REC DIRECT LEAD SHARE PROGRAM HOW TO ENGAGE, CONVERT AND TRACK WITH REC

REAL ESTATE CONNECTION

America's Real Estate Connection

REC DIRECT PROGRAM OVERVIEW

Leads purchased by Mortgage Lenders are shared with Local Real Estate Agents / Teams in order to create a team-like working relationship and increased business for all parties.

Mortgage Leads are actually Real Estate Leads. Potential home buyers interested in getting pre-qualified are doing so in order to purchase a home.

Realtors will have a dedicated Loan Officer at the Lender's Office for any of the leads that need to be pre qualified. Additionally, Real Estate Agents within the REC Direct Program will be the preferred agent for the other Loan Officers with the Lender/Branch office.

BEST PRATICES

As in any scenario, many of these leads are more open to speaking to a Realtor about the home or area of interest than the documents needed to get pre-approved.

1. Call - nothing is better than calling and calling often. 80% of leads answer after the 6th attempt to call. REC has an effective script, or feel free to use anything from a previous training. (Please note that the scripts will work better than winging it, by a considerable amount).
2. Set them up on an IDX campaign based on the home in mind and monitor their actions (REC may be doing this for you depending on the market)
3. Send unique personalized text messages. For example referencing the home in mind, area, anything unique or special about the local market.
4. Email drips are ok, but nothing is better for a response than an email from a real person asking a simple question or providing some real value.

REPORTING & UPDATES

Real Estate Connection provides scorecard reports to Realtor Partners and Lenders to find opportunities to expand the marketing budget in certain markets and evaluate the Lender's return on investment. Reporting is an essential responsibility of the Realtors participating in this program. Either through the REC Portal (located at www.recusaportal.com) or via email please report back on any and ALL viable leads AND leads sent back to the lender for initial pre-qualification. *If the sponsoring Lender is unable to qualify the buyer, then we must continue to help the buyer in any way we can (these types of updates are also a requirement).

PROBLEM RESOLUTION

In the Real Estate Industry, issues come up more often than not. If there is an issue with the Sponsoring Lender or Loan Officer, please let us know and we will act as an intermediary and can have a new Dedicated Loan Officer assigned.

Here are 4 strategies REC's Top Agents use for online leads

Immediate follow-up. According to the MIT research that was published in the Harvard Business Review regarding follow-up for online sales leads, you should follow up with the lead within ***five minutes*** of that lead actually coming in. That allows you a tenfold increase of being able to connect with that lead; after five minutes, your ability to connect with that lead drops by 400%. Real Estate Connection will send an alert to you through email, text, in the event that a lead has some trigger action and requires a call. Be sure to make the follow-up call right away.

Have a Short-Term follow-up plan. Make at least 15 phone call attempts within the first 90 days. Did you know that 80% of sales are made between the fifth and twelfth contact? You approach a near 90% conversion rate after at least six call attempts. Also recognize that at least 30% of all online leads are never contacted at all. Just by making a few more call attempts, real estate agents can experience up to a 70% increase in contact rates. You must develop a weekly call schedule for new leads until the first contact is made. Automate this so you don't have to think about who you're going to call and when.

Have a long-term follow-up plan. Increase converted leads by 67% with a follow-up strategy beyond six months. Dedicate a specific time each week to contact older leads; I recommend a mix of text messages, phone calls, and a small number of emails that contain relevant information to the consumer.

"Stay positive, expect positive outcomes,use these leads to feed your database, and you'll always have deals closing."

The MIT study uncovered a few other statistics to note, as well. They found that **Wednesdays** and **Thursdays** are typically the best days to qualify a lead and that the best times to get in touch with leads are between 8 and 10 a.m., and even better, between 4 and 5 p.m. You're 160% more likely to reach a lead in the late afternoon than the early afternoon.

Mindset matters; thinking of online leads as bad leads and instead think of them as human beings who are beginning to learn about the home buying or selling process. If you stay positive, expect positive outcomes, use these leads to feed your database, and you'll always have deals closing.

Put your Follow Up Times on Your Calendar. Plan accordingly to maximize your online lead strategy. Having your time carved out each week and setting reminders can help ensure that you stay on track.

If you have any specific questions, feel free to give us a call or email us at partners@realconnectusa.com. We're here to help.

Real Estate Connection Buyer Engagement & Transaction Management gets RESULTS. Convert your purchase deals 20%, Retain 94% of your buyers.

The REC First 48 ensures all buyers are systemically engaged with Real Estate Connection, our local real estate agent team, and our lending partners with orchestra level precision. REC works with and partners with lenders, real estate brokers, and dozens of lead aggregators to manage the relationships and provide a structured home buying experience for Home Buyers. REC has 9,000 real estate teams and brokers across the United States engaging with home buyers. REC agents work in a team-like fashion with our lending, title, and lead aggregation partners and get better buyers results.

Our REC Lenders experience a 20% higher conversion on buyer leads and retain 94% of their mortgage pre-approval.

This all starts with the **REC First 48 Buyer Engagement and Conversion Process**.

The REC First 48: Buyer Engagement and Conversion Program

• **Real Time - REC Lead Aggregation**- REC partners and integrates with your lead aggregators and online lead sources for mortgage and real estate buyer leads.

• **5 - Minute Direct Buyer Engagemen**t - REC Engages with all Buyers within 5 minutes of buyer lead being received and assigns to local REC real estate agent to engage with the buyer.

• **6 - Hour Buyer Lead Conversion** - REC Real Estate Agent will immediately engage with your buyer with our REC Home Buying Experience, this include a buyer introduction call, email follow-up, assistance with scheduling the first meeting, realtor engagement, transaction management and more.

• **24 Hour - Realtor Engagement** - All REC agents will show buyers 2 properties while the pre-approval process is taking place. We will work in a team like fashion to engage the buyer.

• **48 Hour - Looking at Homes** - We get all of our buyers immediately looking at homes.

• **Buyer Retention** - All REC agents sign a 2-Year REC Virtual Desk agreement, ensuring your buyer remains your buyer. REC has a 94% buyer retention ratio on pre-qualified buyers.

• **Transaction Management** - All deals will be managed by the REC Transaction Management portal.

All of this takes place within the First 48 Hours of the Buyer Lead being sent to REC.

REC DIRECT
REALTOR ACCOUNT SETUP

REAL ESTATE
CONNECTION
America's Real Estate Connection

Real Estate Agent Partner Technology Guide

HELLO REC AGENT!

Real Estate Connection would like to welcome you to the Team!

REC utilizes an online web portal **"REC Connect"** to keep all parties involved in the buyer transactions updated on the status of the file. The REC Connect is designed to act a the system of record for the buyer from the initial lead engagement to final closing. Below you will find important links and information on how to use REC Connect and engaged with Real Estate Connection effectively.

With REC Connect Features:

- View Buyer Contact Information and note History
- View REC Concierge team engagement notes
- View Lender client engagement notes
- Update File Stage and Buyer Engagement
- Add File Notes and notify all parties
- Manage files and leads in a team like fashion with all parties

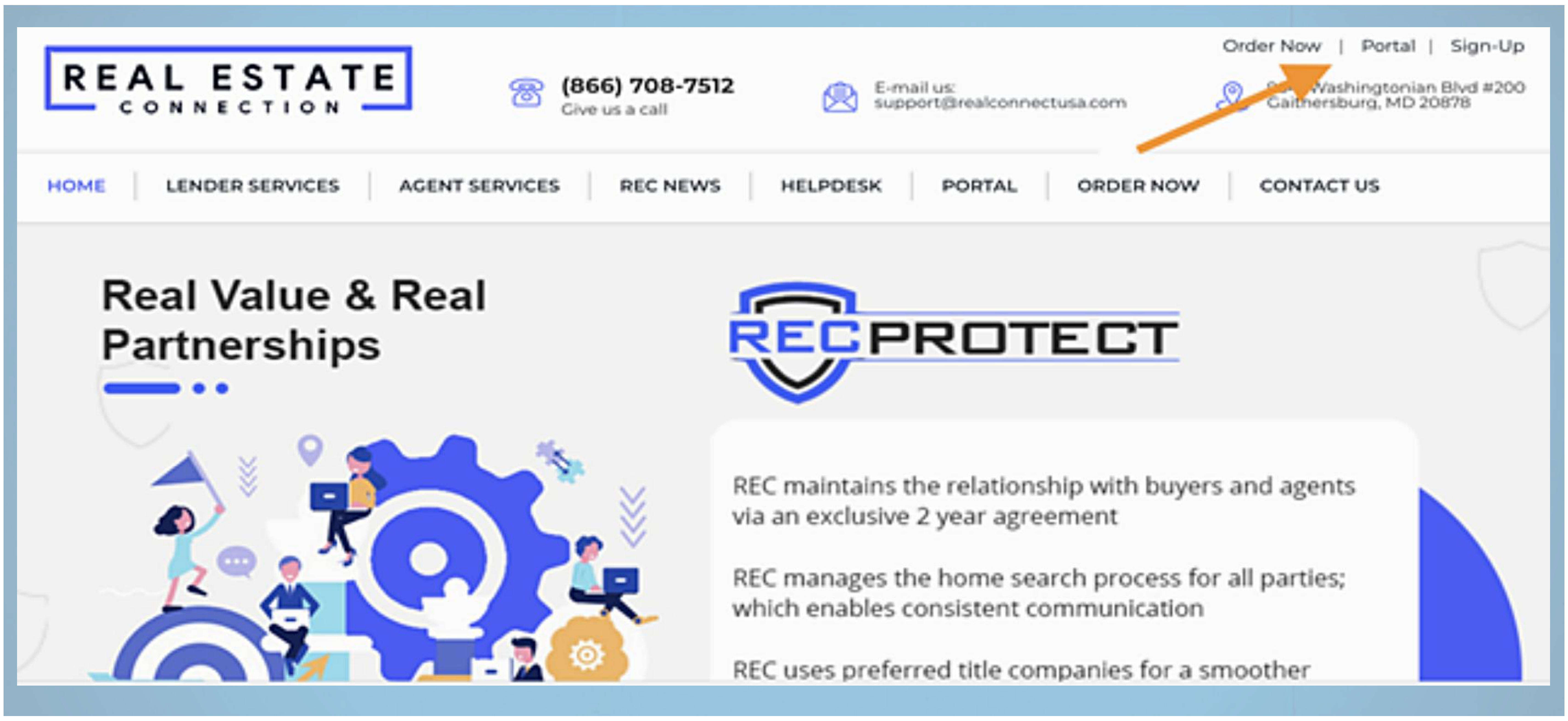
We look forward to serving you and your buyers!

Need Help? We are here to help you, please e-mail support@realconnectusa.com

Thank you,

Real Estate Connection

REC Portal Access



REC Website: www.realconnectusa.com	REC B2B Website
Direct URL: www.RECUSAPortal.com	Direct Portal Link
REC Consumer: www.realestateconnectionusa.com	REC Consumer Facing Portal

*Not the first time accessing the portal? We require you to clear your browsing history and remove cookies.

