



USING THE COLLABORATION CENTER WITH SELLERS

Amanda Bridges

Sunflower MLS Coordinator

2023

ASSUMPTIONS: YOU ALREADY HAVE THE CLIENT ADDED AS A CONTACT AND THE PROPERTY IS PUBLISHED AND ACTIVE ON THE MLS.

- If you need assistance setting up a contact, view the instructions for setting up a buyer in the Collaboration Center.
- If you're looking to compare the number of potential buyers for a property based on price, you're looking for the Price Analysis tool inside the listing input module, which can be used with a partial (unpublished) listing. This is not part of the Collab Center, but information about this tool has been included on the last slide.

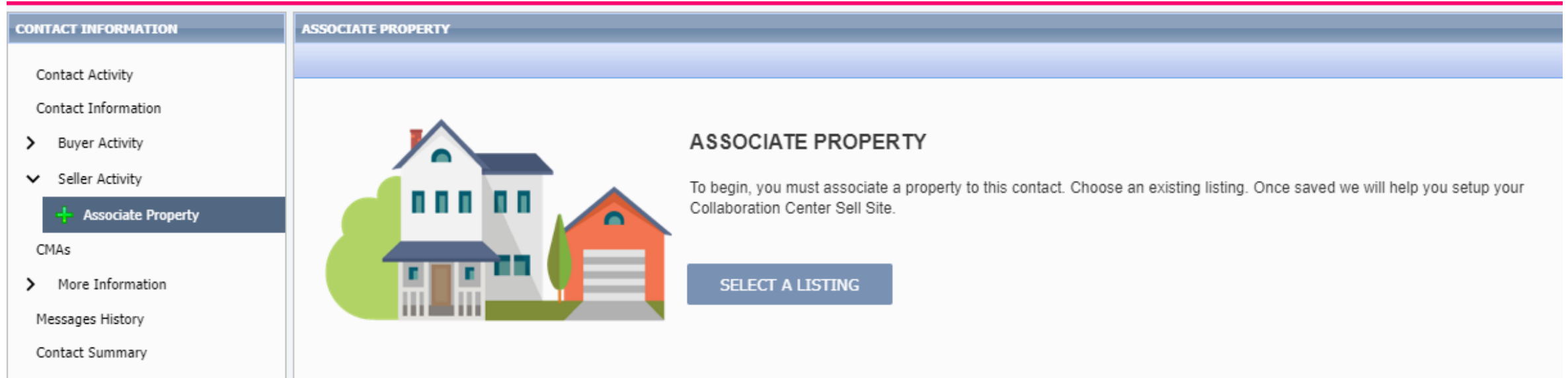
The screenshot shows a real estate software interface with a 'Price Analysis' tool. The tool is open over a listing for '4423 NW TOPEKA BLVD'. The 'Price Analysis' panel on the right shows the following information:

- Current Price: \$320,000
- New Price: 320,000
- Recalculate Buyers button
- 216 Potential Buyers (with an information icon)
- Property Address: 4423 NW Topeka BLVD
- Valuations dropdown menu

The background listing form shows the following details:

