

HOW TO / use hashtags

Creating a marketing piece and want to have your agent's contact information automatically pulled into the copy? You can use Hashtags to have the information the agent's have put in their profile automatically populate into your template when it is created. You can also access listing information, market data and event details! To access the Hashtags, look in the WYSIWYG editor for the ## button. Click on the arrow next to it to find one of the Hashtags below:

LISTING

DETAILS

Price: ##LISTINGPRICE##

Price Sold: ##LISTINGPRICESOLD##

Beds: ##LISTINGBEDS##

Baths: ##LISTINGBATHS##

Baths Combined: ##LISTINGBATHSCOMBINED##

Baths Full: ##LISTINGBATHSFULL##

Baths Partial: ##LISTINGBATHSPARTIAL##

Square Feet: ##LISTINGSQFT##

Lot size: ##LISTINGLOTSIZE##

Entire description: ##LISTINGDESC##

100 Character description: ##LISTINGDESC100##

250 Character description: ##LISTINGDESC250##

Listing ID: ##LISTINGID##

Original ID: ##ORGID##

Editable Listing Message: ##LISTINGMESSAGE##

Editable Listing Headline: ##LISTINGHEADLINE##

Price per square foot: ##LISTINGPRICEPERSQFT##

Year built: ##LISTINGYEARBUILT##

Tax amount: ##LISTINGTAXAMOUNT##

Status: ##LISTINGSTATUS##

Alternate MLS ID: ##LISTINGALTMLSID##

Currency Code: ##LISTINGCURRENCYCODE##

Currency Code Alternate: ##LISTINGCURRENCYCODEALT##

Listing Price Alternate: ##LISTINGPRICEALT##

Listing Price Alternate Long: ##LISTINGSTATEALTLONG##

Listing Link: ##LISTINGLINKDISPLAY##

Listing Tour Link: ##LISTINGTOURLINKDISPLAY##

AGENT

Listing Agent: ##LISTINGAGENT##

Listing Agent Office Phone: ##LISTINGAGENTOFFICEPHONE##

Listing Agent Mobile Phone: ##LISTINGAGENTMOBILEPHONE##
Listing Agent Email: ##LISTINGAGENTEMAIL##
Listing Co-Agent: ##LISTINGCOAGENT##
Listing Co-Agent Phone: ##LISTINGCOAGENTPHONE##
Listing Co-Listed Agents: ##LISTINGCOLISTEDAGENTS##

ADDRESS

Listing Full Address: ##LISTINGADDRESS##
Listing Street: ##LISTINGSTREET##
Listing Unit Number: ##LISTINGSTREETNOUNIT##
Listing City: ##LISTINGCITY##
Listing State: ##LISTINGSTATE##
Listing Zip: ##LISTINGZIP##
Listing Neighborhood: ##LISTINGHOOD##
Listing Country Code: ##LISTINGCOUNTRYCODE##
Listing State Name: ##LISTINGSTATENAME##
Listing Country: ##LISTINGCOUNTRY##
Listing Country Name: ##LISTINGCOUNTRYNAME##
Listing Country Alternate Long: ##LISTINGCOUNTRYALTLONG##

WELLCOMEMAT

SAME AS LISTING ^^

ARTICLE

Article Title: ##ARTICLETITLE##
Article Source: ##ARTICLESOURCE##
Article Date: ##ARTICLEDATE##
Article Summary: ##ARTICLESUMMARY##
Article Link Display: ##ARTICLELINKDISPLAY##

EVENTBRITE

Event Name: ##RSVPNAME##
Event Description: ##RSVPDESCRIPTION##
Event URL: ##RSVPURLDISPLAY##
Event Start Date/Time: ##RSVPSTARTDATETIME##
Event End Date/Time: ##RSVPENDDATETIME##
Event Create Date/Time: ##RSVPCREATEDDATETIME##
Event Updated Date/Time: ##RSVPCHANGEDDATETIME##
Event Capacity: ##RSVPCAPACITY##
Event Status: ##RSVPSTATUS##
Event Currency: ##RSVPCURRENCY##
Event Online: ##RSVPONLINEEVENT##
Event Venue: ##RSVPVENUENAME##
Event Venue Longitude: ##RSVPVENUELONGITUDE##

Event Venue Latitude: ##RSVPPVENUELATITUDE##
Event Venue Address: ##RSVPPVENUEADDRESS##

USER

Email Subject: ##SUBJECT##
Current Date: ##DATE##
Agent Name: ##USERNAME##
Agent Title: ##USERTITLE##
Agent Company: ##USERCOMPANY##
Agent Address: ##USERADDRESS##
Agent Street Address: ##USERSTREET##
Agent Suite Number: ##USERSUITE##
Agent City: ##USERCITY##
Agent State: ##USERSTATE##
Agent Zip Code: ##USERZIP##
Agent Country: ##USERCOUNTRY##
Agent Email: ##USEREMAIL##
Agent Website: ##USERWEBSITE##
Agent Work Phone: ##USERPHONE##
Agent Mobile Phone: ##USERMOBILE##

