Reverse Prospecting Training

To effectively market your property off-market, we recommend providing a reverse prospecting contact list. In order to create this, you will need to research properties that have recently sold that are similar to the home that you're trying to sell, and collect the contact info of the agents that represented those properties. While every MLS website will be slightly different, these are the general steps you should take in order to do so:

- Log in to your MLS
- Navigate to the property search function
- Select the property type that matches the home you're looking to sell (single family, condo, multi family, etc)
- Select the status: new, active, price changed, back on market, extended, reactivated, contingent, under agreement, sold, withdrawn, expired, cancelled, coming soon
- Select a timeframe that you'd like to search (ex. the past 6 months)
- Enter a price range that would be similar to the price of the home that you're looking to sell.
- Select all of the towns/cities that that you'd like to search in (based on where the property is located)
- Click view results. This will provide you with a list of every similar property that has sold in your selected time frame.
- Click in to each property record
    - Click on the agent who listed the property
    - Find their email address
    - Copy it and paste on to a spreadsheet
- Continue until you have a list of email addresses for each agent who sold/listed a property that matches your search criteria

You now have a highly targeted list that allows you to reach all agents who have recently listed or sold a property similar to the one that you're selling.