



Knowledge Base Article

Free Download Real Estate Software - ProGold i2 web site: www.progoldi2.com
Real Estate Search Engine - ViewMyListing.com web site: www.viewmylisting.com
Search Local Classifieds – www.viewmylisting.com/buy-sale-trade
Agent Tools web site: www.viewmylisting9ae.com

Article ID: 4078
Subject: Top Google Ranking Module Marketing Emails with Approval Form
Last Modified: August 27, 2008

Applies to: Top Google Ranking Module

Issue: Top Google Ranking Module includes the ability to send automatic emails to a prospect as part of the Company Email Drip Campaign. Twenty-four (24) Top Google Ranking Module marketing emails are organized into automatic campaigns that email a letter to a prospect once a month for a year. These emails must be used as-is and cannot be modified.

Resolution: Follow the steps below to authorize the letters and activate them for use.

- Review the attached authorization form and letter copies.
 - The letters are used as-is and cannot be modified.
 - The contact information at the bottom of the letter will be replaced with your company contact information that Taro Systems, Inc. has on file.
- To approve the use of the letters, complete the Marketing Emails Release Form and fax the completed and signed form to Taro Systems, Inc. at (616) 940-2893.
- Once Taro Systems, Inc. receives the completed form, the emails will be activated for use.
 - The letters will be sent to new company prospects that are entered into Pro Gold i2 or Top Google Ranking Module with a Type of "Buyer" or "Seller".
 - The letters do not have to be loaded and cannot be accessed through Pro Gold i2 or Top Google Ranking Module to view or edit.

References: Below is a link you can use to access Enhancement HelpNet Center resources, which includes the Knowledge Base Article (KBA) Library, Pro Gold i2 Documentation, and Training Webcasts:

<http://secured.progoldi2.com>

The Enhancement HelpNet links are located on the right side of the web page.

Related articles: N/A

Keywords: VML, Drip Campaign, Emails, 4078

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ViewMyListing.com Marketing Emails Release Form

Authorization and Release

I, _____ (Name) of _____ (Company) approve the attached twenty four (24) ViewMyListing.com marketing emails to _____ (Company)'s Sellers and/or Buyers.

The automated email marketing campaign will be generated off (Company)'s computers in an HTML format, with images being hosted by Taro Systems, Inc. servers located in Grand Rapids, Michigan. The attached letters must be used as is, and may not be modified. Only your contact and company information (On file with Taro Systems, Inc.) will be reflected at the end of each letter.

Any unsubscribe requests, which are generated from an email reply with the word 'remove' or 'unsubscribe' in the subject line, will be the sole responsibility of our real estate firm to remove them from their email database.

_____ (Company) agrees to abide the CAN-SPAM Act of 2003 and Taro Systems has provided a copy attached in this communiqué. The National Association of REALTORS® provides an excellent reference called 'Field Guide to Do-Not-Call, Do-Not-Fax, and Do-Not-E-Mail Laws', which can be found at: <http://www.realtor.org/libweb.nsf/pages/fg707>.

Through my signature below, I hereby approve the attached twenty four (24) ViewMyListing.com marketing emails to Sellers and/or Buyers.

The information stated above is accurate and true to the best of my knowledge.

To activate your automated email marketing campaign:

1. Please fax this signed form back to Taro Systems, Inc. at 616-940-2893.
2. New Prospects entered into Pro Gold XP and Company Prospects entered in ViewMyListing.com who are **typed** as "Buyer" or "Seller" will begin receiving Emails.

Broker / Owner Signature: _____

Print Name: _____

Company: _____

Date: _____

Taro Systems, Inc.
6157 28th Street S.E.
Grand Rapids, MI 49546
Toll Free (888) 500-9315
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www.viewmylisting.com



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Seller #1 Letter



Dear John Contact,

After many years in the real estate industry, it is clear to us that people actually move, only when they feel completely ready to move. As Realtors®, we spend every day researching the market to keep you updated on current homes for sale and their market prices. But, we will not pressure you to move any sooner than you want to. We have a new and innovative tool available to our sellers that allows 24 hours, 7 days a week, online access to all the activity on their listing and provides direct communication to their agents. This service, unique to our area and company, is called ViewMyListing.com.

