



Email Support: [curbfeed@outlook.com](mailto:curbfeed@outlook.com)

The image shows a screenshot of a web browser window displaying a "Signup" form. The form is titled "Signup" and has a close button (X) in the top right corner. Below the title, there is a notification icon and the text "Curbfeed For Real Estate Agents". The form contains four input fields: "First Name", "Last Name", "MLS User Name (must match MLS User Name)", and "Email Address". Below the input fields, there is a checkbox labeled "I Agree To the Terms of Master Agreement" and a link to "Master Service Agreement". At the bottom right of the form, there are two buttons: "Signup" (a blue button) and "Close" (a white button with a grey border).

## Sign up Process

The sign up process is required before you can get started with Curbfeed. To sign up select the sign up menu in the upper right corner of the landing page. After selecting the link a simple sign up interface will be displayed. The interface is simple to understand, first name, last name, FLEX user name, email address and the standard licensing agreement. The FLEX user name is the same username you use to login to FLEX.

**Member Log In**

Username

Password

**Log In**

Remember my Username

[Password not working?](#)

## Login (saving flex user name and password)

After signing up the Spark login screen will be displayed. Enter your usual FLEX username (the same one you log into flex with) and then enter your password. All username and password authentication is done in FLEX Spark. No passwords are stored in the Curbfeed database.

☰ Homes **Contacts** Tasks (4)

×

Setup your  
Curbfeed Profile

**Sync Contacts  
with Flex**



## Integrating FLEX Contacts

To synchronize the contacts select the menu icon to the far left and that will slide over a new menu. Once the menu is displayed you can select the “Synchronize your Contacts” menu item. After all your contacts are downloaded to Curbfeed you can add buyer and seller information to the contact.

Synchronization will take place in two directions (FLEX to Curbfeed and Curbfeed to FLEX) based on the modified date.

☰ Homes **Contacts** Tasks (4)

## Upload Type

Profile Photo:  Company Logo  Caption



Click here to select your files.

## Setup your Curbfeed Profile

To update your profile select the menu icon to the far left and that will slide over a new menu.

You can upload a profile picture or we'll use the profile picture you already uploaded to FLEX.

Your Curbfeed profile picture will default to your FLEX picture. There will be an option to select a different profile picture from your library.

You can upload your company logo and caption bar if you would like to brand your account in your real estate company's brand. This will be important if you send emails to your prospects from Curbfeed.

### Add / Modify a Contact ✕

First Name:

Last Name:

Email Address:

Mobile Phone:

Home Phone:

Contact Type:

Buyer ^

\$ 410000 Min Price

\$ 700000 Max Price

State:

Style:

Min Bathrooms:

Min Bedrooms:

Seller

\$ 700000 Seller Price

## Updating Buyer and Seller Criteria

You can add CRM contacts into Curbfeed’s database or you can use the same contacts you already have in FLEX. Once a contact has been integrated or added into Curbfeed you can specify the contact’s criteria. You can define the contact as a “Buyer”, a “Seller”, a “Renter” or a “Rentee”. If the contact is a buyer you can enter the contacts city/towns of interest (up to 5), define the price range, minimum number of bedrooms or minimum number of bathrooms. Once you have saved this criteria, Curbfeed

will automatically match prospects to the home that fit their profile. Displayed at the bottom of every home, you can see the number of contacts that are a match for that home.

## Basic Features

### 1. Find Me Icon (available on a mobile device only)

Next to the address textbox at the top of the interface is the “Find Me” icon. The “Find Me” icon looks like “PUT ICON HERE”. The find me feature will attempt to locate your exact location. If the find me feature doesn’t display the street and city you are currently, one you can select the icon again. Depending on how strong your cellular data is in your location, GPS services may not always be available or precise. When the GPS identifies a street address, Curbfeed will automatically look to see if any homes on that street are currently available. If there is more than one house available, Curbfeed will display all homes on that street.

### 2. Homes in the area icon

The function of the “Homes in the Area” icon is different depending on whether you are running a mobile device or a desktop computer. If you are running on a desktop and you select the icon it will display up to 200 homes in your offices neighborhood (five mile radius of your office). Curbfeed will display the homes that are most recently modified in the FLEX MLS system.

