

Three Minute Tech Tip - # 16  
April 20, 2005

Our largest regional website complaint is invalid prospect leads. As a result, RE/MAX of New Jersey is implementing an e-mail validation system for the web site. Read about this important change to the web site and why we feel this change will positively impact your business.

**TODAY'S TECH TIP: E-Mail Validation on the RE/MAX of New Jersey Web Site**

We have added a password requirement to the prospect registration tool of our regional website. This enhancement will provide accurate lead data, eliminating the time wasted by associates attempting to contact clients with a phony e-mail address. Additionally, guaranteeing only valid addresses within the system gives associates more incentive to check their leads and accept them in a timely manner.

When a prospect registers on the regional web site, a password will immediately be sent to the e-mail address that has been provided. This password will be a required entry before viewing the photo gallery, virtual tour, or prior to completing a form. Existing clients will simply enter their e-mail address, an explanation will appear, and their password will be sent to them.

When this enhancement was originally conceived, the fear was that it might scare away prospective clients. When the change was implemented in the RE/MAX of Northern Illinois region, however, the results were undeniably positive. Not only were all their leads valid, but also the number of registrations actually increased. Although we cannot guarantee the same results in New Jersey, we can now assure that when an associate accepts a lead on the web site they will be responding to a valid e-mail address.

Future visits by registered prospects will require an e-mail address and a password. Lost passwords will be mailed to the registered address when requested. This enhancement to the system will be put into effect on Wednesday, April 20, 2005.

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact Troy at the regional helpdesk with any support questions at [help@remax-nj.net](mailto:help@remax-nj.net) or (888) 54-REMAX.

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