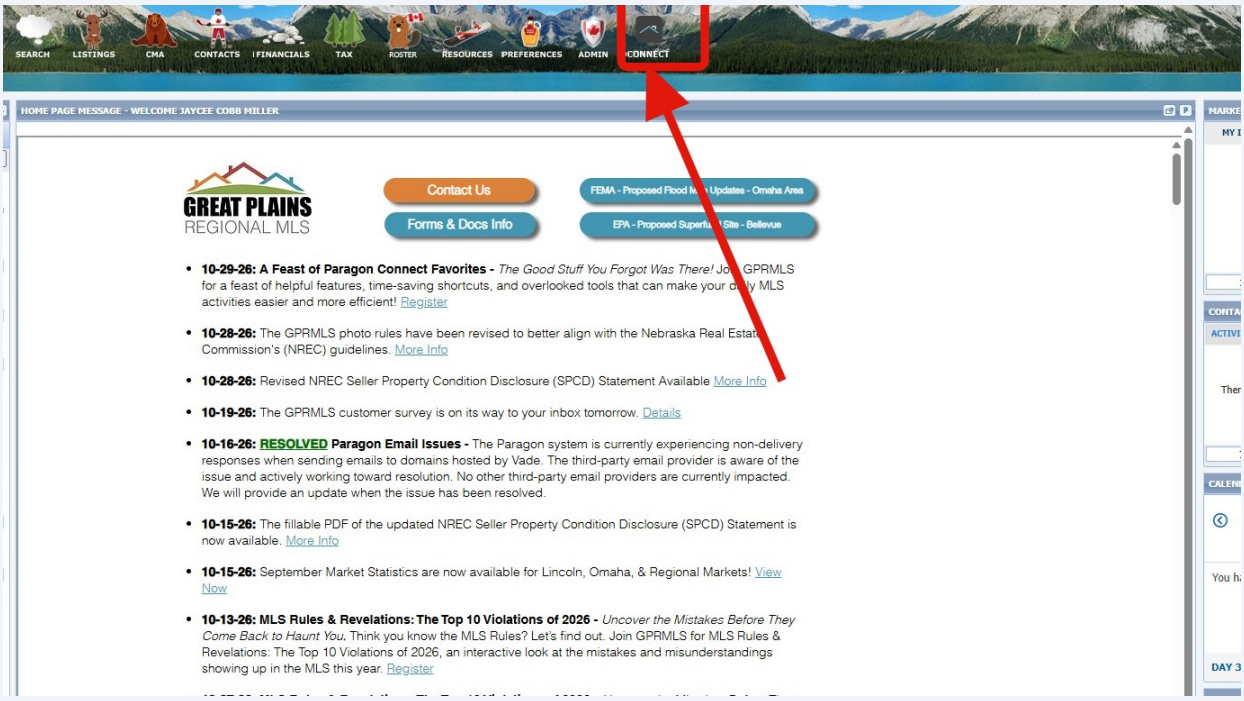
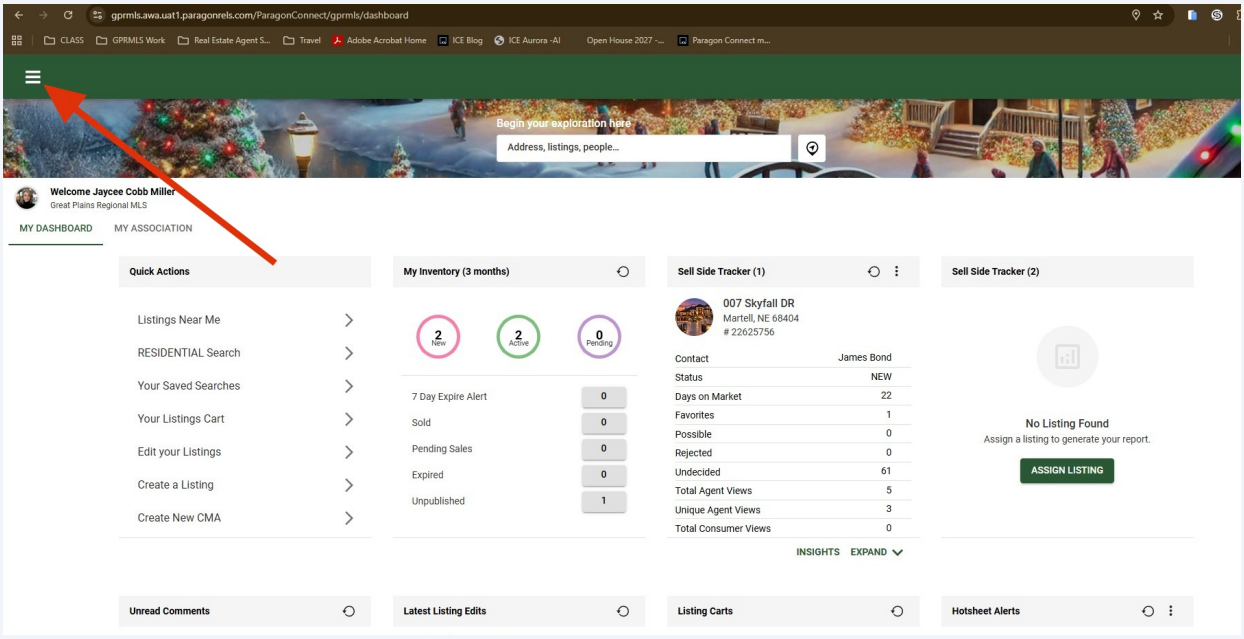
Paragon Connect - Reverse Prospecting

