

ForeclosureRadar.com Tutorial

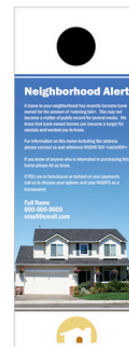
RadarPrint

ForeclosureRadar makes it easy quickly create professional customized mailings and door hangers. This tutorial guides you through RadarPrint feature to create mailings and door hangars that are personalized with information from the ForeclosureRadar database.

Use ForeclosureRadar to:

- Close sales by informing potential buyers about properties in their area with customized door hangers
- Start conversations with homeowners surrounding a recent bank owned home that may be interested in selling their home.
- Increase listings by sending customized mailings to home owners who have received a Notice of Default

There are many ways to use mailings from RadarPrint to increase your business. For example, use ForeclosureRadar to create a list of properties that have recently been served a Notice of Default. Then use RadarPrint to solicit new listings by creating customized and personalized postcards to each of the owners, demonstrating your pro-active approach and market expertise.



Or use ForeclosureRadar to create a list of properties that have recently returned to the bank at auction. Then use RadarPrint to find buyers by creating a door hanger that gives the neighborhood up-to-date information about the property.

The postcard allows you to find out if the neighbors know of anyone who is interested in buying in the neighborhood and will also alert them that you are a pro-active agent who can help them explore alternatives to foreclosure, such as a short sale.

To print customized postcards:

1. Search for properties with a recent Notice of Default.
2. Click the Mail toolbar button.
3. Chose Selected Foreclosures or All Foreclosures, click the OK button and the Go to Radar Print button.
4. Select a postcard and click Begin Customization and the Next button.
5. Enter information into the contact information fields and click the Next button.
6. Click the Please Select Image arrow and then the Upload button to upload a photo. Click the Next button.
7. Edit the postcard information and click the Next button.
8. Make desired changes to the recipients list, preview the results, and click the Next button.
9. Enter the number of copies, select the Proof box and click Add to Cart.
10. Complete the checkout process.

When printing postcards to send to homeowners in the early stages of foreclosure, include properties in preforeclosure with a date range for the Notice of Default of 30 to 60 days. Customize the results to include fields of interest, such as the lender. See the tutorials for more information on creating a search.

You can select all the properties, or review the list to include or exclude specific properties based on the specific campaign, for example based on number of open loans, estimated negative equity, or a specific lender. Once you have the properties selected, click the Mail button on the toolbar.



<input type="checkbox"/>	Stage	Address	City
<input type="checkbox"/>	P	1512 E AVENUE R1	PALMDALE
<input type="checkbox"/>	P	37100 DAISY ST	PALMDALE

If you selected specific properties in the prior step, chose Selected Foreclosures. If you want to create a mailing to everyone in the search results, chose All Foreclosures.

Note: Selecting All Foreclosures includes all results, not just the 500 displayed in the results. By default, our export and mailing features are limited to 1,000 records. If you want to create larger mailings, contact support@foreclosureradar.com and request an increase to your limit. When making your request please include your desired limit and let us know that you want your limit increased for mailing purposes.

When you click the RadarPrint button, the list is transferred to RadarPrint, where an account is automatically created if you don't already have one. Now you can select and customize a postcard.

There are several postcard options. Browse by card type or industry to pick the postcard that matches your campaign, or upload your own design.

Now customize the card. All of the customizations are optional. In the first step, enter your information.

Customize Recipients Finalize

Your Information Images Postcard Information

Please type in your information now. Upload or choose an one of the images provided. You will see a thumbnail preview on the right. Refresh the preview to update and click on the magnifying glass for a larger view. You will be able to see a high res large proof during "Finalize" step.

Full Name: John Smith

Title: Foreclosure Expert

Company Name: Foreclosure Help Inc.

Phone Number: 555.555.5512

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Next upload an image, such as a logo or photo by clicking the arrow. You can crop and enhance the image inside RadarPrint, but for the best results be sure to use high-quality images suitable for printing.

