



# ViewMyListing.com 9ae User Guide

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## Welcome to ViewMyListing.com 9ae

**ViewMyListing.com 9ae (Agent Edition)** is the next generation of internet applications for the real estate industry by Taro Systems, Inc. In an industry where consistent communication and timely access to data is crucial, ViewMyListing.com 9ae provides you the competitive advantage that has long been sought by real estate agents.

It provides the sales associate with online, remote access to Contact/Lead Management tools, Appointment Scheduling tools and the unique Automated Showing Feedback system. This extraordinary marketing solution allows for the effective flow of critical communication between the Property Owner selling the property, the sales agent, the real estate office, and the showing agent.

**ViewMyListing.com 9ae** can also use this information to alleviate the seller's greatest complaint, lack of communication. Sellers want timely up to date information on the sale of their home and ViewMyListing.com 9ae provides this meaningful information through personal seller progress reports on the activity on their listing.

**Communication is the key to dramatically improving the following key issues:**

### 1) Reduce Expired Listings

Consistent communication to sellers will allow for earlier price reductions. Without **ViewMyListing.com 9ae** the only one to get the price reduction is the next company they list with.

### 2) Shorten the Listing Time on the Market

Anyone in real estate knows that a house that is priced right will sell regardless of market conditions. **With** the advanced seller communication feature of **ViewMyListing.com 9ae**, all documented activity will make sellers more receptive to earlier price reductions.

### 3) Communication Will Set You Apart From Your Competition

Increase your property listing inventory with the competitive advantage of outstanding seller communication provided by **ViewMyListing.com 9ae**, an online service only available to those companies that have the **Pro Gold XP** system.

**ViewMyListing.com 9ae Features include:**

- Online Seller Progress Reporting
- Appointment Tracking System
- Comprehensive CRM Capabilities
- Text Messaging Capabilities
- Auto Contact Email Reminders
- Agent Calendar
- Auto Showing Surveys/Feedback
- Auto Email Appointment Reminders
- Online Agent Contact Management
- Online Listing Activity Management
- Auto Email Marketing Campaign
- Auto Seller Email Activity Reminders
- Lead Tickler / Reminder Functions
- 24 hours, 7 days a Week Online Access
- Integrates to Back Office Agent Invoicing System

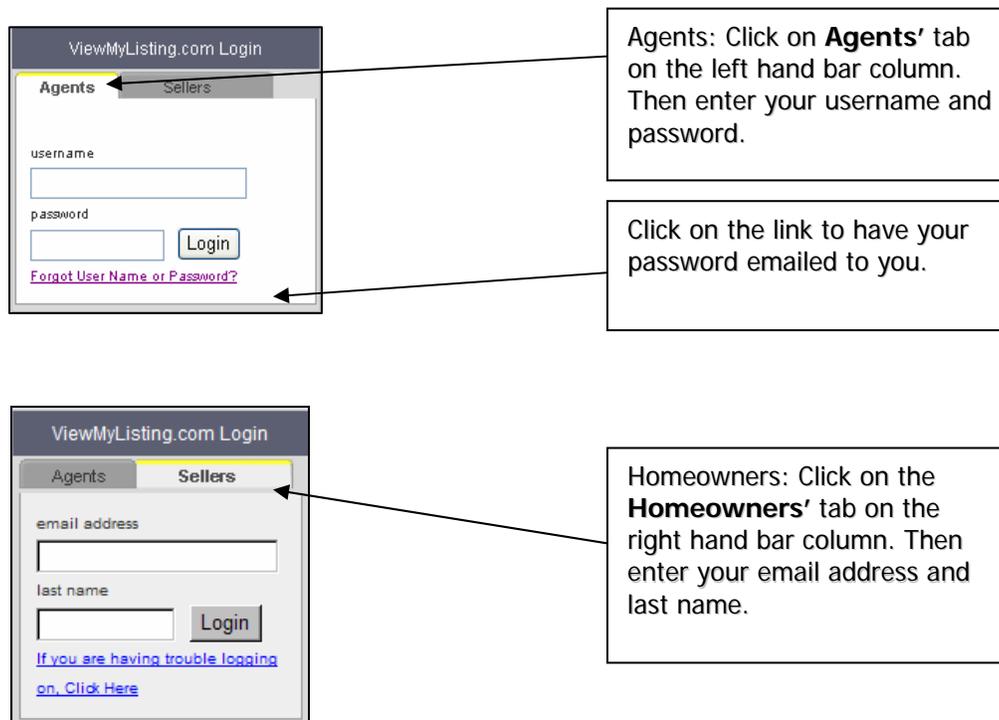
## Login to ViewMyListing.com 9ae

There are three methods for accessing your ViewMyListing.com 9ae account.

1. Through your Personalized URL (PURL)
2. Go to the URL [www.ViewMyListing.com](http://www.ViewMyListing.com) and locate the login screen (see ref. 1a).
3. By auto login from an automated email

### Titles of Example Emails

- i. Initial Welcome Email
- ii. New Contact Email
- iii. Showing Feedback Survey Received
- iv. Calendar Notifications
- v. Reminders
- vi. New Listing Notification



Agents: Click on **Agents'** tab on the left hand bar column. Then enter your username and password.

Click on the link to have your password emailed to you.

Homeowners: Click on the **Homeowners'** tab on the right hand bar column. Then enter your email address and last name.

Ref 1a: ViewMyListing.com 9ae Login



Ref 1b: ViewMyListing.com 9ae Logo

\* Adobe Reader (PDF format) is used throughout ViewMyListing.com 9ae. [Click here](http://www.adobe.com/products/acrobat/readstep2.html), or visit <http://www.adobe.com/products/acrobat/readstep2.html>, to download free Adobe Reader software.

## Properties Tab

The **Properties tab** allows agents to manage the details of their transactions, search through company listings (with the Pro Gold XP brokerage interface only) schedule showings and maintain the seller progress reports.

- **Profile tab** provides the transaction details.
  - **Activity tab** displays the events that have taken place on the property.
  - **Showings tab** is a list of all showings that have been scheduled or taken place.
- ❖ Transactions are added through the **My Inventory** section of the PURL (See Pg 25) or through an optional interface that feeds information from the Pro Gold XP brokerage software system.

Use the **Search Criteria** drop down menu to search by any of the following:

My Listings by MLS number  
My Listings by Address  
My Listings by Seller  
Company Listings by Address  
Company Listings by Seller  
Company Listings by MLS

Listed  
Active Properties  
Expired  
Expiring in 30 days  
Pending  
Closed  
Closed this month  
Closed last month  
Closed this year  
Closed last year

- ❖ Clicking on an address will display the summary of the property.

Print a copy of the property's activity list.

Print a list of your production details on closed transactions as well as to current listings and pendings.

Profile Tab displays a transaction snapshot.

View the property details on the selected property.

## Properties Tab – Activity and Seller Progress Reporting

The **Activity tab** displays each event that has been recorded on the property for online listing management. This information is the same list of activities that make up the seller progress report and also the list that a seller would see when they login to their account.

By clicking on an event the details will display in the **Activity Detail** box at the bottom of the screen.

