Remine Desktop Quick Start Guide

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Welcome

Welcome to Remine, the map-based property intelligence tool. The purpose of this guide is to give you a general overview of our platform to help you get started with the system.

Our goal here at Remine is to help you quickly and easily find qualified leads based on what you want to achieve from a business perspective. Whether you are farming your neighborhood or working with investors, we can help you target key opportunities in seconds using our interactive map and data-based filters.

> **Tip:** While this guide focuses on a general overview and getting you comfortable with the basics of Remine, you can also schedule a one-on-one consultation that will help you focus on specific tasks within the tool.

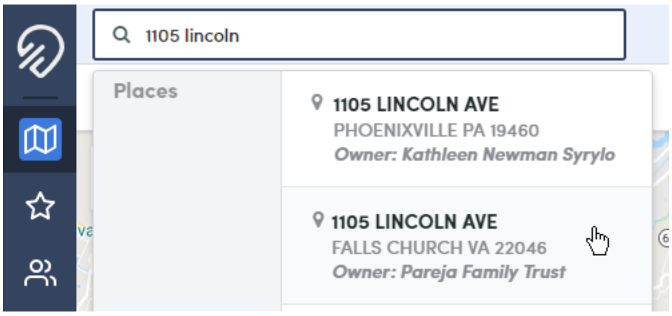
Platform overview

The Remine application has three main components: **Discover**, **Track**, and **Engage**.

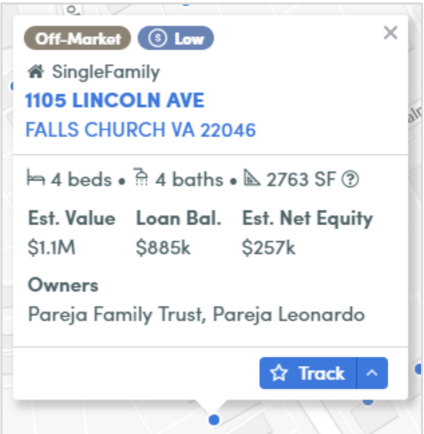
- **Discover:** This is the map, where you can use filters to narrow down the properties that you want to target and set up farming areas to find opportunities.
- **Track:** This is the list of properties and people that you've tracked. You can upload your sphere of influence (SOI) to track data that will help you prioritize who you should reach out to, and when to reach out. You can use the **Track** page to export spreadsheets to use for mailers, call lists, or email campaigns.
- **Engage:** This is is your client dashboard, where you can keep track of your clients' activities, invite new clients, and manage your leads.

Part 1 - Discover

Let's hop into the map. It all starts with a simple search. Locate the search bar at the top of the screen and type an address. We recommend starting with your address if you aren't looking to farm a neighborhood yet. As you start typing in the address, you will see the search results appear. With Remine's search function, less is more - type the address slowly, and click the address when it appears in the results.



When you click the address, the map will zoom to the location of the property, and the property card will appear. The property card displays some basic information about the property.



If you click the address on the property card, you'll see the **Property Details** page. For now, click the × in the upper-right corner of the property card. The card disappears, and you have a clean view of the map.

The next step is to apply the filters in the **Discover** bar on the left side of the screen, so we can eliminate any properties that are not a good fit.

Let's walk through the available filters

Filter	Description
Tracking	Displays only the properties that you've already tracked. In other words, when you apply this filter, all the blue dots on the map disappear, and only the stars are visible.
Property Value	Filters by the estimated property value based on an average of all available estimates. Say you're looking at a neighborhood where homes are typically valued at $1m, and you want to target tear-down opportunities for a buyer who wants to build a home from scratch. You can use the **Property Value** filter to identify properties valued between $550k and $650k in this neighborhood. **Note:** The **Property Value** filter is included with our Success and Pro plans.
Home Equity	Filters by the estimated equity an owner has in their property. You can use this filter to target qualified sellers by setting the minimum to $250k. Once you've narrowed the list of properties, you can use that list for door knocking, mailing, and cold calling campaigns. **Note:** The **Home Equity** filter is included with our Success and Pro plans.
Ownership Time	Filters by the length of time the current owner has owned the property. Since we know that most people move every 7-12 years, we recommend setting the minimum field to 7. You can use this data to target those people who are more likely to be ready to sell.
	Filters by the timeline in which a property owner may be likely to sell. Sell Score is a machine-learning