Please type in your information now. Upload or choose an one of the images provided. You will see a thumbnail preview on the right. Refresh the preview to update and click on the magnifying glass for a larger view. You will be able to see a high res large proof during "Finalize" step.

Logo or Photo

Page 1

Refresh Preview

Refresh Preview

Back Next Add to Cart Cancel

The last customization step is to edit the Postcard Information, such as the questions and subheading, to match your campaign. You can also enter a disclaimer that appears in small print at the bottom.

The second step in creating the mailing is to make any last changes to the recipients. First select the list of recipients for this mailing.

[Use a List From Your ForeclosureRadar Account. Need a new list. Go to ForeclosureRadar.com](#)

Select	List Name	Source	# Recipients	Creation Date
<input checked="" type="radio"/>	Uploaded at 10/26/2010 1:28:12 PM	Uploaded	964	10/26/2010 1:33:30 PM
<input type="radio"/>	Uploaded at 10/21/2010 9:26:47 PM	Uploaded	129	10/21/2010 9:28:27 PM

This is your final chance to make changes to the recipients. You can edit a field in the list by clicking the pencil icon. Scroll to the right to see more fields. You can also add recipients (Add New button), delete recipients (trash icon) or preview postcards (magnifying glass icon).

Note: The check boxes are used to delete multiple rows quickly with the Delete button above the list. This check box is not used to mark the records to be printed. All the records in this list will be printed.

Uploaded at 10/26/2010 1:28:12 PM

Operations	ForeclosureType	RadarID	APN	County
<input type="checkbox"/>	Preforeclosure	24582347	3012-004-003	LOS ANGELES
<input type="checkbox"/>	Preforeclosure	23879258	3053-056-045	LOS ANGELES

You can change the recipient list with the link at the bottom of the list if you selected the wrong one.

It's a good idea to preview several cards because in the next step you'll approve the order, signaling that everything is like you want it, including the personalized information and the customized text.

Now to finalize the order. The number of copies means how many cards to be printed per row in the list. For postcards, you mail only one card per address, so this should be one. We'll talk about door hangers later, where multiple copies per row are printed. Check the box to sign off on the proof, and then add the order to the cart.

Number of Copies:



Proof

I have viewed the proof & approve that all content is correct. I understand the terms & conditions of this site. GPM is not required to reprint or refund my order due to user content errors. *

Finally, step through the check out, providing payment information. The postcards are printed and mailed to the recipients automatically.

The steps for creating a door hanger are very similar.

To print customized door hangars:

1. Search for properties that have recently been bought by the bank.
2. Click the Mail toolbar button.
3. Chose Selected Foreclosures or All Foreclosures, click the OK button and the Go to Radar Print button.
4. Select a door hangar and click Begin Customization and the Next button.
5. Enter information into the contact information fields, upload a logo and click the Next button.
6. Make desired changes to the recipients list, preview the results, and click the Next button.
7. Enter the number of copies, select the Proof box and click Add to Cart.
8. Complete the checkout process.

This time, select a door hangar instead of a postcard, customize it, and select a logo.

Full Name

Phone Number

Email

Logo



[Refresh Preview](#)

[Back](#)

[Next](#)

[Add to C](#)

The steps for selecting a list and previewing are the same as creating postcards. At the Finalize step, enter the number of hangers you want to print for each property. Remember that the point of door hangers is to alert all the neighbors about the status of a specific property, both to attract buyers for that property once it becomes listed, and for the potential of listing those neighbors' properties before they face a similar situation. As such, set the number of copies to the number of doors in each neighborhood that you want to cover. Finally, click the box to sign off on the proof, add the order to your cart, and proceed to checkout.

Number of Copies:



Proof

I have viewed the proof & approve that all content is correct. I understand the terms & conditions of this site. GPM is not required to reprint or refund my order due to user content errors. *

These are just a few of the many different ways that you can work smarter, not harder by using RadarPrint to gain an advantage in your market by staying one step ahead of the competition.