

Show day Properties/ Show day Alerts

The Graydot Solution allows for both the advertising of show day properties via the Leapfrog website as well as for the automatic sending out of show day alerts via email & SMS (if you have an SMS account setup for your office) to your database of buyers.

There are two critical processes which need to happen in order to facilitate the display of show day listings and to send out alerts.

Flagging Show Day Listings

1. Flagging Show day Listings: This must be done via the listings section – simply locate each listing using the search facility, edit and navigate to the **General Information tab**.

2. There are several data parameters which must be populated in order to activate the listing for show day display.
 - (i) **Show day active check box** – this must be checked for the property to have its show day status activated.
 - (ii) **Show day date range** – this is the date range for which you require the property to be marketed as 'On Show' on the website. i.e. if a property is to be on show the coming weekend, you will want to start advertising it as early in the week as possible - ideally the Monday or Tuesday. You will then want to stop advertising it the day after the show day date – normally the following Monday. Please see example above. The beauty of this means you do not have to deactivate all show day listings each week, they system will take care of this for you.
 - (iii) **Show day visiting time** – here you can capture the actual date of the show day along with the specified visiting time. This information will be displayed on the website and on the alerts for the user to review.
 - (iv) **Show day directions** – here you can capture brief directions to the property. Keep it very short and simple. Indicate boards from a major road junction.

You will need to repeat the above process for show day listings each week.

To easily filter previously marked show day listings use the filter check box in the listings search facility.

Capturing Buyer Criteria / Activating Show Day Alerts

1. Capturing buying criteria: This is a crucial step which needs to occur in order the system to automatically match show day properties to buyer's requirements. To capture a buyer navigate to the contacts section of the system and select **'Add new contact'**. Add the buyer record as either an individual or company as required and ensure you capture both an email and mobile number.

You are Creating a new Individual Buyer:

X
 Close

Title	First Names
<input type="text" value="-please sele"/> <input type="text" value="-please sele"/>	<input type="text" value="Mark"/>
Middle Names	Surname
<input type="text" value="Mckenzie"/>	<input type="text" value="Buttress"/>
Marital status	Passport Number
<input type="text" value="-Please select a status-"/>	<input type="text"/>
Date of Birth	ID Number
<input type="text" value="-yyyy-"/> <input type="text" value="-mm-"/> <input type="text" value="-dd-"/>	<input type="text"/>
Group Classification	
<input type="text" value="Showday Viewing"/>	<input type="button" value="+ Add"/>

⌵
Primary Contact Details:

Email	Phone mobile (e.g. 0769004082)
<input type="text" value="mark.buttress@graydot.co.za"/>	<input type="text" value="0769031012"/>
Phone work (e.g. 0216712728)	Phone home
<input type="text"/>	<input type="text"/>
Fax	<input checked="" type="checkbox"/> Newsletter sign-up
<input type="text"/>	

2. Criteria card: This is the next crucial information capture process, and requires the input of the specific requirements for the buyer. The idea here is to capture ranges of specific data which will allow the system to match listings to. To capture the criteria simply navigate to the **Buy Criteria** tab and select New next to the respective listing category i.e. residential, developments commercial. It is vital that the criteria is captured against the correct category here in order to match against the required listings. In most instances you will capture criteria under **Residential Buy**.

⌵
Buyer looking to Buy Criteria (1):


1. Development: No criteria for this contact	+ New
2. Commercial development: No criteria for this contact	+ New
3. Commercial: No criteria for this contact	+ New
4. Residential: Email (HTML) and Send Showday only, Beds 2, R2,000,000-R2,500,000	+ Another Edit Delete

On loading the criteria card for a buyer you will be able to capture the following criteria parameters:

- (i) Price range
 - (ii) ERF & property size ranges
 - (iii) Bedroom range
 - (iv) Bathroom range
 - (v) Reception range
 - (vi) Multiple suburbs
 - (vii) Property types
 - (viii) Parking, garage, flatlet, swimming pool flags
3. Show day alert activation: This is the final step; the show day activation flag must be checked to ensure alerts will be triggered based on the information captured. In addition you must also flag the email and/or SMS alerts check box's to ensure that alerts are actually sent via the required media. Show day alerts will be sent from a Thursday to a Sunday and will ONLY send listings that have been marked as on show (described above) and match the criteria which have been captured.

Send automated SMS alerts
 Send automated EMAIL alerts
 Send showday alerts only
 (Sends from Thursday to Sunday)

Alerts expire on:



Ensure you save the alert each time you make amends to it.

Email format:

Frequency: