



CLF Home Solutions (Admin) <admin@clfhomesolutions.com>

Tip of the Week for Bold Trail!

1 message

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Great afternoon, Top Producers!

Here is a BoldTrail Tip from Mandy -

BoldTrail has a feature called Search Alerts, and if your agents aren't using it, they're leaving one of the most powerful tools in the platform completely untouched.

Here's what it does. When an agent sets a Search Alert for a buyer, BoldTrail automatically sends that buyer an email every time a new listing hits the market that matches what they're looking for. The buyer sees your agent's name every single time. No manual work. No remembering to follow up. The platform does it for them.

The reason this matters so much is that most buyers aren't ready today. They're browsing, they're comparing, they're thinking. The agent who wins that deal three months from now is the one who stayed visible the whole time. Search Alerts make that effortless.

The ask this week is simple: Pick your five most active buyer leads and set a Search Alert for each one before the end of the week. That's it. Five contacts, a few minutes, and those leads are being touched automatically from here on out.

I've included a short script below that you can pass along to walk them through exactly how to do it.

Watch My Video [here](#)

Quick Steps to follow:

1. Open a contact record in BoldTrail
2. Find the Engagement section on the right side of their profile
3. Click Add next to Search Alerts
4. Set their location, price range, beds and baths
5. Change frequency to Daily if they're actively looking (default is weekly)
6. Click Save Alert

Respectfully,

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