Price Drop Alert

What is Price Drop Alert?

The Price Drop Alert feature allows you to send listing alerts to your leads based on specific criteria such as City, Property Type, Price Range, Percentage of Price Drop, Bedrooms, Bathrooms, and more.

You can configure the alert frequency and assign alerts to Tags, Stages, Sources, or individual leads. Once configured, email notifications are automatically sent whenever a property matching the selected criteria experiences a price reduction, helping your leads stay informed about the latest price drop opportunities.

Create a Price Drop Alert

1. Navigate to **Alerts > Price Drop Alerts**.
2. Click the **+** icon in the Price Drop Alerts row.
3. Enter the name of the alert.
4. Select the area.
5. Select the property category.
6. Select one or more building types.
7. Select one or more building styles.
8. Select the property status.
9. Select the basement option.
10. Select the garage space requirement.
11. Select the square footage range.
12. Select the Days on Market.
13. Select the alert frequency.
14. Enter the number of properties to send. A maximum of 10 properties can be included in a single alert.
15. Enter the number of bedrooms.
16. Enter the number of bathrooms.
17. Specify the price range between $0 and $5,000,000.
18. Select the percentage of price drop between 1% and 50%.
19. Click **Create Alert**.

The new Price Drop Alert will be created successfully.

Edit a Price Drop Alert

Price Drop Alerts can be edited from either the Price Drop Alerts page or directly from a lead's profile.

Edit from the Price Drop Alerts Page

1. Navigate to the Price Drop Alerts page.
2. Locate the alert you want to update.
3. Click **Edit** under the Actions column.
4. Modify the required criteria and settings.
5. Click **Update Alert**.

The changes will be saved successfully.

Edit from the Lead Profile

1. Navigate to **CRM**.
2. Open the desired lead record.
3. Click the **Profile** tab.
4. Scroll down to the **Price Drop Alerts** section.
5. Click the **Edit** icon next to the desired alert.

> **Note:** If the alert is labelled **Self**, it was originally created by the lead through the website.

6. Review the confirmation message and click **Continue**.
7. Modify the required criteria and settings.
8. Click **Update Alert**.

> **Note:** Editing a lead-created alert may override the lead's original preferences. Once the changes are saved, ownership of the alert will change from **Self** to **Agent**.

The changes will be saved successfully.

Delete a Price Drop Alert

How to Delete a Price Drop Alert?

1. Navigate to the **Price Drop Alerts** page.
2. Select the checkbox next to the alert you want to delete.
3. Click the **Delete** icon from the Price Drop Alerts row.

4. Review the confirmation message.
5. Click **Confirm** to proceed.

The selected alert will be deleted successfully.

> **Note**
>
> Price Drop Alerts that are currently assigned to active leads cannot be deleted.

Assign a Price Drop Alert

Price Drop Alerts can be assigned from multiple locations within AgentRoof CRM.

Assign from the Price Drop Alerts Page

1. Navigate to the **Price Drop Alerts** page.
2. Select the checkbox next to the alert you want to assign.

Assign to Leads

1. Hover over the **Lead** icon.
2. Click **Assign to Lead**.
3. Search for and select one or more leads.
4. Click **Assign**.

Assign to Tags

1. Hover over the **Tag** icon.
2. Click **Assign to Tag**.
3. Select one or more tags.
4. Click **Assign**.

Assign to Stages

1. Hover over the **Stage** icon.
2. Click **Assign to Stage**.
3. Select one or more stages.
4. Click **Assign**.

Assign to Sources

1. Hover over the **Source** icon.
2. Click **Assign to Source**.
3. Select one or more sources.

4. Click **Assign**.

> **Note**
>
> If the required Tag, Stage, or Source is not available, you can create a new one directly from the assignment window before completing the assignment.

The selected Price Drop Alert will be assigned successfully.

Assign from the CRM Page

1. Navigate to **CRM**.
2. Select the checkbox next to the desired lead.
3. Click **Price Drop Alert** from the action bar.
4. Select the Price Drop Alert you want to assign.
5. Click **Assign**.

