

## Using Personal Advantage With real.leads

*Personal Advantage* is a companion one-to-one marketing tool to real.leads, adding the following features:

1. Personal Advantage has a powerful contact manager – enabling you to add and maintain contacts, either manually or by import from another program (e.g. Top Producer, Outlook, etc.).
2. Each contact can be enrolled, one-by-one, in predesigned postcard and/or newsletter campaigns. All campaign materials are fully personalized to you, and can be fulfilled 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.
3. All inquiries received through real.leads are automatically added to a designated Personal Advantage contact list, eliminating the need for duplicate entry.
4. You can elect to receive text message notification on your mobile phone and/or an email to your PDA/Smartphone whenever a new contact is added from real.leads.
5. Contacts created by real.leads can be automatically enrolled in a preselected email drip campaign to insure immediate response.

If you are a real.leads premier agent, Personal Advantage is included at no additional charge. If you are a basic agent in real.leads, there is an additional \$9.95/mo charge. You can sign up for a Personal Advantage account by visiting [pa.realleads.net](http://pa.realleads.net) with your web browser.

### Some Helpful Tips

When using Personal Advantage with real.leads, you should take note of the following:

1. Your Personal Advantage login (email address and password) can be different than your premier agent login for real.leads. This can be confusing, so take special note of any changes you make to your credentials in either application.
2. You should visit the **My Account** page of Personal Advantage (click the tab along the top of the page), to verify the following:
  - a. Your personal information (contact info, photo, etc.) is separate between Personal Advantage and real.leads. You need to work with your office admin to maintain your real.leads profile, while you maintain your Personal Advantage account yourself on the **My Account** page.
  - b. If you are a premier agent, the method of payment used for your monthly premier fee can be maintained by you through the **My Account** page of Personal Advantage. Any direct mail costs you incur from your use of Personal Advantage will be charged to this account as well.
  - c. If you want to use the automatic text message notification feature whenever a lead is captured by real.leads, you must first provide a **Mobile Email Address** using the **Edit your account details** option.
  - d. You can preview how emailed materials will be personalized to you (with your contact info, office info, photo, etc.), by selecting one of the **Preview...** options midway down the page. The printed versions are similar.

3. Contacts automatically created in Personal Advantage by real.leads can be found in the **real.leads Contacts** list, which you can view by selecting it from the **My Lists** drop-down along the left edge of any page in Personal Advantage. Choosing the “Newest to Oldest” option from the **Sort** dropdown will show the most recently added at the top. You can work with each contact individually by clicking their name on the list.
4. When working with an individual contact, on their **Contact Information** page, there are several important options:
  - a. You should add additional contact info about your contacts, as you learn it, with the **Edit contact details** option.
  - b. Click the **Send This Contact An Email** (under Quick Options along the right edge) to easily send the contact a simple message in an automatically personalized and formatted email.
  - c. If you are a premier agent, you can click **Work with this contact in real.leads** to “peek over the shoulder” of your contact’s property search activities in real.leads.
  - d. You can subscribe (and unsubscribe) your contact in different campaigns using the **Subscribe this contact to a campaign** option.
  - e. Click the **View contact history** option (under Quick Options) to see a composite of their real.leads and Personal Advantage history together.
5. When viewing the **real.leads Contacts** list (see #3 above), you can use the **Manage external source** option along the right edge to:
  - a. Enable the **Text Message Notification Options** to your cell phone whenever a new contact is captured by real.leads. Note that this requires you have provided a mobile email address (see #2c above).
  - b. Select the email drip campaign that each real.leads contact will be subscribed to when they captured from real.leads.
6. The **My Marketing Plan** tab provides you a good, top-down view of all your contact activities and status.
7. From the **Home** tab, you can browse all available drip campaigns by clicking the **Campaign Catalog** icon in the lower right corner of the page.
8. A sample contact (you) was created when your Personal Advantage account was first setup. You can locate this contact by entering your last name in the **Find A Contact** field along the left edge of any page. You can use this contact to sample the email and printed materials from the various campaigns by subscribing to them. You can also use this contact to preview and experiment with the **Send This Contact An Email** feature described in #4b above.