If you are running on a mobile device, Curbfeed will first get your current location, then find up to 200 homes within a 1 mile radius of your current location. Again Curbfeed will display the homes that are most recently modified in the FLEX MLS system.

## Top level Menu and Sidebar Menu

|                                              |
|----------------------------------------------|
| holmdel nj                                   |
| 📍 <b>Holmdel NJ, USA</b>                     |
| 📍 <b>Holmdel Road Hazlet, NJ, USA</b>        |
| 📍 <b>South Holmdel Road Holmdel, NJ, USA</b> |
| 📍 <b>NJ-34 Holmdel, NJ, USA</b>              |
| 📍 <b>NJ-35 Holmdel, NJ, USA</b>              |

### 3. Selecting an Address


In the top of the application you'll see a text control. The address control is flexible in that you can enter a specific full address, enter the city and state or even enter the state only.

If you enter a full address, Curbfeed will attempt to find a home in Flex's database that matches that exact address. If it finds one it will display the home details.


If you enter a city and state combination it will go out to FLEX's database and display up to 200 homes within that city and state.

In addition to city and state, Curbfeed gives you the option to add specific search criteria such as price range, number of bedrooms and number of bathrooms. Curbfeed will then find homes based on the location and the specific criteria selected. For example, if you enter Middletown, NJ in the textbox and then define a price range of \$500,000 to \$600,000 then

Home FDBK Add FDBK Match Map Dir



dm Real Estate Photography



12820 Glen Alps Road Anchorage, AK 99516 Listen Close Home

Home FDBK Add FDBK Match Map Dir

#### 4. Reviewing a home

##### a. Home

To read the details of a home select the text associated to the home. After clicking on the text, the first thing you'll see is the main photo and all thumbnail images. You can select any of the thumbnail images to swap the clicked photo into the large photo presentation. Under the images you'll see all the home details including the price, listing agent, status and additional home detail information.

##### b. Feedback (Review and Add Feedback)

You can review any feedback that has been previously entered for that home by selecting the "FDBK" link. This will show feedback for the home entered by agents. All feedback is recorded as anonymous. If you are the listing agent you can delete the comment or approve it. The sellers can enter their email address on the landing page to view all listing comments that are approved by the listing agent.

ADD Feedback

To add feedback of a home select the Add Feedback link (Add FDBK). You can add a comment, select a buyer and send that comment to the contact by email, you can rank the property or enter a Curbfeed agent recommended price. We average all the Curbfeed agent prices and display the agent price along with the home. Again, the listing agent can delete or approve any comments associated to the home. The listing owner can get a listing feedback report that contains feedback approved by the listing agent.

c. Square (icon)

On the map in the top/center of the map display you will see a rectangle with a map icon. When you select the icon you will see a transparent block with an “Apply” and “Cancel” link. You can drag that block to anywhere on the map. You can expand the rectangle in any direction. When you have positioned the block in an area you are interested in you should click on the “Apply” button. After selecting, the map will display all the homes that are in that location. You can use the selection criteria to restrict within block. For example, select the “Price Range” link and select a range you’re interested in. After selecting the price range you will see homes in the block area that meet the price criteria. You can apply all search criteria available to the block location.

## Matches

■ Buyer ■ Seller ■ Renter ■ Lessee

### Buyer, Alaska

alaska.resident@wsg.com

Buyer Min: 1000000



d. Match (icon)

Select the “Matches” button when you are looking at the home details when you would like to review the CRM contacts that match that property. The search engine will list prospects that fit the house description. You will have several action items associated to the prospect.

i. Favorite

You will see a heart icon where the available actions are. If the home is not marked as favorite, the icon will display a heart with a red border and a white center. If you want to mark the home as a favorite, you can click on the heart. That will send a note to the prospect and change the icon to a full red heart. In addition, the system will include the favorited house in the prospect’s note. These notes can be deleted at any time and can serve as a reminder of your client’s interests.

ii. Email –An immediate email can be sent to the contact/client about a property. That email will send the address of the property, the details of the property and your contact information. Once you send the email you will see the email icon change to the “sent email” icon. This sent icon will be displayed anytime you send an email to a contact about a home. This will



serve as an indication and reminder that you have already sent the property to the contact. In addition, the system will add a message in the contact's notes stating that you have sent them an email about a property.