Filter	Description
Sell Score	model that identifies which off-market residential properties are likely to transact sooner than others in their area. Nationally, a property with a High Sell Score is 5 to 10 times more likely to transact in the next 6 months to a year than a random off-market residential property. While the Sell Score is not perfect, our feedback shows over 50% accuracy. This means that if you target 100 homes, then 50 of them will be as likely to sell as we estimated. We recommend using the **Sell Score** filter alongside other filters to increase accuracy. For example, you could combine **Sell Score**, **Ownership Time**, and **Home Equity** in your search.
Absentee	Filters by absentee-owned properties. A property is tagged as absentee-owned when it is not the primary residence of the property owner. We determine that a property is absentee-owned when the property address doesn't match the mailing address for the owner. The categories are as follows: • Corporate • Owner Occupant • Absentee, In State • Absentee, Out of State You can use this filter to identify people who may be tired of renting their property and are looking to sell, or tenants who are renting and may be ready to buy. **Note:** The **Absentee** filter is included with our Success and Pro plans.
Flood Zone	Filters by various flood zone designations, based on the latest digital FEMA flood maps. You can use this filter to ensure that you are not pulling listings that fall in high-risk zones, unless your buyers are willing to pay for expensive flood insurance. **Note:** The **Flood Zone** filter is included with our Success and Pro plans.
Building Type	Filters by the following building types for properties on the map: • Single-Family • Condo • Townhome • Multi-Family • Other Say you want to work directly with condos. You can pair the **Building Type** and **Home Equity** filters

Filter	Description
	to find condo owners with enough equity to sell. You can also add the **Sell Score** filter to narrow your results to those who are likely to sell within the next year.
Land Use	Filters by the following zoning categories for individual parcels of land: • Residential • Commercial • Industrial • Land • Farm • Public • Entertainment • Utility • Unknown Say you have a client who is interested in a parcel of land, but they are concerned about the zoning of the empty parcel of land across the street. You can view this data instantly with Remine.
Airbnb	Displays flags for properties that are available to book on Airbnb. This is an overlay, rather than a filter, because applying the **Airbnb** overlay does not remove any blue dots. When you click **Airbnb**, flags appear for any properties in the area that are listed on Airbnb. These flags do not correspond directly to any blue dots, because Airbnb only provides exact addresses to guests who make bookings. You can use this overlay to identify comps for Airbnb listings in a particular neighborhood. A buyer who is interested in listing their property on Airbnb can know what to expect to get for their rental. Alternatively, you can use this information to better serve a buyer who is not interested in living next to an Airbnb rental.
Mortgage Rate	Filters by the current interest rate of the active mortgage associated with the property. We have mortgage information on only 10-15% of the country. If we do not have any data for the mort-gage on a property, the property parcel will appear blank when you apply this filter.
Mortgage Age	Filters by the age of the active mortgage associated with the property.
Last Sale	Filters by the last known sale price of all homes sold since 1990.

Filter	Description
Price	
Distressed Deals	Filters by the following states of foreclosure: • **Lis Pendens:** Latin for *a suit pending*, lis pendens is a written notice that a lawsuit has been filed involving the title to the property, or that there is a legal matter with the owner of the property. The defendant (property owner) has been notified that there is a claim on the property, and the recording is public information. This information is useful to anyone interested in purchasing or financing the property. • **Notice of Default:** This filter is state-specific. Notice of default is the official correspondence between the lender and borrower, when the lender expresses its intention to foreclose on the property because the borrower has not made their payments. The borrower may prevent the foreclosure by paying the money owed (plus legal fees, sometimes) by a particular deadline. Some states require that the notice of default be filed with the county clerk. Notice of default is part of the process of a non-judicial foreclosure. • **Notice of Foreclosure:** This filter is state-specific. Notice of Foreclosure Sale is a legal document that notifies the public of the date, time, and location of a foreclosure auction, as well as the address of the foreclosed property. This is typically a step in the process of a judicial foreclosure in a mortgage state. • **Notice of Trustee:** This filter is state-specific. Notice of Trustee's Sale is a legal document that notifies the public of the date, time, and location of a foreclosure auction, as well as the address of the foreclosed property. This is typically a step in the process of a non-judicial foreclosure in a deed of trust state. The information available to us is only what the lender has officially recorded with the courthouse. We do not have real-time data on missed payments. **Note:** The **Distressed Deals** filter is included with our Success and Pro plans.
Cash Buyers	Displays flags for properties that were paid for in cash. We determine cash sales by referencing the transaction date, and whether a mortgage was taken out on the property within 48 hours before or after that date. You can confirm the exact mortgage date on the **Property Details** page. When you click **Cash Buyers**, flags appear for any properties in the area that we've determined were cash sales. This is an overlay, rather than a filter, because applying the **Cash Buyers** overlay does not remove any blue dots.