Creating your account with REC

To set up your REC account you will need to fill out the following fields

Field	Description
User Typer	Loan Officer,Realtor, Buyer
First and Last Name	This is for the person registering the account
Email address	Professional email is recommended for loan officers and realtors

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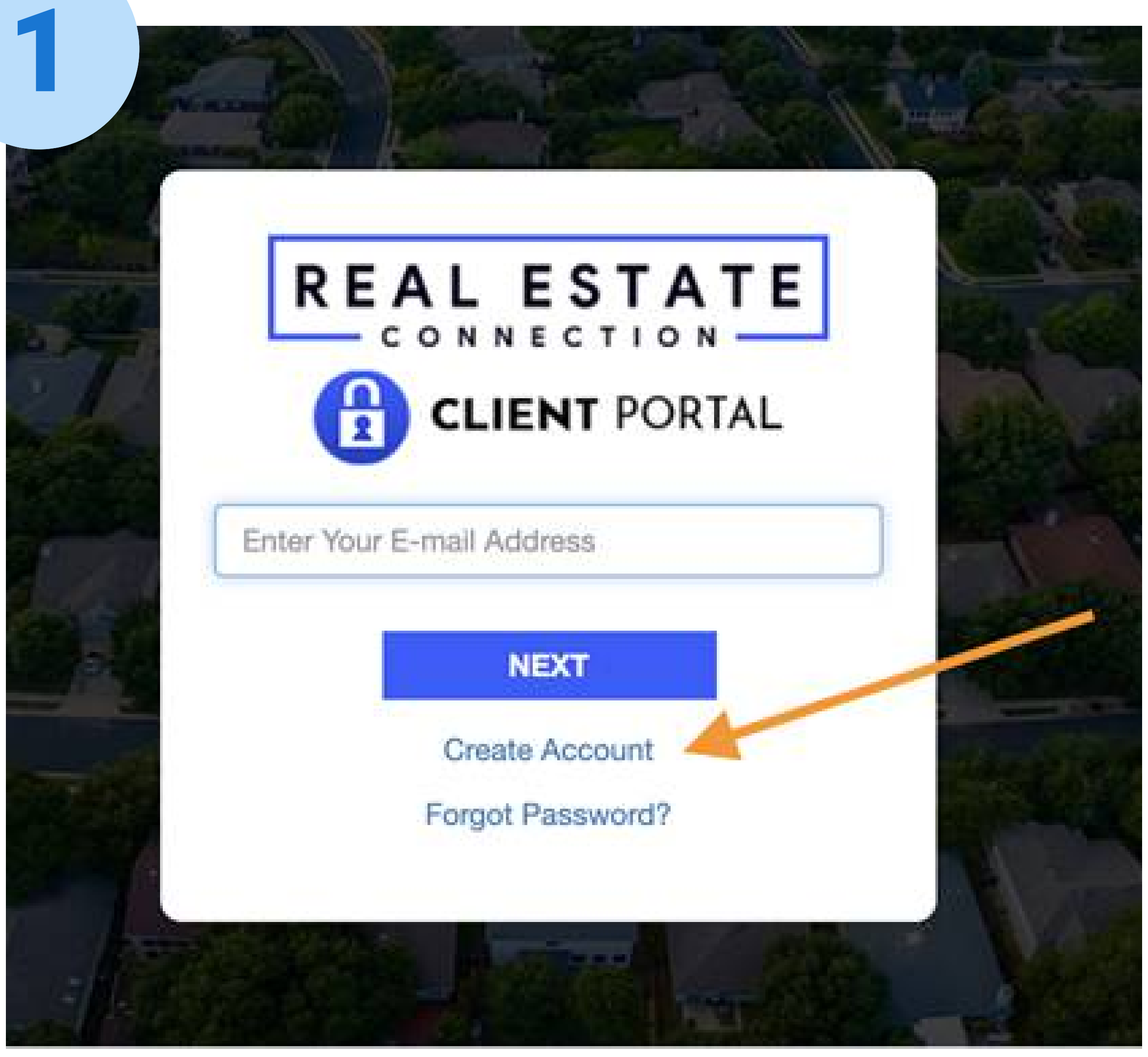

