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Setting up the Search

Step 1

Log in to your MLS.

Step 2

Click on "Search"

Step 3

Select "Multi-Property Type"

Step 4

If you do not see the options you would like, use the "Additional Fields" options in the upper left-hand side of the screen. Click "Add" and find your desired field. We will need "Standard Status, County or Area or City, List Price, and property type.

Step 5

Now you can fill out your search criteria. First, select the locations you wish to prospect too. Also, your price range if you have one and property types.

- a. If you search by Areas, select the Areas you prospect to.
- b. If you search by County, select the Counties you prospect to.
- c. If you search by City, select the Cities you prospect to.

Step 6

Next, we will select **all** the available Standard Statuses and Property Types you prospect to. We recommend including **All Statuses**, except Coming Soon, for cross-checking purposes.

Step 7

Once you have filled out your search criteria, please enter the date range in each individual status you selected.

Step 8

TIP: If today was January 5th, 2016, and you wanted to search five days back. You would enter "0-5" to indicate you wanted everything from 01/01/2016 to the present. If you were searching a single day back, you would only put 0-1 to ensure the system pulled in anything a day back

If you are pulling old expired leads...

After you [Set Up Your Search](#) you can pull older expired leads. You will need to make sure that you use today's date as the end date of your selected date range and then work back consecutively. The number of matches that are allowed by your MLS will determine how far back you can go with each export that you do, though we wouldn't recommend exporting more than 5,000 leads at one time as this might slow down the software.

For example: If I want to import Expireds from 3 months ago, I would set the date range as 2/18/2021 - 5/18/2021. Again, remember that the number of matches that are allowed in one export will factor into what the "start" date will be in your selected date range. If a 3 month period produces a listing record count that is higher than your MLS's limit then you may need to adjust the selected date range and perform multiple imports until you go back as far as you'd like to go. Make sure there are no gaps in your date ranges when you export your leads. If there is a gap, this may cause your leads to be inaccurate.



The other thing that is absolutely important is to **select all statuses** (including active, pending, sold, etc.) when exporting leads from your MLS! You will need to select all statuses because Vortex uses the other statuses to cross-check the expired leads and

ensure they haven't relisted with another agent. (You can exclude the "coming soon" status.)

Now look in the top left of your MLS criteria you will see the total of your Matches. The MLS will allow you to search and export up to 5,000 listings at a single time. If your search is greater than 5,000, you will then need to break it up into smaller searches.

Step 9

Click on the Results button to display your matches.

NOTE - If you are going to use this search again make sure to save it by clicking 'Save' in the bottom left of the results page, then click 'New Saved Search'.

Name it 'Daily Expireds Search' or 'Older Expireds Search' so you can easily find it the next time you need to perform your search. Then hit 'Save'

Step 10

Back in your results at the top of the page click on the 'All' link to select all your results.

Step 11

Once all your listings have been selected, click on the Export option at the bottom of the screen. If you do not see the Export option, select the Actions link to display it. This will allow you to export the listings to your computer.

Step 12

You will then be asked what format you wish to export the leads in. Select "Top Producer Export."

Step 13

Then click on the "Export" link to export your listings.

Step 14

You will then be asked to save the export file. We recommend you save your file to your Downloads or Desktop.

Step 15

Email the file to ashlee.exitlandmark@gmail.com to be imported to REDEX. Ashlee will send you the list once imported.