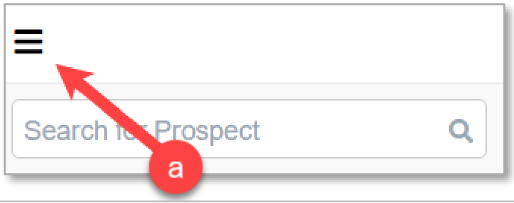
iProspect scans co-op transaction data for the primary listing and selling agent on sold properties. The results are featured in a brand-new ***Co-Op Tool*** *and combined with existing iProspect functionality.*

This new tool allows you to view Co-Op transaction data and use that information in your recruiting and retention efforts. The Co-Op tool is based on an existing interactive Excel report being utilized by some recruiters in the field.

To access the Co-Op tool: a. Click the **Menu** in the upper left corner.	
b. Click **VIEW MY CO-OPS.**	

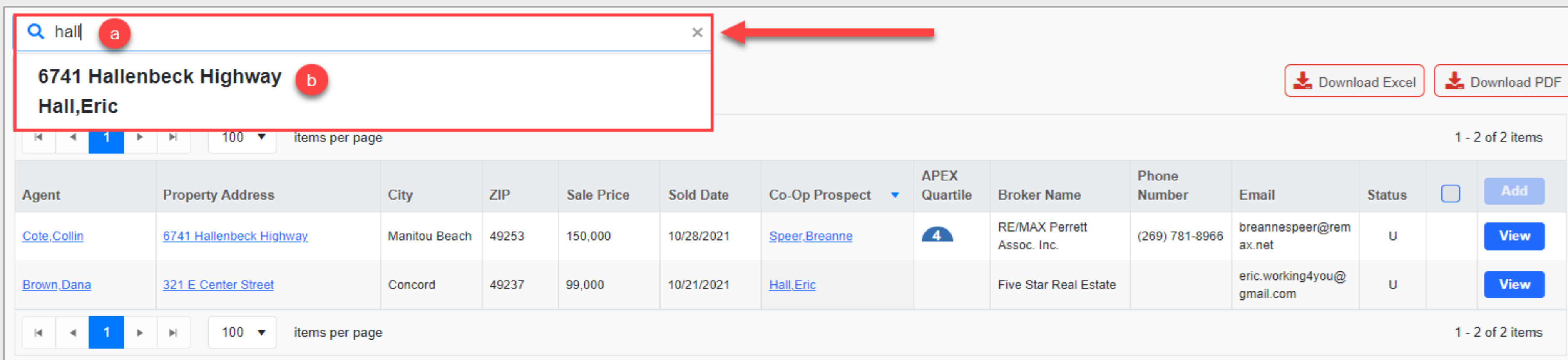
You are now presented with the default view. This view displays a list of transactions within the last 30 days, where the agent displayed is the primary agent on the listing or selling side.

Keyword Search Feature

At the top left of the screen is a keyword search feature.

a. A text box is available to enter the keywords as free text for you to search for Co-Op Deal(s). These keywords should be used as criteria to search through the Agent/Address/City/ZIP/Co-Op Prospect/Broker name columns in the Co-Op Grid.