The selected Price Drop Alert will be assigned successfully.

Assign from the Lead Profile Page

1. Navigate to **CRM**.
2. Open the desired lead record.
3. Click the **Profile** tab.
4. Scroll to the **Price Drop Alert** section.
5. Click the **+** icon.
6. Select the desired Price Drop Alert.
7. Confirm the selection.

The selected Price Drop Alert will be assigned successfully.

Manage Leads Assigned to a Price Drop Alert

View Active Leads

1. Locate the desired Price Drop Alert.
2. Click the **Active Lead Count**.

A pop-up window displays all active leads currently assigned to the selected Price Drop Alert.

Pause Active Leads

1. Click the **Active Lead Count** for the desired Price Drop Alert.
2. Select the checkbox next to the lead or leads you want to pause.
3. Click **Pause**.
4. Review the confirmation message.
5. Click **Confirm**.

The selected leads will remain assigned to the Price Drop Alert but will temporarily stop receiving alert notifications.

View Paused Leads

1. Click the **Paused Lead Count** for the desired Price Drop Alert.

A pop-up window displays all leads currently paused for the selected Price Drop Alert.

Resume Paused Leads

1. Click the **Paused Lead Count** for the desired Price Drop Alert.
2. Select the checkbox next to the lead or leads you want to resume.
3. Click **Resume**.
4. Review the confirmation message.
5. Click **Confirm**.

The selected leads will resume receiving Price Drop Alert notifications according to the configured alert schedule.

Remove Leads from a Price Drop Alert

1. Click the **Active Lead Count** for the desired Price Drop Alert.
2. Select the checkbox next to the lead or leads you want to remove.
3. Click **Remove**.
4. Review the confirmation message.
5. Click **Confirm**.

The selected leads will be removed from the Price Drop Alert and will no longer receive notifications associated with that alert.

> **Important Notes**
>
> - Multiple leads can be selected and managed simultaneously.
> - Paused leads remain assigned to the Price Drop Alert.
> - Removed leads are no longer associated with the Price Drop Alert.
> - Active and paused lead counts update automatically after changes.

Manage Price Drop Alerts from a Lead Profile

Pause a Price Drop Alert

1. Navigate to **CRM**.
2. Open the desired lead record.
3. Click the **Profile** tab.
4. Locate the **Price Drop Alert** section.
5. Click **Pause** next to the desired alert.
6. Review the confirmation message.
7. Click **Confirm**.

The Price Drop Alert will be paused successfully and the lead will temporarily stop receiving Price Drop Alert notifications.

Resume a Price Drop Alert

1. Navigate to **CRM**.
2. Open the desired lead record.
3. Click the **Profile** tab.
4. Locate the paused Price Drop Alert.
5. Click **Resume**.
6. Review the confirmation message.
7. Click **Confirm**.

The Price Drop Alert will be reactivated successfully and the lead will begin receiving notifications again according to the configured schedule.

Remove a Price Drop Alert from a Lead Profile

1. Navigate to **CRM**.
2. Open the desired lead record.
3. Click the **Profile** tab.
4. Locate the **Price Drop Alert** section.
5. Click **Delete** next to the desired alert.
6. Review the confirmation message.
7. Click **Confirm**.

The Price Drop Alert will be removed successfully from the lead profile.

How and When Are Price Drop Alerts Executed?

Price Drop Alerts are processed according to the configured alert frequency.

Alert emails are generated and delivered between **9:00 AM and 10:00 AM** on the scheduled execution date.

> **Note**
>
> Alerts will be paused after 10 days when the emails are bounced. When the open rate of ‘emails sent to the lead’ goes below 5 for the last 10 emails, then the system will consider the lead as an inactive lead. Alert will be paused automatically by the system when the lead is inactive. This helps maintain email deliverability and reduces the likelihood of messages being marked as spam.

Conclusion

You have successfully learned how to create, edit, delete, assign, pause, resume, and manage Price Drop Alerts in AgentRoof CRM.

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