



# RE/MAX INTEGRA LeadStreet Transition

Agent Webinar

August 22, 2018

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# Today's Hosts & Panelists

- Cameron Laird, Director of Technology, RE/MAX INTEGRA
- Michelle Hoyt, L&D Specialist, RE/MAX INTEGRA
- Rachana Mathew, Project Manager, RE/MAX INTEGRA
- Erika Cappa, Support Manager, RE/MAX INTEGRA
- Adam Reep, Webinar Specialist/Trainer, Homes.com

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# Agenda

- Why the Change?
- Rollout Timeline
- LeadStreet Overview
- Live Demo, Top 5 Features
- Upcoming Webinars and Live Trainings
- Q&A



leadstreet®  
POWERED BY Homes.com

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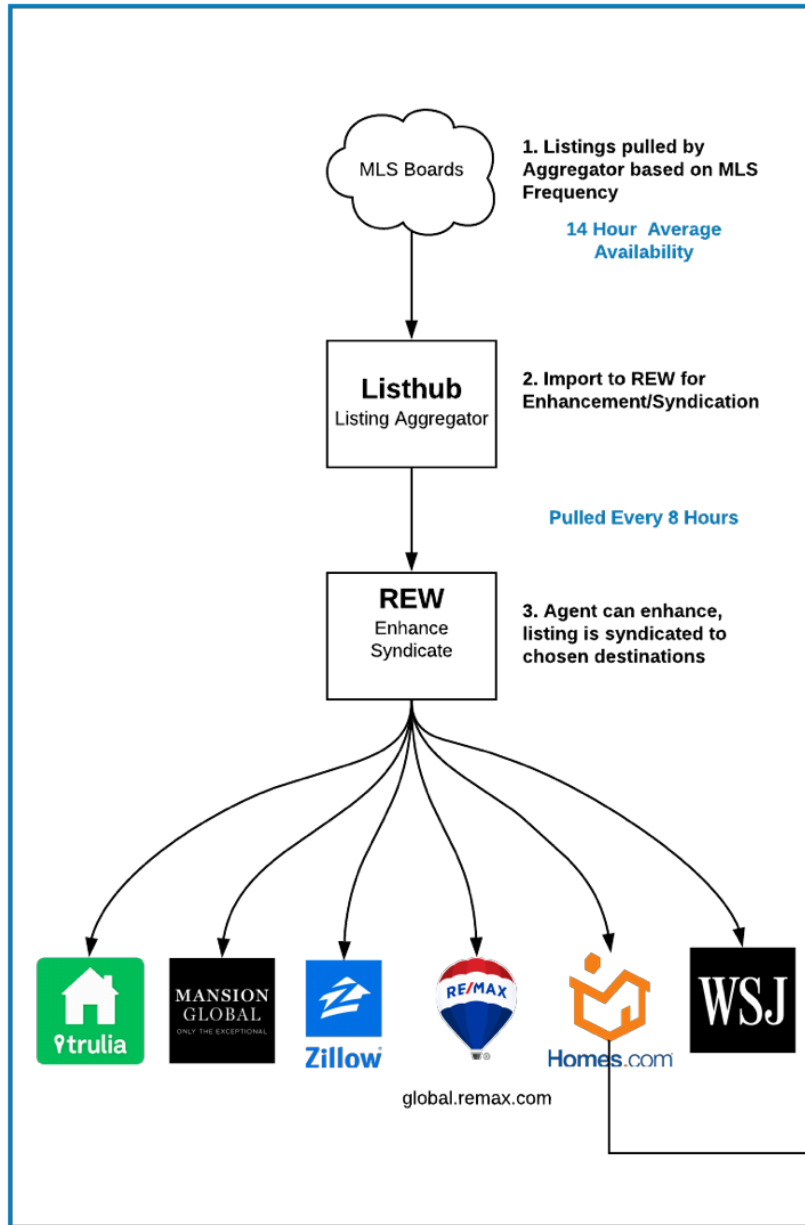


# Technology Discoveries

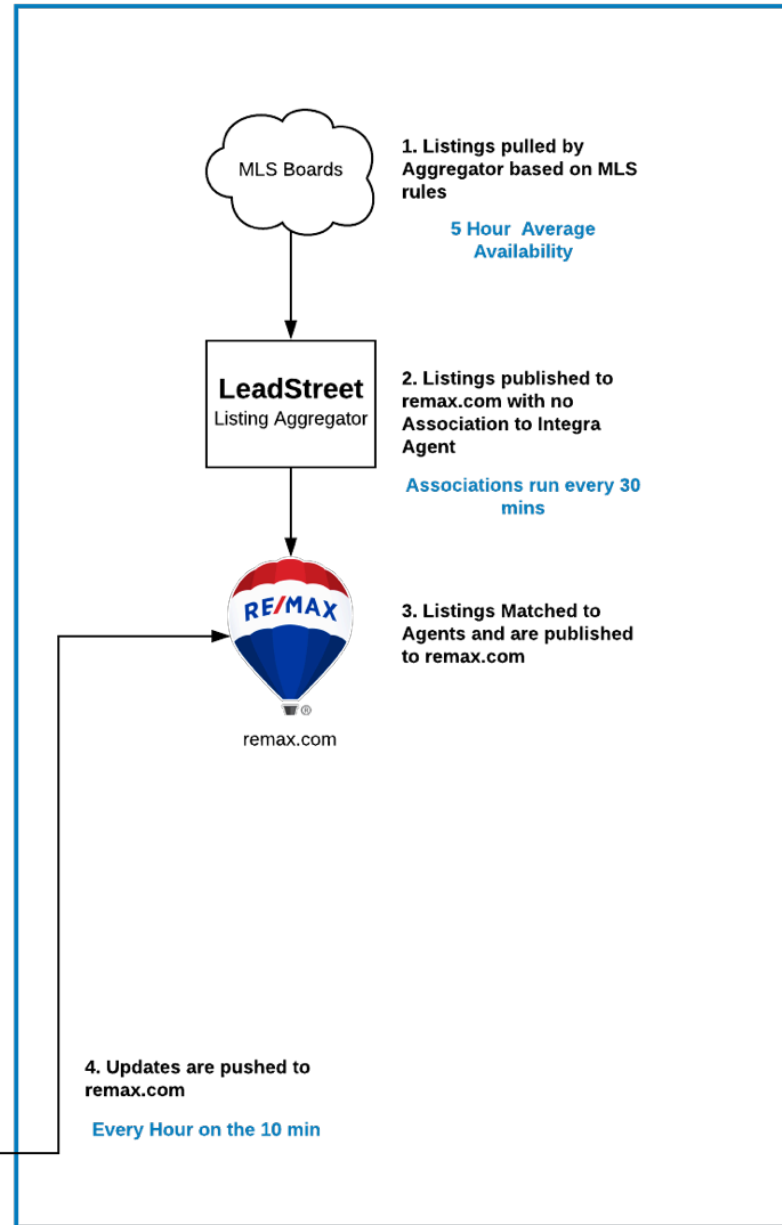
- Speed of Listings on remax.com
  - *Delays cost leads*
  - *Competitors display our listings first*
- Additional Value needed in our Tech offering
  - *Tech can be a way we differentiate ourselves against competitors*
  - *Tech is the way of the present we need a strong offering*
- Better Alignment with LLC - Now and into the Future
  - *Sharing a platform with LLC enables us to solve some of our challenges with remax.com*
  - *Level the playing field across our regions*
  - *Set us up for a future transition to booj when the time is right*