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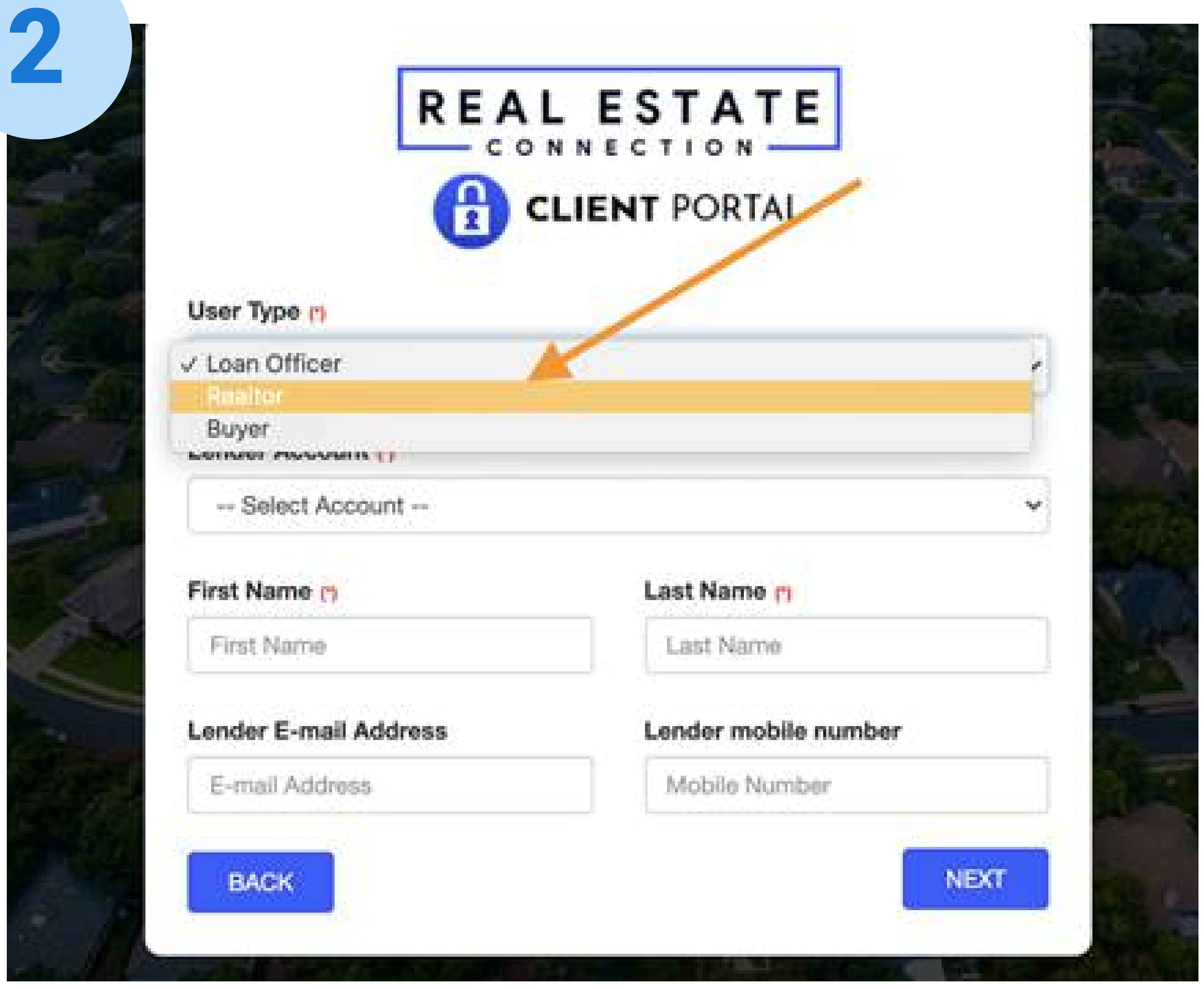
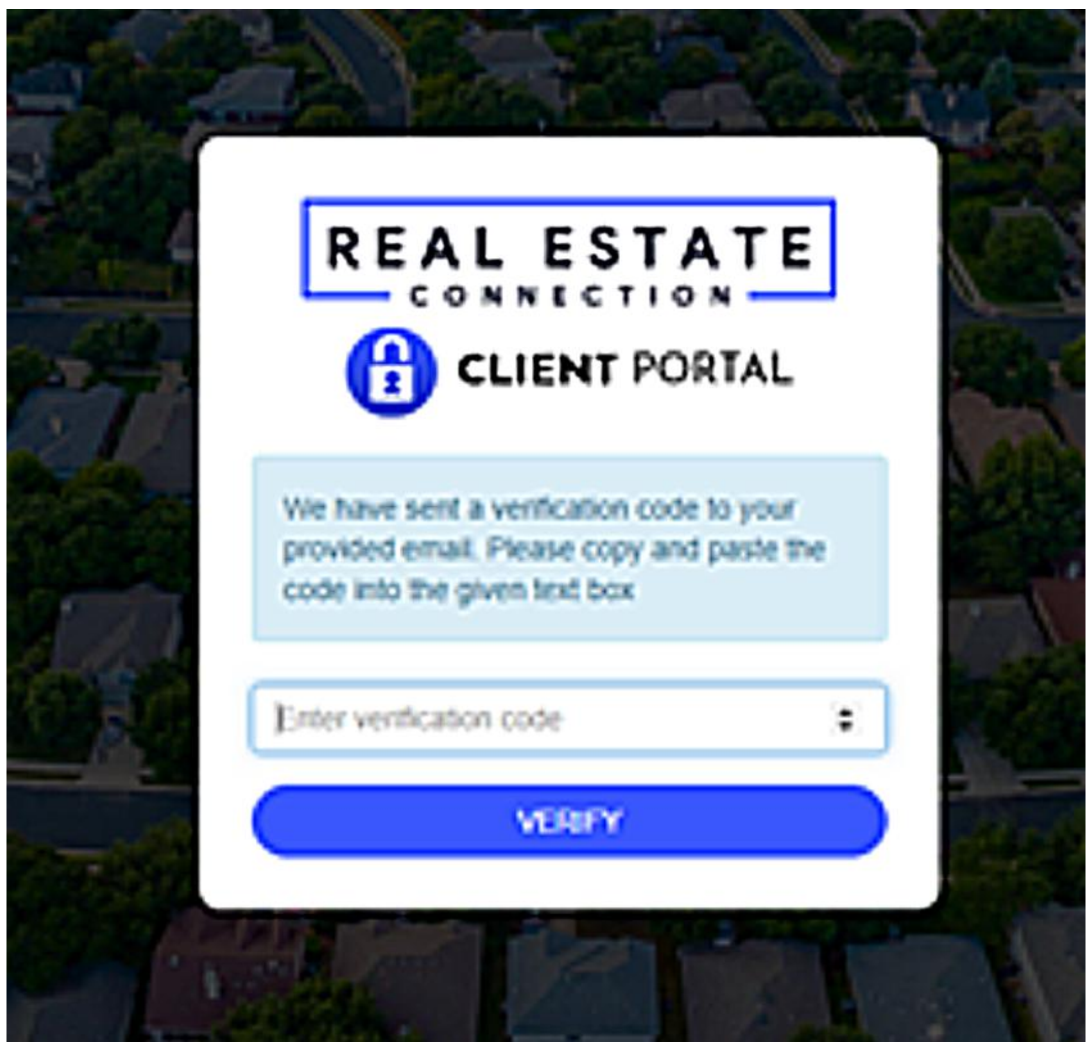


