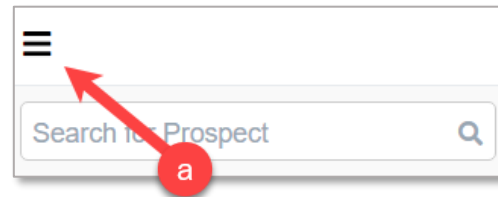


*iProspect scans co-op transaction data for the primary listing and selling agent on sold properties. The results are featured in a brand-new **Co-Op Tool** and combined with existing iProspect functionality.*

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**.

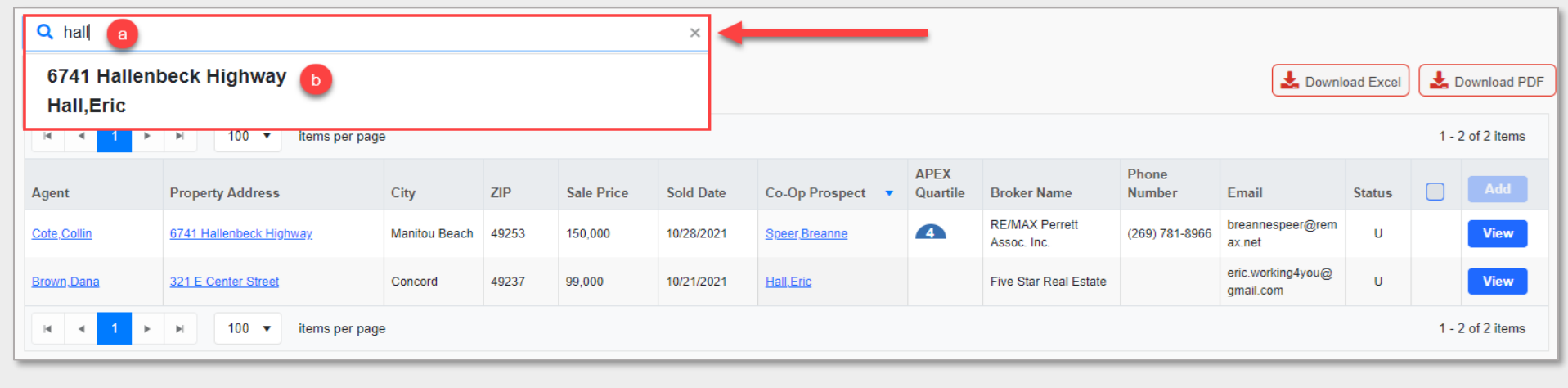


You are now presented with the default view. This view displays a list of transactions within the last 30 days, where the agent displayed is the primary agent on the listing or selling side.

Keyword Search Feature

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

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



The screenshot displays the iProspect Co-Op Tool interface. At the top left, a search bar contains the text "hall" and is highlighted with a red box and a red arrow. Below the search bar, a dropdown menu shows suggestions: "6741 Hallenbeck Highway" and "Hall, Eric", both highlighted with red boxes and labeled 'a' and 'b' respectively. To the right of the search bar are two buttons: "Download Excel" and "Download PDF". Below the search bar is a table with the following columns: Agent, Property Address, City, ZIP, Sale Price, Sold Date, Co-Op Prospect, APEX Quartile, Broker Name, Phone Number, Email, Status, and an "Add" button. The table contains two rows of data. The first row shows Agent "Cote, Collin", Property Address "6741 Hallenbeck Highway", City "Manitou Beach", ZIP "49253", Sale Price "150,000", Sold Date "10/28/2021", Co-Op Prospect "Speer, Breanne", APEX Quartile "4", Broker Name "RE/MAX Perrett Assoc. Inc.", Phone Number "(269) 781-8966", Email "breannespeer@remax.net", Status "U", and a "View" button. The second row shows Agent "Brown, Dana", Property Address "321 E Center Street", City "Concord", ZIP "49237", Sale Price "99,000", Sold Date "10/21/2021", Co-Op Prospect "Hall, Eric", Broker Name "Five Star Real Estate", Phone Number, Email "eric.working4you@gmail.com", Status "U", and a "View" button. The table also includes pagination controls at the bottom, showing "1" of "100" items per page and "1 - 2 of 2 items".

