

Automatic Distribution of Incoming Leads

Real.leads websites support automatic distribution of the inquiries received on competitor listings. Such inquiries can be transmitted directly to the agents in the office, in round robin fashion. Each time an agent is dispatched an inquiry, they are automatically and exclusively assigned to that lead, such that subsequent inquiries, and correspondence from that consumer will be sent directly to their assigned agent.

The result should be a shorter response time to inquiring consumers, especially given the growing popularity of Blackberries, SmartPhones and home-based computers among agents. Note that this feature is only utilized for inquiries on non-RE/MAX listings - inquiries on RE/MAX listings by unassigned consumers are already sent straight to the listing agent. This function does not change that behavior.

The office administrator has access to the following options to tailor this function to meet the needs of the office:

1. The agents/teams that participate in the round-robin distribution can be defined through the real.leads admin tool. Some agents may not wish to respond to general buyer inquiries for properties not listed by them. Agents can be added or removed from the distribution pool on an individual basis.
2. Select individuals (e.g. office admins, managers, owners, etc.) can be “carbon-copied” on each lead as it is dispatched, maintaining visibility of this process.
3. This function can be disabled entirely, allowing the office to route leads manually.

Note: This feature is only utilized for **CMA Request, Property Appointment** and **Additional Property Information** inquiries. All other inquiries (e.g. Relocation Info Requests, General Inquiry, Find an Agent, etc.) need to be manually distributed, and will contain the “[Click here to work with this lead](#)” link. Office administrators who are receiving carbon copies of automatically distributed leads should pay careful attention, for those emails will not have the “[Click here to work with this lead](#)” link.

To manage the lead follow-up process, managers and owners should utilize the lead management reports of real.leads to insure that all agents are responding to inquiries in a timely fashion.