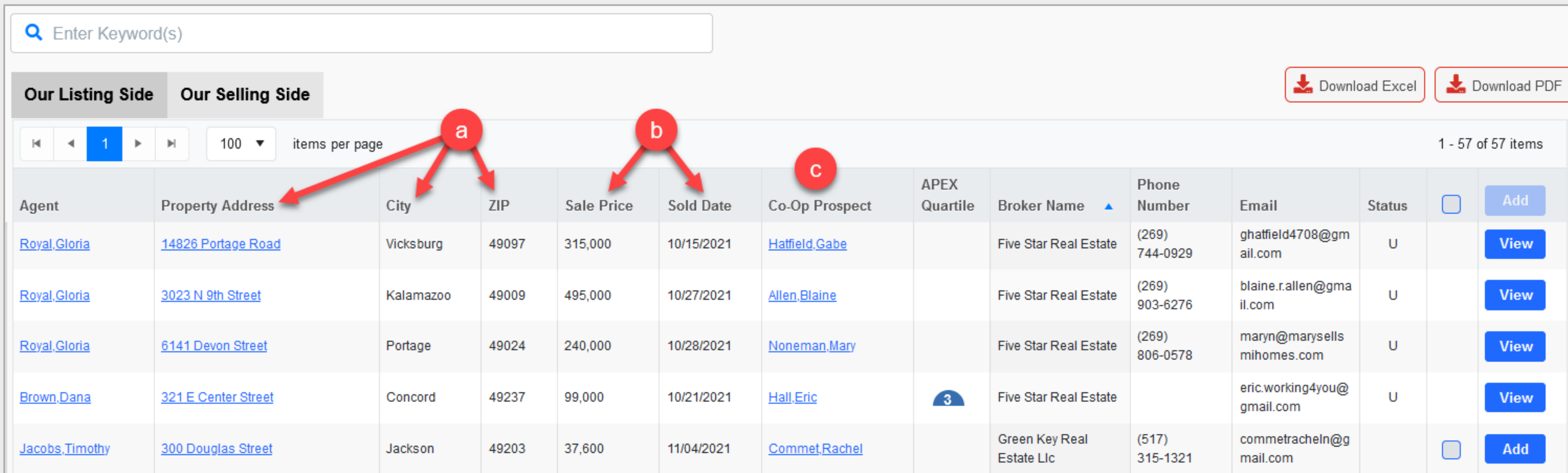
b. As you type, suggestions appear, and filtering begins after three characters have been entered.



The default view also shows:

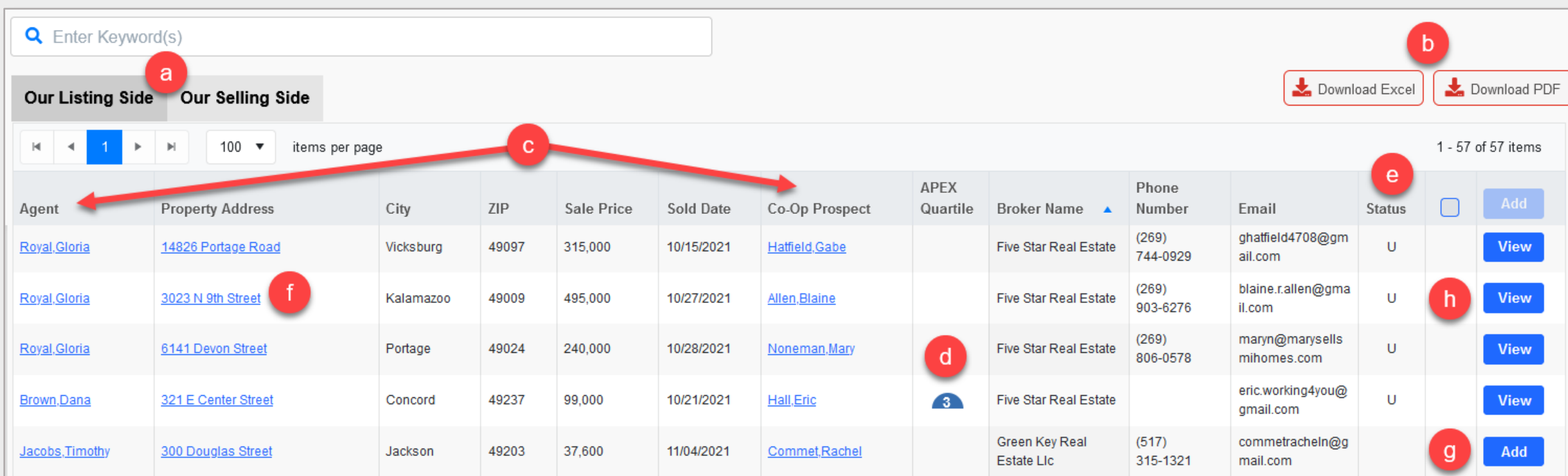
a. Property data
b. Sale data
c. The primary agent (Co-Op Prospect) on the other side of the deal.

Note: Co-Op prospects that belong to a company under the Realogy umbrella are displayed but cannot be added to the prospect list.