iii. Block

If you do not think that a specific prospect would be interested in a home, you can mark the home as blocked, which is indicated by the "slashed o" sign. Once the home is marked as blocked, it will not display again as a match for that client. At the top of the matched interface you can toggle between the "Blocked" and available homes. In addition the system will add a note to the contact that you have blocked the home for history purposes.

iv. Feedback


To add feedback of a home select the "Comment" icon, which appears as a circled plus sign. The feedback function allows you to simply add a comment about the home, which then can be sent to a selected client. Feedback comments also give you the ability to rank the property and enter an agent recommended price. The recommended prices entered by other Curbfeed agents is then averaged and displayed with the home profile. Again, the listing agent can delete or approve any feedback associated to the home, which includes the recommended price. The listing owner can get a listing feedback report that contains feedback approved by the listing agent.

e. Map

When looking at a specific home, you can select the "Map" button if you would like to see where the home is located on a map. You can zoom in and out of the map.

f. Directions

When looking at a home you can select the "Direction" button. Selecting directions when using a mobile device will map directions from your current location. If you are using a desktop commuter selecting the map icon will get directions based on the location of your office.

5. Neighborhood and Office area listings 

The behavior of the "Homes in the Area" icon is different depending on whether you are running a mobile device or a desktop computer. If you are running on a desktop and you select the icon, it will display up to 200 homes in your office's neighborhood (five mile radius of your office). Curbfeed will display the homes that are most recently modified in the FLEX MLS system. If you are running on a mobile device, Curbfeed will locate up to 200 homes within a 1 mile radius of your current location.

6. Comps 

Curbfeed will show comps for a specific home. To display a list of comps first enter the full address of the home you would like to generate comps from. Once you enter the home address in the address text field, then select the comps icon, which appears as a house symbol with the dollar sign in the center. That will display up to 200 homes that have been sold in the area. You can use the search criteria to further restrict the homes display. For example, you can select a price range to look at homes within a specific range of define the

number of bedrooms and baths you are looking for. All search criteria will be used to restrict homes sold when comparing.

☰ Homes **Contacts** Tasks (3)

## 7. Contacts Main Menu

The contacts menu will bring you to Curbfeed's CRM system. After selecting the "Contacts" link you see a list of prospects you have in the system. If you see the prospect you would like to review, simply click on the name. If you want to search by name, enter the last name of the contact and select the search icon; that will display a list of prospects that start with that name. You can synchronize contacts from Flex Contact Management by selecting the drop down menu icon in the left hand corner and then clicking "Sync with Flex Contacts". Curbfeed will then download and update contacts based on the last time they were modified. For example, if the contact was modified more recently in Flex than Curbfeed, then the contact will be downloaded to Curbfeed CRM. If the contact was modified more recently in Curbfeed than Flex, then the contact will be updated in Flex.

### a. Add New

If you would like to add a new contact to Curbfeed CRM select the "Add New" link. After selecting the "Add New" link a new contact form will be displayed. There are only three required fields. First name, last name and email address are all required. You can define the prospect as a "Buyer", "Seller", "Renter" and a "Lessee". Each prospect type has its own data fields that describe their individual information requirements. There is a color symbol for each of the prospect types, which is displayed next to each contact name.

### b. Edit

If you would like to edit a prospect, simply click on the name of the contact, which will then display the contact's profile with his or her information in an edit form. Then click on the save button when you have finished making changes. If you don't wish to save any changes, select the close button and your edits will be deleted.

### c. Matches (should this section describe the matches displayed on the contact's profile?)

Select the "Matches" button when you are looking at the home details if you would like to review the CRM contacts that are matches for the property. You may get a list of prospects. You will have several action items associated to the prospect.

