

## Real.leads Management Reports

Real.leads has several useful management reports to help your office be more productive and run smoothly. These reports include:

- **Real Estate Office Management Activity Report** - a summary of the user activity on your office website.
- **Office Property Activity Report** - a snapshot of the visitor traffic your office listings have received.
- **Real Estate Office Email Delivery Summary** - allows you to determine real.leads email delivery problems you may have within your office.

These reports can be accessed through the backend admin tool for your office or can be set up to be delivered regularly by email.

## Real Estate Office Management Activity Report

The **Real Estate Office Management Activity Report** gives your office a summary of the User activity on your website. There are three sections of the report, as described below.

The first section of the report summarizes the number of agents in your office that are recognized and supported by real.leads (i.e. Basic, Premier, and Total).

The second section of the report summarizes the User activity on your office website. This section has two columns that list the User activity for the last 30 days, and the total amount of User activity recorded since your initial enrollment in real.leads. This section contains the following information:

- **Total Contacts** is the number of customers routed to your office through real.leads.
- **HomeFinder Registrants** details how many of those customers have signed up for HomeFinder accounts and therefore become visible in your office backend.
- **# Saved Searches, # Favorite Properties** and **# Recommended Properties** are recorded by those customers that have created HomeFinder accounts.
- **# Customers Assigned to Agents** details how many customers with HomeFinder accounts were assigned to agents in your office. It is possible that not all of the customers with HomeFinder accounts will be assigned to an agent. Your office is only notified of the customers that have made an inquiry.

The last section of this report is the traffic summary for your website within the last 30 days. This includes how many **Anonymous Customers** (without HomeFinder accounts) and **Registered Customers** (with HomeFinder accounts) have visited your website; as well as the number of **Agents** and the **Total** number of visitors to your website. This section also includes how many **Property Detail** pages have been looked at for your office.

This report is set up to be emailed weekly to the office administrators of your choice.

## Office Property Activity Report

The **Office Property Activity Report** is a report that provides visibility of visitor traffic for each MLS listed property in your office. This report details every active property listed by your firm, sorted by listing agent, and includes property identification (MLS, type, price & address), days on market, and “hits” (e.g. property detail views) for the past 30 and 90 days, on your website, and a total for all RE/MAX websites in your market.

This report can be delivered monthly by email. If you wish to set that up, contact real.leads customer support at [support@realleads.net](mailto:support@realleads.net) or call 1-800-666-7799.

If you would like to run this report on demand, do the following:

1. Sign in to the admin tool that supports your real.leads website.
2. Navigate to the **General :: Reports** folder.
3. Under the **Reports** folder, choose the magnifying glass icon for **Reports**.
4. Select the **Office Property Activity Report** from the selection list.
5. Leave the **Format** as “Microsoft Excel Spreadsheet”. Then choose the **Run Report Now** option.
6. The report may require up to a couple of minutes to prepare.
7. Once the report is complete, a **Download Now** option will appear next to the green icon. Click this option.
8. If prompted to **Open** or **Save** the file, select **Open**.
9. The report will open in Microsoft Excel on your computer.

You can use Excel to sort and filter the report in whatever way that is useful to your purposes. If you have any questions, contact real.leads support.

## Real Estate Office Email Delivery Summary

**real.leads** relies extensively on email transport to communicate customer inquiries, leads, assignments and other important and time critical information to offices and agents. Unfortunately, in response to the ever rising volume of spam, many email service providers have had to add increasingly aggressive filter techniques to limit their customers’ exposure to undesired email traffic. This can adversely affect the deliverability of real.leads generated email. As such, both agents and office administrators need to actively monitor and manage email delivery from real.leads to insure that all customer communication flows uninterrupted to the intended recipient.

To assist with this process, office administrators can use a report available through the real.leads admin tool. The report shows how many emails were sent to each agent, by type, and how many are opened. You can use this information to pinpoint email delivery problems within your office. To run the report, do the following:

1. Sign in to the admin tool that supports your real.leads website.
2. Navigate to the **General :: Reports** folder.
3. Under the **Reports** folder, choose the magnifying glass icon for **Reports**.
4. Select the **Real Estate Office Email Delivery Summary** report from the selection list.
5. Specify a date range in the **FromDate:** and **ToDate:** fields, and choose “Microsoft Excel Spreadsheet” as the **Format:**. Then choose the **Run Report Now** option.

6. The report may require up to a couple of minutes to prepare, depending on how far back in time you are reporting.
7. Once the report is complete, a **Download Now** option will appear next to the green icon. Click this option.
8. If prompted to **Open** or **Save** the file, select **Open**.
9. The report will open in Microsoft Excel on your computer.

If the report shows unopened emails, it could be the result of any of the following reasons:

1. Agents can view the email without actually opening it.
2. Agents may not recognize the email and accidentally delete it thinking it is spam.
3. Emails may be going to a junk mail or spam folder within the agent's email program.
4. The email may be perceived as spam by the email service provider and never attempted to be delivered to the agent.
5. If the agent has a spam program the sender email address may not be on a "white list" or accepted list.

If you suspect that #3 or #4 above is adversely affecting your organization, the following steps may correct the problem:

1. For the office, contact real.leads customer support to change customer emails to send from [donotreply@realleads.net](mailto:donotreply@realleads.net).
2. For agents, the change can be made directly on the agent detail page. The option is in a section on the right side of the page titled **Agent Email Settings**. If an agent cannot receive email from real.leads, choose the option of **Change emails to send from donotreply@realleads.net** to make this change.

Once these steps are taken, the office admin and/or your agents will start receiving emails from "donotreply@realleads.net (real.leads – Do No Reply)". They can add donotreply@realleads.net to their list of approved senders list to help these emails get through spam filters. When an office/agent hits replies to this type of email, to send it to the consumer, they will then have to change the Email To field to the consumer's email address by copying and pasting the email address from the body of the email.

If you have any questions or need additional assistance on this topic, call real.leads customer support at [support@realleads.net](mailto:support@realleads.net) or by calling 1-800-666-7799.