



Three Minute Tech Tip - # 17 April 27, 2005

Did you know that there are different kinds of leads generated by our regional website? Here is an explanation of what is considered a Hot Lead, how it differs from an Activity Lead, and how both are dispersed.

TODAY'S TECH TIP: Prospect Leads – Hot or Not: Where, When and Why

Prospect leads from our regional website are offered to agents by e-mail notification. This important message warns that “time is of the essence” and contains a hyperlink to the regional intranet. All offered prospect leads to be accepted or declined are located on the main page of the CLIENTS tab in the Website Management System at www.remax-nj.org.

An **Activity Lead** is generated when someone registers on the web site and views multiple photos or a virtual tour, or saves a search on “My Home Finder”. These leads are identified by the  icon. Activity leads that are generated through the Regional web site are offered to a new associate every **24 hours** until the lead is accepted. These are considered passive registrations, where the prospect is still in the information gathering mode and may not yet be ready to interact with an agent.

The  icon designates a **Hot Lead** and is generated when a client makes a proactive request for interaction with an agent. Examples are when a prospect:

- Requests more information on a property
- Requests to make an appointment to see a property
- Completes a form or e-mails an agent

Comprehensive industry studies show that this proactive client is expecting a response to his inquiry immediately. If a Hot Lead is not accepted within **four hours** it will be offered to another associate. The cycle for hot leads begins at 8:00 am and is turned off at 6:00 pm. For example, If a hot lead is generated at 5:00 pm, the lead will be offered to an associate at that time, but not reoffered to another associate until 11:00am the following morning.

On these regional prospect offerings, once the lead is accepted, “**Missed Prospect**” will appear for those remaining associates who were offered but did not accept the lead. It is important to understand that if a lead comes directly through your personal regional pages, whether a Hot Lead or an Activity Lead, the lead will only be offered to you. That prospect is strictly yours to use (or lose).

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 tech support questions at help@remax-nj.net or (888) 54-REMAX.

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