Let's walk through a real-life example

Let's say you want to farm your neighborhood for leads. For a preliminary neighborhood farm, we recommend applying the **Ownership Time** and **Home Equity** filters.

Ownership Time

We know that people typically move every 7 to 12 years. To find people who have owned their properties for at least 7 years, you can apply the **Ownership Time** filter with a minimum of 7. When you click **Apply**, all the blue dots that don't meet this criterion disappear from the map.

Home Equity

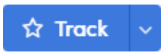
We know that if someone doesn't have enough equity, then that person isn't as eligible to sell their property. In this neighborhood, we want to find people with at least $250,000 in equity. To find people with enough equity, you can apply the **Home Equity** filter with a minimum of 250000. When you click **Apply**, all the blue dots that don't meet this criterion disappear from the map.

How to move the property data into list form

Now that you have applied your filters, use one of the drawing tools at the top center of the map to highlight the properties you want to focus on. Once you complete the shape, the area will highlight, which means we can now add the properties to our track.

Note: You must be tracking properties to export the associated information from Remine into a CSV file.

The next step is to click the down arrow on the **Track** button in the upper right corner of the map.

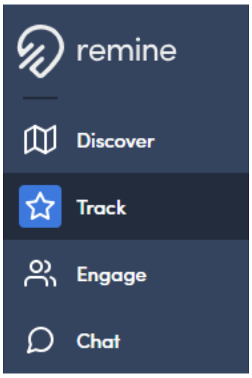


Once you do this, you'll see an option to add this list of properties to a saved label or create a new label. You can think of labels as a way to organize all the properties in your track, which can be exported for mailing lists. For our example, you could create a new label for all the homes in a specific neighborhood.

Tip: You can also save your search to get real-time notifications when new properties match your criteria. This is not the same as tracking properties, and won't be covered in this guide. For more information, see the *How do I save my search?* article at https://help.remine.com/.

Part 2 - Track

The next step is to click **Track** in the left navigation bar to see the associated property details in list form.



You can think of the **Track** page as your filing cabinet of opportunities. Here is where you see all the properties you're tracking and the associated information in list form.

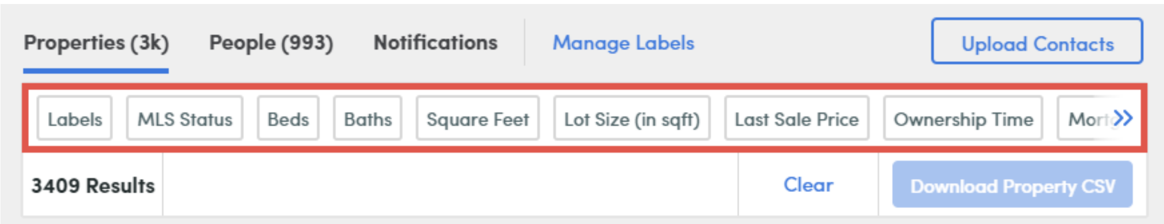
On this preview page, you can see some basic information, such as MLS status, bed and bathroom count, square footage, value, equity, owner name and contact information, Sell Score, and Buy Score.

> **Tip:** You can always click on the address (which is hyperlinked blue) to see additional information on the **Property Details** page.

You can filter your tracked opportunities by labels or filters.

- **Filter by label(s):** On the **Properties** or **People** tab, in the top bar, click the **Labels** button. A list of your existing labels appears. Select one or more labels. All the tracked opportunities that match any of the selected labels will appear.
- **Filter by Discover map filters:** On the **Properties** tab, in the top bar, click the filter by which you want to refine your tracked properties. Select your criteria. All the tracked properties that meet the selected filters will appear.
- **Filter by Sell Score or Buy Score:** On the **People** tab, in the top bar, click the **Sell Score** or **Buy Score** button. Select a Sell Score or Buy Score level. All the tracked people that match your selected criteria will appear.

To reverse your filters and look at the list of all your tracked opportunities, click the ✖ on the filter in the top bar.



Now you can download this list to view in Excel. Select the check boxes for the properties or people you want to download, and click the blue **Download Property CSV** or **Download Consumer CSV** button in the upper right corner of the page. Your list will begin to download as a CSV, and you'll be notified in the **Alerts** menu in the left navigation bar.

> **Note:** You must have Excel downloaded on your computer to pull this file as an Excel spreadsheet. If this is the case, once you click to open the CSV, it will typically open right into Excel. If not, you may need to copy and paste the information from the CSV into a new file.

You can also upload your own CSV. This is where you can upload your sphere of influence (SOI) for matching in Remine to be alerted of important data changes.