The screenshot shows the 'NewMyListing.com Agent Edition' interface. At the top, there is a navigation bar with 'HELP', 'Properties', 'Contacts', 'Calendar', 'My Account', 'Marketing', and 'Log Off'. Below this is a search bar and a 'Referral Program' link. The main content area is divided into several sections:

- Search Criteria:** Includes 'Listed', 'My Listings by MLS No.', and 'Enter MLS Number' with a 'GO' button.
- Summary of Activity for: James Masterson - 1952 Big Pine Woods Drive:** A table listing activities with columns for Date, Time, Event, Event Desc, and Appt Date. The table is sorted by Date (9/14/2008).
- Activity Detail for: James Masterson - 1952 Big Pine Woods Drive:** A form for editing activity details, including fields for Date, Event, Appt Date, Appt Type, Time, Event Desc, Appt Time, and Appt Status. There are also 'Save', 'Cancel', 'New', and 'Delete' buttons.

Callouts provide the following instructions:

- "Click to display the Activity list." (pointing to the 'Activity' tab)
- "Change the order of the activities by using the yellow hyphens." (pointing to the minus signs in the table headers)
- "View and edit the activity detail. Sellers will be able to view the Date, Event, Event Desc., and Notes fields." (pointing to the 'Activity Detail' form)

- ❖ **Adding or Deleting Events** to the sellers' progress report can only be done when the **Activity Tab** is clicked. Use the icons in the **Activity Detail** to add, modify or delete events.

This close-up shows the 'Showing Detail for: Wayne Baxter - 2343 Main St' interface. It features a 'Save' button (green checkmark), a 'Cancel' button (grey circle), a 'New' button (blue plus sign), and a 'Delete' button (red X). A callout points to the 'New' button.

Click to create a new event that will be added to the seller progress report.

- ❖ **Activities can include events added by the agent, company (only with the Pro Gold XP brokerage interface), or co-op agent feedback. Example activities include:**
  - Advertisements
  - Open houses
  - Showings
  - Showing feedback and attempts
  - Appointments
  - Mailings
  - Web visits

## Properties Tab - Showings

The **Showings** tab displays a list of all showings that are scheduled on the selected property. Showings may be entered in ViewMyListing.com 9ae or by your office (only with the Pro Gold XP brokerage interface). Utilizing this showings appointment system prevents appointment conflicts and the automatic feedback systems provide critical information on the result of the showing appointment.

When a showing is selected, the details will appear below in the **Showing Detail** box.

The screenshot shows the 'ViewMyListing.com 9ae Agent Edition' interface. At the top, there are navigation tabs: HELP, Properties, Contacts, Calendar, My Account, Marketing, and Log Off. A 'Shopping Cart' icon is in the top right. Below the navigation is a banner with the ViewMyListing logo and the tagline '...using technology to bridge marketing and seller communication'. A 'Referral Program' icon is also present.

The main content area is divided into several sections:

- Search Criteria:** Includes a 'Listed' dropdown, 'My Listings by MLS No.' dropdown, and an 'Enter MLS Number' input field with a 'GO' button. Below this is a table with columns 'MLS No.' and 'Address', showing one entry: '213456 1952 Big Pine Wo...'. There are also icons for 'Progress Report', 'Email Progress Report to Seller', 'Transaction Report', and 'My Showings Report'.
- Summary of Showings for: James Masterson - 1952 Big Pine Woods Drive:** Shows 'Masterson, James' with email 'jmaster@inetnet.com', 'Type: Residential', and 'Status: Listed'. Below this is a table with columns: Date, Time, Status, Agent, Phone, and Company. One entry is visible: '8/9/2008 12:00 Pm Confirmed Allison Marshall (616) 948-5564 Moving P...'. A callout points to the hyphens in the table headers, stating: 'Yellow hyphens represent alternative sorting options of the showing list.'
- Showing Detail for: James Masterson - 1952 Big Pine Woods Drive:** Includes 'Save', 'Cancel', 'New', and 'Delete' buttons. The form contains fields for:
  - Appt. Date: 8/9/2008
  - Appt. Type: Showing
  - Showing Co.: Moving Real Estate
  - Agent Email: marshall@inetnet.com
  - Notes: (empty text area)
  - Appt. Time: 12:00 PM
  - Appt. Status: Confirmed
  - Showing Agent: Allison Marshall
  - Primary Phone: (empty)
  - To Time: 1:00 PM
  - Co. Phone: (616) 948-5564
  - Cell Phone: (empty)
  - Details: (empty text area)

A callout points to the 'New' button, stating: 'Use the icons to create a New Showing, Edit or Cancel a showing'.

## New Showing

Enter the date, time, appt status and showing agent's information and click on **Save**.

The screenshot shows the 'Showing Detail for: Wayne Baxter - 2343 Main St' form. It includes 'Save' and 'Cancel' buttons. The form fields are:
 

- Appt. Date: (empty)
- Appt. Type: Showing
- Showing Co.: (empty)
- Agent Email: (empty)
- Notes: (empty text area)
- Appt. Time: (empty)
- Appt. Status: (empty)
- Showing Agent: (empty)
- Primary Phone: (empty)
- To Time: (empty)
- Co. Phone: (empty)
- Cell Phone: (empty)
- Details: (empty text area)

 Two callouts are present:
 

- A calendar widget for 'December 2006' is overlaid on the 'Appt. Date' field, with an arrow pointing to the date '13'.
- A clock widget is overlaid on the 'Appt. Time' field, with an arrow pointing to the number '10' on the clock face.

- ❖ It is very important to record the showing agent's email address. ViewMyListing.com 9ae will send up to three requests to the showing agent for feedback. Any feedback will automatically forward to the Seller Progress Report and be available in real time when the survey is completed.

## Contacts Tab

The **Contacts tab** displays contact profiles, call activity and marketing events. It enables contact relationship management with the tickler/reminder functions, appointment tracker, inbound and outbound call record, and ability for letter and email marketing.

- **Activity tab** provides a record of the entire call history, appointments and marketing events that have taken place with this particular contact.
- **Reminders tab** includes a list of all scheduled and upcoming reminders.
- **Marketing tab** presents a record of marketing events that have or are scheduled to take place.

Use the **Search Criteria** drop down menu to search for a specific contact or organize contacts by priority, date of contact and call back status.

Use the **Contact Import Wizard** to search for specific contacts by name, phone or email address.

Select different categories of contacts based on:

- Contacts
- New Contacts
- New Contacts (Today)
- Contacts to call
- Inactive contacts
- High priority contacts
- Medium priority contacts
- Low priority contacts

| Last Name | First Name |     |
|-----------|------------|-----|
| Anderson  | Keith      | E-G |
| Andrews   | Susan      | H-J |
| Astaire   | Fred       | K-L |
| Baxter    | Wayne      | M-N |
| Brown     | Virginia   | O-P |
| Burr      | Vicki      | Q-R |
| Butler    | Suzanne    |     |
| Cavillx   | Jillx      |     |
| Gabel     | Clark      |     |

- ❖ Clicking on a contact will display a snapshot of details in the **Summary Box** and the contact's profile in the area below.

View contact information and profile details.

Click on the link to email the contact through your default email provider.

