

## ForeclosureRadar.com Broker/Agent Tutorial:

# Gain market knowledge and position yourself as a foreclosure expert

ForeclosureRadar makes it easy to get up to speed on and stay current with the foreclosure market. This tutorial provides an overview of several features you can use to position yourself as a foreclosure expert, such as creating reports from targeted searches, saving searches to rerun as often as you like, creating foreclosure trend analysis reports and adding foreclosure search to your website

Save time by using ForeclosureRadar to:

- Improve your visibility and reputation as a foreclosure expert

As a successful agent, you already know your farm when it comes to conventional listings. With ForeclosureRadar you can extend that expertise to the foreclosure market and see what's happening in your market.

Use the Search Foreclosure menu option to find properties that match the neighborhoods you farm.

## To create a list of properties that match your interest:

1. On the menu/search bar, select Search Foreclosure.
2. Enter one or more cities or zip codes.
3. Open the Property and Foreclosure panels and specify the search criteria to match your interest. Alternatively you can use any of the 60+ More Search Options to match your specialty whether by neighborhood, property type, or price range.
4. Click the Search button.

A simple search can uncover hundreds of properties, in various stages of foreclosure, that can give you a significant competitive edge.

Keep up with changes in your farm by saving the search.

## To save a search:

1. Click the Save button under the Search Button.
2. Enter a name for the search.
3. Click the Save button.

Check it regularly, showing only new properties since the last time you ran the search.

### To run a saved search:

1. Select My Saved Searches on the main menu.
2. Click on a saved search.
3. Select All Results to see everything or Published Since to see only new properties since your last search.
4. Click the Search button.

One excellent way to start conversations and establish yourself as a foreclosure expert is to run the Map Overview Report.

### To run the Map Overview Report:

1. In the list view, select the properties you want to appear on the report.
2. Click Print on the list view toolbar.
3. Select Map Overview.
4. Click the Print button.

You can use the Map Overview Report as an oversized business card at an open house, or as a conversation starter or a speaking point at town meetings, home owner association meetings, Chamber Of Commerce meetings or other networking or marketing opportunities. You can also include the report in email marketing campaigns.

Note that all reports can be branded with your company name and contact information.

### To update the branding for reports:

1. Select My Account on the main menu.
2. Click the Branding button.
3. Enter your information.
4. Click the Update button.

Beyond knowing the foreclosures in your farm area, you can use ForeclosureRadar to mine statistics to understand market trends and explain them to your clients. You've seen the California Foreclosure Report on ForeclosureRadar.com. You can

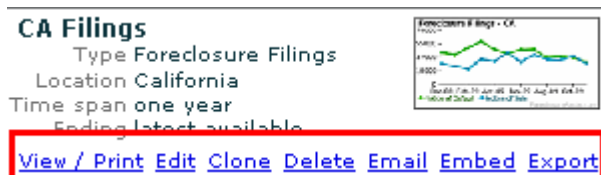
create a similar report for your local market, establishing yourself as the local foreclosure expert.

## To create a foreclosure trends chart:

1. Select Analyze Foreclosure Trends on the main menu.
2. Click the New Chart Button.
3. Follow the steps

Notice that with the Analyze Foreclosure Trends report you can produce a variety of charts including foreclosure filings, bids and outcomes, the time to foreclose or trends by various metrics such as square feet, year built and others.

With minimum effort you can produce an impressive chart and email it as a PDF file, embed it on a page on your website, or export the numbers as a CSV file to create your own charts in Excel or other third-party software.



You can combine multiple charts to create a branded report to highlight the compelling issues for your local market. For more information on creating reports, see the Analyze Trends tutorial.

### Search every foreclosure in California!

To see a complete view of the foreclosure market you have to look beyond standard real estate and foreclosure searches. Our Free Foreclosure Search allows you to see EVERY foreclosure in the marketplace - and unlike other sites we include those not yet listed for sale. Tracking these properties helps us find you the best deal by staying a step ahead and giving you access to upcoming bank listings months ahead of the competition.

When you find a property you are interested in, just click "Details" and we will quickly get you more information on that property and help you find the home of your dreams at a great price.

Free Foreclosure Search

Location:

Type:  Bank Owned  Auction  Preforeclosure

Value:   Type:

Beds:  Baths:  Sq. Ft.:

Select a Location and press Search...

Another way to differentiate yourself as a foreclosure expert is to add our foreclosure search widget, FLX, to your website. Many agents offer the ability to search listed short sales and REO's in the MLS, but only a fraction of the foreclosure market is actually listed. Adding FLX gives your clients a foreclosure search ability similar to consumer searches such as Yahoo, Trulia, or Zillow, but with complete, up-to-date

information. For more information on FLX, see the video on setting up and using FLX.

Use ForeclosureRadar to work smarter, not harder, by gaining market knowledge and positioning yourself as a foreclosure expert.