

Give your clients the *myWindermere* advantage!

As you know, *windermere.com* is the leading resource for buyers and sellers to search for properties, gather information, and connect with the best agents across the West. But did you know that there's a way to make this tool even more useful? By introducing your clients to *myWindermere* you can help them to set up an efficient home searching process in just minutes.

Offer a personalized, search environment.

myWindermere allows clients to create a free, customized account on *windermere.com* or your Windermere Web site that is tailored to their specific home searching needs. Users can search for homes, save their favorites, receive new listing e-mail updates, and communicate comments on listings directly with their agent all from one convenient location.

Offer this feature to your clients at *windermere.com*. Just click on "myWindermere" and follow the instructions for creating a new account or send your client an invitation to collaborate from your Contact Management System.

The screenshot displays the 'My Saved Searches' interface on the myWindermere website. It features a table with columns for Description, Email Notification, Email Type, and Modify/Delete. Three searches are listed: 'Rental Unit Search', 'Second Home Search', and 'Spring Training Condo'. Below the table, an email notification is shown from 'joeagent@windermere.com' dated Wednesday, March 1, 2006, 12:47 AM. The subject is 'Windermere Saved Search [Spring Training Condo] has [3] New Matches on 02/28/2006'. The email content includes the name 'Rachel', search title 'Spring Training Condo', and 3 matches. A table of results follows:

View Results:			
2480268	8250 E Arabian TL	Scottsdale	\$239,000
2480206	4630 N 68th ST	Scottsdale	\$225,000
2480713	8552 E INDIAN SCHOOL RD	Scottsdale	\$203,900

Below the email, a property listing for 'Waterfront Home 5 Acres Private Beach' is shown with a price of \$1,495,000. The listing details include: 1019 Susan St, Status: Active, Bedrooms: 3, Bathrooms: 3.50, Square Feet: 3,000, Waterfront: Yes, Lot Size: 5.20 Acres. There are options to 'View Details', 'remove from favorites', and 'My Comments'.

Key Features

- » Collaborate and share notes on favorite listings so you can stay connected to your clients search.
- » Once a client marks you as their agent you are the primary listing contact on all listings they view.
- » Clients can save their searches and keep their favorites marked.
- » Automatic e-mails alert clients when new listings come on the market.
- » *myWindermere* is spam-free.