The tab presents a summary of the communication events for the selected contact.

| Profile            | Activity | Reminders | Marketing                                      |
|--------------------|----------|-----------|--|
| Activity Events:   | 3        |           |  |
| Reminders Events:  | 1        |           |  |
| Marketing Letters: | 2        |           |  |
| Next Letter:       | 8/9/2008 |           | <a href="#">Agents know exactly what to do</a> |

|                |                        |           |         |              |                |
|----------------|------------------------|-----------|---------|--------------|----------------|
| First Name     | Kimberly               | Status    | Active  | Type         | 1st Time Buyer |
| Last Name      | Patchett               | Qualify   | Unknown | Qualify Amt. | \$0.00         |
| Address        | 151 Byron Center Drive | Price Low | \$0.00  | Price High   | \$0.00         |
| Address        |                        | Bedrooms  | 0       | City         |                |
| City/State/Zip | Wyoming MI 49508       | Baths     |         | Area         |                |

## Contacts Tab - Add a New Contact

New Contacts can be added manually into ViewMyListing.com 9ae by selected the **New** button highlighted below. A Contact Import Wizard is also available to add multiple contacts at one time. Leads can be added automatically from your personal website with ViewMyListing.com 9ae's Weblink.

Enter in the new contact with as much information as possible; especially the email address if marketing is to be used. If the contact is a potential buyer, details on the contacts property interests can also be included.

## Contacts tab – Import Wizard

The **Contact Import Wizard** allows multiple contacts to be brought into ViewMyListing.com from an outside file. For the contacts to be imported, they must be saved in a CSV (Comma Separated Value), Tab or Bar format, typically done through the export function of the outside program.

Select the correct format for the import file.

Browse to locate the saved file of contacts to import.

After selecting a file, the wizard will allow you determine what fields will be brought in. Match the fields brought in by the import to the fields in ViewMyListing.com by selecting the appropriate import field from the drop down for each ViewMyListing.com field.

The dropdown allows imported information to be placed in the correct location.

Selecting a field will show below what information the imported column contains.

**Contacts tab – Import Wizard**

The import information includes details for call history with the contact. An Activity Date, Source of Call, and Call Notes can all be imported with the contact information if they are a part of the import file.

|                |            |
|----------------|------------|
| Activity Date  | (Choose) ▾ |
| Source of Call | (Choose) ▾ |
| Call Notes     | (Choose) ▾ |

The checkboxes at the bottom of the screen prevent duplicates by removing contacts with the same phone number or email address. They also allow marketing plans to be automatically enabled to send email marketing letters to contacts.

|  |
|--|
| <input checked="" type="checkbox"/> Don't import contacts where a contact already exists with the same phone number. |
| <input checked="" type="checkbox"/> Don't import contacts where a contact already exists with the same email.        |
| <input type="checkbox"/> Enable emails to contacts   |
| <b>Enabled Campaigns</b>   |
| Action Plan Buyers   |

When the fields are mapped, the Contact Import Wizard shows a list of the contacts that were imported. Individual contacts can be edited or deleted before the import is finalized. When Finish is selected, the contacts will be imported into ViewMyListing.com 9ae and can be edited

**Total Records Proposed: 3**  
**Verify data to be imported, then click Finish to add the Contacts to your VML Account.**

Finish

|             | Last Name | First Name | Address 1           | Address 2 | City         | State | Zip   |
|-------------|-----------|------------|---------------------|-----------|--------------|-------|-------|
| Edit Delete | Martin    | James      | 3658 111th Avenue   |           | Grand Rapids | MI    | 49546 |
| Edit Delete | Page      | Angela     | 6157 28th Street SE |           | Grand Rapids | MI    | 49546 |
| Edit Delete | Smith     | Debbie     | 639 Falls Road      |           | Grand Rapids | MI    | 49605 |

Finish

When the import is complete, ViewMyListing.com 9ae will import the contacts and open the **Contacts Tab**. The contacts are saved and can be accessed/edited through the **Contacts Tab**.

## Contacts Tab – Activity

The contact **Activity tab** holds a register of the communication with a contact. New calls and appointments can be recorded at the bottom of the screen by selecting the new option. In addition, an existing activity can be edited by selecting the activity and updating the record at the bottom half of the screen.

Click the tab to display the Activity log

Yellow hyphens represent different options for sorting the activity log.

Click on New to add an event for the activity history of the prospect

| Date      | Time    | Event         | Event Desc                 | Appt Date |
|-----------|---------|---------------|----------------------------|-----------|
| 8/5/2008  | 1:53 Pm | Outbound Call | Appointment - Listing A    | 8/8/2008  |
| 6/26/2008 | 1:52 Pm | Outbound Call | Event - Follow-Up Call     |           |
| 6/6/2008  | 1:52 Pm | Outbound Call | Inquiry - Property Inquiry |           |

Activity Detail for: Kimberly Patchett - 151 Byron Center Drive

Save Cancel **New** Delete

Date: 8/5/2008 Time: 1:53 PM  
 Event: Outbound Call Event Desc: Appointment - Listing A  
 Appt. Date: 8/8/2008 Appt. Time: 7:00 PM To Time: 8:00 PM  
 Appt. Type: Listing Appt. Status: Confirmed  
 Notes:

Update the details of an existing activity for accurate contact management.

Activity Detail for: Kimberly Patchett - 151 Byron Center Drive

Save Cancel **New** Delete

Date: 8/5/2008 Time: 1:53 PM  
 Event: Outbound Call Event Desc: Appointment - Listing A  
 Appt. Date: 8/8/2008 Appt. Time: 7:00 PM To Time: 8:00 PM  
 Appt. Type: Listing Appt. Status: Confirmed  
 Notes: Discuss our listing plan.

## Contacts Tab – Reminders

The contact **Reminders tab** displays a log of reminders that have been scheduled for the contact and allows new reminders to be added.

The screenshot shows the 'Agent Contacts' application in a Windows Internet Explorer browser. The main content area is titled 'Summary of Reminders for: Kimberly Patchett - 151 Byron Center Drive'. Below this, there is a 'Reminders' tab with a table of scheduled reminders. A callout bubble points to the 'Reminders' tab with the text 'Click to display the Reminders tab'. Below the table, there is a 'Reminder Detail for: Kimberly Patchett - 151 Byron Center Drive' form. A callout bubble points to the 'New' button in the form with the text 'Click on New to create a new reminder'. The form fields include Date (6/25/2008), Time (3:00 PM), Alarm Time (3:00 PM), Alarm (Off), Event (Follow-up call), and Alarm Email (rwoods2@taronetwork.com).

| Date      | Time    | Event          | Alarm   | Set   | Email                   |
|-----------|---------|----------------|---------|-------|-------------------------|
| 6/25/2008 | 3:00 Pm | Follow-Up Call | 3:00 PM | False | Rwoods2@Taronetwork.com |

Reminder Detail for: Kimberly Patchett - 151 Byron Center Drive

Save Cancel **New** Delete

Date: 6/25/2008 Alarm Time: 3:00 PM  
Time: 3:00 PM Alarm: Off  
Event: Follow-up call Alarm Email: rwoods2@taronetwork.com

Reminders are part of contact relationship management. When a reminder is added, the information is automatically posted to the calendar and additional notifications can be scheduled. The alarm allows an email, text message, or both to be sent.

This is a close-up of the 'Reminder Detail' form. It shows the 'Date' field set to 6/25/2008, 'Time' set to 3:00 PM, 'Alarm Time' set to 3:00 PM, and 'Alarm' set to Off. The 'Event' field contains 'Follow-up call' and the 'Alarm Email' field contains 'rwoods2@taronetwork.com'. A callout bubble points to the 'Alarm' dropdown menu with the text 'The Alarm can be set prior to the appointment time for advance notification.'

Reminder Detail for: Kimberly Patchett - 151 Byron Center Drive

Save Cancel **New** Delete

Date: 6/25/2008 Alarm Time: 3:00 PM  
Time: 3:00 PM Alarm: Off  
Event: Follow-up call Alarm Email: rwoods2@taronetwork.com

## Contacts Tab - Marketing

The contact **Marketing tab** portrays a log of marketing activity for each contact that has already been sent out or is scheduled to be sent. Marketing history can be entered manually and will be automatically populated from email marketing campaigns and/or letters sent out from ViewMyListing.com 9ae.

Click to display the Marketing tab

Use the icons to schedule a marketing letter/e-mail, delete or modify send dates for scheduled letters or emails.

View a letter that has been scheduled or already sent.

| Letter                           | Scheduled Date | Date Sent |
|----------------------------------|----------------|-----------|
| Passing By An Open House         | 5/6/2009       |           |
| I Have Access To Information     | 4/6/2009       | Preview   |
| The Homes In Your Neighborhood   | 3/7/2009       | Preview   |
| Mortgage Refinancing Options     | 2/5/2009       | Preview   |
| Thinking Of You                  | 1/6/2009       | Preview   |
| An Internet Based Service        | 12/7/2008      | Preview   |
| The Market Is Advancing Fast     | 11/7/2008      | Preview   |
| Answering Your Every Question    | 10/8/2008      | Preview   |
| I Guarantee Quality Service      | 9/8/2008       | Preview   |
| Realtors Know Exactly What To Do | 8/9/2008       | Preview   |
| Homes With Personalities         | 7/10/2008      | Preview   |
| Answering Your Every Question    |                | Preview   |

Marketing letters and campaigns (marketing plan) can be assigned to contacts from the contacts marketing tab. The new icon will allow either a letter or campaign to be selected, along with the date for the event to begin. Letters and Campaigns are set up and managed through the main Marketing tab.

Select one of the two options.

\* For a contact to be eligible for email letters and campaigns, an email address is required. For print letters, a mailing address is required.

## Reports

The reports are located in the Properties and Contacts tabs and provide information to help view and manage transactions and contacts. The reports are:

- Transactions Report (Properties Tab)
- Progress Report (Properties Tab)
- Showings Report (Properties Tab)
- Contacts Assigned Report (Contacts Tab)
- Contact Detail Report (Contact Tab)

**Transaction Report:** Displays production for the past 24 months and current listings/pendings.

| Alpha Omega Realty |                         | Transaction Report 1/1/2000 through 1/1/3000 |                      |               |              |                 |          |         |         |         |       | ViewMyListing.com |  |
|--------------------|-------------------------|--|----------------------|---------------|--------------|-----------------|----------|---------|---------|---------|-------|-------------------|--|
|                    |                         | User Name: Lee, Paul                         |                      |               |              |                 |          |         |         |         |       |                   |  |
| <b>Closed</b>      |                         |  |                      |               |              |                 |          |         |         |         |       |                   |  |
| MLS #              | Address                 | Seller Name                                  | Buyer Name           | Sale Price    | Sale Date    | Close Date      | Side     | Adj GC  | GC      | Net     | 1099  |                   |  |
| 106                | 9226 Bergy              | Rones  | Wobbit               | \$225,000     | 12/16/2006   | 12/16/2006      | listing  | \$5,062 | \$2,000 | \$1,000 | \$500 |                   |  |
| 102                | 343 Maple Court         | Tones  | Frabbit              | \$100,000     | 12/2/2006    | 12/13/2006      | Listing  | \$6,000 | \$4,000 | \$2,000 | \$250 |                   |  |
| 102                | 343 Maple Court         | Tones  | Frabbit              | \$100,000     | 12/2/2006    | 12/13/2006      | selling  | \$3,000 | \$2,000 | \$1,000 | \$250 |                   |  |
| <b>Pending</b>     |                         |  |                      |               |              |                 |          |         |         |         |       |                   |  |
| MLS #              | Address                 | Seller Name                                  | Buyer Name           | Sale Price    | Sale Date    | Proj Close Date | Side     | Adj GC  | GC      | Net     | 1099  |                   |  |
|                    | 4343 Hill Road          |  |                      | \$112,000     | 12/11/2006   | 1/20/2006       | Selling  | \$3,360 |         | \$1,680 |       |                   |  |
|                    | 885 taro street         | millettis                                    |                      |               |              | 12/30/2006      | Listing  |         |         |         |       |                   |  |
| <b>Listed</b>      |                         |  |                      |               |              |                 |          |         |         |         |       |                   |  |
| MLS #              | Address                 | Seller Name                                  | Seller Email Address | Listing Price | Listing Date | Exp Date        | Bedrooms | Bath    |         |         |       |                   |  |
|                    | 4654 Ben Franklin Drive | Baines                                       |                      | \$225,000     | 5/8/2006     | 6/10/2006       | 0        | 0.00    |         |         |       |                   |  |
|                    | 3424 Washington Ave.    | Jones  |                      | \$175,000     | 6/5/2006     | 12/5/2006       | 0        | 0.00    |         |         |       |                   |  |
|                    | 34232 Heathcliff        | Lee  |                      | \$175,000     | 9/11/2006    |                 | 0        | 0.00    |         |         |       |                   |  |
|                    | 23442 Health Road       | Henderson                                    |                      | \$100,000     | 12/5/2006    |                 | 0        | 0.00    |         |         |       |                   |  |
|                    | 449 taro street         |  |                      | \$100,000     |              |                 | 3        | 2.00    |         |         |       |                   |  |
|                    | 23424 Benny Road        | Weber  |                      | \$100,000     | 5/2/2006     | 10/2/2006       | 0        | 0.00    |         |         |       |                   |  |

**Progress Report:** Places the property activity details in a printable letter addressed to the seller.



**Alpha Omega  
Realty**



**ViewMyListing.com**  
...Using technology to bridge marketing and seller communication.

8/13/2008 8:04:12 AM

Dear James Masterson,

Below you will find a progress report of the activity performed and collected on your property. You can access your ViewMyListing.com account by visiting us at [www.progoldxp.com](http://www.progoldxp.com) and clicking on the VML Seller Progress Report icon. Select the Seller tab and enter Masterson as the last name and [jmaster@internet.com](mailto:jmaster@internet.com) for the email and click login.

If you have any questions or if you have not received notification of your free online account please contact me.