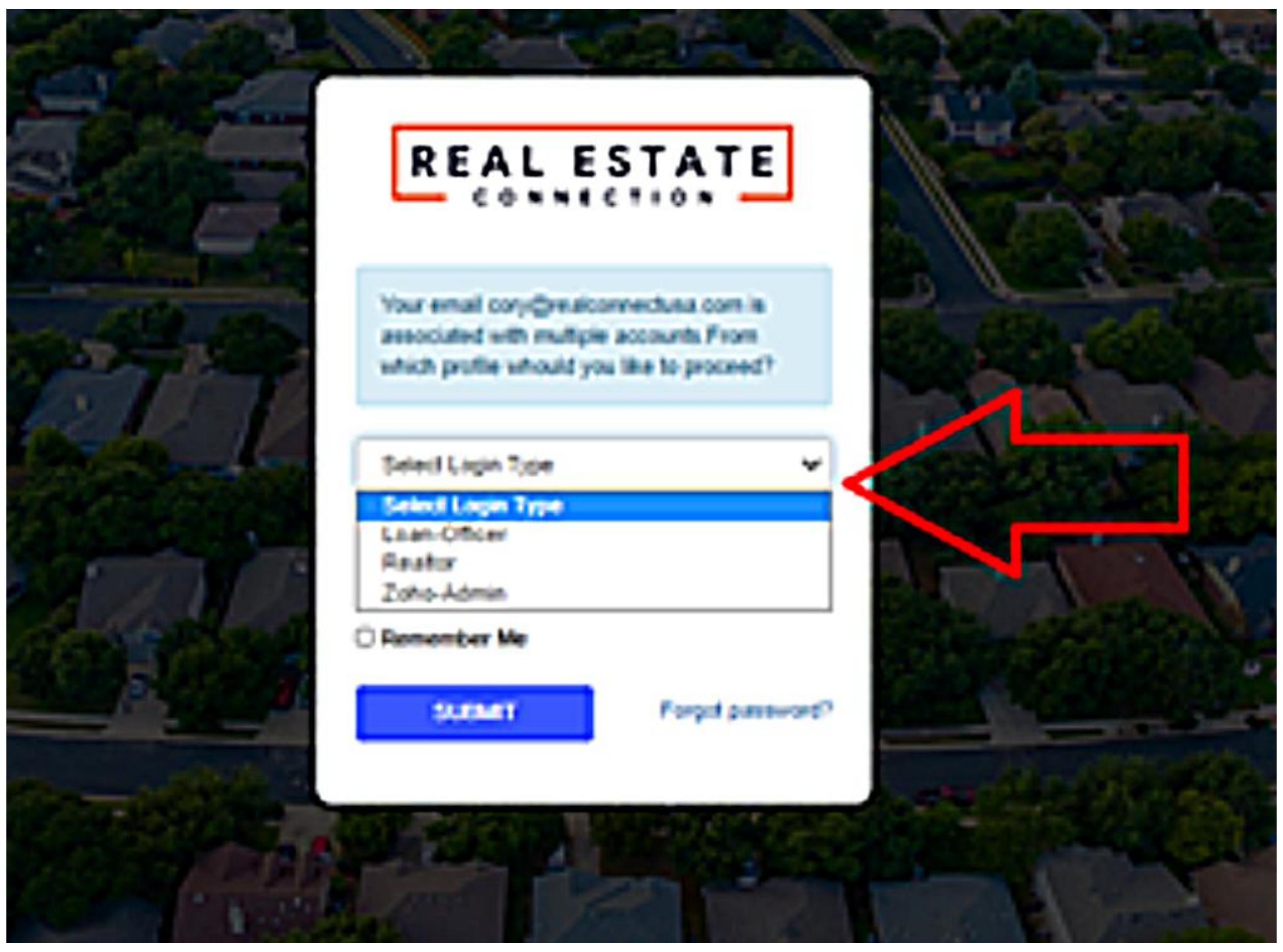
Verification Code Sent

A verification code will be sent out to your email once all fields are provided. All you need to do is copy and paste it to the portal.



Login in your Portal

Visit www.RealConnectUSA.com or www.RECUSAPortal.com, Provide your email address and password so that you may access your account. Click the drop down menu to select your position and type in your password. You can click the remember me checkbox so that you don't need to type in your email and password every time you access your account.



REC Dashboard

Here you will have a snapshot of your pipeline. Under Pipeline we have Segmented into 2 groups.

REC Connect - this pipeline is contains pre-qualified Lender referrals or Active Leads

REC Direct Program - this is where those teams participating in our shared leads program will find and be able to update our shared leads (email partners@realconnectusa.com to learn more)

RECDirect - Leads Updates

Measuring results is the backbone of the **REC Direct Program** and updates on active files is required.

Understanding the Stages

REC Direct Stages	Definition
New Lead	New leads that have not been called.
Called	A Lead that has had at least one call and is being actively worked and followed up on.
Made Contact	Some contact or exchange has been made either by voice, text or email. This includes someone who REC has contacted and has tried to connect you with.
Meeting or Working with Client	Someone you have scheduled to meet with or are currently working with. REC will convert to a Deal once confirming who the lender is and if the buyer is currently pre-qualified or pending.
Sent to Lender	Someone sent back to the Lender for a pre-approval. Either for initial pre-approval or to give the Sponsoring Lender a chance to win a client who has already been qualified elsewhere. REC will convert this to a deal upon a decision on Lender and qualification.
Lost – has an agent	Someone who is working with another agent / brokerage has already purchased a home with another agent, has requested no further contact or is a Bad Lead