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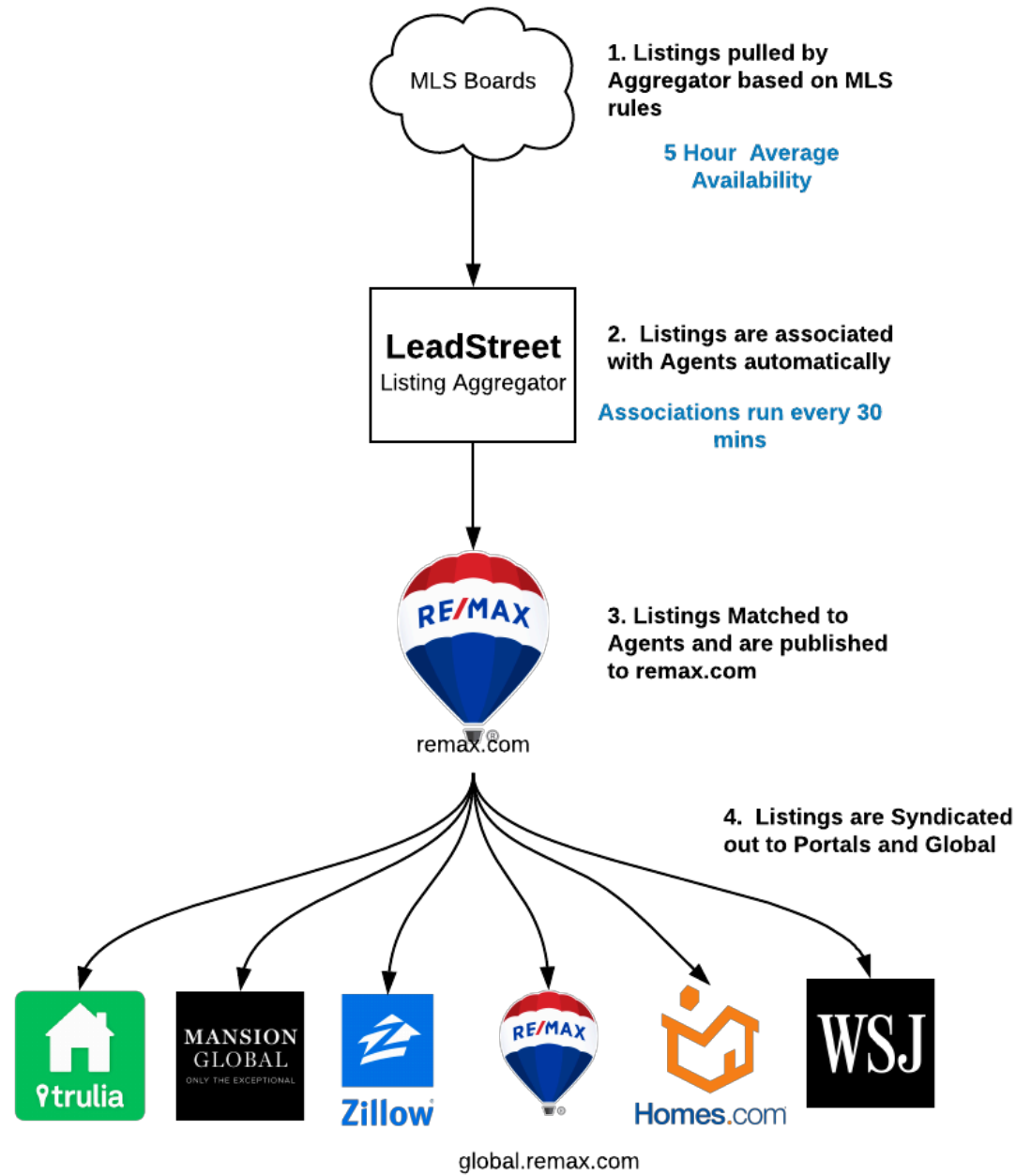
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RE/MAX LLC



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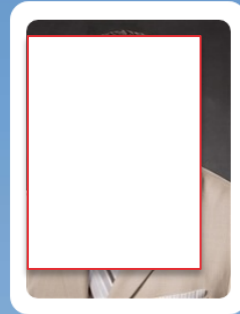
# LeadStreet Overview

## Key Features

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SHARE

RE/MAX Agents Search > IN - Bedford RE/MAX Agents > Brad Pendleton



Buy

Princeton, NJ

Search



Associate

REAL ESTATE CENTER

IN 47421



0537 Agent



1111 Office

Contact

View My Website

Skills

Languages: ENGL

Specialties: CMN, DL, FL, INV, NEW, RA, RELO

Have a Question? Ask Now!