Sincerely,

Agent Woods  
Alpha Omega

Business Phone: (616) 789-0011  
 Fax: (616) 940-2893  
 Phone: (232) 323-2312  
 Pager:  
 Cell:  
 Email: [rwwoods2@taronetnetwork.com](mailto:rwwoods2@taronetnetwork.com)

Reference: 1952 Big Pine Woods Drive

| Activity Date | Activity  | Media            | Notes |
|---------------|-----------|------------------|-------|
| 9/14/2008     | Event     | Open House       |       |
| 8/12/2008     | Sent      | Feedback Request |       |
| 8/11/2008     | Sent      | Feedback Request |       |
| 8/11/2008     | Sent      | Feedback Request |       |
| 8/10/2008     | Sent      | Feedback Request |       |
| 8/9/2008      | Event     | Showing          |       |
| 8/5/2008      | Installed | Property Flyers  |       |

**Showings Report:** Lists the showing details and feedback for the showings taken place during the selected time frame.



**Alpha Omega  
Realty**

Showings Report 01/01/2008 through 08/13/2008  
 Agent: Agent Woods  
 User Name: WoodsAgent



**ViewMyListing.com**

|                           |                |              |                     |   |
|---------------------------|----------------|--------------|---------------------|---|
| 1952 Big Pine Woods Drive | Status: Listed | MLS#: 213456 | Price: \$225,000.00 | Seller: James Masterson                                   |
| 8/12/2008                 | 4:00 PM        | 5:00 PM      | 123 Real Estate     | Jonathan Williams<br>williams@internet.com (616) 548-4564 |
| 8/9/2008                  | 12:00 PM       | 1:00 PM      | Moving Real Estate  | Allison Marshall<br>marshall@inetnet.com (616) 948-5564   |

Price: High; Location: Good; Size: Just Right; Condition: Excellent; Additional Comments: Seems a little high for the area, but the house is in beautiful condition and my buyers are still considering it.

Information deemed reliable, but not guaranteed.

**Important**



The above information may not be correct until your brokerage firm has done a Progold update. We are contacting each firm individually, but you may assist in expediting this process by contacting your firm and requesting this to be done.

**Contact Detail:** Provides the information, activity, reminders and marketing for a selected contact.



Contact Detail  
 Contact: Kimberly Patchett  
 Agent: Agent Woods  
 User Name: WoodsAgent



Name: Kimberly Patchett      Status: Active      Type: 1st Time Buyer      Notes:

Address: 151 Byron Center Drive      Quality: 1      Qual Amt: \$0.00

                 Wyoming, MI 48508      Price Low: \$200,000.00      Price High: \$300,000.00

Home: (616) 948-5085

Home Email: patch@internet.com

Originated: 8/5/2008

Last Contact:

Next Contact:

Bedrooms: 0

Baths:

Sq Foot:

Garage:

Priority: 2

City:

Area:

County:

Timeframe: 1 Month(s)

CSC Type: CSC

**Activity**

| Activity Date | Activity Time | Event                 | Description                     | Appt Date | Appt Time | Appt Type | Note |
|---------------|---------------|-----------------------|---------------------------------|-----------|-----------|-----------|------|
| 8/5/2008      |               | 1:53 PM Outbound Call | Apartment - Listing Appointment |           |           |           |      |
| 6/6/2008      |               | 1:52 PM Outbound Call | Inquiry - Property Inquiry      | 8/8/2008  | 7:00 PM   | Listing   |      |
| 5/26/2008     |               | 1:52 PM Outbound Call | Event - Follow-up call          |           |           |           |      |

**Reminders**

| Date      | Time    | Event          | Notes | Email                   |
|-----------|---------|----------------|-------|-------------------------|
| 6/29/2008 | 3:00 PM | Follow-up call |       | lwoods2@taronetwork.com |

**Marketing**

| Send Date | Date Sent | Letter Name                      |
|-----------|-----------|----------------------------------|
|           | 6/10/2008 | answering your every question    |
|           | 7/10/2008 | Homes With Personalities         |
|           | 9/9/2008  | Realtors know exactly what to do |
|           | 9/8/2008  | I guarantee quality service      |
|           | 10/8/2008 | answering your every question    |
|           | 11/7/2008 | The market is advancing fast     |
|           | 12/7/2008 | an internet based service        |
|           | 1/6/2009  | thinking of you                  |
|           | 2/5/2009  | mortgage refinancing options     |
|           | 3/7/2009  | the homes in your neighborhood   |
|           | 4/6/2009  | I have access to information     |
|           | 5/6/2009  | passing by an open house         |

Information deemed reliable, but not guaranteed.

**Contacts Summary Report:** Presents a list of contacts for a particular time frame.



Contacts Summary 1/1/2007 through 1/11/2007  
 Agent: Larry Smith  
 User Name: guest1



| Last       | First  | Type  | Originated | Data Source    | Priority | SOC         | Next Contact | Phone         | Alt Phone     | Email                  | Marketing |
|------------|--------|-------|------------|----------------|----------|-------------|--------------|---------------|---------------|------------------------|-----------|
| Aardvark   | Jane   | Buyer | 1/5/2007   | VML - CSC      | High     | unknown     |              | (616)940-0007 |               | kgrear@taronetwork.com | Yes       |
| Albert, MD | John   | Buyer | 1/4/2007   | VML - CSC      | High     | unknown     |              |               |               | jAlbert@hotmail.com    | Yes       |
| Cool       | Jack   | Buyer | 1/2/2007   | VAI - Personal | Low      | PG          |              | (303)555-2334 |               |                        | Yes       |
| Cool       | Wendy  | Buyer | 1/2/2007   | VAI - Personal | Low      | Unspecified |              |               |               |                        | Yes       |
| Cool       | Benny  | Buyer | 1/2/2007   | VAI - Personal | Low      | PG          |              | (616)555-1212 | (616)555-8888 | woods@charter.com      | Yes       |
| Enstine    | Albert | Buyer | 1/5/2007   | VML - Personal | High     | unknown     |              | (616)940-0007 |               |                        | Yes       |
| Foo        | Benny  | Buyer | 1/2/2007   | VAI - Personal | Low      | PG          |              | (616)555-1212 | (616)555-8888 | woods@charter.com      | Yes       |
| Foo        | Jack   | Buyer | 1/2/2007   | VAI - Personal | Low      | PG          |              | (303)555-2334 |               |                        | Yes       |
| Foo        | Wendy  | Buyer | 1/2/2007   | VAI - Personal | Low      | Unspecified |              |               |               |                        | Yes       |
| Richard    | Mollie | Buyer | 1/10/2007  | VML - CSC      | High     | unknown     |              |               |               |                        | Yes       |
| Tumey      | Stacia | Buyer | 1/10/2007  | VML - CSC      | High     | unknown     |              |               |               | stumey@taronetwork.com | Yes       |

Information deemed reliable, but not guaranteed.

## Calendar Tab

The **Calendar tab** is part of the Appointment Tracking System within ViewMyListing.com 9ae and allows you to keep informed of daily activities and events.

- **Schedule Tab** displays a list of events, showings, and or reminders scheduled for the day selected.
- **My Events Tab** is a list of events scheduled.

Selecting a day will display personal events, company events, reminders, and showings taking place on that day, whether they have been set from ViewMyListing.com 9ae or by the office in Pro Gold XP (broker interface required). The days that have events scheduled are in bold print followed by an asterisk (\*) and an automatic reminder will be sent via email and/or text message by 5am EST on the morning of those days.

Print a hard copy of the schedule for the selected day.

Yellow hyphens represent options for sorting the event list.