Other features include:

a. **Listing/Selling Side Tabs:** Toggle between listing side and selling side deals by clicking the provided tabs.
b. **Export The Data:** Download to Excel or pdf format by clicking the appropriate download button.
c. **Production Graph Popup:** Launch by clicking on a name in the Agent or Co-Op Prospect column.
d. **APEX Quartile:** View the Co-Op prospect's APEX Quartile, if applicable.
e. **Status:** View the Co-Op prospect's status as seen in "**Search MLS**" (O, U, or S).
   - **O:** Other iProspect user is prospecting this agent.
   - **U:** You are prospecting this agent.
   - **S:** An iProspect user has shared this agent with you.
f. **Pin the Property:** Pin the property on a map in a new tab by clicking on the property address.
g. **Add Prospect:** Choose which office the Co-Op prospect should belong to by clicking the **Add** button.
h. **View Added Prospects:** View already added Co-Op prospect profiles by clicking on the **View** button.



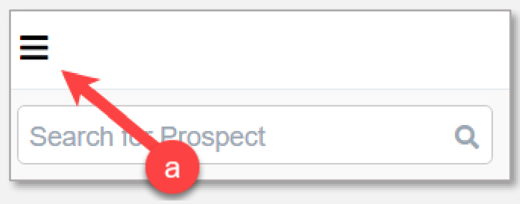
You will notice the Co-Op information and/or Co-Op icon in the following areas of iProspect:

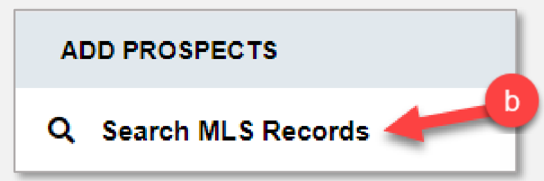
1. Search MLS screen
2. View All Prospects screen
3. Prospect Profile
4. Add/Edit Activity Popup
5. Property Detail
6. Property Map
7. Prospect Report
8. Attraction Tool
9. Daily Digest

1. SEARCH MLS

a. Click the **Menu** in the upper left corner.

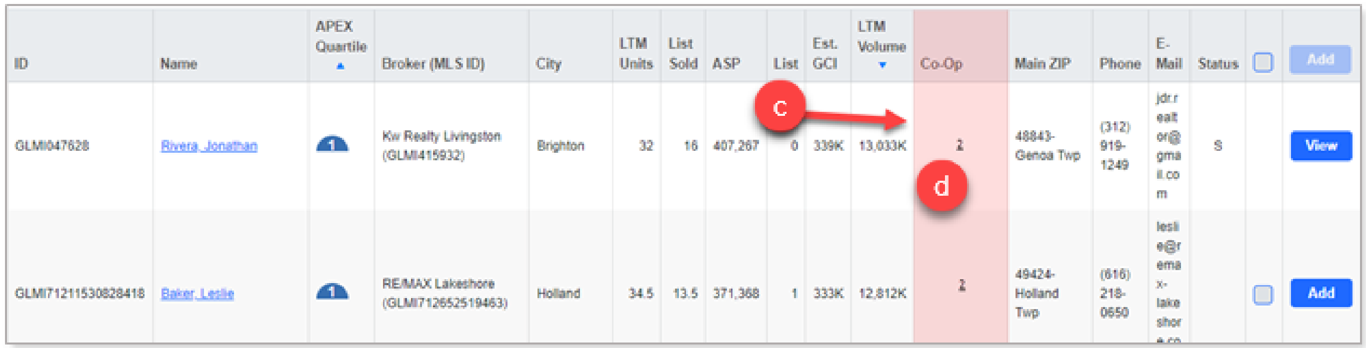
b. Click **Search MLS Records**.





c. The **Co-Op column** shows in the search results screen.

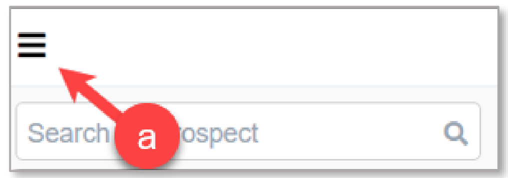
d. The column shows the number of Co-Op deals/transactions a particular prospect has done with an agent from your PC or office.



Click the **number** in the Co-Op column to view details about the prospect's Co-Op deals within the last 12 months.