ViewMyListing.com eliminates the #1 complaint sellers have with their real estate agent or agency: **Lack of Communication**

Please contact our office to inquire how ViewMyListing.com can help you sell your property.

Sincerely,
John Smith
ABC Realty
123 Main Street
Anytown, ST 45645
Phone: (555) 676-4544
Fax: (555) 676-3465
Email: marketing@taronetwork.com
Website: www.abcrealty.net

Service provided by:
ViewMyListing.com



www.viewmylisting.com

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Seller #2 Letter



Dear John Contact,

Did you know that Thomas Edison holds over 1000 patents? Some of his inventions include the light bulb, the motion picture camera, and the phonograph. Edison said that the secret to his success with inventions was simply hard work. Edison said, "Genius is hard work, stick-to-itiveness, and common sense." If we choose to go by this definition, I think we could all be considered geniuses!

Selling your home should not require a genius, but it should benefit from the latest technology.

We offer our sellers the latest technology tools available in our industry. One such tool is ViewMyListing.com service. This unique service to our company and area allows for 24 hour, 7 days a week online access to the latest activity on your property. From showing feedback and advertising activity, to phone and internet inquiries, this service keeps sellers informed and involved. This service provides our sellers with the best possible experience while selling their home.

Please give us a call to see how ViewMyListing.com can assist you.

Sincerely,
John Smith
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Seller #3 Letter



Dear John Contact,

When you feel like decorating your home, it's easy to look through magazines for ideas. But when you have to look at paint samples next to print samples to decide what each room should look like, it's a different story. Finding someone who knows what they're doing and has experience doing it ensures that the job is done right.

Our advice is to always call a professional. It's the expert's job to figure out all the details, execute the plan and then show you the results when it's all finished.

As a real estate agency, we believe that you should always hire a professional whether you are buying or selling a property.

As a professional, communication is key to all successful businesses! Any seller that has sold more than one home, knows all too well that their biggest complaint about their Realtor® was lack of communication. We have solved this issue by allowing our sellers 24 hour, 7 days a week internet access to the activity on their property through a service called ViewMyListing.com. ViewMyListing.com is a new and very unique service to our industry. We have invested in it because our seller's needs are most important to us.

Please contact us for a demonstration of how ViewMyListing.com can help you in the selling of your property.

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Seller #4 Letter



Dear John Contact,

We have quite a few clients who are already qualified to buy a home and have looked at about 10 homes already! All of these buyers have something in common. They are trying to locate their "perfect" home! Our company's job is to help them search for it and find it fast!

Do you know of any homes that would be "perfect" for any of our buyers? Any homes that may be going up for sale soon? Please contact our office if you do!

Sincerely,
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Seller #5 Letter



Dear John Contact,

Although selling techniques have improved significantly throughout the years, common practices and old marketing tools are still extremely valuable when it comes to selling your home. We plan to use advertisements, yard signs, and open houses in order to get your home noticed on the market.

However, beyond the standard marketing tools, you must also rely on new tools available to provide old fashion service. We have an exciting new tool called ViewMyListing.com. ViewMyListing.com more easily bridges the communication between our seller, their property activity, and their agent. The seller has 24 hour, 7 days a week internet access available to review all your property activity and have access to your sales associate.

Please know that your home is in good hands, and ViewMyListing.com will keep you informed.

Sincerely,
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Seller #6 Letter



Dear John Contact,

We appreciate your interest in both our marketing and real estate services. We have had many years of experience in helping people move from one place to another, and we know exactly what a move like yours requires. Because of all our experiences, we also know exactly how to deal with every detail in the process to ensure that your move is easy and worry-free.

