

Crimson: Reverse Address Look-up Tool

A new integration with the White Pages allows Crimson users to run a reverse look-up directly from People Profiles to verify contact information.

How to Use Reverse Look-up:

1. Open the People Profile of the individual you want to review.

The screenshot shows the 'People Profile' page for Mr. Joseph M. Banks, Sr. (ID #76003483-9). The page is divided into several sections: a profile card on the left with a photo and contact information; a 'TimeLine' section in the center showing a list of transactions with dates and amounts; and a grid of tabs on the right including 'Individual', 'Codes', 'Giving History', 'Tasks', 'Notes', and 'Actions'. At the bottom, there is a navigation bar with buttons for 'Edit Full Record', 'Copy Record', 'Look up', and 'Print Call Sheets'.

2. On the bottom of the page, click on the **Look up** button.
3. Select "Reverse Address" from the options that appear.

This close-up shows the 'Look up' dropdown menu that appears when the 'Look up' button is clicked. The menu lists several search options: Google, LinkedIn, Google Map, Zillow, FEC.gov, Wealth Engine, and Reverse Address. The 'Reverse Address' option is highlighted with a red rectangular box. The background shows the 'Notes' and 'Actions' sections of the profile page.

- A new window will open that takes you to the White Pages Reverse Address, which should list information for residents at that address.

