

Lead Management

An active brokerage vs. a hollow brokerage

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**Main
Street**
BY VIRTUAL
PROPERTIES

Background

Recent studies have shown that more than 70% of potential home buyers use the internet prior to any other media in their search process. This activity has created many opportunities for agents and brokers to capture and interact with internet leads.

Real estate professionals have adopted a number of approaches to the generation and management of internet leads. These include:

The Generation of Internet Leads:

a) *Fast, easy to use public web site.*

b) *Virtual Office Web Site (VOW).*

Consumers register, login and receive additional services and information not available on the public web site. This information may include: sold properties, listings from firms not participating in idx, transaction information, concierge services and a consumer CMA.

c) *Professional photography and high quality immersive imaging on all listings.*

Virtual Properties photography clients consistently see 5 to 20 X web showings for properties that we photograph vs. listings that have other photography/virtual tours.

d) *Nuggets:*

Fast loading, easy to use lead generation tools on public web sites and VOW's such as: Request a showing what's my home worth, online cma, homefinder, request more information, mortgage request, concierge services, relocation services, agent & staff recruiting and insurance services.

Management of Internet Leads:

a) *Head in sand.*

"Don't bother me, I'm too busy."

b) *Forward and forget:*

Forward them to our agents and forget about these leads.

c) *All Hat/No Cattle:*

I know these leads exist, but don't bother me (out source the capture/management of those leads: a call center in utah interacting with a buyer about a property in Florida).
A hollow brokerage.

d) *The Wise Broker:*

Internet leads are an asset to be grown and harvested. My brokers and agents do everything we can to generate, manage and harvest these leads. We also actively cross sell mortgage, relo, insurance and concierge services to these leads. We hope to convert these leads to long term customers. *An active brokerage.*

Learn about the Main Street approach to real time lead management on the next page.

Main Street Real Time Lead Management

Main Street Lead Capture Tools

- Agent Sites
- Public Web Site
- Updesk
- Request a Showing
- VOW
- Relo Request
- MTG Request
- HomeFinder
- Consumer CMA
- Insurance Lead
- Concierge Lead
- Phone Calls
- Email Inquiries
- Agent Recruiting

Main Street Contacts

Main Street Activities

- Assign Contacts to staff/agents
- Add Plans/Campaigns
- Assign Tasks
- Cross Sell
- Automated Farming (Print & Email Batch Followups)
- Personalized Emails
- CMA Listings
- Reverse Prospecting
- Personalized Letters/Postcards
- Showings Concierge
- Track Referrals
- HomeFinder
- Reports

Main Street Transactions

- Auto-fill Forms and Contracts (PDF)
- Transaction Management
- Commissions
- Accounting Export

Main Street Farming

Main Street Contacts

Add Post Deal Farming Plan

Includes:

- Real Time Assignment Rules:
- Real Time Notification Rules



Benefits of the Main Street Approach:

- A) Proven, in production internet based product.
- B) Truly single entry; from client input to closing/followup.
- C) Real time integrated system, vs information spaghetti: leads in system 1, contacts in system 2, farming in system 3, public web site in system 4 and so on.
- D) Lead notification and assignment rules are fully configurable. Examples include: VOW lead is routed to e-business with email notification; Agent Site CMA is routed to that agent with email notification to e-business.
- E) Referral Fees and lead management fees are easily tracked/calculated as Main Street leads/contacts are integrated with Main Street transactions
- F) Contacts/leads and/or activities can be assigned. This means that e-business can control the contact/lead but assign tasks in real time to agents/staff
- G) Real time reports: agents, staff, managers and executives can evaluate leads/contacts and activities throughout their organization in real time
- H) Manage leads/contacts anywhere using Macs, PCs, Unix computers running AOL, Netscape, IE, Mozilla, Opera and Safari browsers. Wireless devices can also access leads.
- I) Auto-fill forms/contracts from lead, listing, company and agent information.
- J) Cross sell other services via Main Street automated farming tools (personalized emails and print materials)
- K) Proactive real time system integrated with your public web site, VOW, intranet and extranet vs. a reactive approach.
- L) Personalized lead/contact types. Each Main Street user can personalize their contact types.
- M) Batch personalized email and printing processes (postcards, letters, newsletters).

Choose Main Street Today!

For more information, contact Jim Zellmer @ 877 901 9601 or via email: zellmer@virtualproperties.com

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