

Agent Participation Options With real.leads

All agents, both basic and premier, participating in real.leads enjoy the following benefits:

1. Leads and customer inquiries are delivered by email. As a back-up, office administrators have access to all lead email delivery attempts, which can be used to recover leads lost to spam filters.
2. Agents will be forwarded all inquiries on their listings, from visitors to any RE/MAX website, provided the visitor is not already assigned to an agent.
3. Visitors to the office website (not otherwise assigned to an agent) will see personal branding for each agent, including on the office's agent roster, with their customized, full page profile and on each of their listings.
4. Basic agents have a personalized website, co-branded with the office. Each agents personalized URL is in the form *[firstname][lastname].[office URL]*.

The Personal Advantage Add-on

All agents can link a *Personal Advantage* account to real.leads to take advantage of enhanced lead marketing capabilities.

1. All incoming inquiries from real.leads are automatically added to a designated Personal Advantage contact list, eliminating the need for duplicate entry.
2. Agents can add and maintain contacts, either manually or by import from another program or contact manager (e.g. Top Producer, Outlook, etc.).
3. Each contact can be enrolled, one-by-one, in predesigned postcard and/or newsletter campaigns. All campaign materials are fully personalized to the agent, and be fulfilled to the contact by either email or direct mail. Email is fulfilled at no additional charge; each direct mail piece incurs a small charge to cover printing and postage.
4. Agents can elect to receive text message notification on their mobile phone and/or an email to their PDA or SmartPhone device whenever a new lead is received.
5. Newly created contacts can be setup to be automatically enrolled in a preselected email drip campaign.

A *Personal Advantage* account is included with the premier agent subscription, and is available as an option to all other agents, at a monthly fee of \$9.95/mo. Basic agents can visit www.pa.realleads.net to sign up for the *Personal Advantage* add-on.

The Premier Agent Upgrade

Agents that elect to subscribe to the optional Premier Agent Upgrade program, at a monthly fee of \$45.00, will receive the following additional benefits:

1. Online lead tracking and management features, similar to the office admin features described above.
2. A personal website, fully integrated with real.leads' native HomeFinder and lead generation capability, that can be fully customized as far as content and stylistic appearance, with branding independent from the office. In addition, the premier website can be addressed by any personalized domain/URL(s) for which the agent has control.
Yet another option to participants in the premier agent upgrade, is to embed real.leads' property search (including Google maps) and MyHomeFinder functionality into a personal website of theirs hosted by another company.
3. Ability to sign-on "on behalf of" their assigned website visitors allowing them to observe visitor activity, including past property searches, favorite properties as well as make property recommendations and feedback to their customers and prospects.
4. An integrated Personal Advantage subscription, as described above.
5. Option of preregistering their past client/prospect lists, such that any future registration by one of those individuals will be automatically assigned to them.
6. Detailed online reports of assigned customer activity and of specific activity with their listed properties.

Any agent can make the premier upgrade election at any time, on a month-to-month basis, by completing the sign up form that follows.

