

## TOP PRODUCER® e-mail newsletter for March 2009 from Dwight Kitchens

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I was surprised in December when I offered 15 minutes of remote, computer/telephone coaching/training/consultation for FREE. Unfortunately, I had only one taker. The software from Citrix (Go To Meeting) works wonderfully for either individual or small group training. Have you picked up on the new features added to TOP PRODUCER 8i within the past few months? If you have questions about how to use features of TOP PRODUCER 8i, or their associated products, please drop me a line. Answers may be useful to other users of the TOP PRODUCER family of products.

Are you in need of professional help with TOP PRODUCER 8i? If so, let's talk about setting up a class in your office. I'm now working on scheduling sessions throughout the East Coast and Midwest for this Spring/Summer. You can see my currently scheduled classes in the last paragraph of this message. If you would like to join a group, the best means is to help set one up. If interested, give me a call and we can see how we can either approach your broker or association/board. Possibly we can get something started.

Just spent two enjoyable training days in West Palm Beach, FL. One of the in class comments reinforced that agents continually have difficulty getting valid e-mail addresses from clients. If you don't ask, you shall not receive. Therefore, may I remind you that no matter how your message reaches your client (call, letter, e-mail), you should always be attempting to reverify their e-mail address. Check out para. 6 below for additional suggestions.

## Dwight

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[www.DwightKitchens.com](http://www.DwightKitchens.com) for the latest details.

Please forward a copy of this newsletter to friends using TOP PRODUCER 8i.

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### 1. Setting up your OUT OF OFFICE auto reply to e-mails

Yes, we may all have differing opinions as to what might be an appropriate OUT OF OFFICE auto response message. But, don't you want to potential clients to think that you want to get back with them quickly. Don't imply anything to the contrary, unless you really desire that they also seek help elsewhere.

Last month, Susan Crawford of Keller Williams used this thoughtful message in her TOP PRODUCER 8i auto reply (Preferences / Email / Out of Office). Possibly it will give you some ideas.

*" Happy February!!! Thank you so much for your message! I am currently out of the office attending my company's "Family Reunion" (otherwise known as annual convention) in Florida. I am using this time to become an even better REALTOR to service your needs and to learn more about the state of our real estate economy. Please note that while I am usually very quick to respond to email, because of being in meetings and classes all day and into the evening hours over the next few days, I will respond to your message just as quickly as possible. Please bear with me during this time and I look forward to talking to you very soon!! "*

Additionally, look at your message from time to time. If you have put in a topical OUT OF OFFICE message (referencing a holiday/time of year/ specific event), please insure that you modify it once it has aged. I'm constantly amazed at the number of agents who are still away from the office two to three months after the time-frame they mention in their vacation message. Correspondents might get the impression that we don't actually work from an untimely auto reply.

### 2. Setting up Top Producer 8i

Should you desire to make TOP PRODUCER 8i accessible from networked computers, you might initially have difficulties because of administrator privileges. Your administrator could make three changes to make everything work perfectly when you first log onto TOP PRODUCER 8i.

1. Install the email editor
2. Setup Internet Explorer by typing Tools/Internet Options/Security/Trusted Sites/Sites and type in <https://www.topproducer8i.com>
3. Setup Internet Explorer by typing Tools/Internet Options/Privacy/ turn on the pop-up blocker and under Settings add [www.topproducer8i.com](https://www.topproducer8i.com) as an exclusion

### 3. Multiple Window Placement

PC Magazine has provided a new utility which may be of interest. The WinSizeMe permits you to easily manipulate and remember the location of your windows on your monitor. Quite useful when you need two screens side-by-side for copy and past functions.

WinSizeMe can set a window's:

- Position – where on the screen the window should be placed
- Size – the width and height of the window
- Z-order – meaning it's depth on the desktop; whether it's on top of other windows or behind them
- Startup mode – it can start minimized, maximized, or centered
- Transparency – whether it's completely opaque or transparent
- Monitor placement – if there's more than one monitor, which monitor it should appear on

WinSizeMe also has hotkeys that allow you to quickly:

- Snap a window to the left, right, top, or bottom edge
- Anchor the window to a corner or center of the screen
- Grow and shrink incrementally
- Move a window between monitors

If any of these functions might be of interest, you may download the utility by going to:

<http://www.pcmag.com/article2/0,2817,2339650,00.asp>

#### **4. Undelete lost files**

From time-to-time, we all make mistakes. O.K., maybe you make fewer than I make. But, all the same, it sometimes happens. One of those may occur when you clean out files from your computer. Whether you merely sent them to your Recycle Bin, or cleaned out the Recycle Bin, it is a terrible feeling to realize that one of them was a file you wanted to keep. A free tool from Phoenix Technologies which purports to recover those files might be of use. It is called **Undelete Plus** and might be a useful tool to keep around. You may download it for free from <http://www.undelete-plus.com/download.html> . Download it now and either store within a "Tools" sub-folder, or place as a shortcut on your desktop. It may come in handy in your future.