This guide shows how to use Paragon's Reverse Prospecting tools to contact listing prospects by email, phone call, or text.

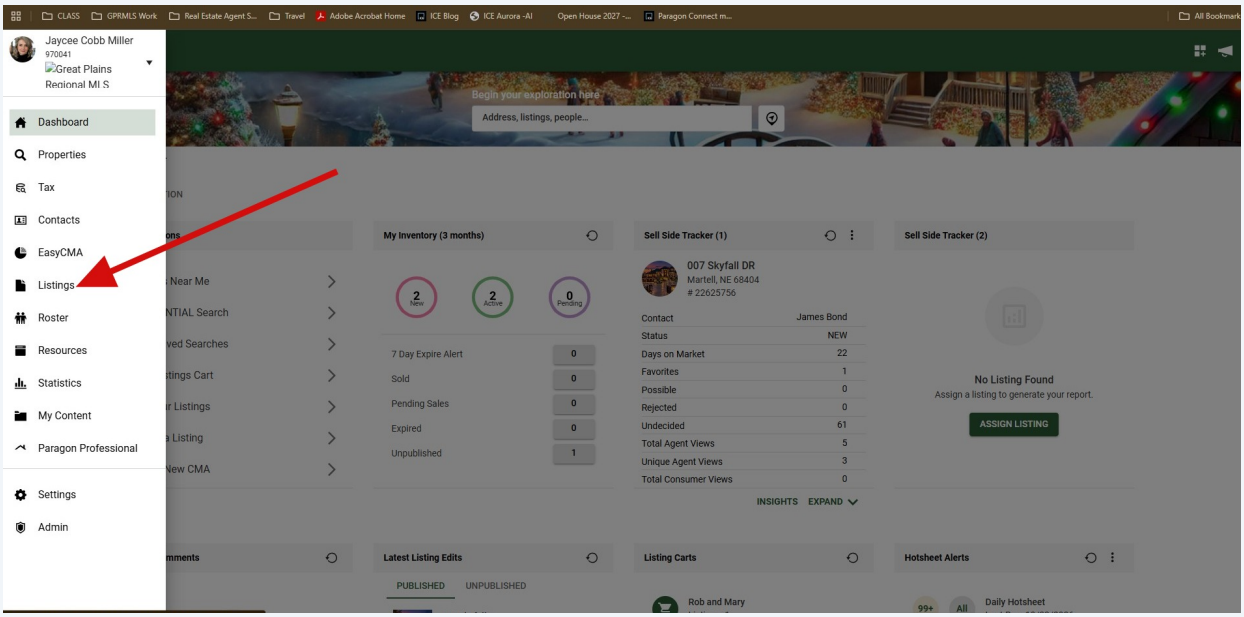
1 Click "Paragon Connect"



