

## Support for Agent Teams

The **real.leads** application supports a variety of team scenarios:

### Case #1:

In the most basic case, a team is treated as a single entity:

1. The team presents a single, unified brand in all marketplace impressions – i.e. it has one name, one phone number, one email address, etc.
2. Though the team members may be independently licensed, all of their listings are identifiable under a single listing agent identifier in the local MLS(s).

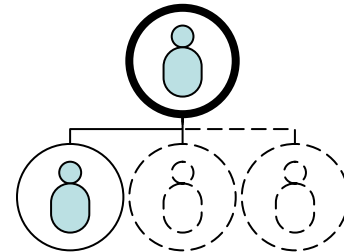


Many family or spousal teams are structured this way. Under this scenario, the team is billed as a single subscription (basic or premier).

### Case #2:

A different type of team consists of distinct leader, with one or more subordinate members (assistants, specialists, etc.):

1. Team's market impressions (web site, advertising, etc.) are often branded to the team leader.
2. Team members may or may not be associated to the listings of the leader or other team members.
3. Leads may be managed exclusively by the team leader, or worked independently by the team members.



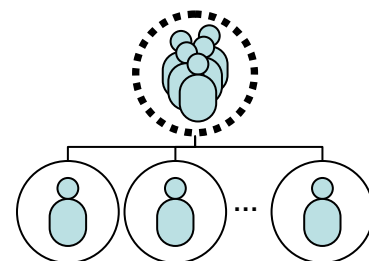
A common example of this type of team is a single top-producer, with a team of buyer specialists working in a shared, cooperative manner.

Under this scenario, the team is billed for each member (basic or premier). The team leader is often premier (to create a distinctive web brand), but it is not required.

### Case #3:

A third type of team can be constructed whereby the team itself has an independent identity, as do the team members, more or less on an equal basis:

1. The team's market impressions are distinct from that of its members (web site, advertising, etc.).
2. Listing inventory attributed to the team is the composite of the listings of all team members.
3. Leads are shared among team members.



This type of team models the professional partnership scenario.

In this case, all team members must be premier or, if some are basic, then a "surrogate agent" is created to host the team's web site, and billed as a single premier subscription.