If you decide to use our services here, we offer at no additional fee, an innovative new service called ViewMyListing.com. This much-needed service offers 24 hour, 7 days a week online access to your property's activity. This service has many features including, showing feedback, property inquiries, and direct contact to your sales associate.

Please let us know if you have any questions or wish for a personal presentation of ViewMyListing.com.

Sincerely,
John Smith
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Seller #7 Letter



Dear John Contact,

We very much appreciate the opportunity to discuss selling your home. The marketing and real estate services that our company provides will make sure that you get the highest value possible on your home. Our company also promises to minimize the amount of hassles involved with selling and closing your home. However, we want you to decide exactly when you will feel comfortable putting your house on the market.

We are excited to offer a new service to all of our sellers called ViewMyListing.com. ViewMyListing.com offers 24 hours, 7 days a week internet access to property activity and access to your sales associate. Please give us a call so we can demonstrate how ViewMyListing.com can help you.

Sincerely,
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Seller #8 Letter



Dear John Contact,

We have made several exciting changes to our marketing effort for all of our sellers. We have a unique service called ViewMyListing.com that provides enhanced communication to sellers, sales associates and our office. ViewMyListing.com keeps you informed and is unique to our area. This service is one of the many things that sets us apart from our competitors.

By taking advantage of the latest technology, we provide superior service to you. Something we think you deserve!

Please contact us if you have any questions about ViewMyListing.com and how it can help you sell your property.

Sincerely,
John Smith
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Seller #9 Letter



Dear John Contact,

There has been a recent increase in the amount of buyers interested in purchasing within your neighborhood. This increase has created more buyers than available properties. If you happen to know anyone in your neighborhood who would be interested in selling their property, please let us know!

A unique benefit we offer our sellers is an enhanced communication tool, ViewMyListing.com.

The number one complaint sellers have with their Realtor® is lack of communication during the listing cycle. ViewMyListing.com keeps you informed 24 hours a day, 7 days a week and provides you the service you expect and demand.

Thank you for your time. Please call our company to find out how ViewMyListing.com can help you sell your home.

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Seller #10 Letter



Dear John Contact,

At times it may seem that finding the right home is tougher than searching for a needle in a haystack! Sometimes you may see your perfect home, but assume it's not up for sale! Don't pass by the home of your dreams! Someone may be "thinking" about putting their home on the market. In order to prevent others from passing by their dream homes, please let us know if you or someone in your neighborhood is thinking about moving.

We offer a unique service called ViewMyListing.com to all of our sellers and buyers. This service bridges the communication gap between our associates, our company and our sellers.

Contact us for a free consultation and to find out how ViewMyListing.com can assist you!

Sincerely,
John Smith
ABC Realty
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Anytown, ST 45645
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Seller #11 Letter



Dear John Contact,

According to Theophrastus, a Greek scientist, "Time is the most valuable thing a man can spend."

We completely understand your decision to take a little bit more time before finalizing your decision to put your house on the market. This is a big decision that requires much thought and preparation on your part.

Our unique service, ViewMyListing.com, can provide you instant access to property activity and your sales associate, saving you many hours of frustration by keeping you informed 24 hours a day, 7 days a week.

Please contact our office if there is anything we can do to help you with this decision and to see how ViewMyListing.com can save you time.

Sincerely,
John Smith
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Buyer #1 Letter



Dear John Buyer,

Home-hunting can at times be an exciting adventure and at other times seem like a chore. It's fun to look at homes and figure out exactly what you want, but going through all the paperwork, finding the right addresses, and arriving on time for an open house can be a difficult task.

Our company can get rid of some of that "chore" work and let you focus on the exciting adventure of finding the perfect home. And since we subscribe to ViewMyListing.com, a service unique to our company and market, our homes are priced to sell.

Contact us at anytime.

And remember, if we assist you in finding your property, there is no cost to you. All of our fees are paid by the seller. So with no cost to you, why not use a Realtor®.