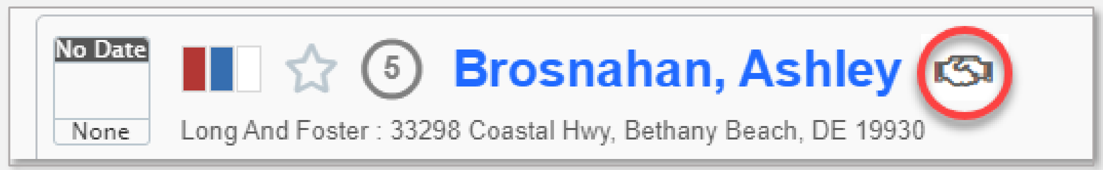
2. VIEW ALL PROSPECTS

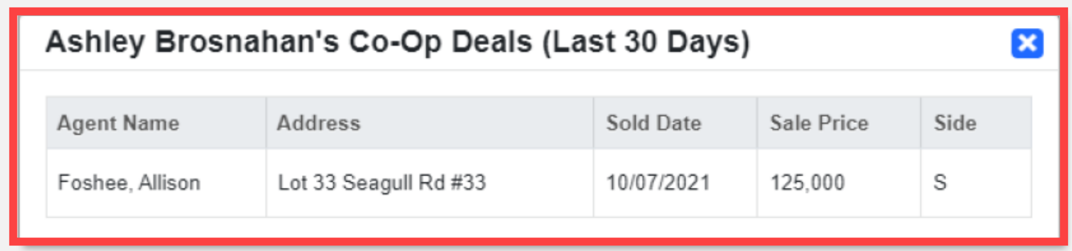
a. Click the **Menu** in the upper left corner.
b. Click **VIEW ALL PROSPECTS.**



Any prospect currently on your prospect list that is part of a deal with an agent in your office/company is flagged with the iProspect **Co-Op handshake icon.**

Click the **Co-Op handshake icon** to see details about the prospect's Co-Op deals within the last 30 days.





Ashley Brosnahan's Co-Op Deals (Last 30 Days)

Agent Name	Address	Sold Date	Sale Price	Side
Foshee, Allison	Lot 33 Seagull Rd #33	10/07/2021	125,000	S

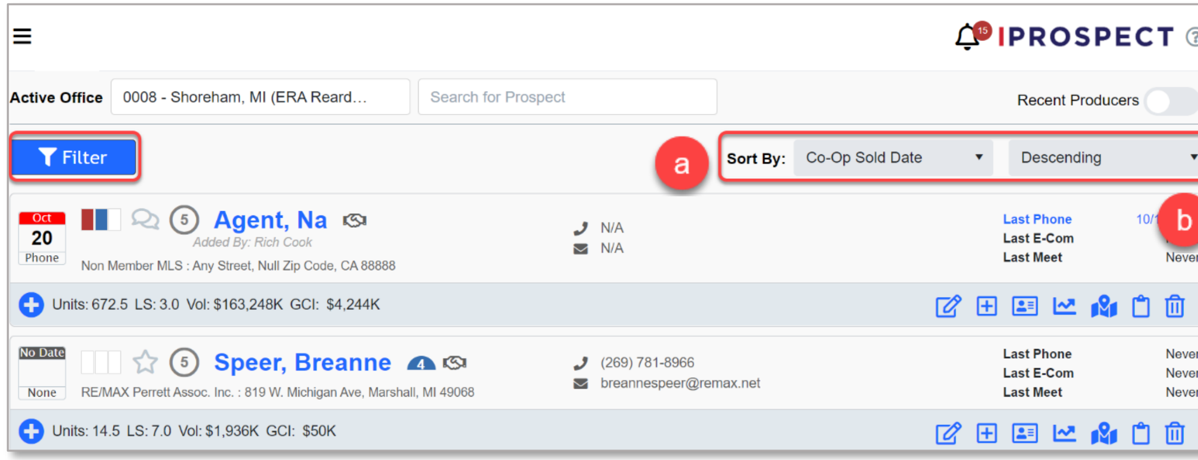
Sorting and Filtering (within View All Prospects)

From the **VIEW ALL PROSPECTS** screen, you have various sort and filter options.

Sort

a. Click the down arrow in the **Sort By** drop-down menu to sort by **Co-Op Sold Date**.

b. Click the down arrow in the far-right drop-down menu to sort by either **Ascending** or **Descending** order.