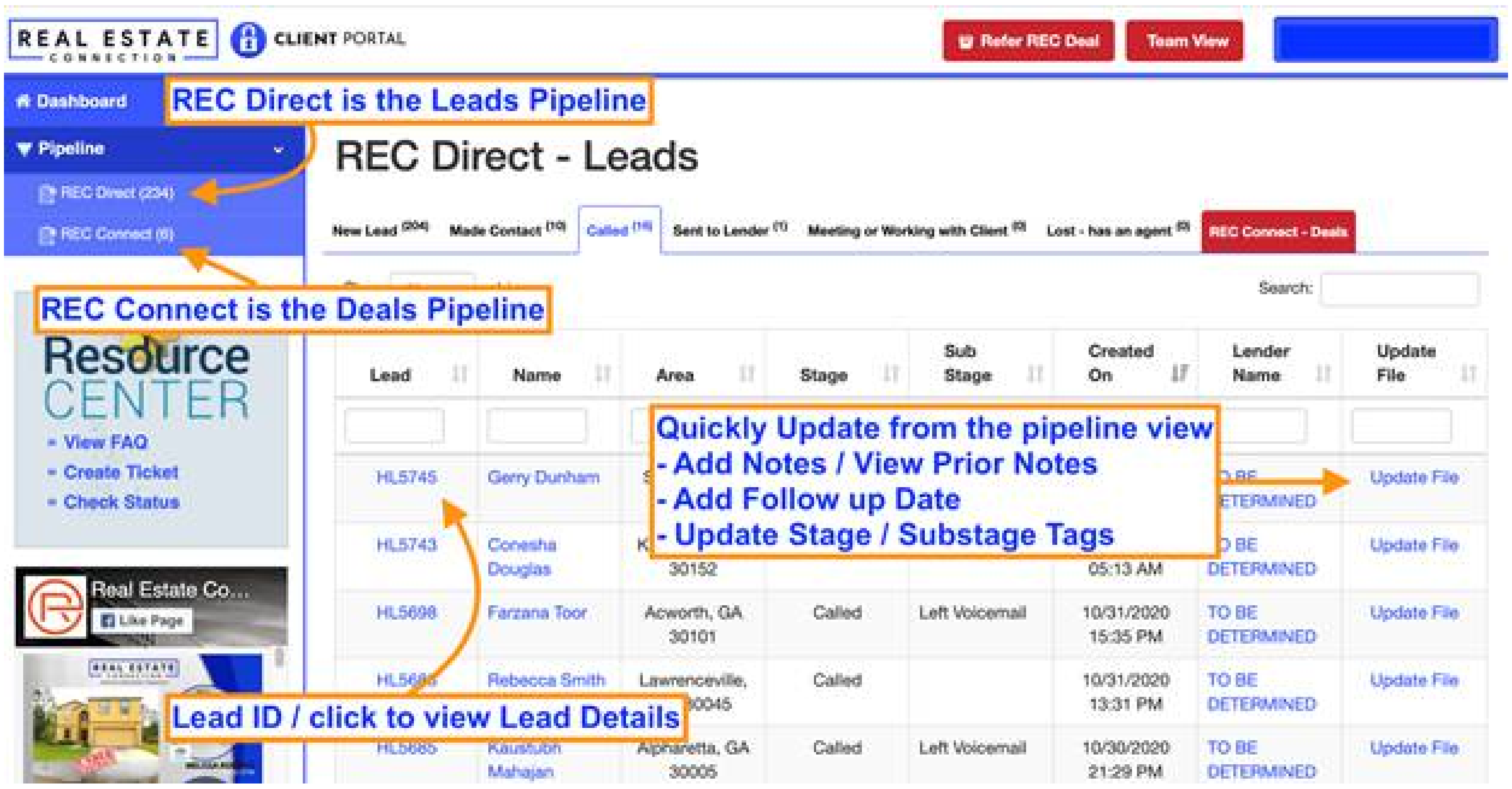
Adding a TAG

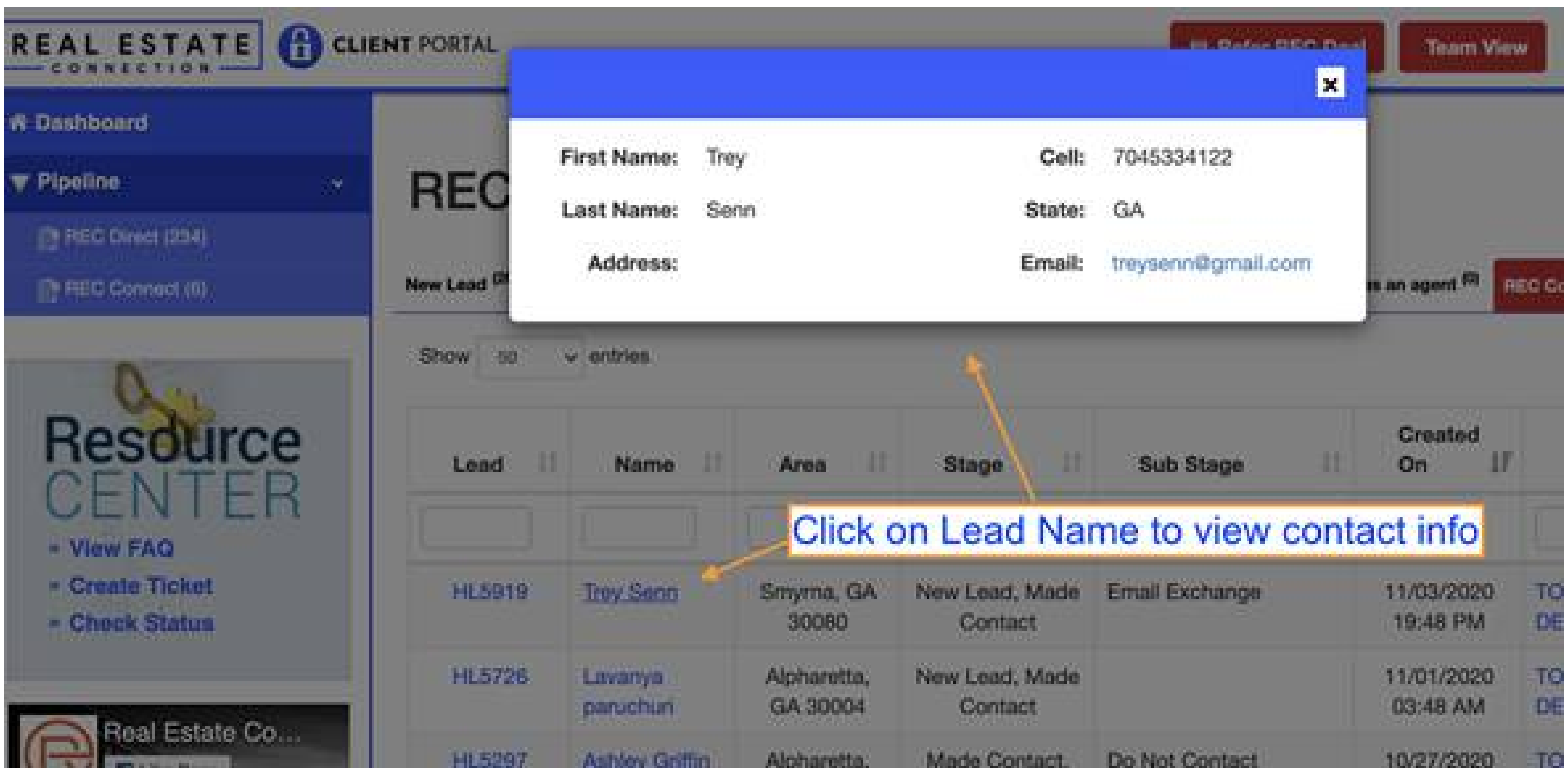
Tags can be used to quickly add extra information on a client record.
Substage TAGS include:

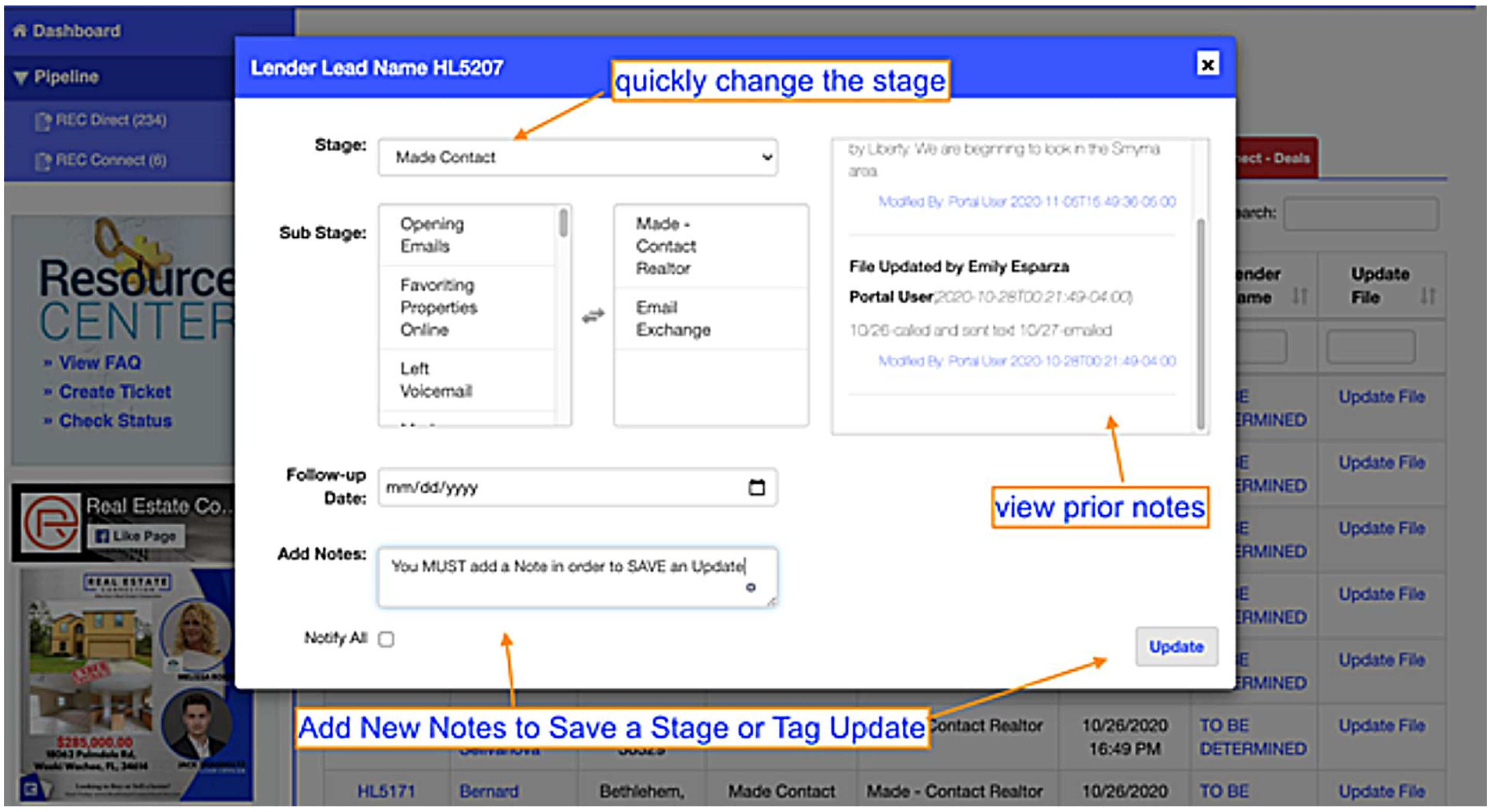
Spoke with Buyer | Left Voicemail | Scheduled Appointment | Email Exchange | Texting | Not in a Rush | Bad phone number | Bad Email | Do Not Contact

Instructions:

Log in to the REC Portal and choose REC Direct Pipeline View Leads are Segmented by Stage in the Top Tabs







Click Update File to Quickly Update Stage, Tags, Add Notes, or Add Follow-up Date

Sending a Proactive Update

- Any significant event or updates can be sent to Updates@RealConnectUSA.com (simply include the file number or client's name)
- Feel free to copy updates@realconnectusa.com on any Lender introduction emails and we will ensure the file is updated correctly.

