



The Importance of Transaction Files - *For Agents*

Introduction

What is a transaction and why is it so important to understand what it is in regards to TransactionDesk™?

These are probably the two most important questions we can pose and answer in this entire document. The transaction is the basis of virtually everything the user does in TransactionDesk™. The creation of the transaction is the foundation for creating efficiencies, reducing redundant data entry and sharing.

The 'Transaction' Concept

Generating a transaction is the first step in utilizing TransactionDesk™. It is the foundation on which the other functions build and integrate. Creating a transaction (or adding to an existing transaction) should be done when you want to do any of the following:

- Make initial contact with a new prospect
- Schedule a listing appointment and presentation
- Create a listing agreement
- Create an offer to purchase or sell
- Write an lease listing or offer to lease

Creating a transaction allows you to do several things:

- Import listing data from your MLS, if available
- Use all the data imported into or manually entered into a transaction to auto-fill each and every for added to the transaction
- Create a place in your TransactionDesk™ account to store all the contacts, forms, documents orders associated with that transaction or event
- Starting a brokerage file for a newly listed or sold transaction upon notice from the listing or selling agent
- Starting a project of any kind

It Bears Repeating - Transactions are Important!

Creating a transaction In TransactionDesk is the single most important thing you can do to help you save time, get more organized and provide more consistent customer service all at the same time!

Think of a transaction as a file, just like the files you have in your office - it contains information on a client, on a listing, on a sale, a lease or whatever it is your working-on and organizing.

A Few of the Benefits:

Creating transactions is the basis for leveraging technology to make you more efficient and more effective. A few examples:

Saves Time - When you create a transaction and add forms to the transaction, any forms you add the transaction will automatically be populated (pre-filled) with any information you add to the transaction. No more typing or writing the property address over and over again!

Easy Organization - Once a transaction is created, all forms, documents, contacts, tasks, appointments and service orders for that transaction will be stored in one place. You even easily add all documents that come back into the system

Fewer Errors - If you mistype a name in a transaction, for example, and that information is populated into the forms, simply press update forms in the transaction and all forms will be corrected all at once. And, because you only type in the information once, there is less change of making an error in the first place.