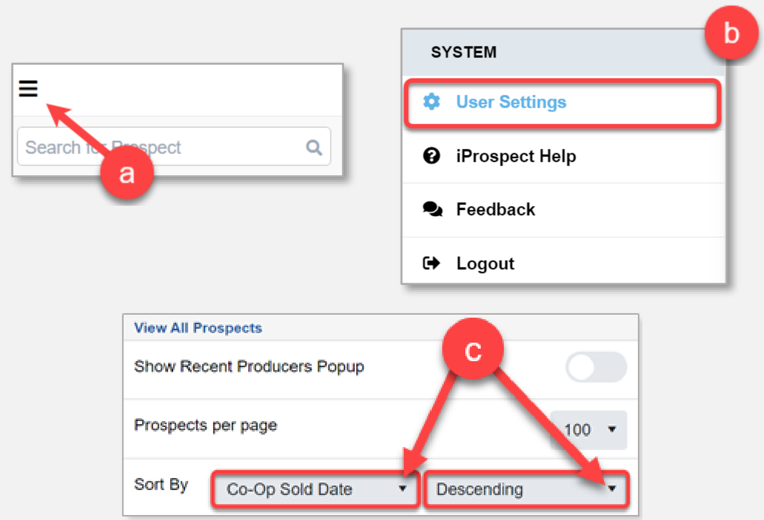


NOTE: You can change the default sort values in the **User's Settings** section.

a. Click the **Menu** icon in the upper left corner.
b. Click **User Settings.**

Scroll to find the **View All Prospects** section.

c. Click the drop-down menu item to select your preferred default settings.



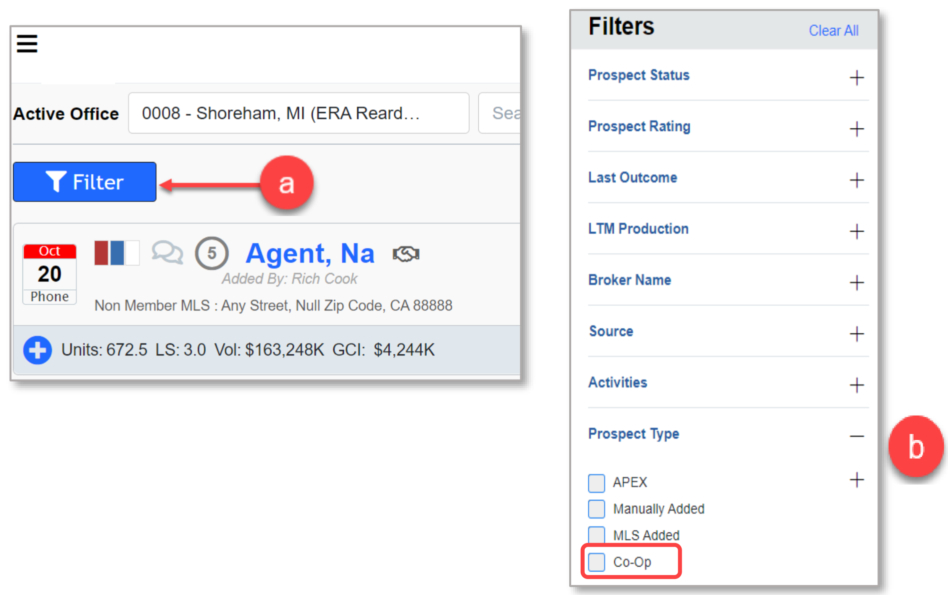
Filter

To filter prospect type by Co-Op:

a. From the **VIEW ALL PROSPECTS screen,** click the blue **Filter** button.

b. In the **Filters** popup, click the **+** to expand the **Prospect Type** menu and select the **Co-Op** check box.

You can now see prospects who have been on a deal with one of the agents from your PC or office within the last 30 days.

