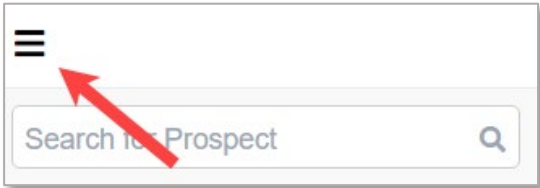## iProspect Attraction Tool

The Attraction Tool is not only a living pipeline for recruiters in conversation with agents they are trying to recruit, it also serves a coaching tool. The broker/manager/coach can use it to help guide conversations with those you have actively recruiting for you.

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

- Under Reports, click **Attraction Tool**.
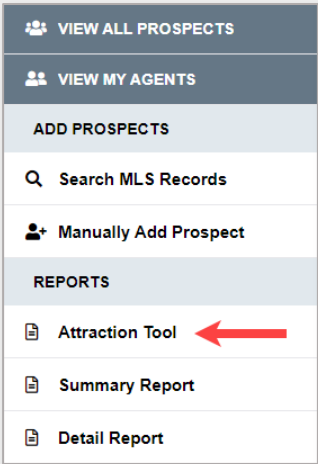
Depending on the access you have to multiple offices or recruiters, you may be able to make selections at the top of the report as to what data you'd like to view.

a. If you have access to multiple offices, select the office you wish to view.
b. If you have access to multiple recruiters within an office, select the recruiter you wish to view.
c. Click **Go**.

Select an Office

0001 - Florence, SC

Select a User

Angela Humphrey

GO

Top portion of the screen:
- **Lead Rating**: this section serves a legend for the ratings given to prospects in the lower table of the screen.
- **My Recruiting Goals**: this table shows the **office level recruiting goals.** Click **Edit** to change the goals.
- **Am I on Target?** this section recaps the activities displayed on the section below.

Lead Rating

1 = 30 days or less
2 = 31 to 60 days
3 = 61 to 90 days
4 = 91 to 180 days
5 = Prospect
X = Not Affiliating

My Recruiting Goals   Edit

Additional Company Dollars	$75,000
Number of Recruits Goal	45
Top Agents	25
Experienced Agents	15
New Agents	5
Weekly Contacts	35
Weekly Appointments	15

Am I on Target?

Total Activity	Year	Month	Week
# Contacts Made	2	0	0
# Appts Held	0	0	0
# Agents Joined	0	0	0
# Agents Left	0	0	0
# Total Leads	2		

Recruiting Activities:

a. Each **prospect** has one row in the table.
b. Rows can be **sorted** by clicking the column heading.
c. **Notes**: contains notes from last contact with this prospect.
d. **Rating**: numeric value rating likelihood of prospect to join office.
e. **Next Steps**: next contact with prospect scheduled by recruiter.
f. **Last Contact**: contains date of last contact with prospect, including e-mail communication.
g. **Last Appt**: contains date of last personal appointment with prospect including only face-to-face or phone communication.
h. **Joined**: when a prospect joins your office, the date is entered here and the prospect remains in the table for another 90-days.
i. **Left**: only populated if the prospect joins your office and leaves within the first 90-day period.

Agent Name	Current Company	LTM Volume	Phone	Email	Source	Notes
Stanley Dierbergs	Keller Williams Mb Central	6,232K	(843) 443-9400	sdierbergs@hotmail.com	iProspect Tool	
Annabelle (Abby) Butz	Keller Williams Trembley Group	17,737K	(843) 638-3002	abby.butz@gmail.com	iProspect Tool	

Source	Notes	Rating	Next Steps	Last Contact	Last Appt	Joined	Left
iProspect Tool		5		08/01/19			
iProspect Tool		5	Meeting – 08/31/19	08/06/19			

- To share the information contained in the Attraction Report with someone without access to iProspect, click:
  - **Download Excel** – to open an editable Excel sheet.
  - **Download PDF** – to open a PDF document.

⬇ Download Excel   ⬇ Download PDF

- Click the name of a prospect in the **Agent Name** column to view their profile page within iProspect. From there, you can add a **New Activity** or edit the **Lead Rating** for this prospect.

Agent Name	Current Company
Stanley Dierbergs	Keller Williams Mb Central

☆ ⑤ Stanley Dierbergs

Keller Williams Mb SC
401 38th Ave N, Myrtle Beach, SC 29577

Home:		**MLS ID:**	*CCSC33115*
Office:	(843) 555-1212	**E-Mail:**	sdierbergs@hotmail.com
Cell:		**Alt E-Mail:**	
Source:	iProspect Tool		

Notes: *No Prospect notes have been entered*

ACTIVITIES	PRODUCTION	VIEW MAP

Calls	E-Com	Meetings	
0	0	0	**+ Add Activity**