Create a New Personal Event

ViewMyListing.com 9ae Agent Edition

...using technology to bridge marketing and seller communication

Shopping Cart Referral Program

HELP Properties Contacts **Calendar** My Account Marketing Log Off

Search: August 2008 GO Today

Jul August 2008 Sep

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 27  | 28  | 29  | 30  | 31  | 1*  | 2   |
| 3   | 4   | 5   | 6   | 7   | 8*  | 9*  |
| 10  | 11* | 12* | 13  | 14* | 15* | 16  |
| 17  | 18  | 19* | 20  | 21* | 22  | 23  |
| 24* | 25  | 26  | 27* | 28  | 29  | 30  |
| 31  | 1   | 2   | 3   | 4   | 5   | 6   |

Summary of Personal Events From: 8/6/2008

| Date      | Time     | Event                 | Alarm | Set | Email                  |
|-----------|----------|-----------------------|-------|-----|------------------------|
| 8/27/2008 | 12:00 Pm | Appointment           |       | Off | Rwoods2@Taronetwork... |
| 8/24/2008 | 11:00 Am | Take Property Photos  |       | Off | Rwoods2@Taronetwork... |
| 8/21/2008 | 3:30 Pm  | Submit Weekly Ad      |       |     | Rwoods2@Taronetwork... |
| 8/19/2008 | 4:45 Pm  | Dr. Appt              |       |     | Rwoods2@Taronetwork... |
| 8/15/2008 | 10:30 Am | Make Followup Calls   |       |     | Rwoods2@Taronetwork... |
| 8/14/2008 | 2:00 Pm  | Photography Appoin... |       |     | Rwoods2@Taronetwork... |
| 8/12/2008 | 9:30 Am  | Sales Meeting         |       |     | Rwoods2@Taronetwork... |
| 8/11/2008 | 6:45 Pm  | Dinner Meeting        |       |     | Rwoods2@Taronetwork... |

Page 1 of 1

Personal Event Detail

Save Cancel **New** Delete

Date: 8/24/2008 Alarm Time: [ ]

Time: 11:00 AM Alarm: Off

Event: Take Property Photos Alarm Email: rwoods2@taronetwork.com

Notes: 132 Main Street

**Personal Event Detail** displays expanded information for calendar events and displays icons to add a **New Event**, cancel or make modifications to an existing event.

## My Account Tab

The **My Account tab** displays an agent's personal information and default settings, the address of the personal URL and the current subscription status to ViewMyListing.com 9ae.

The My Settings tab allows changes to information such as password, progress letter frequency and contact notification settings.

The screenshot shows the 'My Settings' page in the ViewMyListing.com 9ae interface. The page has a navigation bar with 'HELP', 'Properties', 'Contacts', 'Calendar', 'My Account', 'Marketing', and 'Log Off'. The 'My Account' tab is selected. The page features a 'ViewMyListing.com 9ae Agent Edition' logo and a 'Referral Program' link. The 'My Settings' section includes a profile picture, a 'Save' button, and a 'Cancel' button. The settings are organized into three tabs: 'My Settings', 'My PURL', and 'Subscription'. The 'My Settings' tab is active, showing a list of fields: Primary Phone (232) 323-2312, Alternate Phone, Cell Phone, Cell Provider, Cell Email, Email (rwoods2@taronetwork.com), Password (1234), Title (NULL), Progress Letter (3), Email Format (HTML), Time Zone (EST), Contact Notices (Email and Text Msg.), Showing Notices (Email and Text Msg.), Events Notices (Email and Text Msg.), and Report Format (PDF). Callouts provide additional information: 'Click to display "My Settings"' points to the profile picture; 'Choose PDF to open reports with Adobe Reader or HTML to open in another browser window.' points to the Report Format field; and '"Progress Letter frequency" is a global setting for all listings. This will determine how often your sellers are notified of significant activity' points to the Progress Letter field. Red text indicates requirements for text email: '(Required For Text Email)' for Cell Phone, Cell Provider, Cell Email, and Progress Letter.

Click to display "My Settings"

Choose PDF to open reports with Adobe Reader or HTML to open in another browser window.

"Progress Letter frequency" is a global setting for all listings. This will determine how often your sellers are notified of significant activity

The **My PURL tab** shows a sample of your personalized webpage and gives the web address of that page.

Shows a sample of the PURL webpage

**(P)ersonalized (U)niform (R)esource (L)ocator or PURL:**

- ▶ Included with your ViewMyListing.com subscription
- ▶ Search Engine Optimization (SEO) on your Listing Inventory, Personal Profile, and Open House Schedule
- ▶ Real Estate News Network
- ▶ Local News & Weather

My Website: [WoodsAgent.viewmylisting.com](http://WoodsAgent.viewmylisting.com)

View the address of your Personalized URL and go directly to the site.

The **Subscription tab** shows subscription information and other modules available for subscription.

Our records indicate that you have owe a past due amount of \$24.98.

Click this button to view or pay your past due invoices: [Proceed To Checkout](#)

## Marketing Tab

The **Marketing tab** includes all of the functions for the creation and sending of marketing letters and campaigns in order to effectively remain in contact with potential clients.

Letters can either be sent via email or downloaded into Word with mailing labels for printing and mailing. Either individual contacts or groups of contacts can be selected to receive a letter.

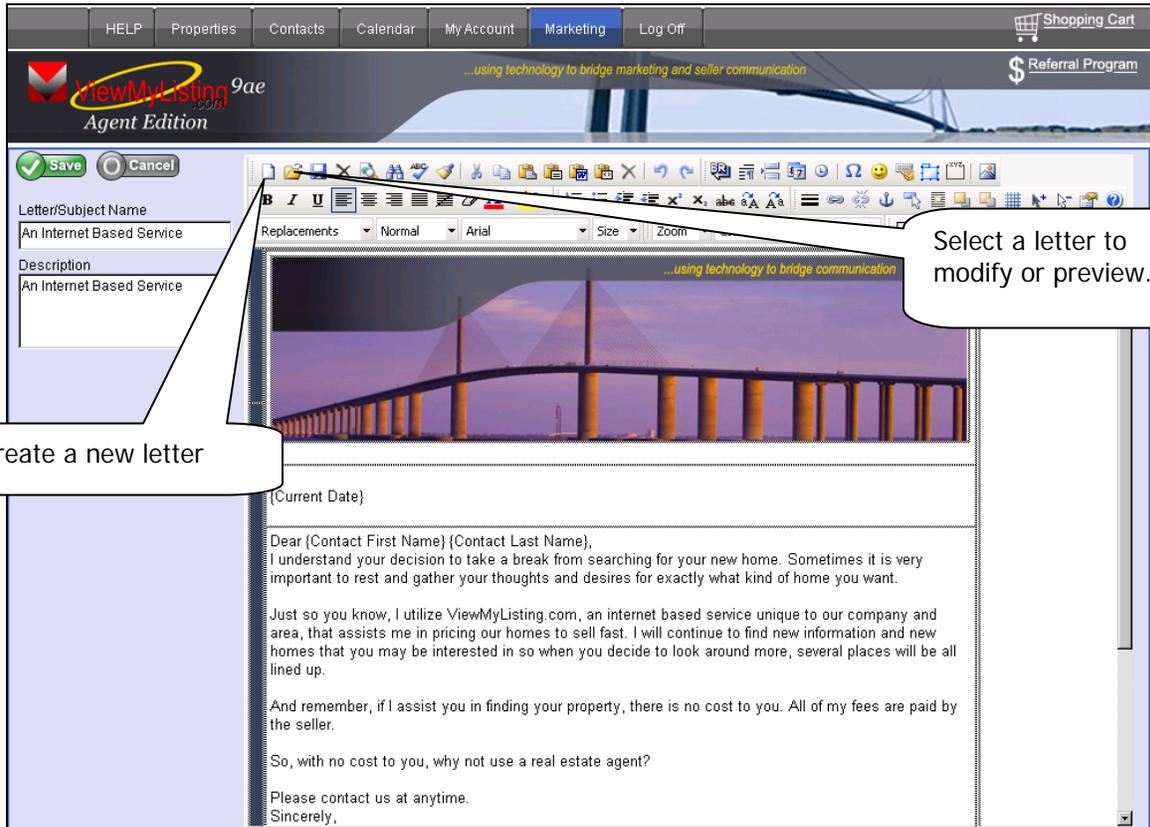
Campaigns are preset collections of marketing letters that can be assigned to individual contacts through the Contacts tab, or set to auto assign themselves to new contacts.