Current Agent Page on remax.com

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# Single Page Agent Website (SPAW)

- Direct to Agent Leads
- Personal Social Icons
- remax.com SEO
- School search
- Featured Listings
- Personal Bio
- Zillow Reviews
- Social Stream

The screenshot displays a professional agent website for Michael Kozlowski, a Broker Associate at RE/MAX PROFESSIONALS. The page features a scenic mountain background. At the top, the RE/MAX logo and navigation links for 'PROPERTY SEARCH', 'HOME ESTIMATES', and 'AGENTS / OFFICES' are visible. A 'GET THE APP' button and a 'MY RE/MAX' button are also present. A red 'SHARE' button is located in the top navigation bar. Below this, a breadcrumb trail reads 'RE/MAX Agents Search > CO - Englewood RE/MAX Agents > Michael Kozlowski'. The main content area includes a profile picture of Michael Kozlowski, a search bar with a dropdown menu set to 'Buy' and a location field set to 'Woburn, Ma', and a red 'Search' button. Below the search bar, the agent's name and title are displayed, followed by the company name 'RE/MAX PROFESSIONALS' and the address '9200 E Panorama Cir Ste 140, Englewood, CO 80112'. Two phone numbers are listed: '303.949.2755 Agent' and '303.799.9898 Office'. At the bottom of the page, there are social media icons for Facebook, Twitter, Google+, YouTube, LinkedIn, and Pinterest, along with a white 'Contact' button.

# Profile Features

- Personal Bio
- Personal Social Icons
- Text Lead Acceptance
- Feeds to Homes.com
- 5 Coverage Areas
- 10 Zip Codes!

You are here: [Dashboard](#) > [Your Profile](#) > [About You](#)

### Your Profile

Here you will find everything you need to manage your account settings and personalize your profile with ease.

- About You**
- Contact Information
- Background Image
- Domain Manager

### About You

**Tell us about yourself,**

Setting up a profile will allow your visitors to search and view information related to the services you offer and how they can contact you.

List in Homes.com agent directory [?](#)

List in remax.com office directory [?](#)

[View Homes.com Profile](#) [View remax.com Profile](#)

**Bio**

**Social Networks**

**Lead Acceptance**

**Homes.com Coverage Areas**

**remax.com Zip Codes**

**Your remax.com Zip Codes**

These are the zip codes where you will receive leads from remax.com. **You may add up to 10 zip codes.** At least one zip code is required.

99801  99802  99803  99811  99812  99821  99824  99827  99840  99850

You have used 10 of 10 zip codes

# LeadStreet CRM

- Import Your Own
- Export Anytime
- Set Up Saved Searches
- Lead Categories
- Lead Aggregator
- Set Up Drip Campaigns

The screenshot displays the LeadStreet CRM interface. At the top left, there is a navigation menu with a hamburger icon and the LeadStreet logo, which includes the text "LEADSTREET Powered by Homes.com". Below the logo, the breadcrumb navigation reads "You are here: Dashboard > Contact Manager".

The main content area is titled "Contact Manager" and features a red "Add New" button, a "Sort" button with a dropdown arrow, and a "Search" button with a magnifying glass icon. Below these buttons, there are "Select All (0)" and "Remove" options with a trash icon.

The contact list is displayed in a table-like format with three visible entries:

Lead ID	Name	Entered On	Recent Activity
S	Sa	7/25/2018	Schedule a Showing 7/25/2018
E	Ed	5/25/2018	Get in touch 5/25/2018
B	Br	5/21/2018	Property Inquiry 5/21/2018

Each contact entry includes a checkbox for selection, a circular icon with a letter, the name, email address, and phone number. The "Entered On" and "Recent Activity" columns provide additional context for each lead.

On the left side of the interface, there is a sidebar menu with the following items: "Leads & Contacts" (with a descriptive text: "Easily follow up on new leads, keep track of your contacts, identify buyer preferences and match them with listings."), "Contact Manager" (highlighted), "Buyer Profiles", "Prospects", "Tasks", "Partners", "Setup", and "Advanced Settings" (with a plus icon).

# LEAD DISTRIBUTION

①

Leads offered to agent with existing relationship  
(within same MLS area)

②

Leads offered to Listing Agent

③

Leads distributed based on zip code



Dear REMAX Agent001,

## YOU HAVE BEEN OFFERED A NEW PENDING LEAD!

Lead source: RE/MAX- National Website  
Property type: Condo/Townhouse  
Address: 1755 Ocean AVE PH903 Santa Monica, CA 90401  
Price: \$10,000,000.00

Do you want to accept or decline this lead?

Accept

Decline

You can also accept this lead by simply hitting reply to this email. If you do not want to accept this lead, type "DECLINE" in the subject line.

Click [here](#) to log in to MAX Center in order to access LeadStreet. If you do not see a lead in your LeadStreet dashboard, it is possible the lead was assigned to another agent.

