



**LINK**  
data | tools | analysis > smart



# Advantage Subscription

**1. Send Auto Emails:** Set up your clients for Auto Emails every evening and Open House emails every Friday, prior to the release of the Boston Homes publication.

**2. Grant Client Access:** Provide your clients with their own login for LINK. This access excludes all sold data and listing broker information but includes several means of communicating directly with you on all listings.

**3. Monitor Client Activity:** Track your clients' interest in properties by viewing every single click made on a property via email or through a login session. View information for all emails sent to clients in one place, including the date sent and the listings included.

**4. Search for Sold Data on LINK Mobile:** Only Advantage users have the ability to search for sold data from within a certain proximity of their location using LINK mobile. This is great for use on listing presentations and showings!

**5. Create RSS Feeds:** These are utilized by brokers to get instant updates of properties that match a certain set of criteria or changes to a particular group of listings. Brokers will also provide these to clients in lieu of auto emails so they can get instant updates rather than waiting for Auto Emails every evening.

**6. Map with Google Earth:** View a set of properties on a map to gain perspective on their location in relation to one another. Print this for your clients or email the hyperlink to help when discussing properties. The map is interactive with listing sheets and dynamic, so it is always updating.

**7. Export Statistics and Raw Data:** Get pre-formatted statistical charts (group total, average, median) or bulk data for use in statistical analyses and custom Excel reports.

**8. Attend LINK Guest Lecture Events FREE of charge:** As an Advantage subscriber, you are entitled to complimentary access to all of Guest Lecture events.

---

*An upgrade to LINK advantage is \$41.00 per month for each agent. Please call or email us if you would like to try it for free for 30 days!*