Agent	Property Address	City	ZIP	Sale Price	Sold Date	Co-Op Prospect	APEX Quartile	Broker Name	Phone Number	Email	Status	<input type="checkbox"/>	Add
Cote, Collin	6741 Hallenbeck Highway	Manitou Beach	49253	150,000	10/28/2021	Speer, Breanne	4	RE/MAX Perrett Assoc. Inc.	(269) 781-8966	breannespeer@remax.net	U	<input type="checkbox"/>	View
Brown, Dana	321 E Center Street	Concord	49237	99,000	10/21/2021	Hall, Eric		Five Star Real Estate		eric.working4you@gmail.com	U	<input type="checkbox"/>	View

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.

Our Listing Side
Our Selling Side

Download Excel
Download PDF

◀ 1 ▶
100 items per page
1 - 57 of 57 items

Agent	Property Address	City	ZIP	Sale Price	Sold Date	Co-Op Prospect	APEX Quartile	Broker Name ▲	Phone Number	Email	Status		Add
Royal, Gloria	14826 Portage Road	Vicksburg	49097	315,000	10/15/2021	Hatfield, Gabe		Five Star Real Estate	(269) 744-0929	ghatfield4708@gmail.com	U	<input type="checkbox"/>	View
Royal, Gloria	3023 N 9th Street	Kalamazoo	49009	495,000	10/27/2021	Allen, Blaine		Five Star Real Estate	(269) 903-6276	blaine.r.allen@gmail.com	U	<input type="checkbox"/>	View
Royal, Gloria	6141 Devon Street	Portage	49024	240,000	10/28/2021	Noneman, Mary		Five Star Real Estate	(269) 806-0578	maryn@marysells.mihomes.com	U	<input type="checkbox"/>	View
Brown, Dana	321 E Center Street	Concord	49237	99,000	10/21/2021	Hall, Eric	3	Five Star Real Estate		eric.working4you@gmail.com	U	<input type="checkbox"/>	View
Jacobs, Timothy	300 Douglas Street	Jackson	49203	37,600	11/04/2021	Commet, Rachel		Green Key Real Estate Llc	(517) 315-1321	commetrachel@gmail.com		<input type="checkbox"/>	Add

Other features include:

- Listing/Selling Side Tabs:** Toggle between listing side and selling side deals by clicking the provided tabs.
- Export The Data:** Download to Excel or pdf format by clicking the appropriate download button.
- Production Graph Popup:** Launch by clicking on a name in the Agent or Co-Op Prospect column.
- APEX Quartile:** View the Co-Op prospect's APEX Quartile, if applicable.
- 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.
- Pin the Property:** Pin the property on a map in a new tab by clicking on the property address.
- Add Prospect:** Choose which office the Co-Op prospect should belong to by clicking the **Add** button.
- View Added Prospects:** View already added Co-Op prospect profiles by clicking on the **View** button.

Download Excel
Download PDF

Our Listing Side
Our Selling Side

100 items per page

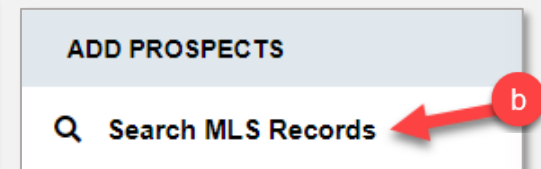
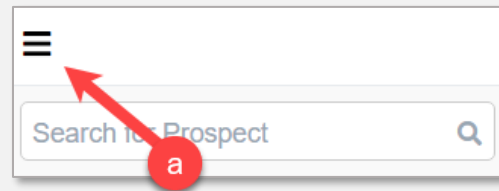
Agent	Property Address	City	ZIP	Sale Price	Sold Date	Co-Op Prospect	APEX Quartile	Broker Name	Phone Number	Email	Status		Add
Royal Gloria	14826 Portage Road	Vicksburg	49097	315,000	10/15/2021	Hatfield Gabe		Five Star Real Estate	(269) 744-0929	ghatfield4708@gmail.com	U	<input type="checkbox"/>	View
Royal Gloria	3023 N 9th Street	Kalamazoo	49009	495,000	10/27/2021	Allen Blaine		Five Star Real Estate	(269) 903-6276	blaine.r.allen@gmail.com	U	<input type="checkbox"/>	View
Royal Gloria	6141 Devon Street	Portage	49024	240,000	10/28/2021	Noneman Mary		Five Star Real Estate	(269) 806-0578	maryn@marysells.mihomes.com	U	<input type="checkbox"/>	View
Brown Dana	321 E Center Street	Concord	49237	99,000	10/21/2021	Hall Eric	3	Five Star Real Estate		eric.working4you@gmail.com	U	<input type="checkbox"/>	View
Jacobs Timothy	300 Douglas Street	Jackson	49203	37,600	11/04/2021	Commet Rachel		Green Key Real Estate Lic	(517) 315-1321	commetrachel@gmail.com		<input type="checkbox"/>	Add