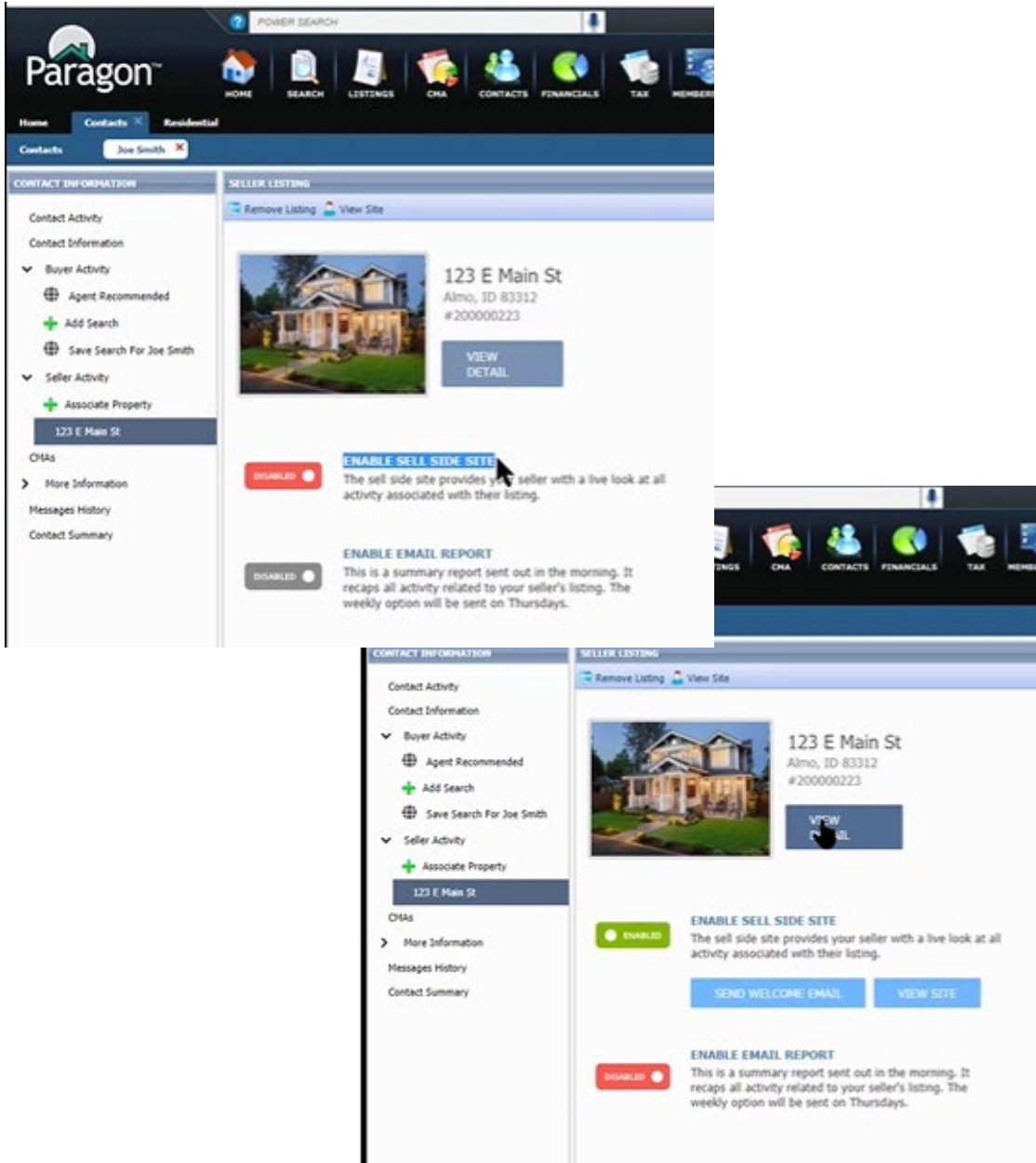
- MLS #: Temp-49643
- Class: RESIDENTIAL
- Type: SH - Single House
- U-BUILD TYPE: U1 - Manufactured
- Zone: 59 - SNCO Tract 59 (S)
- Price: 320,000
- Address: 4423 NW Topeka BLVD
- City: Topeka
- State: KS
- Zip: 66617
- Status: For Sale
- Ownership Type: For Sale
- Agent Hit Count: 0
- Client Hit Count: 0

STEP 1 – ASSOCIATE THE ACTIVE LISTING WITH THE CONTACT



The screenshot displays a software interface with a left-hand navigation menu and a main content area. The navigation menu, titled 'CONTACT INFORMATION', includes options like 'Contact Activity', 'Buyer Activity', 'Seller Activity', and 'Associate Property' (which is highlighted with a blue bar and a green plus icon). The main content area, titled 'ASSOCIATE PROPERTY', features an illustration of a house and a garage. Below the illustration is a blue button labeled 'SELECT A LISTING'. To the right of the illustration, text reads: 'ASSOCIATE PROPERTY. To begin, you must associate a property to this contact. Choose an existing listing. Once saved we will help you setup your Collaboration Center Sell Site.'

