

How I learned to stop worrying and love my Supra key

Well, at least kinda-sorta like it.

By David Silver-Westrick, Orange County Association of REALTORS®

Did you know that both eKEY and DisplayKEY users have easy Internet access to showing information?

One of the primary benefits of the networked lockbox system is your ability to find out who showed your listings without having to visit the properties or poll your lockboxes. Why does this matter? Security is one answer, but the more compelling reason is the ability to demonstrate to a seller in a graphic way how their property is being received by the market.

Just after we adopted the networked system, I took a listing in San Clemente from an out-of-state seller. I assigned a lockbox to the listing, using the MLS number of the listing and the serial number of the lockbox. I began to track the showings. At the end of 30 days, I discovered that the property had been shown exactly 30 times. I used a simple technique to cut and paste the showing report from KIMWeb (see below for how to do it) and sent an email to the seller, indicating that we had experienced great showing activity, but had received no offers. Within minutes, I received an email from the seller authorizing a \$30,000 price reduction. Ten days later, we had multiple offers and were in escrow.

You can use this same technique if you have a property experiencing few showings. Your KIMweb report is a great way to start a discussion with the seller about why (other than the seller's inevitable first thought that they've chosen an idiot for an agent.)

Here's how to get started. The steps are exactly the same, whether you have a DisplayKEY or an eKEY.

Registering KeyBoxes on KIMWeb

Log on to www.supraekey.com.

- Click on the "Log on to KIM" picture on the right.
- Select your Association, Board or MLS from the dropdown list, (i.e. CA-Orange County Association of REALTORS®)
- Enter your key number from the back of your key and the PIN code you use with your key to open lockboxes.
- Click the blue "Login" button.



Add a KeyBox

- Under KeyBox Inventory, choose "Add New KeyBox."
- Enter your KeyBox serial number (from the back of gray lockboxes, on side of blue iBoxes), shackle code (the code you use to release the shackle), and listing ID (the MLS number.) You do not need to enter the address. The system will take the address from the MLS number and display it on the Showing Activity Report. (Hint: It may take a full day for your new listing MLS number to show up in the KimWEB system. Wait until that number is available to the system to make this assignment.)
- Check the checkboxes next to "Include box" in reports and "Include box" in eSYNC.
- Click Add. You may identify up to 50 KeyBoxes.

Showing Activity for eKEY holders

eKEY users may follow these same steps to retrieve showing information from the KIMWeb. However, this information is sent directly to the eKEY, which means you can check your showings on your eKEY. To retrieve this information from your eKEY simply:

- Tap on the eDATA icon on your Palm.
- Tap on Showings.
- Open the showing you're interested in by tapping on it. The information will be displayed on the screen.

Printing your showing report from KIMWeb

For Internet Explorer 4 and later:

- On your browser menu, select Tools, then Internet

Options.

- In the Internet Options dialog box, click on the Advanced tab.
- Scroll down to Printing and check the print background colors and images option.
- Click Apply.
- Right click on the report to be printed and click Print.
- In the print dialog box that appears, click on the Layout tab and choose the Landscape paper orientation.
- Click on the Options tab and select "Only the selected frame."
- Click print.

Emailing showing reports from KIMWeb

Currently there is no direct method to email the report to a client. Here is a simple workaround:

In Internet Explorer, once the report is on your screen, right-click on your mouse, choose "Select All" then right-click again, and select "Copy." Now open your email program, such as Outlook or Outlook Express, start an email to your client, type in whatever introductory material you would like. ("Here are the three showings we have had this year. I figure that each showing has cost me \$700 in direct advertising costs. Please send a check.") Then simply right-click again, and select "Paste" to drop the report into your email.

A sample report is shown below.

Box Serial #	Date	Key Serial #	Keyholder	Office	Office Phone	Listing ID	Address	City	State	Zip	Feedback
5504866	June 8 2003 3:12 PM	81053	David Silver-Westrick	Century 21 OMA SC	949 492-5413	s311767	121 BOCA DE LA PLAYA	SAN CLEMEN	CA	92672	
5504866	May 30 2003 3:41 PM	81053	David Silver-Westrick	Century 21 OMA SC	949 492-5413	s311767	121 BOCA DE LA PLAYA	SAN CLEMEN	CA	92672	✓
5504866	May 23 2003 2:49 PM	81053	David Silver-Westrick	Century 21 OMA SC	949 492-5413	s311767	121 BOCA DE LA PLAYA	SAN CLEMEN	CA	92672	
5504866	May 23 2003 2:06 PM	81053	David Silver-Westrick	Century 21 OMA SC	949 492-5413	s311767	121 BOCA DE LA PLAYA	SAN CLEMEN	CA	92672	
5504866	May 23 2003 11:37 AM	81053	David Silver-Westrick	Century 21 OMA SC	949 492-5413	s311767	121 BOCA DE LA PLAYA	SAN CLEMEN	CA	92672	✓