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This email was sent by LeadStreet.

If you have questions please contact us at (888) 368-7171 or <http://www.remax.com>



# NEXT STEP: LeadStreet

# Auto Lead Response

## Request Received

Dear Carmita,

Thank you for contacting us. We have received your request and will be in touch with you soon.

Our full-service office can help with any or all of your real estate needs: buying, selling, or getting your home ready to sell. We can answer your questions about the real estate transaction process and serve as aids throughout the process.

Thank you for contacting us. We will be in touch with you shortly.



Adam Reep  
RE/MAX PROFESSIONALS REALTY  
[1901 Capital Circle NE, Tallahassee, FL 32308](#)  
Cell: (850) 509-7437  
Business: (850) 385-6685  
Email Us: [adam@adamreep.com](mailto:adam@adamreep.com)  
[www.adamreep.com](http://www.adamreep.com)

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# Listings

- Add Exclusive Listings
- Choose Syndicators
- Add Open Houses
- Send Home Seller Report

**LEADSTREET**  
Powered by Homes.com

You are here: [Dashboard](#) > [Listing Manager](#)

### Listings

Everything you need to manage your listing inventory, displays and featured options.

### Listing Manager

- [Listing Videos](#)
- [Listing Syndication](#)
- [Listing Source Setup](#)
- [Open Houses](#)
- [Advanced Settings](#) +

### Manage My Listings

[+ Add New](#) [Sort](#) [Search](#)

**\$397,000**  
MLS# 18403  
**Active**  
**Enhanced** ?

8138 Easy Street  
Juneau, AK 99801  
Listed by Elliott, Karen  
[Link Listing to Seller](#) ?

**\$379,900**  
MLS# 18737  
**Active**  
**Enhanced** ?

9336 Turn Street  
Juneau, AK 99801  
Listed by Elliott, Karen  
[Link Listing to Seller](#) ?

Brand identity manu....pdf ...

# Home Seller Report

Cancel

## Choose Reporting Period

Reporting Period

July 2018

## Create The Home Seller Report

### Home Seller Report



**Karen Elliott**  
3031 Clinton Dr #101, Juneau, AK 99801  
(907) 419-0217  
(907) 419-0217  
[karenelliott@remax.net](mailto:karenelliott@remax.net)  
<http://www.homesinjuneau.com>



**Dear**

In the month of July 2018, I received the following information requests in regards to your property.



### 8138 Easy Street, Juneau, AK

Property Activities

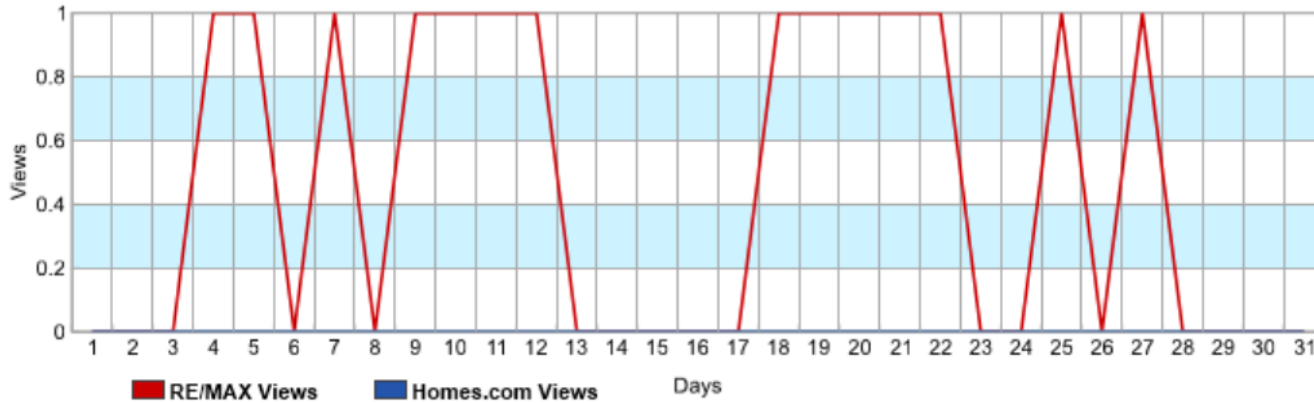
16 **RE/MAX Web Views**

16 **Total Views**



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## Website Activity for the past month