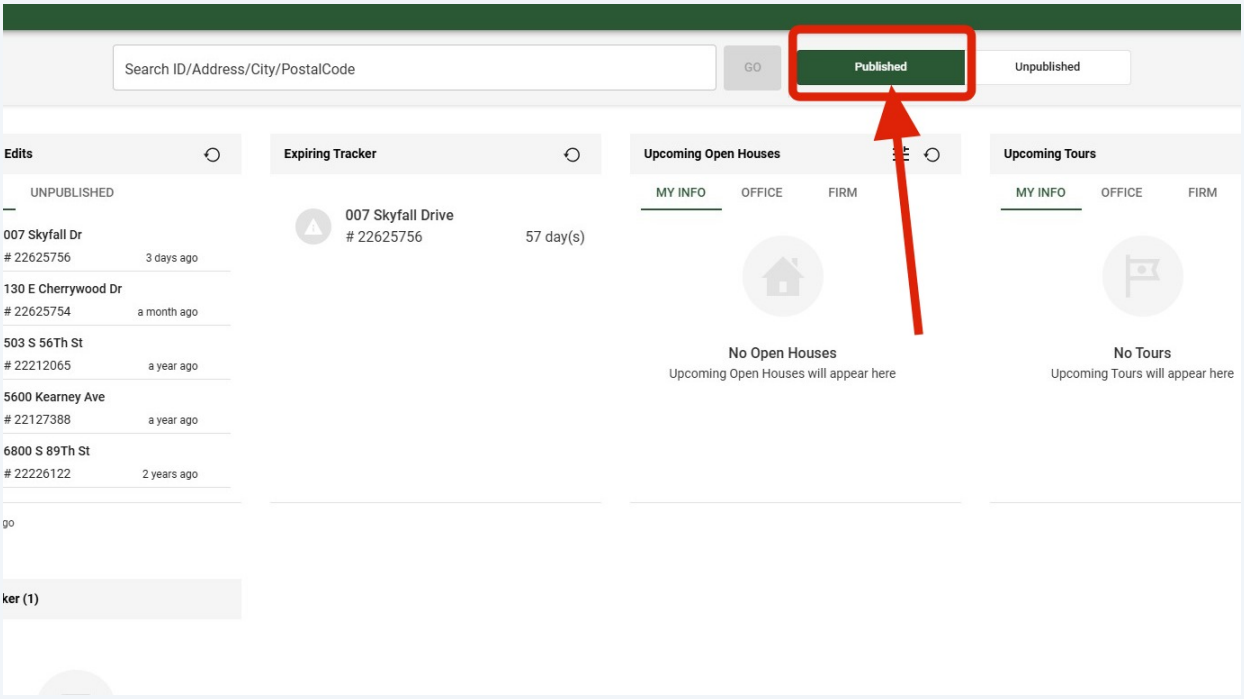
2 Click on the "Hamburger Menu"