### How to send a letter:

1. Determine which letter will be sent.
2. Delivery method determines whether the letter will be sent via email or downloaded into Word to be printed. When email is selected, only contacts with an email address will appear.
3. Utilize the criteria to search for contacts by date, type, status, and/or source.
4. Select particular contacts or use the "Select All" to pick the entire list. Only the contacts appearing in the right-hand column will receive the marketing letter.
5. Click "Send Letter(s)" to complete the email or download.

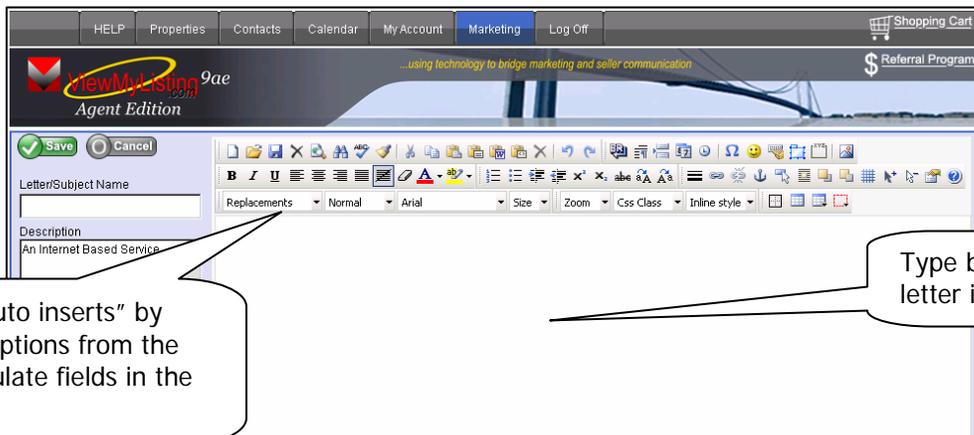
## Marketing Tab – Creating Letters

Letters can be added or modified through the **Marketing Tab**. Letters are a “merge style” where fields inserted into the body of the letter will be replaced with specific information when the letter is used.



### Create a new letter

1. Select the **New** icon.
2. Enter a **Letter Name**
3. Enter a **Description**.
4. Enter the body of the letter in the space provided.
5. Use the icons and drop downs above the letter body to add pictures, replacement fields and select different font options.



## Marketing Tab – Creating Campaigns

Once marketing letters are set up, they can be organized into plans that will send the letters out at preset intervals. This allows an agent to have marketing letters automatically sent to contacts based on the contact type. Campaigns can either automatically assign to a new contact or be applied from the Contacts tab.

Select a campaign to view the plan details.

Choose the letters to be added to the plan by using the drop down menu. Enter the number of days after the contact was added to ViewMyListing.com 9ae to direct when the letter will be sent.

Name a new campaign and determine the type, auto assign and contact type settings.

| Campaign Name             | Type     | Auto Assign | ContactType |
|---------------------------|----------|-------------|-------------|
| Buyer Campaign            | Company  | Enabled     | Buyer       |
| Buyer 12 Month Campai...  | Personal | Enabled     | Buyer       |
| Seller 12 Month Campai... | Personal | Enabled     | Seller      |
| Open House Leads          | Personal | Disabled    | Buyer       |
| Renters Only              | Personal | Disabled    | Buyer       |
| Fisbo Plan                | Personal | Disabled    | Seller      |
| One Year After Sale Plan  | Personal | Disabled    | Seller      |
| Two Year After Sale Plan  | Personal | Disabled    | Seller      |
| Five Year After Sale Plan | Personal | Disabled    | Seller      |
| Builder Developer Plan    | Personal | Disabled    | Buyer       |

| Campaign Letters for Buyer 12 Month Campai... | # Days Past Origin |
|---|--------------------|
| Answering Your Every Question                 | 1                  |
| Homes With Personalities                      | 31                 |
| Realtors Know Exactly What To Do              | 61                 |
| I Guarantee Quality Service                   | 91                 |
| Answering Your Every Question                 | 121                |
| The Market Is Advancing Fast                  | 151                |
| An Internet Based Service                     | 181                |
| Thinking Of You                               | 211                |

### Create a new campaign

- Enter a campaign name in the box provided and set the following options:
  - Type:** determines if this plan will be personal or available to the entire company
  - Auto Assign:** enables the plan to automatically assign itself to new contacts.
  - Contact Type:** sets the type of contact the plan will automatically assign itself to (if enabled).
- Click **Insert** to create the new plan.
- Select which letters will be a part of the campaign and when they will be sent.
  - # Of Days Past Origin:** the number of days after the contact was entered.
- Click **Insert** to save the letter in the campaign.

## Personalized Uniform Resource Locator (PURL)

The **PURL** is a web site tailored especially for you. Included in the PURL is local news and weather, access to RSS feeds for up-to-date information on real estate trends and Search Engine Optimization.

Search Engine Optimization (SEO) allows you to post your listings, open houses and personal information where it will be posted on major search engines to be accessible when consumers perform a search.

The screenshot shows the ViewMyListing.com PURL homepage. The browser title is "Grand Rapids homes for sale & Grand Rapids real estate by ViewMyListing.com". The address bar shows the URL: http://purl.viewmylisting.com/?p=A3C5E1B74D99A8FB0362DA552B5099F03D2B1D8A497D1ECBE5D0707C784. The page features a navigation menu with "Home", "My Inventory", "Open Houses", "My Profile", and "Help / FAQ". Below the navigation, there are sections for "All About Me", "Your Calendar" (showing August 2008), "ViewMyListing.com 9ae Agent Edition", "ViewMyListing.com PURL" (listing features like Personalized Uniform Resource Locator, Search Engine Optimization, and Real Estate News Network), "RealEstateJournal.com News", and "RIS Media".

Callouts include:

- "View customized information; weather, local news and real estate feeds." pointing to the weather and news sections.
- "Sign in to edit Inventory, Open Houses, and Profile" pointing to the "Sign Out" link.
- "Login to ViewMyListing.com 9ae" pointing to the "Start ViewMyListing.com 9ae" button.

## PURL- My Inventory

The My Inventory tab allows listings to be entered into the PURL and ViewMyListing.com 9ae. Property details and a property photo are added through the tab and a webpage for the property is automatically created and submitted to major search engines for enhanced visibility.

The screenshot shows the "My Inventory" tab in the ViewMyListing.com PURL. The page displays a list of properties. The first property is highlighted:

- Price:** \$225,000
- Bedrooms:** 4 Bed, 3 Full Bath, 1 Half Bath
- Area:** 2106 Sq. Ft.
- Acres:** 1 acre Acres
- Address:** 1952 Big Pine Woods Drive, Grand Rapids, MI 49546
- MLS ID:** # 213456
- Property Type:** Residential

Callouts include:

- "Use to add a new listing to the PURL and ViewMyListing.com 9ae" pointing to the "Add New Listing" button.
- "Schedule Open Houses directly from the Inventory area." pointing to the "Open Houses" button.

