

# Lead Generation – E-Leads



## Innovative Strategies. Practical Outcomes.

Real Living is constantly improving its lead generation capabilities to give our agents every edge in the marketplace. Not only are we helping connect buyers and sellers to Real Living agents but also integrating lead generation with automated and customizable marketing campaigns that keep those leads active.

### Online Lead Routing System

The current system interfaces with MLS integrated markets and is managed at the Business Center where leads can be quickly entered into Contact Manager. Real Living works diligently to bring you qualified, valuable leads not just names. Among the lead generation programs offered through Real Living:

- **Real Ping** – an online program that connects Web leads directly to the listing agent when interest is at it peak using cell and e-mail.
- **ConnectionsPlus** – Pass and receive referrals online from thousands of Real Living brokers across the country. This is your conduit to Brookfield Global Relocation Services, the second largest relo companies in the world.
- **Online Engagement** – Incenting user registration and regular use through My Real Living, an interactive program that allows customers to find and share real estate favorites with family and friends
- **Web site Integration** – Leads generated through interactive broker and agent sites that are streamed directly to listing agent. Real Living provides a personal Web site for every agent.
- **Search Engine Optimization** – Your listings are pushed to the top of the search list prior to IDX listings, giving you first exposure to new buyers.

### Enhanced Lead Generation

Real Living has a long history of technical innovation. Recently it signed a partnership agreement with LPS Real Estate Group to gain competitive online advantage for Real Living brokers and agents. This relationship promises:

- Robust, flexible rules for effective lead routing and quick response times.
- Strong local Broker and Agent management of locally generated leads.
- Lead notification via Cell or E-mail.
- Detailed activity reports for Agent, Broker and Brand analysis and ongoing improvement.
- Search visibility to local home buyers.
- Internet listing channel partnerships.
- Continued, and enhanced integration with lead incubation and marketing systems.

