

Expired Plus + RealtyJuggler Integration Guide



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RealOrganized™, Inc.

Organizational Software for Real Estate

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Expired Plus Letters for RealtyJuggler Real Estate Software

The Expired Plus system contains a 16-part sequence of letters, postcards and phone calls. You can use RealtyJuggler Real Estate Software to automate this sequence. RealtyJuggler can be used to send emails, print letters, print postcards, and build a daily call list of phone calls you need to make.

As part of Expired Plus, you are entitled to a free 90-day free trial of RealtyJuggler as well as a free integration of the Borino follow-up letters and sequences into RealtyJuggler. Just follow the instructions below to get started.

Purchasing Expired Plus from Borino

Purchase the Expired Plus package from Borino by going to this web address:

<http://expiredplus.com>

Signing Up for RealtyJuggler Free Trial

After receiving your Expired Plus package, you will receive a coupon for a free trial of RealtyJuggler. Go to:

<http://www.realtyjuggler.com/?source=Borino>

to start your free trial. This free trial is literally free.

Getting the Letters Loaded into RealtyJuggler

The Expired Plus package from Borino contains a coupon that you can use to load your Expired Plus letters into RealtyJuggler. Once you are signed into RealtyJuggler, click on the Contact Us icon on the main screen. Just ask us to load the Expired Plus DRIP sequence for you in the field provided. Include your coupon code and the installation is free.



Reviewing Expired Plus DRIP Sequence

To review the letters that have been loaded into RealtyJuggler, go to **Main:Mail:Mail Forms**. You will see the letters that have been loaded on this screen.

- This sequence is documented in the "Expired Plus Complete Guide to expired Listings" book by Borino. The sequence that we have loaded is the "B" sequence, with a "touch" every 7 days.
- Click on an individual letter to edit it. You can adjust the timing of the sequence by changing the Drip Day field.
- You can sort on any column by clicking on the column title. For example, to view DRIP letters in sequence, click on the "Send Day" column.

Before You Start

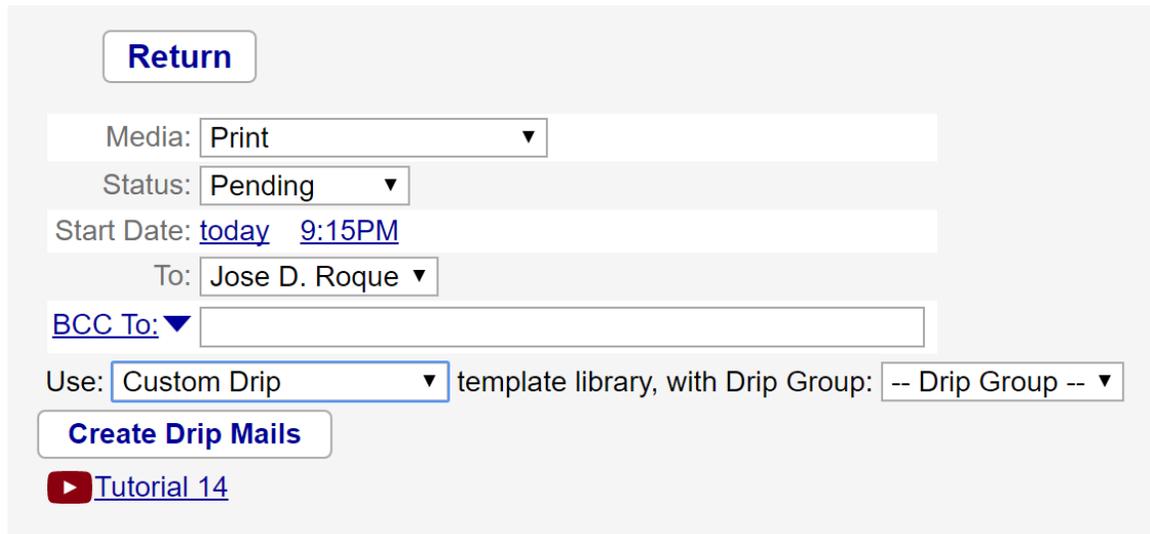
Once you have signed into RealtyJuggler, click on the **YouTube Videos** icon on the Main screen. We recommend reviewing the following video tutorials:

- Video 45 - Advanced DRIP Sequences
- Video 21 - Prospects Database

Applying a DRIP Sequence

Applying a DRIP sequence to a Contact or Prospect record is done as follows:

1. Go into the detailed view for the Contact or deal record that you want to apply the DRIP letter sequence to.
2. Click on the Mail tab on the left.
3. Click "New Drip Mail" button at the top of the screen.