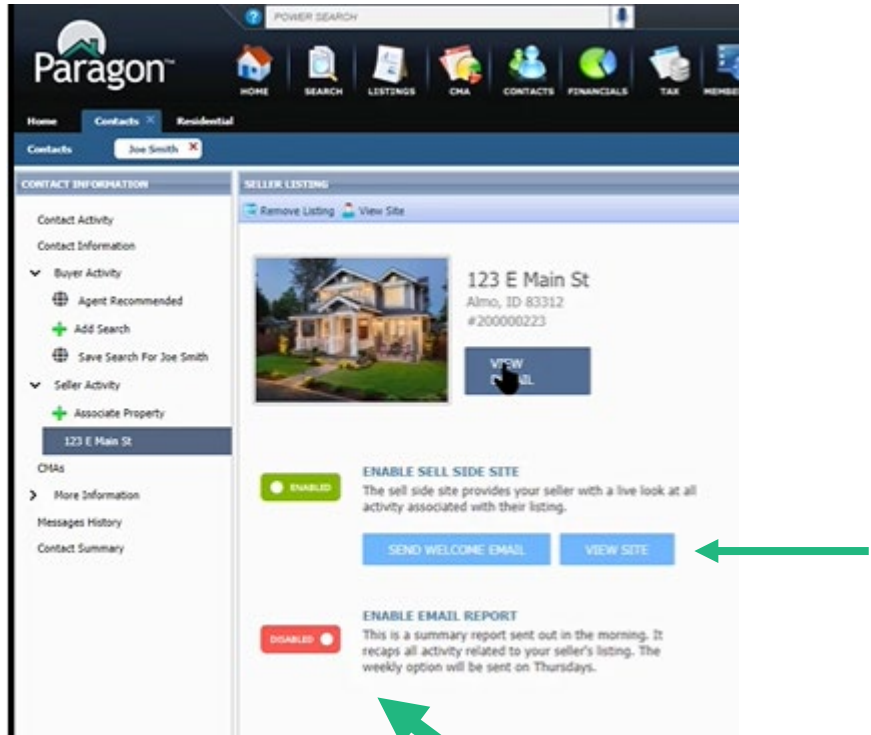
Open your contact in the Contacts module and click “Associate Property” then “Select a Listing.” Choose the correct listing for this seller.



STEP 2 - ENABLE SELL SIDE SITE

You will now see the address you added in the Seller Activity menu.

- Click on the address to adjust the Collab Center settings.
- Click on the red "Disabled" button to change it to "Enabled."
- If your seller isn't already using the Collab Center, send them a welcome email.



STEP 3 - VIEW SITE AND ENABLE EMAIL REPORTS

You can click “View Site” to see what your client will see in the Collab Center.

If desired, you can enable email reports that will send a daily or weekly summary of activity to the seller. Click the “Disabled” button to toggle the setting to “Enabled” and choose the timeframe.

THE PRICE ANALYSIS TOOL

The screenshot shows a software interface with a 'Price Analysis' modal window. The modal window has a title bar with 'Price Analysis', 'Use New Price', and 'Close' buttons. It displays the following information:

- Current Price: \$320,000
- New Price: 299,000
- Recalculate Buyers button
- 287 Potential Buyers (with an information icon)
- 4423 NW Topeka BLVD
- Valuations dropdown menu

A tooltip box at the bottom of the modal window contains the text: "Potential Buyers are contacts whose saved search notifications include search criteria that match this listing."

The Price Analysis tool has been added to the listing maintenance module.

On a published or partial (unpublished) listing, open listing maintenance and click the "Price Analysis" button.

Use the tool to see the different buyer pools at different price points.