

# 5



**TIPS EVERY  
KVCORE  
USER NEEDS  
TO KNOW**





# 1 Set-up Search Alerts

***Maximize your nurture and  
conversion rate!***

## Set-up your search alert

kvCore has an IDX feed that goes straight to the mls. It will automatically send new or updated properties in the MLS to them via email.

How To set-up your contacts on search alerts:

1. Open the contact you want to set search alerts up for, and click on the 'Alerts' tab at the top of their detail page.
2. Click 'Edit' from the summary page.
3. All options are additive. Meaning, that they are this AND that AND whatever else. So, if you add two keywords that conflict with each other, your criteria will not return any results.



## ② Set-up Market Report

Check what your customers are looking for, like what type of house, location or neighborhood.

***Set-up a report for that area,  
it will not look salesy or sounds you're pitching.***

***Let your clients know what is the  
value of their home and the value of  
the homes around them.***

**Your clients will appreciate it more than you know.**

**Make them remember you for the value you're giving them.**



### **③ Set-up a Smart Campaign**

Create your campaign as detailed as possible, and don't use the kvCore template.

These templates are free, so everyone is using it. You don't want your client to receive a similar email from you and the others.



### **4 Send out newsletters**

**Use the mass emailing feature in kvCore.**

**There's no need for anything like MailChimp or any mass emailer because you have one built into your system.**

***Personalized emails stand out within the inbox of your clients especially when you send them a highly relevant and tailor-made material.***

**Personalized emails make an email more likely to be opened and clicked on.**



## **5 Set-up a Holiday Drip**

***Set-up an email for the entire year.  
You can do this in advance using  
kvCore.***

You can do this for all major holidays and even events that you think your client or leads will be interested in.



Wednesday Sept 23rd  
• 6:00PM EST



First & Last Name Here...



Your Email Address Here...

**REGISTER NOW! >>**