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.

ID	Name	APEX Quartile	Broker (MLS ID)	City	LTM Units	List Sold	ASP	List	Est. GCI	LTM Volume	Co-Op	Main ZIP	Phone	E-Mail	Status	<input type="checkbox"/>	Add
GLMI047628	Rivera, Jonathan	1	Kw Realty Livingston (GLMI415932)	Brighton	32	16	407,267	0	339K	13,033K	2	48843-Genoa Twp	(312) 919-1249	jdrr eat or@ gma il.co m	S	<input type="checkbox"/>	View
GLMI71211530828418	Baker, Leslie	1	RE/MAX Lakeshore (GLMI712652519463)	Holland	34.5	13.5	371,368	1	333K	12,812K	2	49424-Holland Twp	(616) 218-0650	lesli e@r ema x- lake shor e.co		<input type="checkbox"/>	Add

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

Co-Op

2

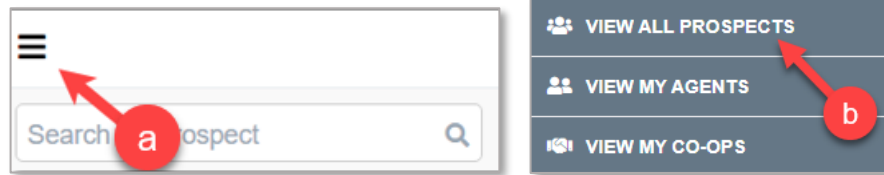
2

Jonathan Rivera's Co-Op Deals (LTM) X

Co-Op Agent	Address	City	ZIP	Sold Date	Sale Price	Co-Op Agent Side
Cook, Rich	5930 Estola	Jackson	49201	07/30/2021	360,000	L
Firth, Susan	749 Kennedy St	Jackson	49202	07/30/2021	425,000	L

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

- Click the down arrow in the **Sort By** drop-down menu to sort by **Co-Op Sold Date**.
- Click the down arrow in the far-right drop-down menu to sort by either **Ascending** or **Descending** order.

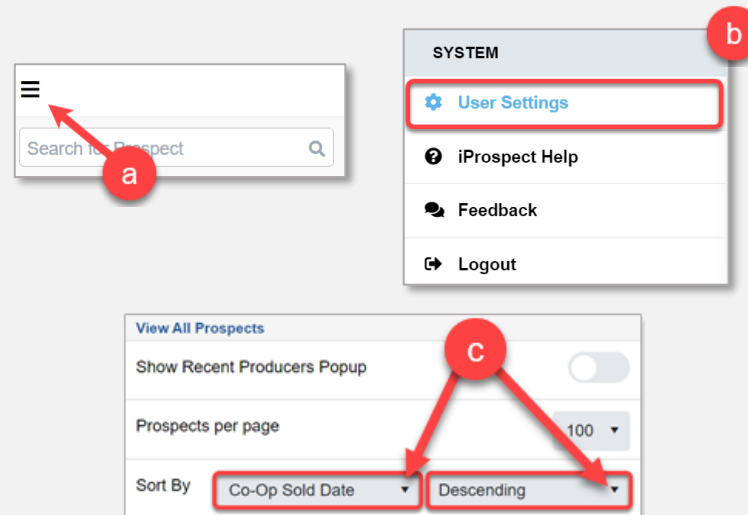
The screenshot displays the iProspect Co-Op Tool interface. At the top, there is a navigation bar with the iProspect logo and a search bar. Below the search bar, the 'Active Office' is set to '0008 - Shoreham, MI (ERA Reard...)' and the 'Recent Producers' toggle is off. A blue 'Filter' button is highlighted with a red box labeled 'a'. To its right, the 'Sort By' dropdown menu is open, showing 'Co-Op Sold Date' selected and 'Descending' as the sort order. This dropdown is also highlighted with a red box labeled 'b'. Below the sorting options, two prospect cards are visible. The first card is for 'Agent, Na', added by Rich Cook, with a '5' rating and 'N/A' contact information. The second card is for 'Speer, Breanne', with a '5' rating and contact information '(269) 781-8966' and 'breannespeer@remax.net'. Both cards show units, LS, Vol, and GCI values, along with icons for editing, adding, deleting, and other actions.