3 Click "Listings"

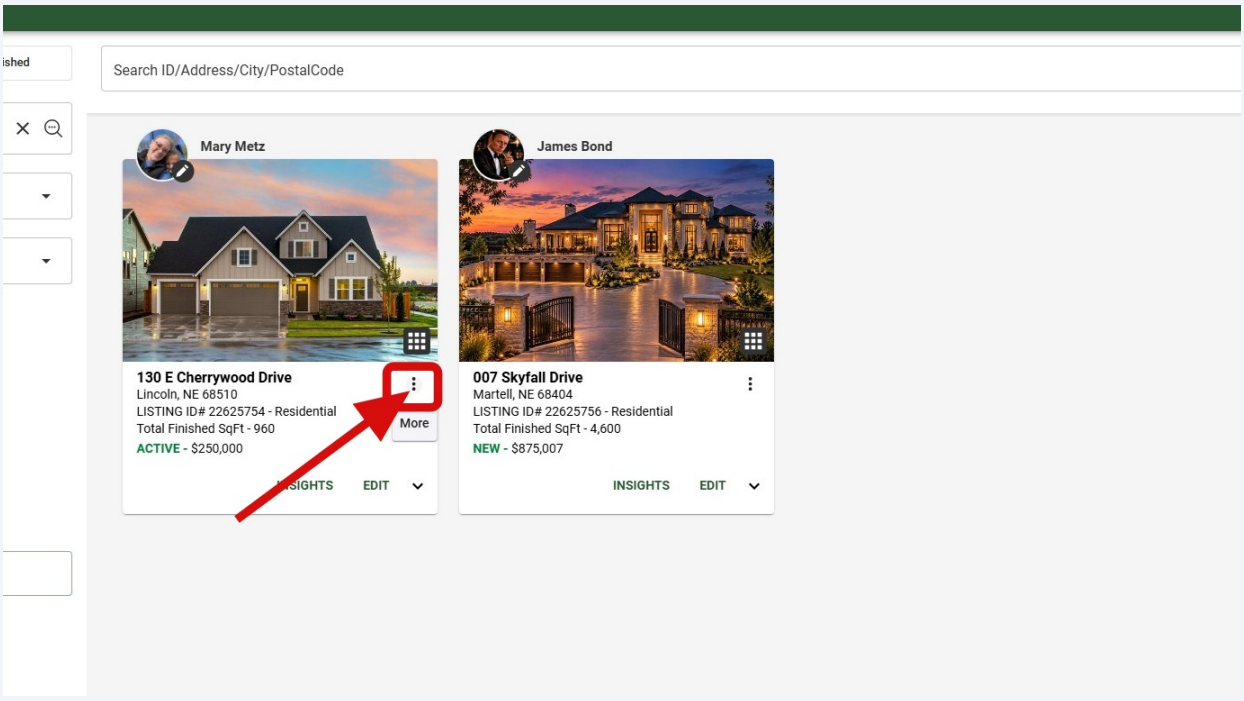


4 Click "Published"

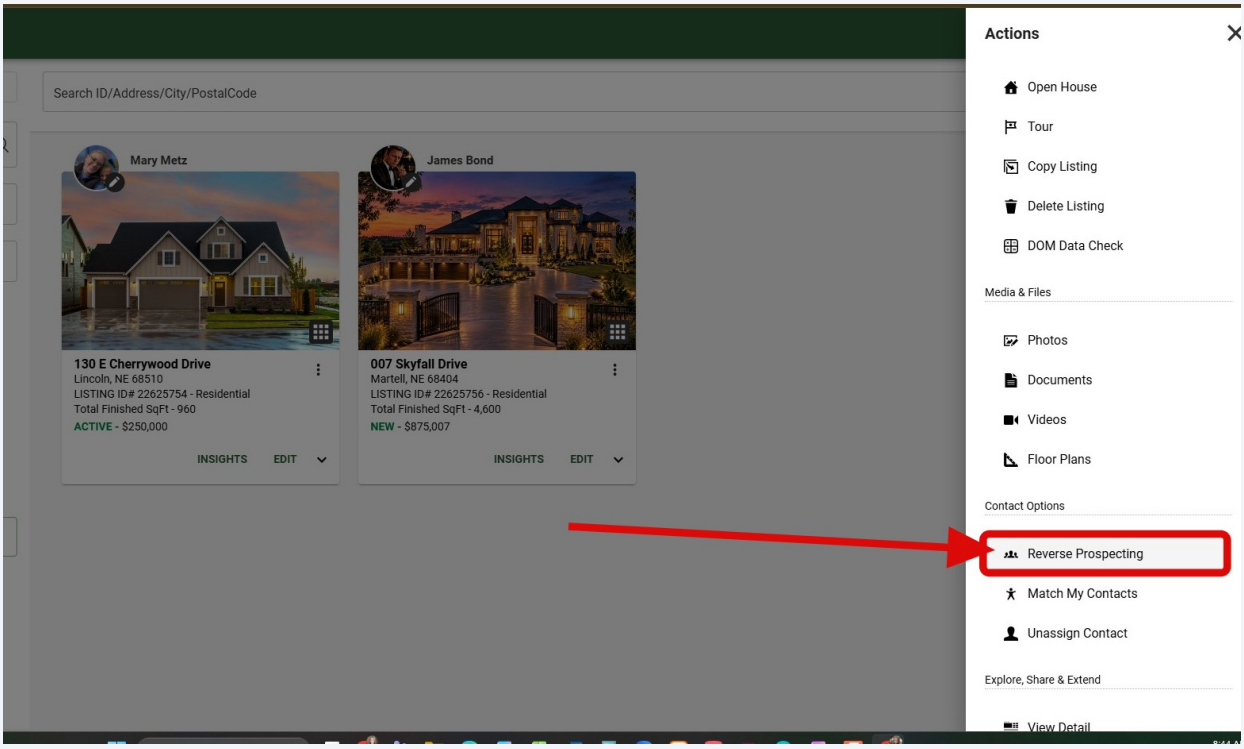


Reverse Prospecting

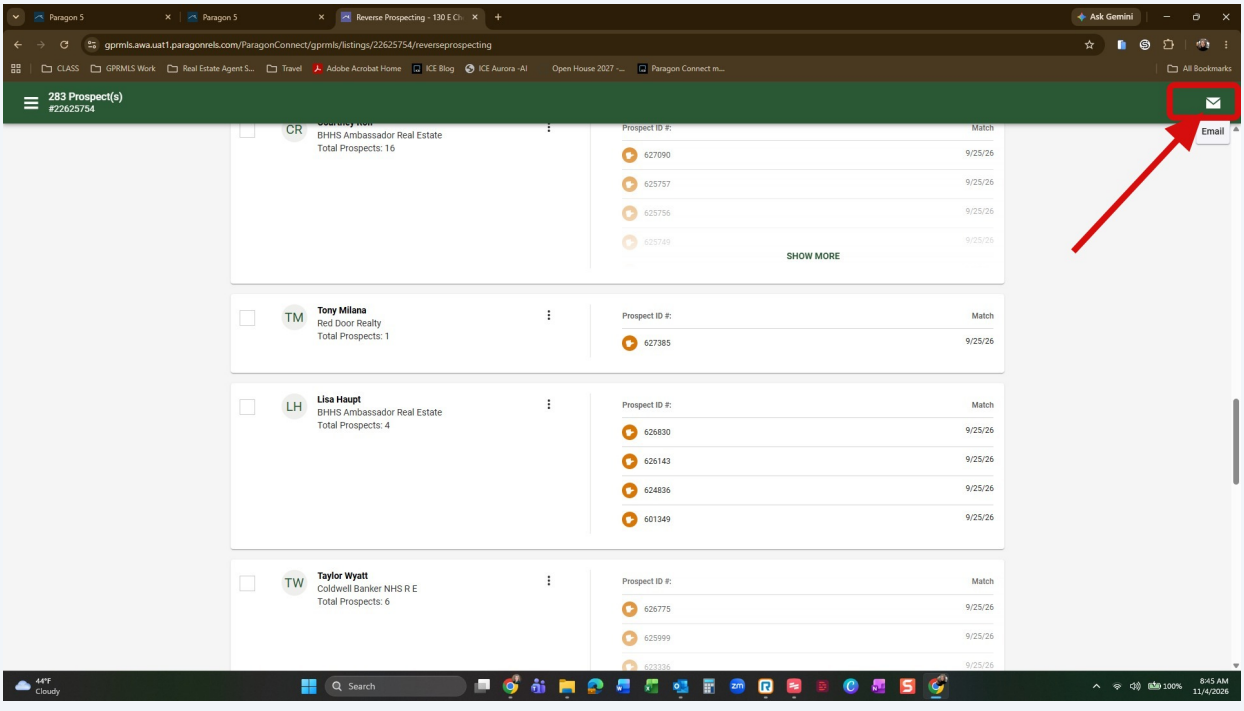
5 Click the "More Menu" if the listing you want to work with