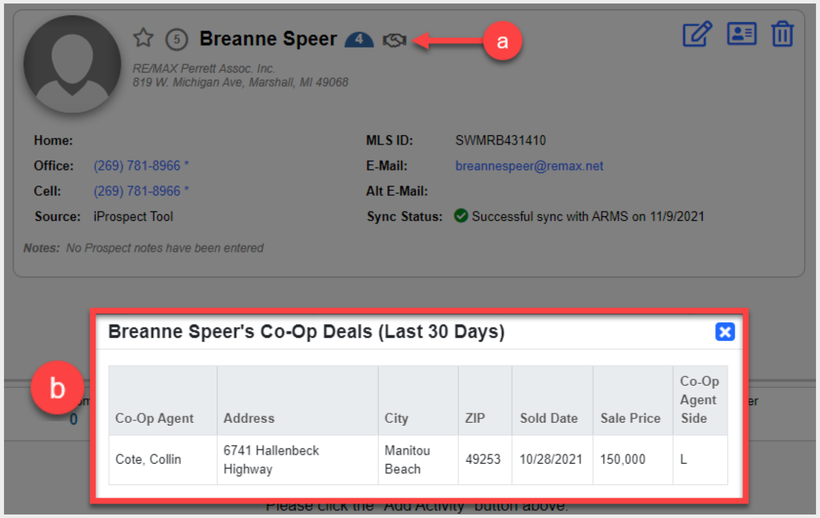


3. PROSPECT PROFILE

The **Co-Op handshake icon** appears next to prospects who are part of a deal with an agent in your office/company.

From the **VIEW ALL PROSPECTS** screen, click the agents name to view the prospect profile (as shown previously).

a. Click the **Co-Op handshake icon**.
b. Details about the prospect's Co-Op deals within the last 30 days are shown.

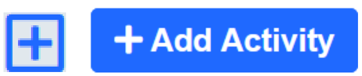


4. ADD/EDIT ACTIVITY POPUP

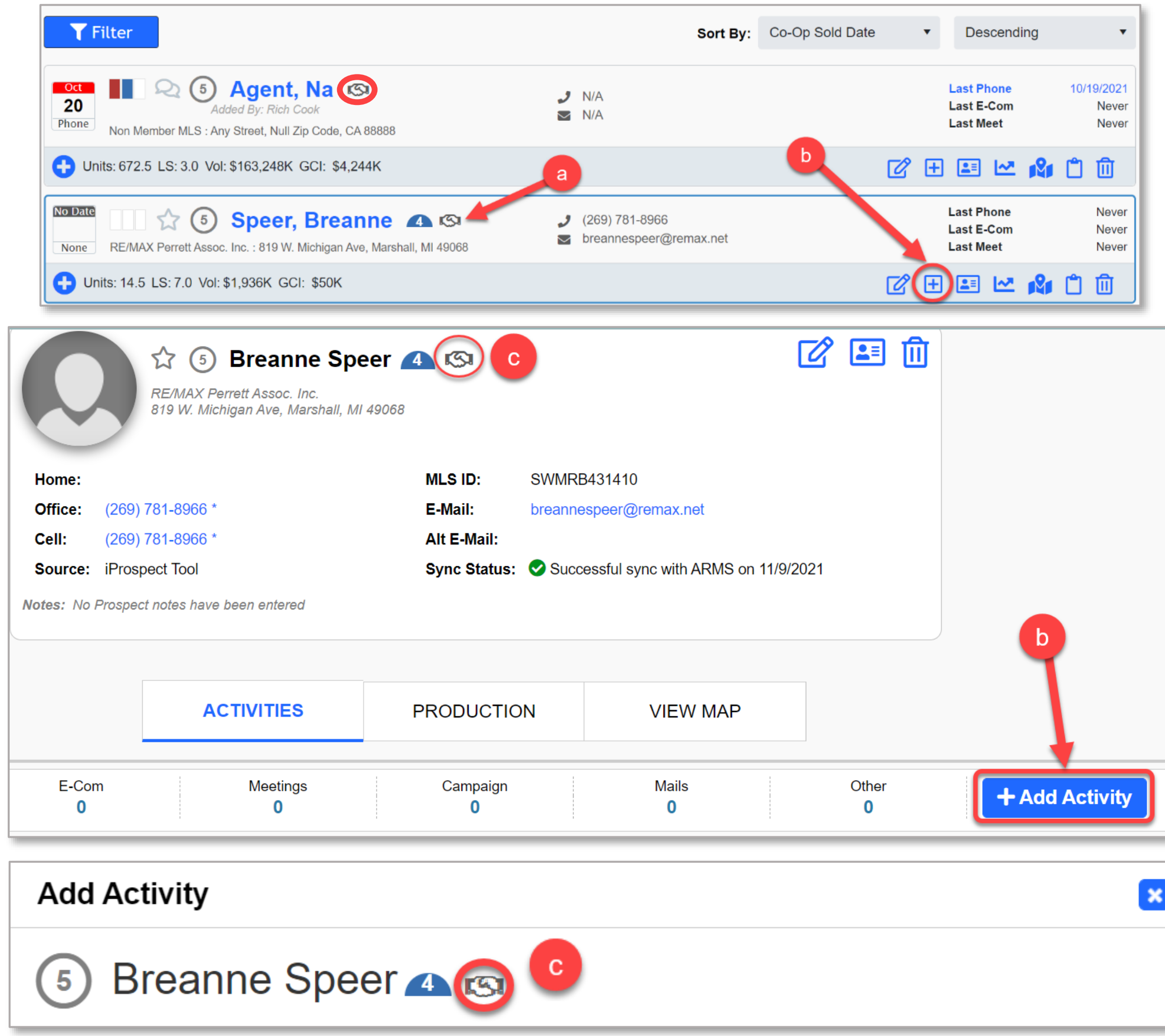
The **Co-Op handshake icon** is visible when you add or edit activity for a prospect.

