National Association of REALTORS® just fielded its 1,250,000<sup>th</sup> member! So, with a perception of limited value and more REALTORS® than ever, you need every possible edge you can get to secure your share of the market.

- No other Agent service has the integrated communication design that ViewMyListing.com maintains.
- No other Agent service provides remote integration to your office management system.
- No other Agent service is integrated to the company web site.
- *No other Agent service is also a Seller service.*

ViewMyListing.com is a communication tool your prospective Sellers can understand and appreciate. It's the edge your competitors don't have!

Effective communication, time management, and personal lead management are critical, and only ViewMyListing.com is able to provide you with the tools to achieve your goals.

## ViewMyListing.com System Overview

ViewMyListing.com (VML) is an online communication and daily task management tool that is exclusively integrated to the Pro Gold office management system used by the office to allow for the seamless, critical transfer of information between the real estate office, the sales associate, and the Seller.

The biggest complaint a Seller typically has about their real estate Agent and the company that Agent works for is the lack of timely and informative communication. This communication breakdown is a direct result of the way the real estate industry has developed – an arms distance independent contractor model.

The real estate company has minimal knowledge of what the Agent is doing in their day to day business. The real estate Agent has minimal knowledge of what information the company is providing the Seller. And so, vast gaps in information exist.

ViewMyListing.com has been designed with unique integrations to prevent these information gaps by trapping details from all sources – including Co-op Agents showing the listed property!

The integration of the system also provides the Agent with critical up to date information they require on a daily basis to complete business, including listing details, contact management process, and MLS integration.

ViewMyListing.com is remote accessible via the internet from anywhere and at any time. Thus providing Agents with real time access to information regardless of where they're located and Sellers access to activities associated with their property, regardless of what time they wish to retrieve them.



***Seamless integration and transfer of information – every step of the way!***

## ViewMyListing.com User Benefits

---

ViewMyListing.com is very easy to use and is available online to your Agents and your Sellers via your company's corporate web site.

ViewMyListing.com 9ae (Agent Edition) is an advanced web based application developed by Taro Systems, Inc., to provide the professional real estate agent with state-of-the-art seller communication and email marketing communication tools to increase personal wealth. This unique marketing solution allows for the effective flow of critical communication between the Property Owner selling their property, you the agent, your office, Co-op Agents showing your property, and your Prospects. ViewMyListing.com 9ae can alleviate the seller's greatest complaint...lack of communication.

### Agent Benefits

- Listing Advantage - Offer an Unique Service
- Capture of Internet Leads
- Increased Market Exposure
- Increased Listing Inventory
- Reduce Expired Listings
- Integrated with Pro Gold XP, MLS, Corporate Web Site
- Access to Online Agent Billing
- Contact Management Tools
- Listing Management Tools
- Appointment Scheduling Tools
- Showing Appointment Tools
- Automated Email Showing Feedback Surveys
- Automatic Email Appointment Reminders
- Automatic Email Sign / Lockbox Removal Notifications
- Optional Personal Web Sites
- Optional *Live* Lead Incubation Service
- Marketing Campaigns

### Seller Benefits

By far the number one complaint that a seller has regarding the real estate company and their sales associate is a lack in communication. Due to numerous reasons, sales associates are unable to process timely feedback to their sellers regarding the sale of their property, and during such a trying transaction, this limited communication often has the seller questioning the value of their sales associate.

ViewMyListing.com helps prevent this communication void by allowing sellers to retrieve timely information regarding the sale of their property - anytime, anywhere, online!

Additional Seller benefits include:

- ViewMyListing.com Secure Access Account
- Online Progress Reports
- Seller - Agent - Company Communication Tools
- Automatic Email Notifications of New Activity
- Automatic Email Progress Reports
- Listing Price Evaluation Tools

Although the system contains many useful Agent tools that seamlessly integrate with the company's office management system, it should be remembered that **ViewMyListing.com is primarily a SELLER SERVICE** to enhance the level of communication between you, the company, and your Sellers.

## ViewMyListing.com Automatic Emails

---

ViewMyListing.com is primarily an online Agent – Seller – company communication tool and maintains numerous automated processes to keep the Seller informed of activity on their property; the Agent informed on scheduled appointments and critical property based information; and the company informed on property progress as well.