6 Click "Reverse Prospecting"

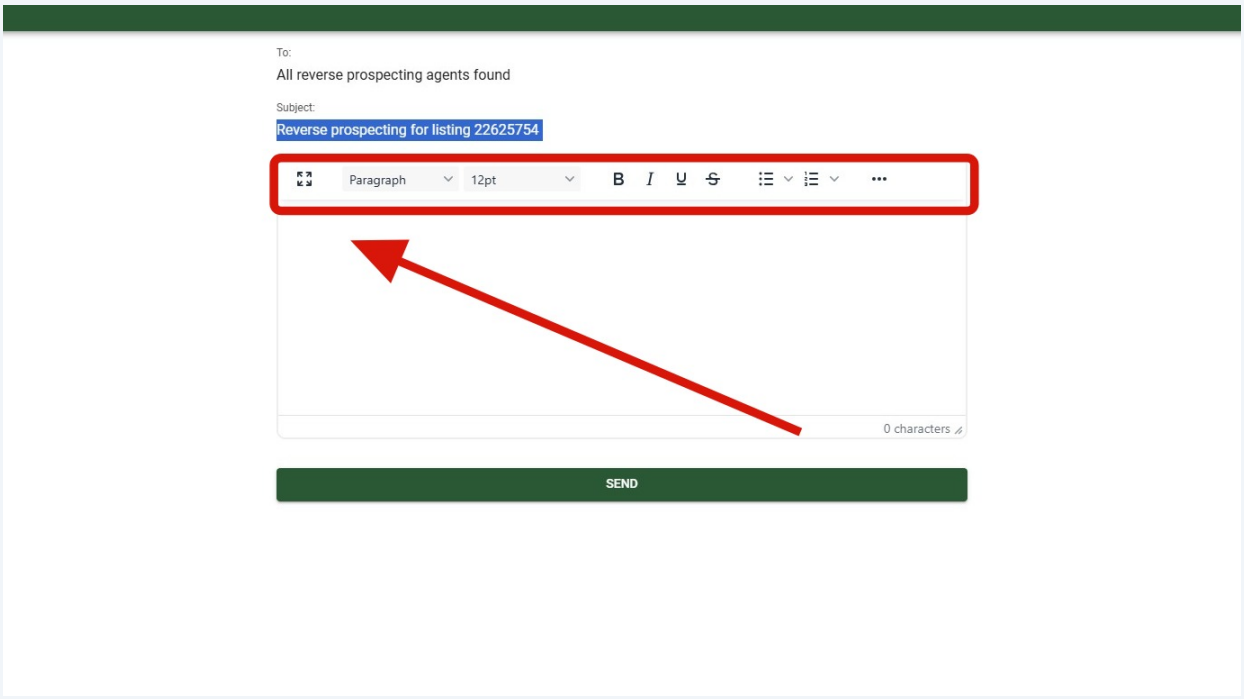


7 YOu will then see a list of agents who have buyers int he Collaboration Center with searches that match the criteria of that listing. To email all of the agents, click "Email."