## Listings Near Your Home

5 Miles

Address	Distance	Price	Beds	Baths	Sq. Ft.	Days
<a href="#">8138 Easy Street, Juneau, AK</a>	0.00 Miles	\$397,000	3	2	1,624	94
<a href="#">8237 Counterpane Lane, Juneau, AK</a>	0.30 Miles	\$349,900	3	2	1,344	50
<a href="#">9950 Stephen Richards Memorial Drive, Juneau, AK</a>	1.05 Miles	\$67,000	2	1	938	114
<a href="#">9950 Stephen Richards Memorial Drive, Juneau, AK</a>	1.05 Miles	\$49,900	2	2	924	81
<a href="#">9951 Stephen Richards Memorial Drive, Juneau, AK</a>	1.08 Miles	\$115,000	3	2	1,144	134
<a href="#">9227 Emily Way, Juneau, AK</a>	1.19 Miles	\$310,000	3	2	1,592	69
<a href="#">9336 Turn Street, Juneau, AK</a>	1.29 Miles	\$379,900	3	2	1,447	8
<a href="#">9334 Parkview Court, Juneau, AK</a>	1.36 Miles	\$549,900	5	3	3,040	22
<a href="#">3080 Riverwood Drive, Juneau, AK</a>	1.45 Miles	\$355,000	3	2	1,548	17
<a href="#">3470 Stream Court, Juneau, AK</a>	1.45 Miles	\$599,900	5	4	2,678	116
<a href="#">9870 Lone Wolf Drive, Juneau, AK</a>	1.77 Miles	\$404,900	3	2	1,199	14
<a href="#">2440 O'Day Drive, Juneau, AK</a>	2.13 Miles	\$299,900	3	1	1,194	60
<a href="#">5841 Churchill Way, Juneau, AK</a>	3.37 Miles	\$199,900	2	1	992	44
<a href="#">1951 Lemon Creek Road, Juneau, AK</a>	3.41 Miles	\$365,000	4	2	2,452	4
<a href="#">12005 Glacier Highway, Juneau, AK</a>	3.48 Miles	\$599,900	2	2	1,748	87
<a href="#">10746 Horizon Drive, Juneau, AK</a>	4.43 Miles	\$649,900	3	3	2,248	72



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# LeadStreet Overview

## Key Dates, Webinars

## Live Trainings

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# Webinars - Key Dates – US

## Overview Webinars

August 10, 15, 22, Overview & “Sneak Preview” of Live Account

**\*\*\*September 6<sup>th</sup>:** All US Brokers & Agents Have Access to LeadStreet

**\*\*Videos will Be Viewable in RE/MAX University**

**FiveStreet and ListHub running concurrently**

**\*\*September 27<sup>th</sup>:** FiveStreet and ListHub deactivated

## Training Webinars

Sept 6<sup>th</sup> –1 Broker/Office Session, 1 Agent Session

Sept 7<sup>th</sup> – Agent Session

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# Live Training - Key Dates – US

## Live Training—Midwest Region

Sept 10 Jeffersonville, IN

Sept 11 Evansville, IN

Sept 12 Indianapolis, IN

Sept 13 Fort Wayne, IN

Sept 14 Merrillville, IN (AM Only)

Sept 19 Baxter, MN (PM Only)

Sept 20 Bloomington, MN

Sept 24 Madison, WI

Sept 25 Wausau, WI

Sept 26 Neenah, WI

Sept 27 Milwaukee, WI (Brookfield)

Repeating Agent Sessions in Most locations

REGISTRATION WILL BE OPEN SOON!

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# Live Training - Key Dates – US

## Live Training—New England

Sept 10 Portsmouth, NH

Sept 11 Nashua, NH

Sept 12 Concord, NH

Sept 13 Rockland, ME (AM)

Sept 14 Portland, ME

Sept 17 Burlington, VT

Sept 18 Springfield, MA (AM)

Sept 19 Warwick, RI

Sept 20 Mansfield, MA

Sept 21 Reading, MA

Sept 24 Trumbull, CT

Sept 25 Hartford, CT

Repeating Agent Sessions in Most locations

REGISTRATION WILL BE OPEN SOON!

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# LeadStreet Overview

## Live Demo

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# THANK YOU RE/MAX INTEGRA LeadStreet Transition

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