Track Notifications

In the top bar of the **Track** page, click **Notifications**. Here you'll receive real-time notifications when important data changes among the people and properties you are tracking. This way, you can strategically reach out to people with the right message, at the right time, when they may be ready to buy or sell.

> **Note:** You only receive notifications on opportunities that you are already tracking. If you want to track more opportunities, you can upgrade your plan.

The following table outlines what factors trigger Track notifications.

Notification Type	Description
Sell Score	We'll notify you when a home's Sell Score changes. Sell Score changes can be a result of any number of property changes or owner life updates.
MLS Status	We'll notify you of changes in the MLS status of any property you're tracking. Since we have a direct integration with your MLS, these changes are real-time. Say you've been meeting with Mary at 123 Main Street once a quarter in the hopes of listing her home. Now Mary has decided to list her property with another realtor. You can now focus your time and energy on other potential clients. You may also reach out to Mary, mention that you noticed her house was listed for sale, and ask what you can do to earn her business in the future.
Mortgage	We'll notify you if a person has paid off their mortgage, which makes them a prime target to sell. You'll also be notified if someone refinances or takes out a second mortgage on their property.
Deed	We'll notify you of any deed changes to a property. This may include title transfers, liens, or foreclosures.
Absentee Status	We'll notify you when a property owner's absentee status changes. Say Mary at 123 Main Street decides to rent out her home and move to Florida. We'll notify you that she's now an absentee owner, so you can reach out to Mary and express to her why it's a good idea to sell right now while the market is hot, instead of dealing with tenants when she lives out of state.
Square Feet	We'll notify you if a property's square footage changes. Say Mary at 123 Main Street decides to put a 300 square foot addition on her home. She may or may not be getting ready to sell, so when you receive the notification, you can call her to find out.
Distressed Deal	We'll notify you if a property you're tracking has a change in its Distressed status.

Notification Type	Description
Price	We'll notify you if a listing has a price change.
Buy Score	We'll notify you when a person's Buy Score changes. Buy Score changes can be a result of any number of life updates.

Part 3 - Engage

The **Engage** page is your client dashboard, where you can interact with your clients and tracked people in Remine. On the Success plan, you can view buyer information. On the Pro plan, you can view buyer and seller information.

You can invite your clients to experience the powerful property data available in a simple version of Remine. For each client you want to invite, you can send one invitation per 12 hours, up to a maximum of 5 invitations sent to one client. You can send invitations to up to 250 clients at one time. There is no limit to the total number of invitations that you can send.

Past Transactions Report

As a Remine user, you can request a report of your past clients and transacted properties, which includes a forecast of which clients are likely to transact again sooner than others.

We generate this report by compiling a list of all the transactions where you are identified as one of the following:

- Listing agent
- Co-listing agent
- Selling agent
- Co-selling agent

We pull this information from your MLS, and each MLS has a different system for keeping historical records. As a result, how far back your Past Transactions Report goes depends on two factors:

- Whether you have switched your MLS ID. We can only pull information for your current MLS ID.
- How far back your MLS keeps historical transaction records.

When you receive your Past Transactions Report, all the properties and people will be tracked under a new label. You can view and manage your past clients on the **Track** page, and you'll receive notifications any time information changes for your clients and transacted properties.

Why should I request my Past Transactions Report?

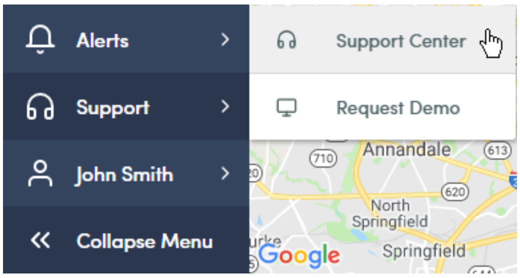
In your Past Transactions Report, you'll see the following actionable data:

- A list of your past clients, including any of the following applicable information:
    - Current mailing addresses
    - Email addresses
    - Phone numbers
- A list of your past transacted properties, including any of the following applicable information:
    - MLS status
    - Bed/bath count
    - Square footage
    - Property value
    - Home equity
    - Owner name(s)
    - Sell Score

To learn more , see the *Past Transactions Report* article in the Support Center, and request yours today!

How to reach us

To view our Support Center, in the left navigation bar, click **Support** > **Support Center**.



Here you can schedule a 1:1 session with one of our representatives, as well as submit a ticket for any suggestions or issues you have.

Remine Support is available Monday through Friday 9am-9pm ET, and Saturday 9am-1pm ET.

Phone: (703) 646-7522

Email: support@remine.com

You can also chat with us in Remine! Click the blue chat icon in the lower right corner of the desktop app.