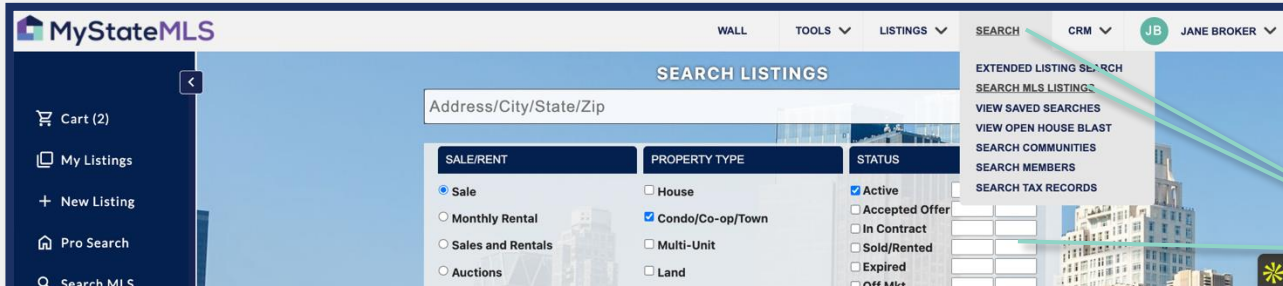


Setting Up a Drip Campaign

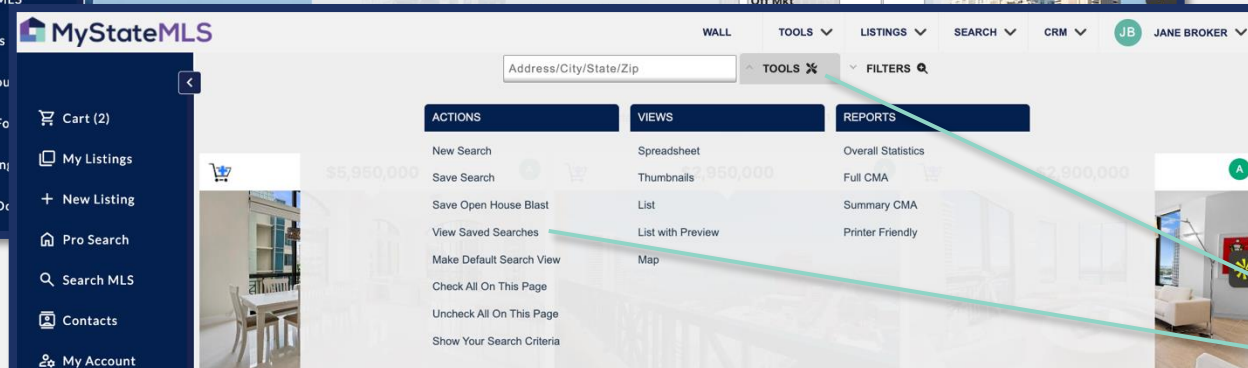


A **Drip Campaign** automatically sends your client new listings that match their search criteria. Once set up, MyStateMLS will email your client whenever new properties meeting those criteria come on the MLS.

Create a Property Search

To start a drip campaign, first create a search based on your client's preferences.

- Click the **Search** menu and select **Search MLS Listings**.
- Enter your client's criteria (property type, status, location, etc.), then click **Search** to display matching listings.



Save the Search and Activate the Drip

- Once the search results appear, click **Tools**, then under the **Action** menu select **Save Search**.
- You will be prompted to give the search a name.
- From that page, you can enable the **Drip Campaign** option, enter the **client's email address**, select the **Client View**, and click **Save** (or **Save & Exit**).

After saving the search, MyStateMLS will automatically send your client new listings that match the search criteria as they become available.