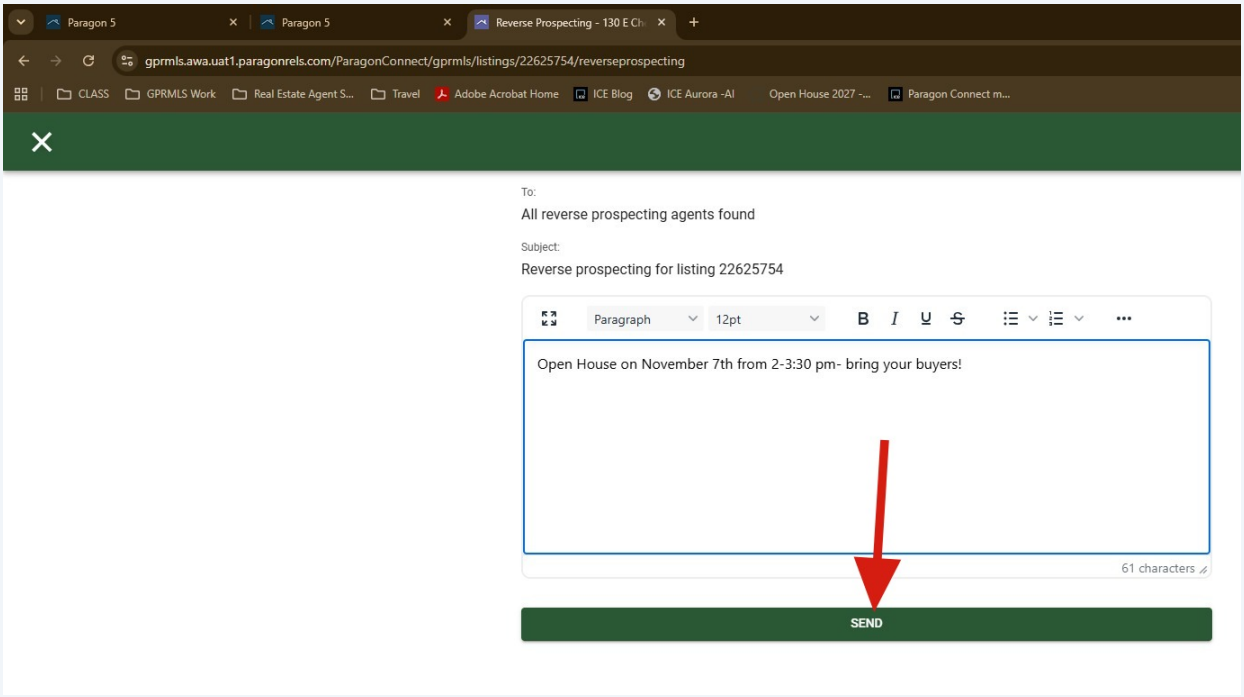


8

You may then type in a customized message. The agents will not see the other agents on the email- it will appear to be sent to them directly from you. You are able to customize to a certain extent, what fonts, font size, bold, italics, etc. **Please remember this email is coming from the MLS ecosystem- any references to compensation is a violation of the MLS Rules and is prohibited**

