



REAL ESTATE
CONNECTION

Real Estate Connection is a licensed Real Estate Broker registered in the State
of Maryland #656001
9841 Washington Blvd Suite 200 Gaithersburg MD 20878
www.RealConectUSA.com

BUYER ENGAGEMENT PROCESS



All Buyers are Engage in a Team like Fashion with REC B.E.S.T Team. Within 48 hours all buyers are scrubbed, engaged, ranked and assigned to a REC Agent to begin looking at properties.

- Results with REC
 - 94% Buyer Retention
 - 2 Year Virtual Desk Agreement
 - Nationwide Real Estate Agents
 - Close your Buyer 20% faster
 - Close more deals with REC

SUPERCHARGING THE HOME BUYING PROCESS

-Buyer Engagement Process- -Covert & Protect Your Deals-

We wanted to update you on our **REC First 48 Buyer Engagement and Conversion Program**. The REC First 48 is Real Estate Connections promise of how we handle all buyers within the first 48 Hours of a buyer being sent to REC.

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 Engagement** - 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 teamlike 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. You can visit the REC Connect portal here

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