a. The **Co-Op handshake icon** is visible on the main prospect screen.

b. Click the **Add Activity** button.



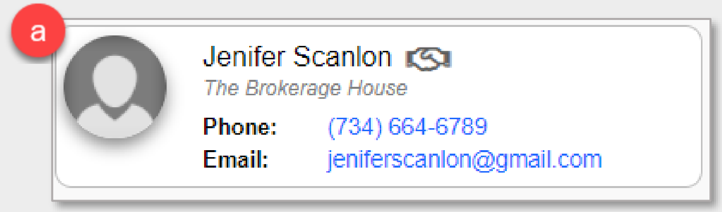
c. The **Co-Op handshake icon** is visible on edit activity popup.



5. PROPERTY DETAIL

a. When viewing a prospect's production detail, their profile card shows in the top left-hand corner of the screen.

b. **Co-Op Agent** column – If applicable, the existing property detail grid includes the name of an agent in your office/company who was on the other side of the deal.

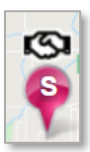


30 Day Production Detail
Solds, Contracts and Listings
*(Single Family Home, Townhome, Land, Mobile, Multi-family Home, Commercial, Condo)
Recent Week's Activity: Sale Contract Listing

Address	City	Zip	Listed	List Price	Contract	Sold	Sale Price	Co-Op Agent	DOM	Beds	Baths
3613 Whispering Woods 17	Jackson	49201	5/15/2021	560,000	8/25/2021	10/15/2021	545,000	Byerly, Kathy	102	6	5
13313 King Road	Concord	49237	9/2/2021	359,900	9/13/2021	10/22/2021	365,000		11	3	2

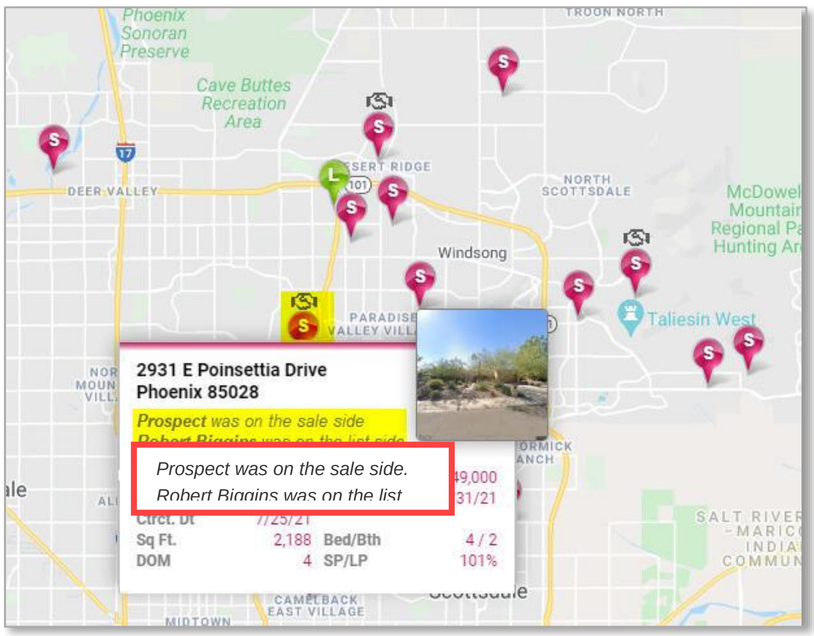
6. PROPERTY MAP

When viewing the property map, the **Co-Op handshake icon** appears above Individual sold properties, representing a deal with an agent in your office/company.