MARKET

Report Location: ##REPORT_LOCATION##

Real-Time Market Profile:

Median List Price: ##MEDIAN_A_A##
Median List Price Trend: ##MEDIAN_A_TREND##
Median Price Per SQ FT: ##MEDIAN_PER_SQFT_A_A##
Median Price Per SQ FT Trend: ##MEDIAN_PER_SQFT_A_TREND##
Median Days on Market: ##MEDIAN_DOM_A_A##
Median Days on Market Trend: ##MEDIAN_DOM_A_TREND##
Median Percent Price Decreased: ##MEDIAN_PERCENT_PRICE_DECREASED_A_A##
Median Percent Price Decreased Trend: ##MEDIAN_PERCENT_PRICE_DECREASED_A_TREND##
Median Percent Relisted: ##MEDIAN_PERCENT_RELISTED_A_A##
Median Percent Relisted Trend: ##MEDIAN_PERCENT_RELISTED_A_TREND##
Median Percent Price Increased: ##MEDIAN_PERCENT_PRICE_INCREASED_A_A##
Median Percent Price Increased Trend: ##MEDIAN_PERCENT_PRICE_INCREASED_A_TREND##
Median House SQ FT: ##MEDIAN_SQFT_A_A##
Median House SQ FT Trend: ##MEDIAN_SQFT_A_TREND##
Median Lot Size: ##MEDIAN_LOT_A_A##
Median Lot Size Trend: ##MEDIAN_LOT_A_TREND##
Median Number of Bedrooms: ##MEDIAN_BEDS_A_A##
Median Number of Bedrooms Trend: ##MEDIAN_BEDS_A_TREND##
Median Number of Bathrooms: ##MEDIAN_BATHS_A_A##
Median Number of Bathrooms Trend: ##MEDIAN_BATHS_A_TREND##

Market Action Index (MAI): ##MARKET_HEAT_A_A##
Market Action Index (MAI) Trend: ##MARKET_HEAT_A_TREND##

Top/First Quartile:

Median Price: ##MEDIAN_T_A##
Median SQ FT: ##MEDIAN_SQFT_T_A##
Median Lot Size: ##MEDIAN_LOT_T_A##
Median Bedrooms: ##MEDIAN_BEDS_T_A##
Median Bathrooms: ##MEDIAN_BATHS_T_A##
Median Age: ##MEDIAN_AGE_T_A##
Inventory: ##INVENTORY_T_A##
Median New Listings: ##MEDIAN_NEW_LISTINGS_T_A##
Median Days on Market: ##MEDIAN_DOM_T_A##

Upper/Second Quartile:

Median Price: ##MEDIAN_U_A##
Median SQ FT: ##MEDIAN_SQFT_U_A##
Median Lot Size: ##MEDIAN_LOT_U_A##
Median Bedrooms: ##MEDIAN_BEDS_U_A##
Median Bathrooms: ##MEDIAN_BATHS_U_A##
Median Age: ##MEDIAN_AGE_U_A##
Inventory: ##INVENTORY_U_A##
Median New Listings: ##MEDIAN_NEW_LISTINGS_U_A##
Median Days on Market: ##MEDIAN_DOM_U_A##

Lower/Third Quartile:

Median Price: ##MEDIAN_L_A##
Median SQ FT: ##MEDIAN_SQFT_L_A##
Median Lot Size: ##MEDIAN_LOT_L_A##
Median Bedrooms: ##MEDIAN_BEDS_L_A##
Median Bathrooms: ##MEDIAN_BATHS_L_A##
Median Age: ##MEDIAN_AGE_L_A##
Inventory: ##INVENTORY_L_A##
Median New Listings: ##MEDIAN_NEW_LISTINGS_L_A##
Median Days on Market: ##MEDIAN_DOM_L_A##

Bottom/Fourth Quartile:

Median Price: ##MEDIAN_B_A##
Median SQ FT: ##MEDIAN_SQFT_B_A##
Median Lot Size: ##MEDIAN_LOT_B_A##
Median Bedrooms: ##MEDIAN_BEDS_B_A##
Median Bathrooms: ##MEDIAN_BATHS_B_A##
Median Age: ##MEDIAN_AGE_B_A##
Inventory: ##INVENTORY_B_A##
Median New Listings: ##MEDIAN_NEW_LISTINGS_B_A##
Median Days on Market: ##MEDIAN_DOM_B_A##



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