Return

Media: Print ▼

Status: Pending ▼

Start Date: today 9:15PM

To: Jose D. Roque ▼

BCC To: ▼

Use: Custom Drip ▼ template library, with Drip Group: -- Drip Group -- ▼

Create Drip Mails

 Tutorial 14

4. Select "Media: drop down to determine if the letter will be sent as an email or printed letter. Leave Status as Pending and Start Date as today. Select from "To:" Drop-down to choose who the letter is to.
5. **Change the "Use: Standard" drop-down to "Custom DRIP".**
6. From the "Drip Group" drop-down select which DRIP Group you wish to use and click on the "Create Drip Mails" button. Click OK for the confirm dialog.
7. You can now review the created letters. Click on a row to edit the letter.

Customizing a DRIP sequence

The default sequence for Expired Plus is rather lengthy. If you are looking to reduce the number of items in the DRIP sequence or make any changes to the letters, you can do that by creating a copy of the existing DRIP sequence and then editing that copy. That way, you can have your own personal variation to the expired Plus sequence. Video tutorial 17 and 45 have step-by-step instructions for taking an existing DRIP sequence and modifying it.

Building a Call List

RealtyJuggler can build a daily call list of people that you need to call. Review **Video 44** tutorial for instructions. Just click on the **YouTube Videos** icon from the **Main** screen of RealtyJuggler to see that video as well as many others.

Letterhead

You can install a graphical letterhead suitable for email and printed letters. This letterhead can contain company logo and contact information. Once installed, it will be automatically applied to all printed letters and emails automatically. Go to **Main:Mail:Letterhead** for information on how to get that installed.



Printing DRIP Letters

You will need to periodically go to the **Main:Mail:Print Pending Mail** screen in RealtyJuggler to view your letters that need to be printed. Click on the link "Download a Printable Document of Pending Letters Due within 24 Hours." at the bottom of the screen to print all letters that have accumulated since you last printed letters. You will download a single document that can be viewed and printed from within Microsoft Word.



You can also queue up labels (or envelopes) to be printed later. We call that your labels queue. **Video Tutorial 14** shows how that works.

Printing Your Label/Envelope Queue

To print labels that have queued up go to **Main:Mail:Labels & Envelopes**. From the "Print Labels For:" drop-down select "Items in your Label Queue".

Done

Print Labels for: -- Select Labels --

Missing Address: Skip Records with No Mailing Address

Sort Order for Labels: Do Not Sort

Name on Label: Name

Label Preferences: [Adjust Label Preferences](#)

Select from drop-down "-- Select Labels --" and then select a category from upper-right corner of screen.

Copy and smart paste addresses listed above for use with [DYMO LabelWriter](#) label printers.

Paper: Sheet of 30 Avery Style Mailing Labels (1" x 2 5/8") [Paper Info](#)

Print Labels Starting at: Row 1

Download/Print

Video Tutorial 11 shows how to complete this process. You can select Avery style labels or envelopes from the Paper: drop-down menu on this screen.

Addressing Postcards

The Custom Borino DRIP sequence contains 4 postcards. For Postcards, we recommend that you go to **Main:All Tasks** and click on the tab at the top for Today. These are the tasks that you need to do for today. You can further filter to see just the people who need a specific postcard by selecting from the drop-down menu in the upper-right corner of the screen.

You can write your postcard mailing address by hand, and then mark the task done.

Alternatively, you can click on the "Add to mailing Queue" link for each of the postcard tasks in this category. Then go to **Main:Mail** and click Labels & Envelopes to print all of the labels that you have queued up.

Mail Preferences

There are a number of mail preferences available in RealtyJuggler. They can be controlled by going to **Main:Settings:Preferences** and clicking on the Mail tab at the top of the screen. From there, you can control your signature, which is the text that is placed at the bottom of each of your letters.

Your Contact Information

Make sure that you have entered accurate contact information into the Account link in the upper-right corner of the RealtyJuggler screen. Sign into RealtyJuggler and click on the Account link in the upper-right corner of the screen. **The Contact information is important, as it is mail-merged into some letters.**

Here are the mail-merge variables used in the letters, and where that information is located:

%Salutation% - the combined first name and spouse first name of the person you are sending the letter to. Can be personalized by going to the Address section of the Contact record and modifying the Salutation field.

%HomeAddress% - The street address of the property you are discussing - Property Address for Prospect, Home Address for Contact records.

%MarketArea% - You can specify the geographic area that you serve using this variable. Set the value by going to Main:Settings:Preferences and clicking on the Mail tab at the top of the screen.

%AgentFirstName% - your first name. This is defined from the Account link in the upper-right corner of the screen

%AgentPhone% - Your phone number. This is defined from the Account link in the upper-right corner of the screen

%AgentEmail% - Your Email address. This is defined from the Account link in the upper-right corner of the screen

%Signature% - goes at end of letter and is typically your name, company name and phone number. Set up your signature by going to Main:Settings:Preferences and clicking on the Mail tab at the top of the screen.

Loading RedX Data into RealtyJuggler

RealtyJuggler can easily load RedX data. Just follow the instructions on this link: <http://www.realtyjuggler.com/theredx>