### i. Email

There is an immediate email message that can be sent to the contact. That email will send the address of the property, the details of the property and the agents contact information. Once you send the email you will see the email icon change to the "sent email" icon. This sent icon will be displayed anytime you send an email to a contact about a home. This will serve as an

indication that you have already sent the property to the contact to prevent you from sending the same property multiple times. In addition, the system will add a note to the contact that you have sent an email about the property to the contact. To be stored in the contacts notes.

ii. Block 

If you do not think that a specific prospect would be interested in a home you can mark the home as blocked. Once the home is marked as blocked it will not display again. At the top of the matched interface you can toggle between the “Blocked” and not blocked homes and prospects. In addition the system will add a note to the contact that you have blocked the home for history purposes.

iii. Favorite 

You will see a heart icon where the available actions are. If the home is not marked as favorite the icon will display a heart with a red outline. If you want to mark the home as a favorite, you can click on the heart. That will send a note to the prospect, change the icon from hollow heart to a full red heart. In addition the system will add a note to the prospect’s notes informing you that the contact thinks this home is a favorite.

iv. Feedback

You can review any feedback that has been entered for that home by select the “FDBK” link. This will show feedback for the home. If you are the listing agent you can delete the comment or approve it. The sellers can enter their email address on the landing page to view all listing comments that are approved.

v. Tasks 

You can create a to-do list or list of tasks that need to be completed for a prospect. While still in the desired prospect’s profile, click on the task icon to save a list of the errands that need to be done for that specific client. ~~to make sure all items are completed at the right time.~~

vi. Notes

You can add notes about a prospect by clicking on the “Notes” icon while on a client’s profile. The notes will be saved, so they are available to review even after the client’s transactions are completed. Notes will stay as long as you do not choose to delete them.

vii. Documents

Click on the “documents” icon to upload and attach documents to the prospect’s profile. These documents can be retrieved at any time and on all devices.

## Tasks

### Overdue

Show Completed [+ Add New](#)

- Call** **call ASAP** on 2018-06-01 with Alaska Buyer  
[Edit](#) [Delete](#)
- Open House** **Open house** on 2018-06-24 with Alaska Buyer  
[Edit](#) [Delete](#)
- Open House** **Schedule a pending open house** on 2018-06-24 with John Adamson  
[Edit](#) [Delete](#)

### Future

- Closing** **Closing** on 2018-07-17 10:00:00 - 13:00:00 with John Adamson  
[Edit](#) [Delete](#)

## 8. Tasks Main Menu

You can add, modify and delete tasks from the main menu. When you select tasks from the main menu, it will show all tasks for all prospects.

### a. Add New

You can add new tasks by selecting the “Add New Tasks” icon. In order to add a task, you are required to first select a prospect. When adding a new task, you will also be prompted to add a description, CRM contact, date and category (call, closing, email, etc.)

### b. Edit

Select the “Edit” menu to edit a task. All data associated with a task can be changed at any time.

### c. Complete

You can “Complete” a task by clicking on the circular icon that is listed to the left of the task. Once the task is completed it will be removed from the active task list. To review the completed tasks you can select the “Show Completed” checkbox.

### d. Delete

A task can be deleted by clicking the word “delete,” which is listed below the task. When you delete a task, the task is removed from the database and cannot be retrieved.

### e. Show Completed

If you want your list of tasks to include completed task you can click on the “Show completed” checkbox. This will reload your tasks and display “Completed” and “Active” tasks in the view, which are differentiated by a checked green circle and an empty white circle respectively.

## 9. Homes Menu (desktop and mobile)

On a desktop computer the Search bar will be displayed horizontally. Each button will drop down and allow you to define the criteria that you are working on.

### a. Advanced Search

Advanced search drops a user interface that displays all the criteria you can search on. For example if you are looking for a specific house and all you remember is the

street name, you can enter the street name and search for all towns that have that specific street name. If the address is not found (using the type ahead control?), use the advanced search to find the home. You can also search for more than one town at a time by separating each home by a comma. For example if I want to look for all homes in Holmdel and Middletown, enter "Holmdel, Middletown" in the town control.

b. Price Range

You can filter the homes being displayed by entering a price range for your search. It can include a minimum price, a maximum price or both.

c. Bedrooms

The displayed homes can be filtered by selecting the minimum bedrooms. Curbfeed will then display only homes that have the defined number of bedrooms or more.

d. Bathrooms

You can limit the homes being displayed by selecting the minimum bathrooms. It will display only homes with the defined number of bathrooms or more.

e. Status

To restrict the homes by status select the status link. Pick the status you are looking for, and the display will reload and display homes with that status.

f. Sort By

You can list the homes by newest, lowest or highest price by clicking the "Sort By" icon and selecting your preferred category.

g. View Type

Curbfeed has three views or presentations when displaying a list of homes. The presentations are very different. You should review the display options to see which option works best for you.