

Letters Help Broker Gain Leads



100's of letters informed current clients of the Coldwell Banker National Sale.

Recently Coldwell Banker had a "National Sale" where it's member brokers offered special discounts on properties for sale. This "Sale" was advertised on the major TV networks to motivate buyers to call their nearest Coldwell Banker during this limited time discount period.

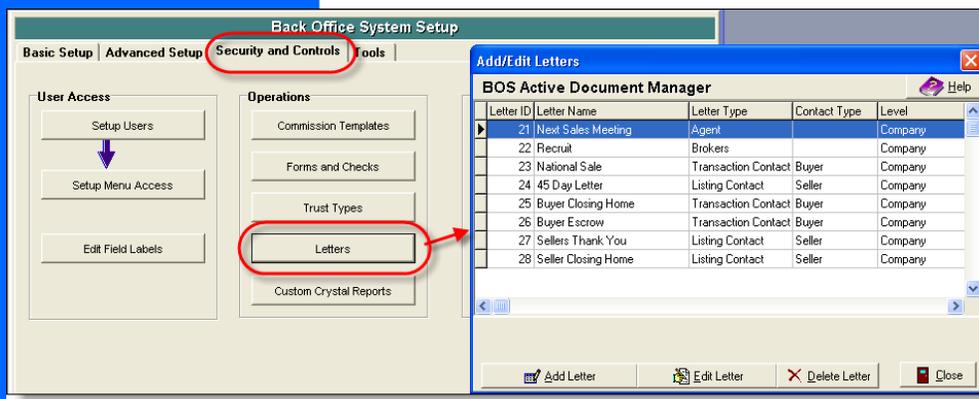
REAL/Easy customer Coldwell Banker First Realty in Fargo went on offense by informing all current clients of the "upcoming National Sale".

Using BOS's form letter setup the staff designed the types of letters to be sent out. Then, using BOS's integrated mail merge, First Realty selected the desired clients to inform.

No exporting, no extra steps—all setup and printing was done within BOS.

Call the support line today to learn how to implement your own marketing programs.

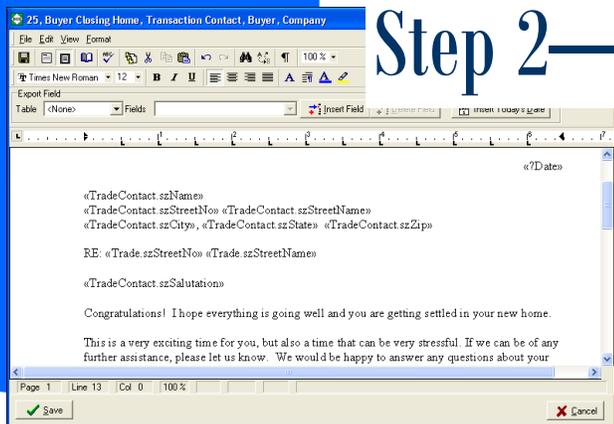
Step 1—Plan The Letter Types



The first step is to build the form letter within BOS's Setup area. Using the "Letters" command build the letter needed, form letters can be setup for:

- listing contacts (sellers)
- transaction contacts (sellers, buyers, attorneys, others)
- In-house sales associates
- Outside brokers and agents

Step 2—Build the Form Letters



Using the "Letters" command within BOS Setup, the body for each form letter is entered.

The entry screen allows selection of desired "merge items" such as the seller or buyer names and addresses, the property address, dates, prices, the

listing or selling agent.

Note that the letter body text can be cut and pasted from another word processor to speed entry. Signatures and other graphics can be pasted into the letter body as well.

Step—3 Mass Print Letters with “Follow-up”



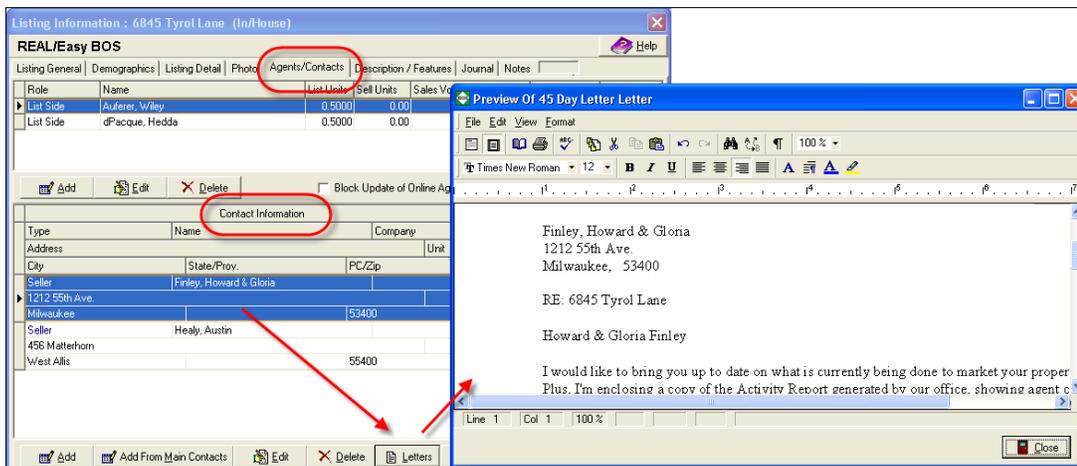
The “Followup” area of “Standard Reports” is used to mass print the form letters. In this area, letters can be printed to agents, listing sellers, or transaction buyers, sellers, or other contact types.

The Follow-up letter printing area is flexible enough to control print-

ing letters for example to:

- Only sellers signing listing agreements in the last week.
- Only sellers whose properties have gone under contract.
- Only buyers of your company for transactions that have gone under contract recently.
- Buyers who had closed at this time last year to send a card.
- Buyers who have closed in the past month to send a follow-up questionnaire.

Step 4—or, Print Letters One at A Time



Letters can be printed one at a time to sellers, buyers, and other contacts from within the listing and transaction entry and viewing screens.

This method is handy for staff who

are entering or updating contract information as various status, thank you, or update letters can be quickly printed at the same time.

The operator simply has to point to the desired seller/buyer/contact

within the listing or transaction and click the “Letters” button to select and print the letter.