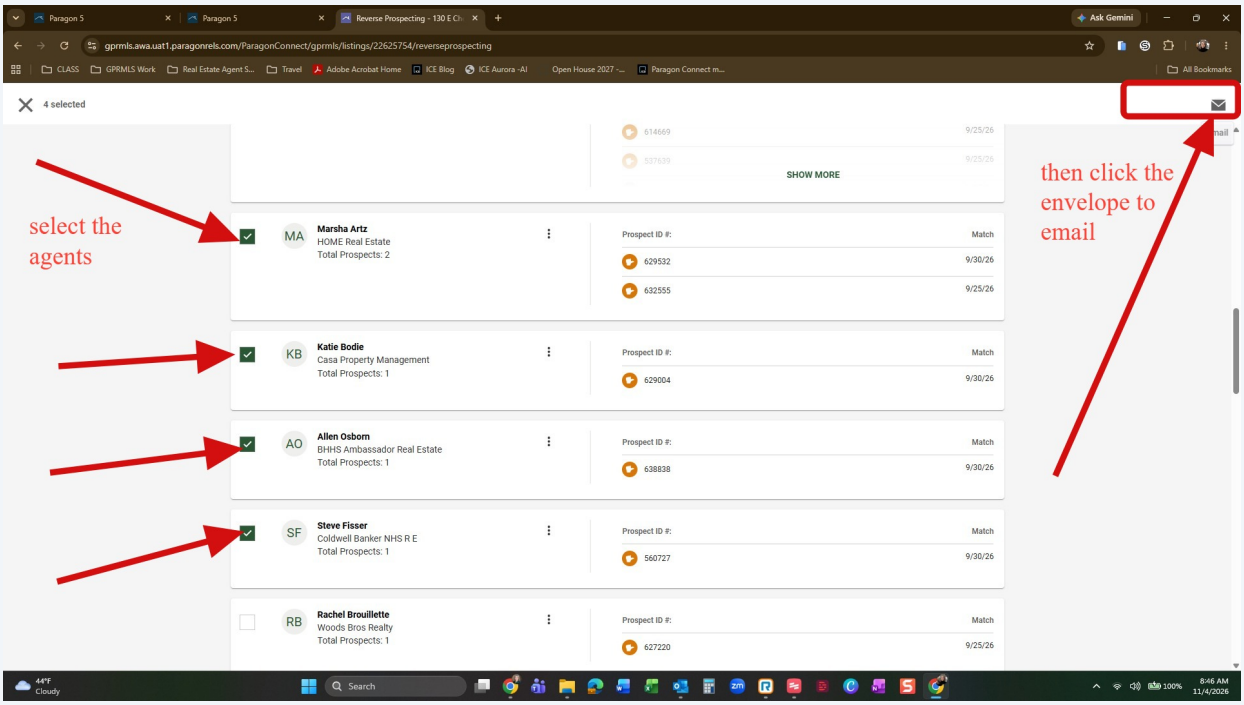


9 Click Send to send the email

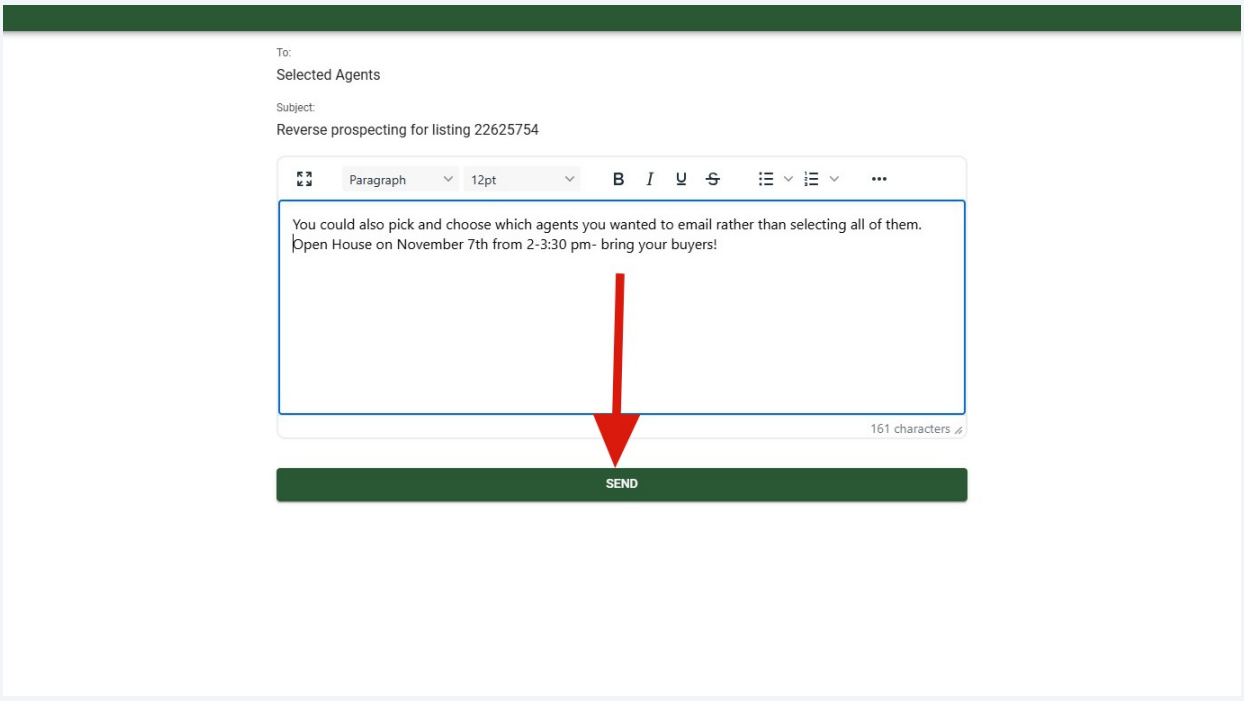


Email Prospects

10 You may also select individual agents to send an email to if you do not wish to send an email to all. Check the checkbox of the agents you want to email and then click the envelope