Hover over the map pin to get more details on the property, such as:

- Name of agent in your office/company.
- Which side of deal the agent was on.



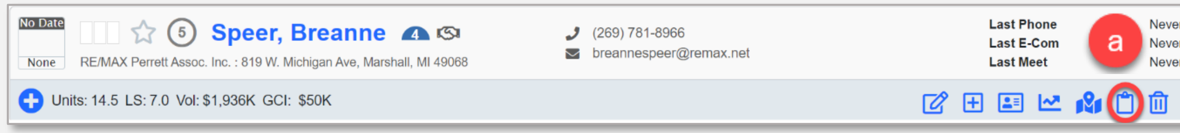
7. PROSPECT REPORT

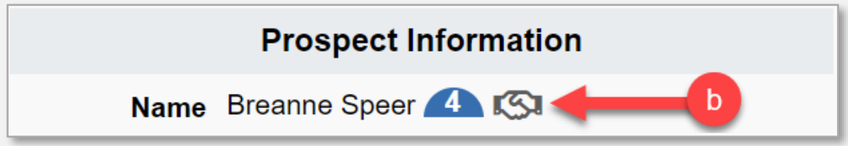
The **Co-Op handshake icon** appears on the prospect report (if applicable):

a. Click the **View Report** button, from the main **View All Prospects** page.

b. Any prospect that is part of a deal with an agent in your office/company is flagged with the **Co-Op handshake icon**.

c. Scroll down to view details about the prospect's Co-Op deals within the last 30 days.





Breanne Speer's Co-Op Deals (Last 30 Days)

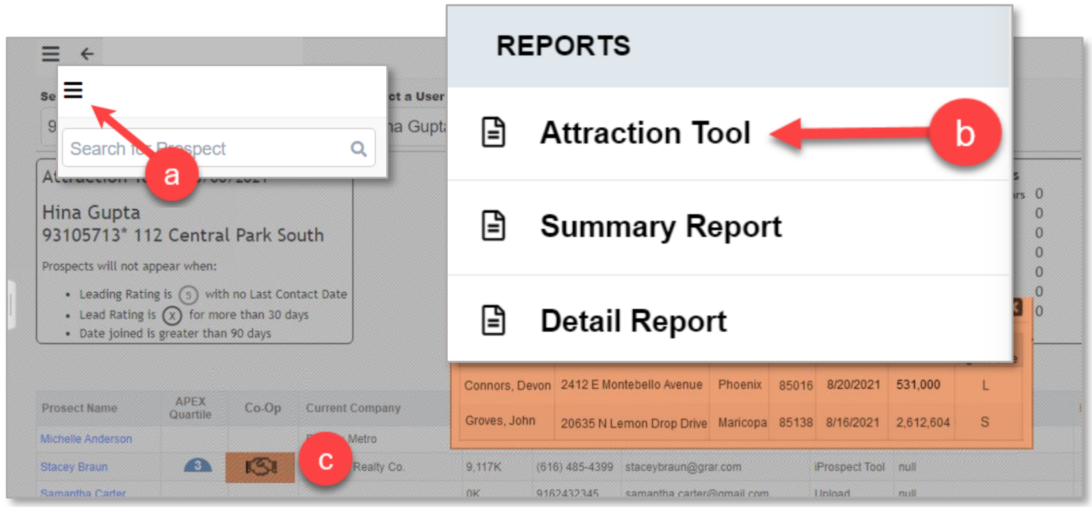
c

Co-Op Agent	Address	City	ZIP	Sold Date	Sale Price	Co-Op Agent Side
Cote, Collin	6741 Hallenbeck Highway	Manitou Beach	49253	10/28/2021	150,000	L

8. ATTRACTION TOOL

When viewing the Attraction Tool, any prospect that is part of a deal with an agent in your office/company is flagged with the **Co-Op handshake icon**.

a. Click the **Menu** in the upper left corner.
b. Click **Attraction Tool.**
c. Click the **Co-Op handshake icon** in the **Co-Op column** to get details about the prospect's Co-Op deals within the last 30 days.



9. DAILY DIGEST a. Any prospect that is part of a deal with an agent in your office/company is flagged with the **Co-Op handshake icon**. b. The **Co-Op agent's name** is displayed in the bottom right corner.