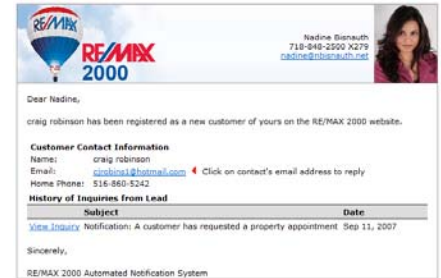


Examples of Email Notifications from real.leads

Agent Assignment Notification

When a lead is assigned to an agent by their office OR whenever someone registers on an agent's personal website, the agent will receive an Agent Assignment Notification email, which provides all available contact details and any history of inquiries made by that individual.



Additional Property Info Request, Property Appointment Request

When a contact, who is assigned to an agent, requests information (or an appointment) about a property, that agent will receive the request by email. If the contact is not assigned to any agent, and makes such an inquiry about a RE/MAX agent's listings, then the agent will receive the request directly. Otherwise, it is sent to the office administrator for assignment.

The branding at the top of the message indicates the assignment status of the contact.

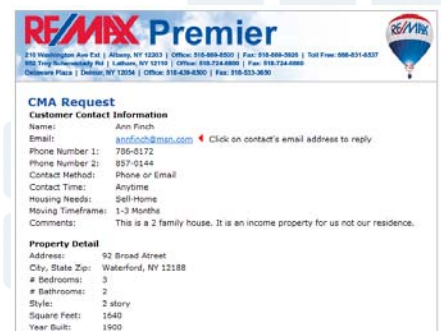
This notification will also be received by an agent when an unassigned visitor to another office's website inquiries about one of that agent's listings. In this case, the notification email will be branded to the other RE/MAX office, but still sent to the listing agent.



CMA Request

Whenever a website visitor uses the Neighborhood Valuation tool on www.remax.com and requests a more comprehensive report, a CMA Request notification is sent to the office administrator of the office chosen to service the area in the request. If the CMA request form is completed on an agent's personal website, the agent is sent the inquiry directly.

The branding at the top of the message indicates the assignment status of the sender.

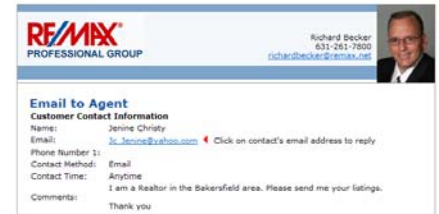


Relocation Info Request, Find an Agent Request, Email to Agent, General Inquiry

When a website visitor completes any of the general inquiry forms on the office website it is relayed to the office administrator by email.

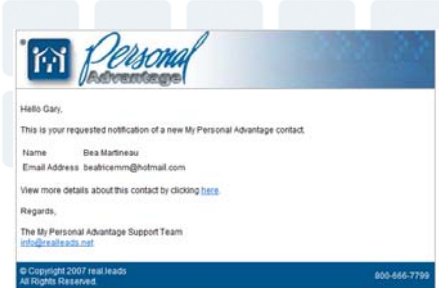
When any of those inquiries are made on an agent's personal website, the agent is sent the inquiry directly.

The branding at the top of the message indicates the assignment status of the contact.



Contact Create Notification From Personal Advantage

When a website visitor completes any of the general inquiry forms on either the office website, or remax.com, that is relayed to the office administrator by email. When any of those inquiries are made on an agent's personal website, the agent is sent the inquiry directly.



A Note About Replying To Lead Emails

To help improve email delivery through spam blockers, some agents' accounts are set to not deliver inquiries from the inquiring visitor's email address, but rather a "blind" email from real.leads.

In those cases, a red notice will be imprinted at the top and bottom of the email, as a reminder to use the email link in the body of the message to send a reply message, rather than the "reply" function built into the agent's email program.