Sincerely,
John Smith
ABC Realty
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Anytown, ST 45645
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Buyer #2 Letter



Dear John Buyer,

After so many years in the real estate industry, it has become clear to us that homes seem to have their own personalities. For someone to truly know a home they must know its history and background. One way to get this history is to attend an open house and see if there is any kind of connection between you and the home.

Let us know if you have seen any homes that you would be interested in getting to know and we can set up a time for you to meet. Our company subscribes to ViewMyListing.com, a service unique to our area, which assists us in pricing our homes to sell.

Did you know that Realtors® fees are paid for by the seller not the buyer? We can make finding the perfect home easier. We can assist with finding the best lending institution, the best inspection service, or any other service to make certain there will be no hidden surprises and all of this is at no cost to you.

Please contact us anytime.

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Buyer #3 Letter



Dear John Buyer,

Although it may not be impossible for you to search and find the perfect home without using a Realtor®, you may still want to consider using a Realtor to help you with all the paperwork, getting the right price, and closing the deal. The right price is important.

We know exactly what to do in any real estate situation and our agents have been trained to get you the perfect price! We have connected with ViewMyListing.com, a service unique to our company and market, to ensure that our listings are priced as close to market as possible.

And guess what, there is no cost to you for this service. Contact us anytime!

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Buyer #4 Letter



Dear John Buyer,

We appreciate your interest in our marketing services that are available as you search for properties.

Our marketing strategies and commitment will definitely meet your needs. If you elect to use our assistance as you search for properties, we can guarantee you quality service, an excellent experience, and since we utilize ViewMyListing.com, an advanced internet service, a home reasonably priced for the area.

Many times we try to do things ourselves to avoid any additional fees. However, Realtors® are paid by the Sellers and only at the time of closing. So, why not use us? We can more easily assist you in finding your home and the best part is that there is no cost to you.

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Buyer #5 Letter



Dear John Buyer,

When questions about a home's condition would be asked by a buyer, agents would shy away and point them in the direction of a home inspector to answer their questions because the agent was most likely working more for the seller. They wouldn't give the buyer much time or information.

In today's real estate industry we offer agents that are exclusive to buyers, who will answer every question you may have. This agent will also make sure that you know everything there is to know about the property you are interested in, especially price. ViewMyListing.com, an internet based service we utilize, assists us in setting the list price of our homes. This service is unique to our company in this market and ensures that our listings are priced right to sell faster.

Exclusive buyer representatives are just that, exclusive! Please contact us to find out what else our exclusive buyer representatives can do for you!

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Buyer #6 Letter



Dear John Buyer,

The real estate market is developing and advancing faster than ever before. In order to keep up, we must frequently update our marketing and realty services.

We now subscribe to ViewMyListing.com, a service unique to our company in this area, to ensure our listings are priced to sell.

Realtors® are paid only upon the successful sale of the home or property. All of our fees are paid by the seller and are at no cost to you. So call us today and let us assist you in your real estate needs.

Please contact us with any questions you may have at anytime.

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Buyer #7 Letter



Dear John Buyer,

We understand your decision to take a break from searching for your new home. Sometimes it is very important to rest and gather your thoughts and desires for exactly what kind of home you want.

Just so you know, we utilize ViewMyListing.com, an internet based service unique to our company and area, that assists us in pricing our homes to sell fast. We will continue to find new information and new homes that you may be interested in so when you decide to look around more, several places will be all lined up.

And remember, if we assist you in finding your property, there is no cost to you. All of our fees are paid by the seller.

So, with no cost to you, why not use a Realtor®?

Please contact us at anytime.

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John Smith
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Buyer #8 Letter



Dear John Buyer,

We have seen quite a few homes lately which have made us think of you. It would be a great idea to go look at them soon!

Contact us soon so we can set up appointments to see the homes and potentially find "the one!" If not, we are willing to continue researching the market to find you exactly what you are looking for. We utilize ViewMyListing.com, a service unique to our company and area that assists us in pricing homes to sell. We are confident we can find the right home for you.