### **Automatic Seller Emails:**

- Welcome Email
- New “Important Activity” Reports
- Timely Progress Reports

### **Automatic Agent Emails:**

- New User Email
- New Contact Email
- Co-Op Agent Showing Survey
- Daily Schedule Overview
- Timely Appointment Reminders / Alarms
- Price Evaluation Action Reports
- Pending Listing Expiration Action Reports
- Showing Feedback Survey Reports
- Inventory Pickup (Lock Box / Yard Sign) Reminder Reports
- **Important Text Notifications to Cell Phones & Pagers**

### **Automatic Company Emails:**

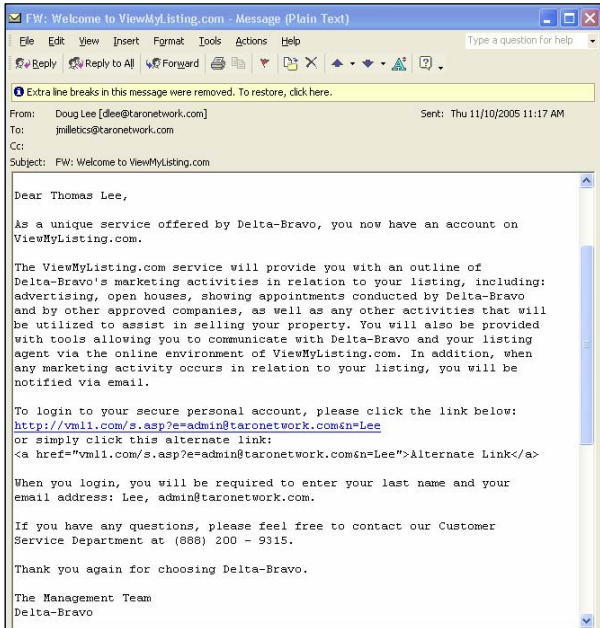
- Daily Summary Report
- Pending Price Evaluations
- Pending Expirations
- Inventory Control

***ViewMyListing.com is designed to keep your Seller informed on the sale of their property, while at the same time providing you with the tools and processes you need to manage your day to day tasks.***

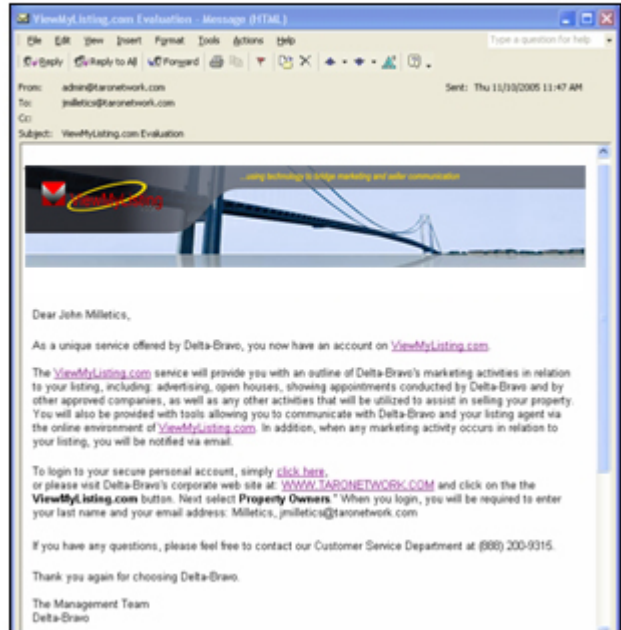
# Sample Seller Emails

## Welcome Email

### Text Based Email

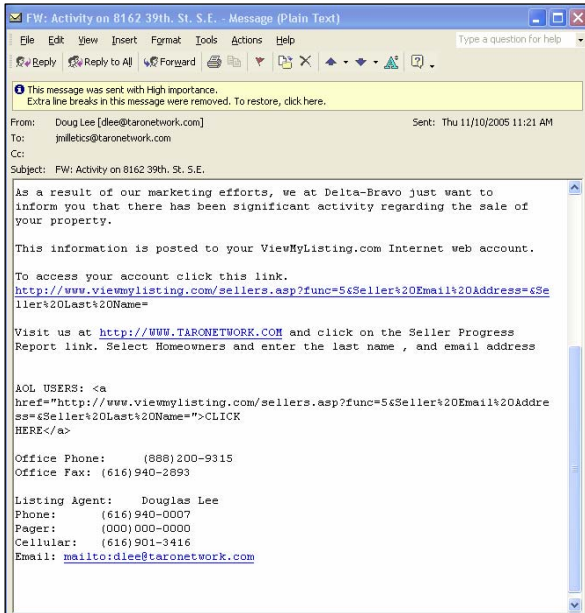


### HTML Email

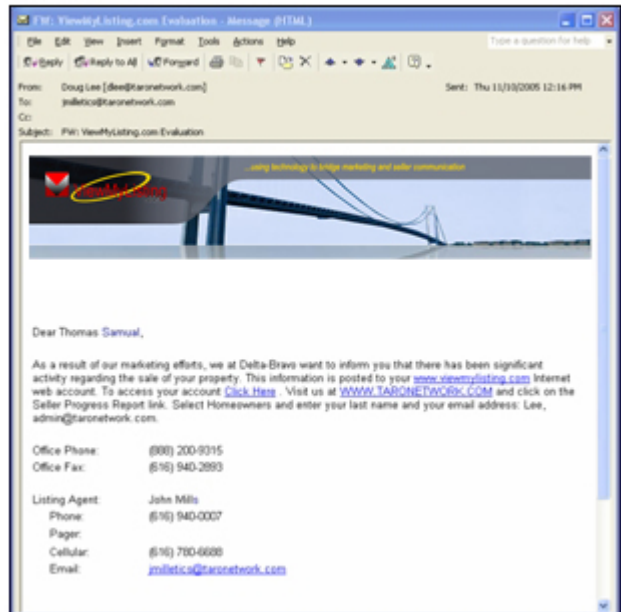


## New "Important Activity" Report Email

### Text Based Email



### HTML Email



## Lead Incubation with ViewMyListing.com

---

In addition to the important automated processes that are available to the company, the Agent, and the active Seller, ViewMyListing.com is also equipped to handle critical lead incubation processes.

