

# All-New Paragon Connect Reverse Prospecting

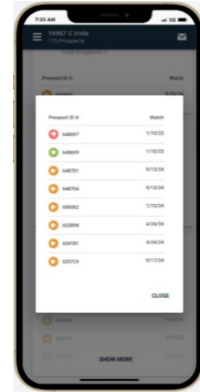


Find leads and connect with ease!

The all-new Paragon Connect Reverse Prospecting lets you search for leads interested in your listings from desktop, tablet, or mobile devices. It is easy to take action with the all-new Reverse Prospecting in Paragon Connect, available on Wednesday, August 13!

## Why use the all-new Paragon Connect Reverse Prospecting?

- All-new platform with enhanced speed and performance
- One-click reverse prospecting finds potential matches for your listing quickly
- Clear view of buyer activity and interest in your listing
- Easier connection with Agents whose clients are already aligned with your listing
- Exciting new update to the Sell Side Report to track potential buyers
- Ability to “Match My Contacts” from any listing to see potential interest

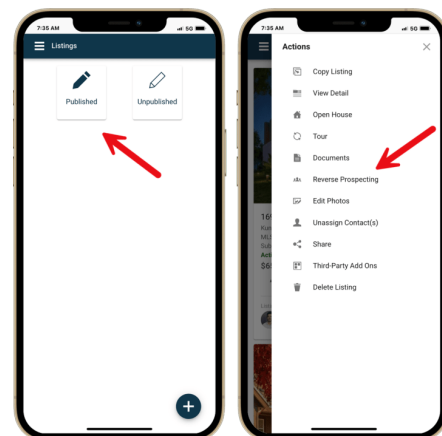


## Key Features

- Instant review of all saved searches for matches
- Quickly shows how many prospects have searches that match your listing
- At-a-glance view of interest level details by displaying if they have saved your listing as a “favorite” or “possibly”
- Gives quick action to call, text, or email agents that have prospects that match your listing

## Things you should know

- Can be used on PC, tablet, and smartphone
- Uses both Paragon Pro and Paragon Connect to find matches
- As the listing agent you will only see the prospect ID tied to the agent and not the prospect’s contact information
- Reverse Prospecting is available for one listing at a time
- Reverse Prospecting in Paragon Pro will direct to the all-new Paragon Connect Reverse Prospecting



## Learn More

- GPRMLS Training Opportunities –
  - August 7 at 1 pm In-person at RAL [Register](#)
  - August 12 at 1 pm on Zoom [Register](#)
  - August 27 at 1 pm In-person at OABR [Register](#)
- Live Webinars: <https://mortgagetechnice.com/explore/paragon-connect-trainings>
- Help Site (how-to videos, webinars, etc.): <https://help.paragonrels.com/>