

Instructions to Create a Call List on Cole Realty Resource

Select your Call List

1. Log onto www.colerealtyresource.com
2. Click on "Customer Login" and Enter your username and password
3. "Neighbor Search" will appear by default. You can choose from the options below to start your list. We recommend "**Cell Phones**" for any type of neighborhood prospecting call (open houses, just sold, etc.) Try "**Renter**" if you are searching specifically for new buyers (Ex: to invite them to a Buyer Seminar).



4. Enter the street name (don't use designations), town, state and Zip Code for your prospecting calls.
5. "What type of list would you like to create?" Select "Telemarketing"
This list will consist of all records with phone numbers that have already been scrubbed against the DNC list. If you started with "cell phones" either the landline or the cell number will be ok to call.
6. Click on "Search"
Hint: If no records are displayed in the search results, remove the town name and try with only the street and zip code.
7. Page down to the bottom of the list and select your search parameters "Street Search or Radius Search or Map Search".
**Hint: Radius search will pull addresses as far as 2 miles from the subject property.
Map Search is good for selecting a specific complex or development**
8. Click "Search".
9. Print – you can print the number of pages you want, directly from the results page, or you can download the list for calling, editing and saving (instructions below)

Save your Call List

1. From the Download Format drop-down box, select "Excel-all fields separated".
2. Click on "Download"
3. You will have the option to Open or Save the File. Click on "Save As" and enter the name for the file (Sphere) and select where you want it saved (desktop).
Hint: You can select to print the pages as they appear instead of downloading. (Check your margins so that entire phone number column prints) After you finish the list, you can manually add the new prospects to WeichertPRO.