

Buyer Match Overview

How Buyers are added to Buyside:

Buyers are added to your account in two ways.

1. You have manually added the buyer to your account.
2. We have also worked with your brokerage to import your information from their third-party resources: your Intranet, Brokerage CRM, Brokerage website, etc.

4-Star System:

The 4 stars next to a buyer consist of:

1. Qualification Status
2. "Purchase by" Date
3. Type of Buyer
4. Represented by an Agent

The first three stars are all required information within the Financial section of a Buyer Profile.

Any time a buyer is added to your account or entered into Buyside automatically, they will have 1-star by default, since they are attached to you

It is so important to fill out as much information as possible within a Buyer Profile, as that is how we match your buyers with potential listings!

Matching Buyers with Listings:

1. From your dashboard, select "**My Listings**".

Buyerside Dashboard: Marketing Suite, BMA, **My Listings**, My Buyers, Find, Add. User: Joe Broker.

My Buyers (3) [See All My Buyers](#) [Add Buyer](#)

Buyer	Matches	Emails	Purchase by
Tommy Buyer ID: 5635185 ★★★★★ Livermore, CA 94551 (Alameda County) (L2)	1 MLS 0 NonMLS		Jul 31, 2020
Ruby Richards ID: 5593999 ★★★★★ Woodinville, WA 98072 (King County)	0 MLS 0 NonMLS		Sep 02, 2020
Herb Imeson ID: 5594000 ★★★★★ Woodinville, WA 98072 (King County)	0 MLS 0 NonMLS		Oct 01, 2020

[See All My Buyers](#)

My Listings (3) [See All My Listings](#) [Add Listing](#)

Listing	Matches	Emails
1352 Kathy Ct Livermore, CA 94550 Listing ID: CSL-659162 Coming Soon Listing	11	0
Listing ID: CSL-384357 Coming Soon Listing	0	0
3649 Worthington Rd Collegeville, PA 19426 Listing ID: CSL-656957 Coming Soon Listing	1	1 1 unread

Notifications

- 2 New Messages
- 1 New Seller Lead

Valuations Last 30 days [Get More Leads](#)

- 2 Valuation Attempts [VIEW](#)
- 7 Leads [VIEW](#)
- 0 Monthly Reports

2. You will see the number of buyers matched with your listing. Select the address of a particular listing to get to the listing profile, which will give you a more comprehensive overview.

Buyerside Dashboard: Marketing Suite, BMA, My Listings, My Buyers, Find, Add. User: Joe Broker.

My Listings | **My Active Listings**

City or zip: Search by zip, town or c Studio: 0+ Baths: From min price: To max price: Select Property Type: Search

My Active Listings (3) My Pending Listings My Archived Listings (1)

List Map [Add Listing](#)

Name or ID#	Buyers	Emails	Views	Property Type	Bed/Bath	List Price	Actions	Seller Report
1352 Kathy Ct Livermore, CA 94550 Listing ID: CSL-659162 Coming Soon Listing	11	0	0	Single Family Detached	4 Beds/3 Baths	\$899,000	Add Subscriber	
Listing ID: CSL-384357 Coming Soon Listing	0	0	0	Land	0 Beds/0 Baths	\$100,000,000	Add Subscriber	
3649 Worthington Rd Collegeville, PA 19426 Listing ID: CSL-656957 Coming Soon Listing	1	1 1 unread	7	Single Family Detached	2 Beds/2 Baths	\$345,000	Add Subscriber	

A 4-star buyer will be pulled to the top of matching lists when they match with a listing, so adding information about your buyer will only help you!

To find out how to contact a buyer agent, click [here](#).

“What If” Pricing Analysis Tool:

- From the listing profile, you will see a graph of matching buyers by target purchase price. Under the list price, select **“What if I increased/decreased this?”**.

Coming Soon Listing

Address: 1352 Kathy Ct Livermore, CA 94550
 Status: Coming Soon Listing
 Bedrooms: 4 Beds
 Bathrooms: 3 Bathrooms
 Property Type: Single Family Detached
 School District: Livermore Valley Joint Unified School District
 Showing Date: Jul 27, 2020
 Viewed: 0
 Listing Date: Jul 31, 2020
 Expiration Date: Oct 21, 2020
 List Price: \$899,000

[What if I increased/decreased this?](#)

Matching Buyers 11 **Messages** 0

Buyer	Match	Source	Desired Criteria	Description	Communication with Buyer's Agent
Buyer ID: 5573719 ★★★★☆	100%	Added directly to Buyside	Buyer is looking in Livermore, CA 94550 (Alameda County) for a 4+ Beds, 3+ bath around \$950,000		Never Contacted
Buyer ID: 5573723 ★★★★☆	100%	Added directly to Buyside	Buyer is looking in Livermore, CA 94550 (Alameda County) for a 4+ Beds, 3+ bath		Never Contacted

Matching Buyers by Target Purchase Price

Target Purchase Price	Agent Verified Buyers	Non Verified Buyers
\$809,100	11	0
\$854,050	11	0
\$899,000	11	0
\$943,950	11	0
\$988,900	7	0

No Buyers available to contact
 This includes buyers who have shown interest on similar listings. Such as inquiries, open house, showing appointments and buyers with a saved search.
[Send Email](#)

- You can decrease or increase your list price and both the graph and list of matching buyers will update. You can see if the number of buyers has decreased, increased, or stayed the same for the new list price.

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[What if I increased/decreased this?](#)

What if I the list price by

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Matching Buyers by Target Purchase Price

Target Purchase Price	Agent Verified Buyers	Non Verified Buyers
\$786,600	5	0
\$830,300	11	0
\$874,000	11	0
\$917,700	11	0
\$961,400	7	0

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[Send Email](#)

3. Take this information back to your sellers and share your data-backed insight into the pricing approach!