Sending a Proactive Update

Regular portal updates are required in order to continue participating in RECDirect even when a separate CRM is being used for automated follow up or scheduled calls.

- All leads will be called within 24 hours and placed on an appropriate follow up schedule for follow up calls.
- All active leads (regardless of the lender) must be updated in REC Portal.

RECConnect – Updates On Files - Working with REC

We request a basic status update every 2 to 3 weeks depending on the Stage. If there is not an update (for instance, the buyer is still looking for a home) then a simple No Update in the notes section is all that is needed.

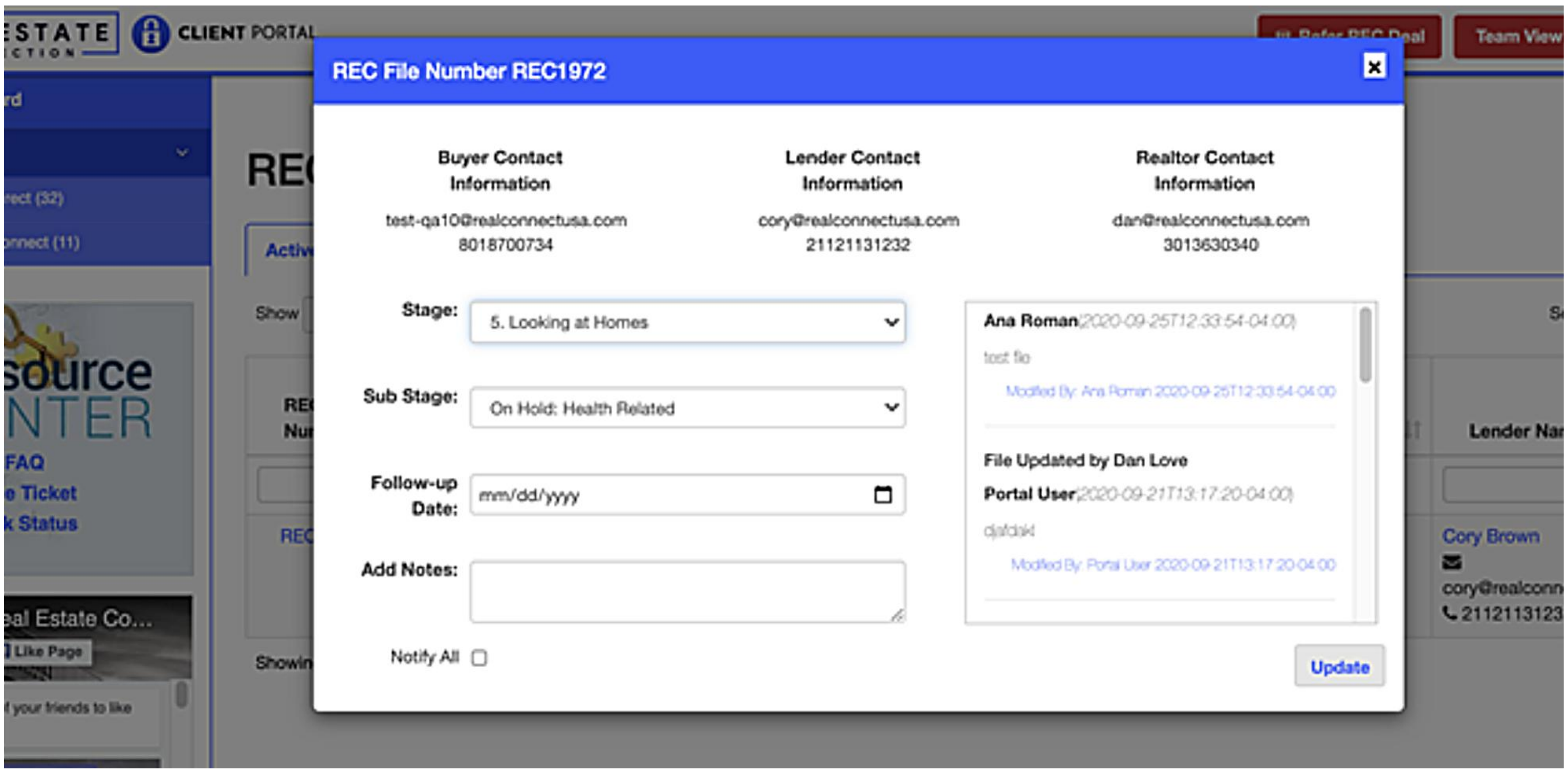
When there is a change in the sale process we request a "Stage Update"

These Stages listed below reflect the big bucket stages during the sale process and how we manage the pipeline with our lending partners. Please ensure your buyer stage most accurately reflects the below table.

Stage	Description
Realtor Made Contact	Some connection has been made with the buyer
Looking at Homes	Actively looking or scheduled to see homes
Under Contract	Ratified or accepted offer
Went to Settlement	Clear to Close or Went to Settlement

Sub-Stages

REC also has sub-stages which can provide a second level of clarity for the buyers specific status, some common **Sub-Stages:** *limited at price point, buyer less responsive, currently making offers, scheduled an appointment, waiting until after the holidays etc. These substages allow all parties to more accurately manage, update and service our all parties. If you do not have a sub-stage that fits your situation please let us know and we would be happy to add them.*



You can also add a follow up date for any file that is On Hold and notify all parties of any significant changes.