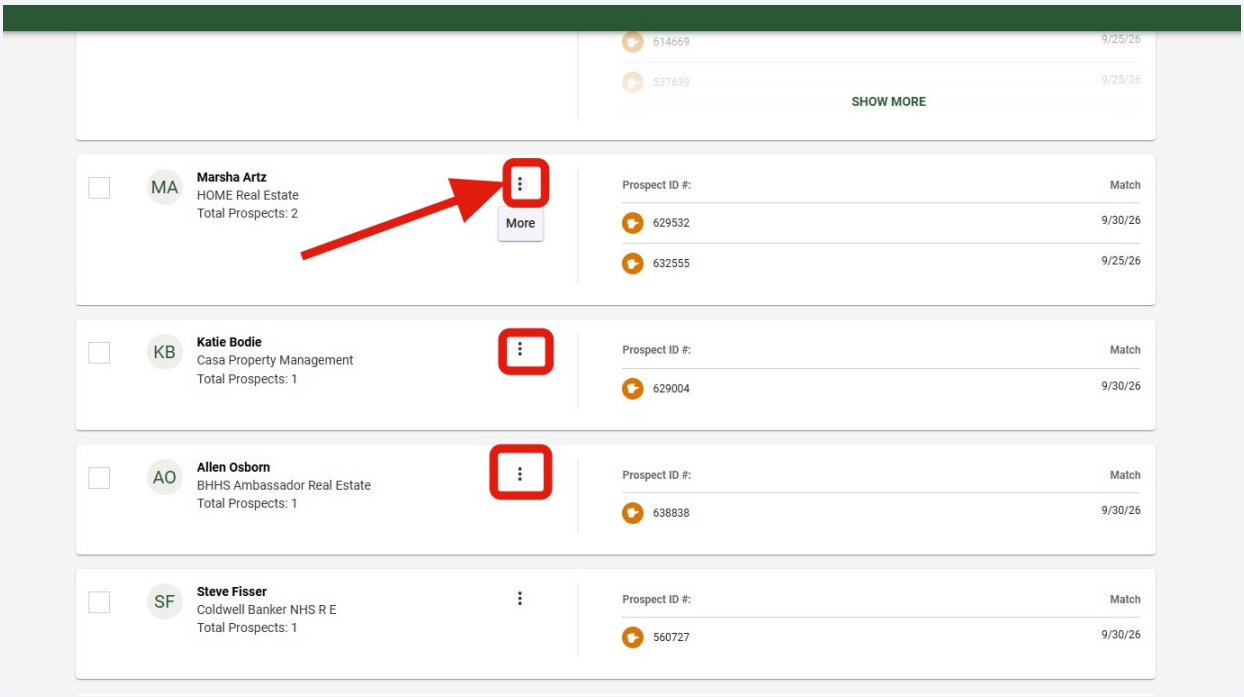


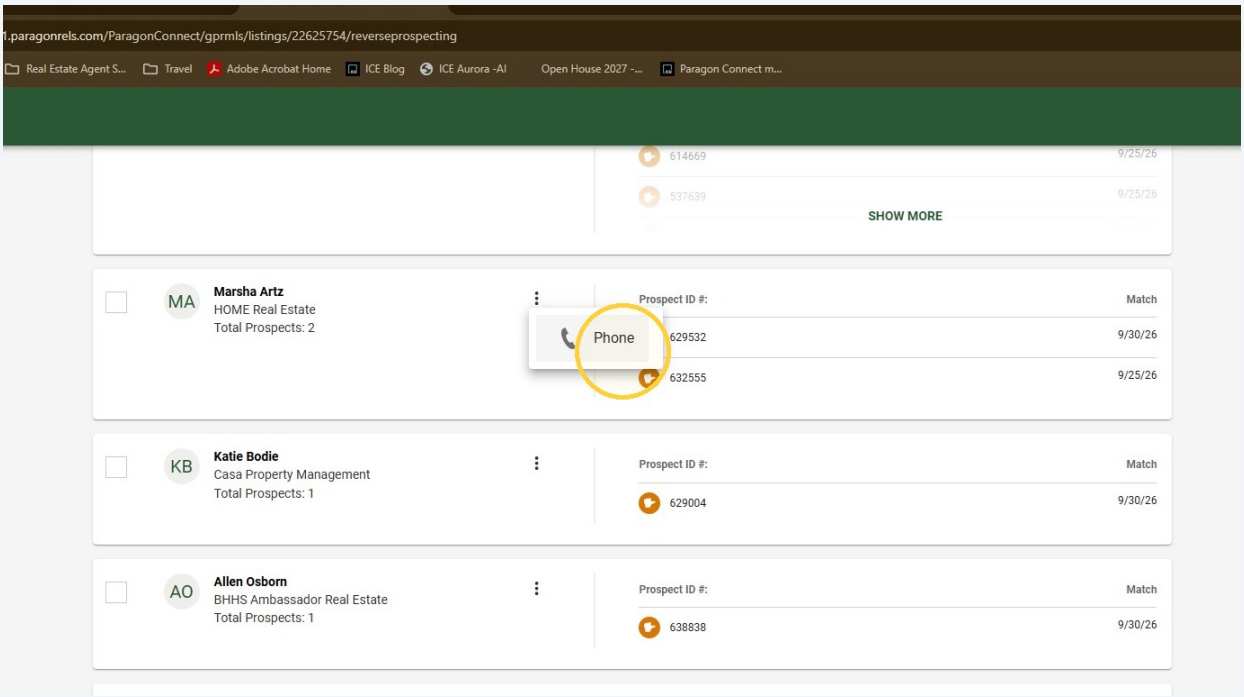
11 Type in your message and then click "Send"



Phone Contact

12 You can also call or text agents if you do not want to email them. (Text if using a mobile device with texting available on it Click on the "More Menu" of the agent you wish to call or text





13 If you are using a mobile device with calling or text you will be able to click on the phone icon to place the call. If texting is available, you will see another option for SMS Text and can click on that. Happy Prospecting!