Did you know that Realtors® fees are paid for by the seller, not the buyer? We can make finding the perfect home easier. We can assist with finding the best lending institution, the best inspection service, or any other service to make certain there will be no hidden surprises at closing. All of this service, at no cost to you.

Please contact us today.

Sincerely,
John Smith
ABC Realty
123 Main Street
Anytown, ST 45645
Phone: (555) 676-4544
Fax: (555) 676-3465
Email: marketing@taronetwork.com
Website: www.abcrealty.net

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Buyer #9 Letter



Dear John Buyer,

We recently received a call from a former client asking about whether or not we could help him calculate his interest savings if he refinanced to a 15 year loan. He seemed a little shocked when we assured him that we could do that.

The computer software systems of today are extremely helpful to allow calculating savings by itself or you can find an expert who can help you with it. We also subscribe to ViewMyListng.com, a service unique to our company and area. It assists us in pricing homes to sell faster. Please let us know if either you or someone you know is interested in refinancing, selling or buying a home.

Contact our office soon!

Sincerely,
John Smith
ABC Realty
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Anytown, ST 45645
Phone: (555) 676-4544
Fax: (555) 676-3465
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Buyer #10 Letter



Dear John Buyer,

If you drive through the area you may notice how many different types of homes we have. All of them have different styles and designs. Sometimes it's the amazing architecture that impresses us. Other times, it's just the features the homes seem to have.

As you drive throughout the neighborhood the next couple of days, take note of all the features of the homes you see. Think about what you like, what you need, and what you would want in a home. We utilize ViewMyListing.com, a service unique to our company and area, to assist us in pricing homes to sell.

Many times we try to do things ourselves to avoid any additional fees, but Realtors® are paid by the sellers and only at time of closing. So why not let us assist you in finding your home easier and the best part is at no cost to you.

Contact us if you become interested in looking for a new place.

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Buyer #11 Letter



Dear John Buyer,

I recently received a phone call from a customer about whether or not I could find out the pricing and floor plan for a house that just went on the market near her neighborhood. I assured her that I could and sent her all the information in just under an hour.

Because of the advances in technology, our real estate software allows us to get lots of information about almost all properties. We also subscribe to ViewMyListing.com, a service unique to our company and market, that assists us in pricing our homes to sell.

Therefore, let me know if you or someone you know has any questions about any property. I can get all the information for you and fast!

Realtors are only paid upon the successful sale of the home or property. All of our fees are paid by the seller and are at no cost to you. So call us today and let us assist you in your real estate needs.

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John Smith
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Buyer #12 Letter



Dear John Buyer,

Owning a home is not only a great way to create a life and watch a family grow, it's also one of the best investments you can make.

When we help buyers find their perfect homes, we excel at finding them great investments. We also use ViewMyListing.com, a service unique to our company and market that assists us in pricing our homes to sell. We know what kinds of homes make good investments and we know exactly where they are.

Contact us for a free appointment so we can talk about your investment opportunities.

And remember, if we assist you in finding your property, there is no cost to you. All of our fees are paid by the seller.

So with no cost to you, why not use a Realtor®?

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John Smith
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Buyer #13 Letter



Dear John Buyer,

I'm sure you have at one time or another passed up an open house you had planned on attending because you felt the house didn't look so nice from the outside. "Not a drive by" is what we would call this home in the real estate business. It means that there are more features inside the home than the outside lets you assume.

You could be driving by your dream home! Call us and let us do the digging to see if this home has more to offer than it seems to. We also use ViewMyListing.com, a service unique to our company and our area that assists us in pricing our homes to sell.

Did you know that Realtors fees are paid for by the seller not the buyer? We can make finding the perfect home easier. We can assist with finding the best lending institution, the best inspection service, or any other service to make certain that there will be no hidden surprises at closing. The bonus is that all of this is at no cost to you.

Please contact us today.

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