



## Live LeadStreet Demo Q&A

August 22, 2018

1. Can agents add their Instagram feed to LeadStreet?
  - a. Not at this time, however if you share your Instagram posts to Facebook, they will display on your Single Page Agent Website (SPAW) on remax.com.
2. Will teams also have a SPAW on remax.com?
  - a. Yes. Each individual agent will have a SPAW, and there will also be one SPAW for the team.
3. Will Fivestreet be going away?
  - a. Yes, LeadStreet is replacing Fivestreet.
4. What will happen with the leads that are in agent's Fivestreet accounts?
  - a. All leads in Fivestreet will be imported to agent's LeadStreet accounts.
5. Does LeadStreet have the text auto responder that is sent to consumers?
  - a. Not at this time, but that is something that Homes Media Solution (HMS) is actively looking into.
6. When will Fivestreet be going away?
  - a. All leads will begin flowing through LeadStreet on September 27th.
7. Will team leaders have the ability to assign a lead to a team member when it comes in?
  - a. Teams will have a team LeadStreet account, and the team leader will be able to setup lead routing.
8. Do agents pay for Zillow reviews?
  - a. No. Every RE/MAX agent has a free profile with Zillow that they can enhance, which includes adding client reviews.
9. How will leads be offered within a zip code?
  - a. LeadStreet will identify which agents have selected the zip code that the lead has been generated from and will assign the lead to one agent. If the agent does not claim the lead within one hour then the lead will be offered to another agent that has selected that zip code.
10. If an agent adds a contact to their LeadStreet CRM and the client is already associated with another agent, will the agent receive a notification that the consumer is already connected to another agent?
  - a. Yes.
11. Will LeadStreet replace Placester?
  - a. Our contract with Placester lasts through October 2019. We will begin researching alternative solutions in the near future.
12. If agents load their contacts into Fivestreet now, will they be transferred to LeadStreet during the transition?

- a. Yes. However, LeadStreet has a very easy import process, so I would recommend the agent actually wait until they have access to LeadStreet so that they can mass import them into LeadStreet rather than having to manually enter each individual contact into Fivestreet.
13. If a Team Leader has all listings entered under their Board ID, will the listings also display on the team members SPAW?
- a. Unfortunately not. In this case, the listings would display on the Team Leader's SPAW as well as the team SPAW. There are enhancements currently being made that will allow those team listings to display on all team members profiles, however we do not have a firm ETA for completion.
14. Why can't the Seller Reports automatically go out to the sellers?
- a. Agents have to setup the seller report with the client's information, but after that the seller report will go out at to the seller as requested.
15. Will drip campaigns still be sent to contacts who are connected to another agent?
- a. Yes. If you have a contact in your LeadStreet CRM that is already connected to another agent, you can still set them up on a drip campaign from your LeadStreet account.
16. Will agent's current Zillow reviews display on their SPAW?
- a. Yes. Once the agent enters their Zillow screen name in their LeadStreet account those reviews will filter into the LeadStreet system and appear on remax.com.
17. How quickly will listings updates be reflected on remax.com?
- a. If the update is made at the board level, it will take a couple of hours. If it is made in LeadStreet, it will be updated within minutes.
18. Will agents have to pay for drip campaigns?
- a. No. All campaigns and e-mailing functionality is part of our LeadStreet package.
19. If a consumer is connected to another agent, how can the consumer be disconnected from that agent if they want to work with a new agent?
- a. The new agent would need to reach out to the previously connected agent and ask that they delete that contact from their database so the connected logic is no longer in place.
20. Will Office Managers be able to impersonate agent's accounts?
- a. Yes, if they have access to Launchpad.
21. Will agents enter exclusive listings in LeadStreet?
- a. Yes.
22. If there are 10 different agents in one zip code; when a lead comes in, how is that lead distributed amongst those 10 agents?
- a. LeadStreet uses an algorithm to determine the distribution of leads. It takes into account the weighting of a zip code per agent as well as how recently you received a lead. You can select 10 different zip codes or select the same zip code 10 times and increase your weighting. The algorithm at that stage takes over to ensure fair and equitable distribution over time.

23. Are there any internal checks completed to screen leads?
  - a. We do have some internal checks in place that are meant to identify bogus e-mail addresses, such as those that include profanity.
24. Can you mask the URL on the SPAW?
  - a. Yes, by using a custom URL that you have purchased.
25. Will office admins have access to lead reporting?
  - a. Yes. Admins will be able to access reports that show how many leads have been offered, accepted, etc.
26. How will agent's access LeadStreet?
  - a. LeadStreet will have to be accessed through Launchpad.
27. Who sets up the lead routing?
  - a. Brokers.
28. Will leads come with phone numbers?
  - a. We do not require phone numbers on the remax.com forms.
29. Will the e-mail auto responder in LeadStreet only be sent to leads generated from remax.com?
  - a. No. The e-mail auto responder will be sent to any leads that are aggregated through LeadStreet.
30. How will leads from office websites be broadcasted?
  - a. The broker will have the ability to set broadcasting rules for leads that are routed through the office LeadStreet account.
31. Can agents customize the e-mail auto responder that is sent to clients?
  - a. Yes.
32. Can agent's place google analytics on their SPAW?
  - a. No.
33. Will agents be notified when a client unsubscribes from a drip campaign?
  - a. No.
34. Can leads from sources other than zillow be imported into LeadStreet?
  - a. Yes, using the lead gator e-mail address that you will be provided with. Similar to the fivestreet.me e-mail address that you currently have.
35. Can agents forward leads from LeadStreet to another CRM?
  - a. Agents can export leads, but there currently isn't an integration with 3rd party vendors. This is something that HMS is actively working on though.
36. Can Facebook pixels be added to SPAW?
  - a. No. That isn't supported at this time.