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

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

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

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



Filter

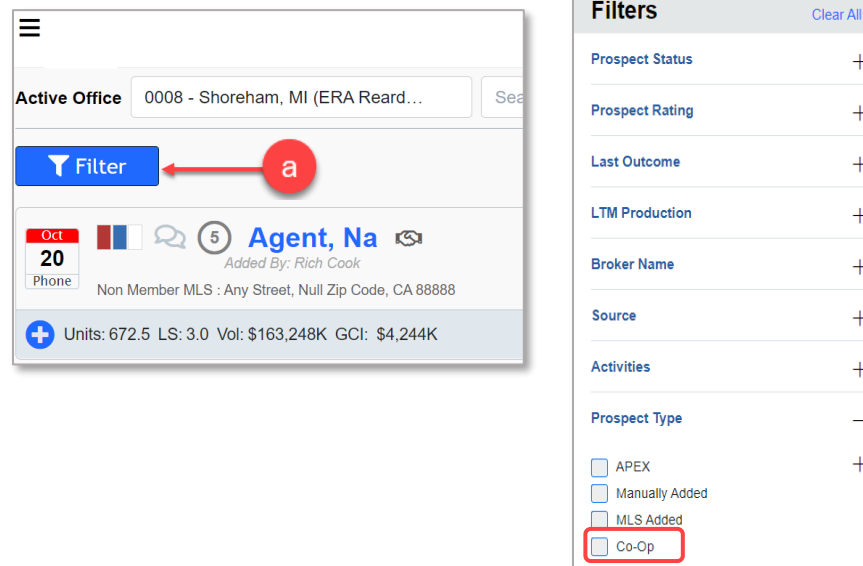
To filter prospect type by Co-Op:

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



- 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 agent's 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.

Notes: No Prospect notes have been entered

Please click the "Add Activity" button above.

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

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	S
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.

2931 E Poinsettia Drive
Phoenix 85028
 Prospect was on the sale side.
 Robert Biagins was on the list side.
 Prospect was on the sale side.
 Robert Biagins was on the list side.

Contract Date	11/25/21	DOM	101%
Sq Ft.	2,188	Bed/Bth	4 / 2
DOM	4	SP/LP	101%

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.

Prospect Information

Name Breanne Speer 4 ← b

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**.

- Click the **Menu** in the upper left corner.
- Click **Attraction Tool**.
- 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.

The screenshot displays the iProspect Co-Op Tool interface. A search bar at the top left contains the text "Search for Prospect". Below it, a prospect profile for Hina Gupta is shown, including her address and a list of reasons why prospects will not appear. A table below the profile lists prospects with columns for Prospect Name, APEX Quartile, Co-Op, Current Company, and other details. A red circle 'a' highlights the menu icon in the top left corner. A red circle 'b' highlights the "Attraction Tool" option in the "REPORTS" dropdown menu. A red circle 'c' highlights the Co-Op handshake icon in the table.

Prospect Name	APEX Quartile	Co-Op	Current Company						
Michelle Anderson			Metro						
Stacey Braun			Really Co.	9.117K	(616) 485-4399	staceybraun@grat.com	iProspect Tool	null	
Samantha Carter				0K	0167432345	samantha.carter@gmail.com	Unload	null	

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.

5 **Stephanie Belanich** 4  a

(Keller Williams Realty Greater)
sold 245-15 61st Avenue, Douglaston, Ny, NY ,11362
for \$285,000 on 9/24/2021 Co-Op'd with John Smith b

5 **Maxine Conlin**  a

(Compass)
sold 126 South Street, Douglaston, Ny, NY ,11362
for \$367,000 on 9/25/2021 Co-Op'd with Phil Dunphy b