## PURL- Open Houses

The Open Houses tab allows open houses to be managed through the PURL and the activity is then entered into the listing record in ViewMyListing.com. They are also submitted to major search engines for enhanced visibility.

...using technology to bridge marketing and seller communication

Home My Inventory **Open Houses** My Profile Help / FAQ

[Invite A Friend](#) | [Referral Program](#) You are currently signed in as: WoodsAgent [Sign Out](#)

 **Where:** 1952 Big Pine Woods Drive, Grand Rapids MI 49546  
**When:** Sunday, September 14, 2008  
**Begins At:** 2:00 PM  
**Ends At:** 6:00 PM  
**Notes:**

[View Details](#) [Edit Open House](#)

[Taro Systems, Inc.](#) | Leaders in Solutions | [Sales@TaroNetwork.com](#) | [Terms](#) | [Site Index](#) | © 2008 Taro Systems, Inc.

Agent Woods  
Grand Rapids  
[More about me...](#)

## PURL- My Profile

The My Profile tab allows an agents' personal information to be managed through the PURL. Once a profile is entered, the details are submitted to major search engines for enhanced visibility. Contact details, biography and areas of expertise all have areas for personal information to be entered.

...using technology to bridge marketing and seller communication

Home My Inventory Open Houses **My Profile** Help / FAQ

[Invite A Friend](#) | [Referral Program](#) You are currently signed in as: WoodsAgent [Sign Out](#)

### My Profile

**Name:** Agent Woods  
**Company:** Alpha Omega  
**Email:** [woods2@taronetwork.com](mailto:woods2@taronetwork.com)  
**Office Phone:** (616) 789-0011  
**Alt Phone:** (232) 323-2312  
**Board:** MLS Board of Realtors

[Click to Edit Profile Information and Upload a Picture](#)

Agent Woods  
Grand Rapids  
[More about me...](#)  
Alpha Omega  
Office Phone: (616) 789-0011  
[Email Me](#)  
[Edit Profile](#)

Biography  
Area of Expertise  
Client Testimonials

## ViewMyListing.com 9ae Automatic Emails

ViewMyListing.com 9ae 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

### Automatic Agent Emails:

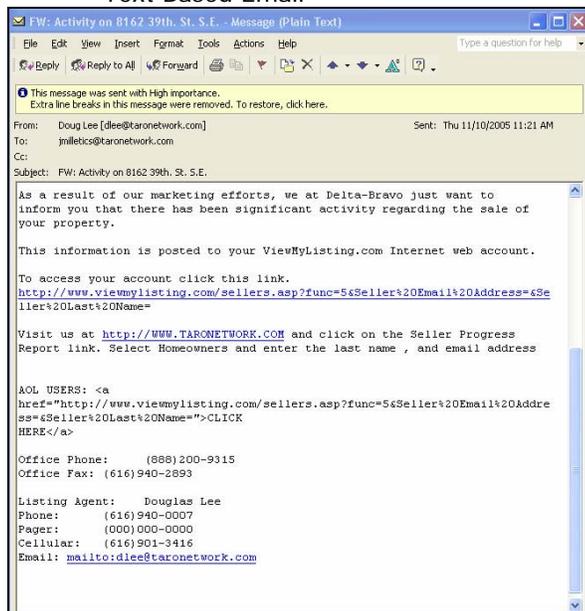
- New User Email
- New Contact Email
- Co-Op Agent Showing Survey
- Daily Schedule Overview
- Timely Appointment Reminders / Alarms
- Showing Feedback Survey Reports
- **Important Text Notifications to Cell Phones & Pagers**

*ViewMyListing.com 9ae is designed to keep Sellers informed on the sale of their property, while at the same time providing tools and processes needed to manage day to day tasks.*

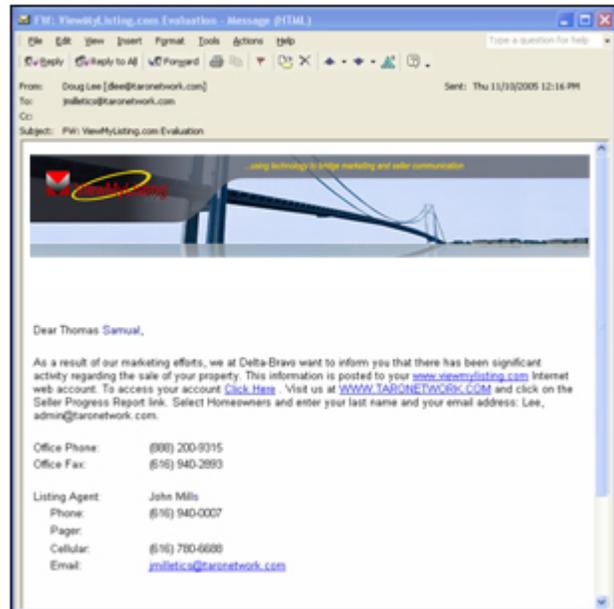
## Sample Emails

### New "Important Activity" Report Email

#### Text Based Email



#### HTML Email



## ViewMyListing.com 9ae and Pro Gold XP

**ViewMyListing.com 9ae** is an advanced web based application, developed by Taro Systems, Inc., that seamlessly integrates with Pro Gold XP, a complete front and back office real estate management software system. Pro Gold XP is installed in your real estate office and provides critical data to your ViewMyListing.com 9ae account. Data includes but not limited to: Company assigned prospects, your listing data, individual office invoices with payment history, scheduled showings on your listings, accumulated activity on your listings, 1099 info and transactional data.



Property and transaction information is entered into Pro Gold XP by the office staff and it is sent to ViewMyListing.com 9ae by means of a synchronization (Sync) process. The Sync sends information such as listing details, production data, property activity, and prospect assignments from Pro Gold XP to ViewMyListing.com 9ae and also updates Pro Gold XP with any new information from ViewMyListing.com 9ae

This Sync process can take place at different times throughout the day. Generally, an office will automatically synchronize Pro Gold XP with ViewMyListing.com 9ae first thing in the morning when they first open Pro Gold XP. A Sync can also occur when new information is entered into Pro Gold XP, so that it can be immediately viewed in ViewMyListing.com 9ae. In this way, the company can enter information into their system and make it readily available to the agent.

When ViewMyListing.com 9ae is implemented into an office, a ViewMyListing.com 9ae Administrator is assigned. This Administrator is a company employee that has been trained in ViewMyListing.com 9ae by Taro Systems, Inc. They are given special training and tools to enable them to handle questions from associates on ViewMyListing.com 9ae.

By allowing the company software and the agent interface to communicate, the flow of communication between the company, associate and the seller is dramatically enhanced. Certain information, such as advertising events, property inquiries, and showing appointments are now able to be passed along to the seller directly from the company software and the associate has the ability to add their own items for the seller to view as well. ViewMyListing.com 9ae teamed with Pro Gold XP is one of the best communication tools available for real estate offices, agents, and sellers. It has a suite of agent tools that can be used to manage contacts, listings, showings, and personal appointments.