#### **5. Blackberry Curve and Pearl**

As of the end of January, you could purchase a Curve or Pearl from Verizon Wireless for only a penny with new service plans. Of course, the cost should be higher if you are upgrading within the Verizon Wireless system. Both BlackBerry Smartphones are available in silver and pink. The Curve features a full QWERTY, GPS and 3G access. The Pearl features a slimmer design, a SureType hybrid numeric/QWERTY keypad, and a 2-megapixel camera.

- [BlackBerry Curve 8330 Phone, Silver](#)
- [BlackBerry Curve 8330 Phone, Pink](#)

Adding a fashionable touch to Research in Motion's formidable arsenal of telephonic, PIM, and media tools, the BlackBerry 8330 Curve for Verizon is also the smallest, lightest BlackBerry phone that includes a full QWERTY [keyboard](#). This amalgam of the svelte BlackBerry Pearl and the more business-oriented 8800 combines RIM's long-valued corporate email and messaging platform with a host of advanced [multimedia](#) features, including a 2-megapixel camera and stereo Bluetooth (for listening to music via wireless headphones). It also offers GPS navigation capabilities for accessing the optional VZ Navigator turn-by-turn direction service.

- [BlackBerry Pearl 8130 Phone, Silver](#)
- [BlackBerry Pearl 8130 Phone, Pink](#)

Bringing the acclaimed style and svelte body of the Blackberry Pearl to Verizon's CDMA [network](#)

The Pearl 8130 comes packed with new features including a striking new [software](#) interface, rich multimedia capabilities, built-in GPS and support for Verizon's high-speed EV-DO data network—perfect for surfing the Web. The Pearl 8130 continues to offer all the communication features that you've come to expect from Blackberry smartphones, including email served up by the BlackBerry Internet Service and a full menu of messaging options (SMS, MMS, and IM). Other features include a 2.0-megapixel camera with video capture, Bluetooth for both communication headsets and stereo music streaming, [MicroSD](#) expansion, digital audio player, speakerphone, and voice-activated commands and dialing.

Information courtesy of [usrbingeek](#)

## 6. Ask for valid e-mail addresses

Since e-mailing messages is certainly less expensive than postal delivery, it amazes me that we don't make a more conscientious effort to insure that we have valid e-mail addresses for our clients.

**O.K. Reality Check!** Yes, I live in Florida, and I know some people don't have e-mail at all. Those are the ones whose Contact Types reflect "Delivery by Letter" while those with e-mail address have a Contact Type which reflect "Delivery by e-mail". This helps me to separate out who requires a letter and who may be sent an e-mail.

How many of your client's don't have an e-mail address on file? Don't know? You have a simple means of finding out!

Click "**Contacts, Search for Contacts, Advanced Search**", and Search For "**Contacts**" with "**Email Address**" that "**don't contain any of**" and use only the " @ " sign, followed by clicking **Search**. You will then have a complete list of all your clients without e-mail addresses. Currently, this group is a prime candidate for a MASS UPDATE to insure that their Contact Type reflects "Delivery by Letter". Use this group as a departure point for updating their Contact Records through either letters or calls to get the desired e-mail address. Consider either using Mass Mail to send a letter asking for their e-mail address, or Mass Open to work through calling all of them. If you don't finish all your calls today, but have added e-mail address to some and changed their contact type, the next time you search for this group, those you have already updated will not be included.

The screenshot shows a web interface for searching contacts. At the top, there's a header "SEARCH FOR CONTACTS" with two tabs: "Quick Search" and "Advanced Search". Below this is a "SEARCH CRITERIA" section. It includes a "Use Search Template" dropdown set to "No, I want to perform a new search" and a "Modify List" link. The main search criteria are: "Search For" (Contacts), "with" (Email Address), and "that" (don't contain any of). An input field next to "that" contains "@". There are also "Add Condition", "Search", "Clear Search Criteria", and "Save Search Template" buttons.

In any message you send, I suggest that you use some form of the below text to get the most valid e-mail address for your client. Since clients frequently change e-mail addresses, asking this frequently makes sense.

"Additionally, your preferred e-mail address currently on file is ( **use the merge code of *Contact.email*** ). If you would like this changed to something else, please let me know by either replying (e-mailing **use the merge code of *Agent.email***) or calling ."

## 7. Upcoming Training Sessions

29-30 Apr 2009 Keller Williams Realty, Mt. Juliet, TN

12-13 May 2009 Cincinnati Area Board of REALTORS, Cincinnati, OH

20-21 May 2009 Greater Baltimore Board of REALTORS, Lutherville, MD

June 2009 RE/MAX Leading Edge, Edgewater, MD

Agent.signature

Your preferred e-mail address currently on file is ( [Contact.email](#) ). If you would like this changed to something else, please let me know by either e-mailing [Agent.e\\_mail](#) or calling [Agent.work\\_phone](#) .

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