ViewMyListing.com has been developed to allow a real estate professional to establish user-defined and control "marketing plans" that will automatically maintain contact with your prospective buyers and Sellers throughout the weeks that follow their initial contact.

So, even when you're sleeping, ViewMyListing.com is working hard to make sure your name and contact details remain in front of the people who will be your business tomorrow!

And, with the ability to interface to the company web site AND an Agent's personal web site, capturing, filing, and incubating new web based contacts has never been so simple!

### **Dedicated Marketing System:**

- Email Equipped
- Regular Mail Capable
- Label Formatting
- Interface with Microsoft Word
  
- Customized "One Off" Bulk Mailing Abilities
  
- User Defined Marketing Plans
  
- Unlimited Letters
- Unlimited Plans
  
- Automatic Sending of Pre-Scheduled Emails / Plans
  
- Text Format & HTML Format
  
- Marketing History by Contact Reports

***ViewMyListing.com works around the clock to ensure your name is at the top of the list when a prospect decides it's time to buy their next home, or sell their current home.***



# ViewMyListing.com

## F.A.Q.

---

### **Agent / Seller Toolbox**

**Q: What is the Agent Toolbox?**

**A:** The Agent Toolbox provides the sales associate with an online method of efficiently managing contacts, listings, personal appointments, showings, and invoices. It allows the Agent to update listing activity and provide their Sellers with up to date progress reports.

**Q: How do my Sellers benefit from the system?**

**A:** ViewMyListing.com provides your Sellers with a unique account where they can maintain contact with the Agent, with the company, and obtain up to date information regarding the sale of their property. They no longer have a need to contact the company / Agent to obtain progress reports. They're now available anywhere, anytime – online!

**Q: Is there any duplication?**

**A:** No. Your Customer Service Center or Call Center already collects data now. With one simple click, the Pro Gold XP software will keep the ViewMyListing.com Internet database updated.

**Q: Is my data secure?**

**A:** Yes. You have a unique username and password that only allows you to access your listings and leads and to view company listings. Sellers are also provided with a unique login and password when they list their property with you, allowing them to access progress reports and other important information online at anytime, from anywhere.

**Q: How does this benefit me as an Agent?**

**A:** The benefits to you are many and include:

- 1) Excellent communication – another good reason a Seller should list with you.
- 2) Can be used as a price reduction tool which in turn, reduces expired listings.
- 3) Provides the necessary communication tool between the Office-Agent-Seller.
- 4) Provides a teamwork approach to contact management.
- 5) Increased referrals and repeat business.
- 6) Agent recruiting/retention tools.
- 7) All your lead, appointment, and showing information available anywhere, any time.

**Q: How can ViewMyListing.com secure more listings?**

**A:** Every Agent presents similar information at a listing presentation with a prospective Seller and the selection process for the Agent is a hit and miss affair.

ViewMyListing.com allows you to set yourself apart from the rest by providing a tool the Sellers can use to access the information they need. This is not something a competing Agent is able to provide, and given the likeness of service between companies and between Agents, the promise of timely, successful communication is important. Being able to deliver on that promise and show how you can deliver is the deal maker!

**Q: Does V ViewMyListing.com have Contact Management abilities?**

**A:** Yes. ViewMyListing.com contains the functionality you need to keep in touch with your contacts on a timely basis, including appointment management and reminders, showing appointments and reminders, and even automatic showing feedback functionality so you can reduce the time you spend following up with other Agents regarding the showing of one of your listings.

**Q: How does this service benefit my Sellers?**

**A:** Successful communication and the need for timely and informative information is critical to your Sellers during the transaction process. Often, Agents are unable to provide the information in a timely manner due to the service they are attempting to provide to their other clients, and so everyone suffers. ViewMyListing.com provides a vehicle through which the Sellers may obtain the information they need anytime they need it, and allows you to enter the information in a manner that is most accommodating to your schedule.

**Q: Does the activity that an Agent enters from the Internet update back to the Pro Gold XP system employed by the real estate office?**

**A:** Yes, when the Customer Service Coordinator synchronizes with VIEWMYLISTING.COM the program will update back and forth keeping both the Pro Gold XP system and the ViewMyListing.com database synchronized.

***ViewMyListing.com is about your Sellers and enhancing their selling experience.***