



# 15 Ways to Use Subscriptions Effectively

Hive MLS • Quick Search Reference

#	Strategy	What It Needs	How It Works
1	<b>How the Heavy Hitters Operate</b> <i>pricing + pace intel</i>	Save searches for areas/segments where a top agent is active. Filter the results by adding the Listing/Selling Member field, finding the agent in question, then clicking on their name.	Use QUICK SEARCH. Passive market research — by watching how they price, photograph, and describe homes, a newer agent can "apprentice" via email alerts.
2	<b>The Stale Listing</b> <i>motivation signal</i>	Active listings with DOM $\geq$ 60 days + price change within specific neighborhoods/price bands. Note: subscriptions fire off from a price change, not specifically a price decrease, so you may get a rare price increase. If 60 days doesn't make sense for that area, set it to 90, 120, etc.	Use QUICK SEARCH and select just Price Change under +Additional Search Options in the Save Search popup. The hard pricing conversation already happened — these sellers are often more negotiable.
3	<b>'Not-Ready Buyer' Trigger</b> <i>perfect reason to call</i>	A subscription for new listings in one micro area with tight criteria set for a hesitant buyer.	Use QUICK SEARCH. Stop 'checking in.' Call with a specific match: 'This is the one you said you'd move for.' Accelerates timelines for buyers tired of open houses who haven't found the right home.
4	<b>Seller in Their Own Neighborhood</b> <i>competitive reality feed</i>	Set the seller up with a subscription for their subdivision/radius to see new actives + price changes + pendings.	Use QUICK SEARCH. Removes the information gap — show, don't tell. Pricing conversations get easier because they're seeing the same market you are.
5	<b>Back-on-Market Watch</b> <i>second-chance inventory</i>	Set up a subscription specifically for Back on Market (under +Additional Search Options) listings in a targeted area. Use ASAP for the subscription.	Use QUICK SEARCH. Sellers are re-motivated and often more flexible on terms. You get notified the second a deal falls through, allowing your client to be the first backup offer.



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6	<b>Foreclosure / REO / Auction Flags</b> <i>investor deal flow</i>	Set up a subscription for foreclosure/REO/auction-related listings in specific zip codes. Use the Stipulation of Sale field for REO, Short Sale, and Auction.	Use QUICK SEARCH. Investors want consistent deal flow. If you deliver it first, you become their source — not just their paperwork helper.
7	<b>Farm Area Hot Sheet</b> <i>never be caught off-guard</i>	Subscribe yourself to every change in your farm polygon: new, pending, sold, price drops, expired.	Use QUICK SEARCH. Instant credibility — you always know what's happening on the street before the homeowner brings it up. When a neighbor asks 'what's the market like?', you already have the answer.
8	<b>Past Clients on Their Street</b> <i>passive equity awareness</i>	Past clients (bought ~4–5 years ago) get alerts for activity on their street. Get their permission first. Use ASAP so they see the moment a neighbor lists.	Use ADDRESS SEARCH with a specific range like 200–299 for the House # boxes. Quietly triggers equity curiosity — when a neighbor lists high, your client naturally wonders, 'What's ours worth now?'
9	<b>Calling All Investors</b> <i>ugly houses alert</i>	Search Year Built with a max like 1980 + keywords such as "as-is," "needs TLC," "cash," "estate," or "handyman" using the wildcard (*) in Marketing/Public Remarks.	Use QUICK SEARCH. Catches patterns: older homes + fixer language = higher chance of value-add potential. Prospecting for deals, not touring for clients.
10	<b>Neighborhood Narrative Builder</b> <i>post like a local</i>	Subscription for any changes (new, pending, sold) in a very specific polygon. Use Additional Search Options to check the Open House box too.	Use QUICK SEARCH. Turn weekly change logs into social posts: "This week in [Neighborhood]: 3 new listings, 2 went pending, 1 price drop, 1 open house." Positions you as the agent who tracks that market.



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11	<b>Pre-Listing Intel</b> <i>what are we up against?</i>	Actives + pendings + price drops within 0.5–1 mile radius of your upcoming listing.	Use QUICK SEARCH. Use the red push pin for a radius less than 1 mile. Run it before you sign the listing agreement to shape pricing and prep expectations.
12	<b>The Nosy Neighbor Alert</b> <i>stay top-of-mind after closing</i>	Immediately after closing, set the former client up on a "sold-only" subscription within a 0.5-mile radius. Set to once a month.	Use QUICK SEARCH. Use the red push pin on the map then type in the address for a radius under one mile. Keeps your name showing up monthly — tied directly to the value of their biggest asset.
13	<b>The Portfolio Acquisition Play</b> <i>bulk deal trigger alerts</i>	A subscription set up ASAP with all the addresses of properties you know are in a landlord's portfolio.	Use MULTIPLE ADDRESS SEARCH. Even if the landlord lists just one as a "test," you can strike to negotiate a bulk deal for all 5 — or however many they own.
14	<b>Dream Home Watchlist</b> <i>first to know</i>	A subscription tied to one specific "dream" address so your client gets alerted the moment it hits the MLS.	Use ADDRESS SEARCH with House # + Street Name + Postal Code. Skip Pre-Direction (N/S/E/W) in case the listing agent formats it differently. When the real one appears, you're first to act.
15	<b>Single-Listing Spyglass</b> <i>track it end-to-end</i>	Set a subscription on one specific MLS number so you're alerted to every change throughout its life cycle.	Use MLS # SEARCH then check all boxes under +Additional Search Options (status changes, price changes, open houses, etc.). When the listing is a true competitor, this becomes a real-time comp monitor — no surprises.