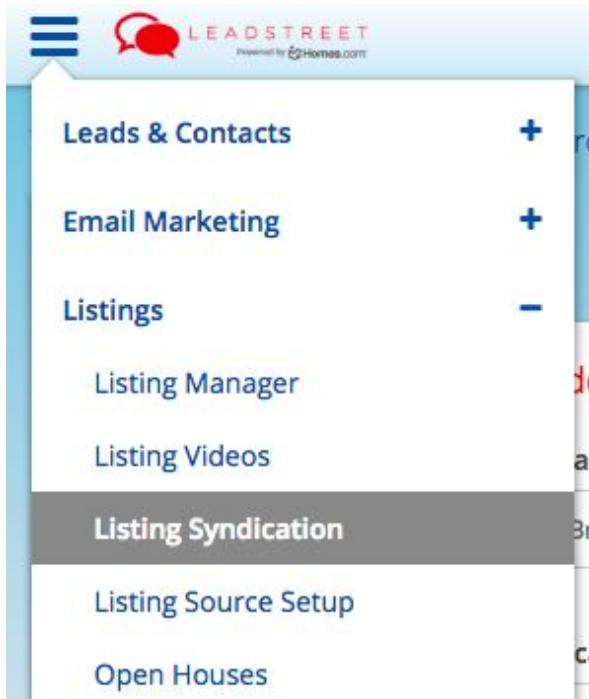




## 1. How are Listings going to be syndicated through LeadStreet? How do we control opt ins for syndication?

Listing syndication is a drop down menu item within LeadStreet (screenshot below). From there, agents will be able to opt-in to any of the available syndication partners.



## 2. What changes are there on the Listing Detail Page on remax.ca (virtual tours, open houses, etc)

The Listing Detail Page will stay the same post launch. However, agents will now be able to edit and/or enhance their listings through Leadstreet and these changes will push directly to remax.ca. This includes the ability to add virtual tours, open houses, etc. Some information cannot be changed and is subject to MLS board rules.

### **3. Will I still be able to enhance my listings with the new platform?**

Yes, similar to the previous platform, you are able to add photos and other information to your listings for display on remax.ca.

### **4. Will I be able to create Exclusive Listings on remax.ca?**

Recently a new feature was added to Launchpad to allow the creation of Exclusive Listings, this will continue to be where you go to add a listing to remax.ca that is not listed on an MLS.

### **5. How do I get my MLS listings associated with me in LeadStreet? (Board IDs)**

There is an Edit MLS Agent ID option, which is part of the Personal Contact Information section. Any MLS ID's will be added into that section.

You are here: Dashboard > Your Profile > Contact Information

**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**

**Contact Information**

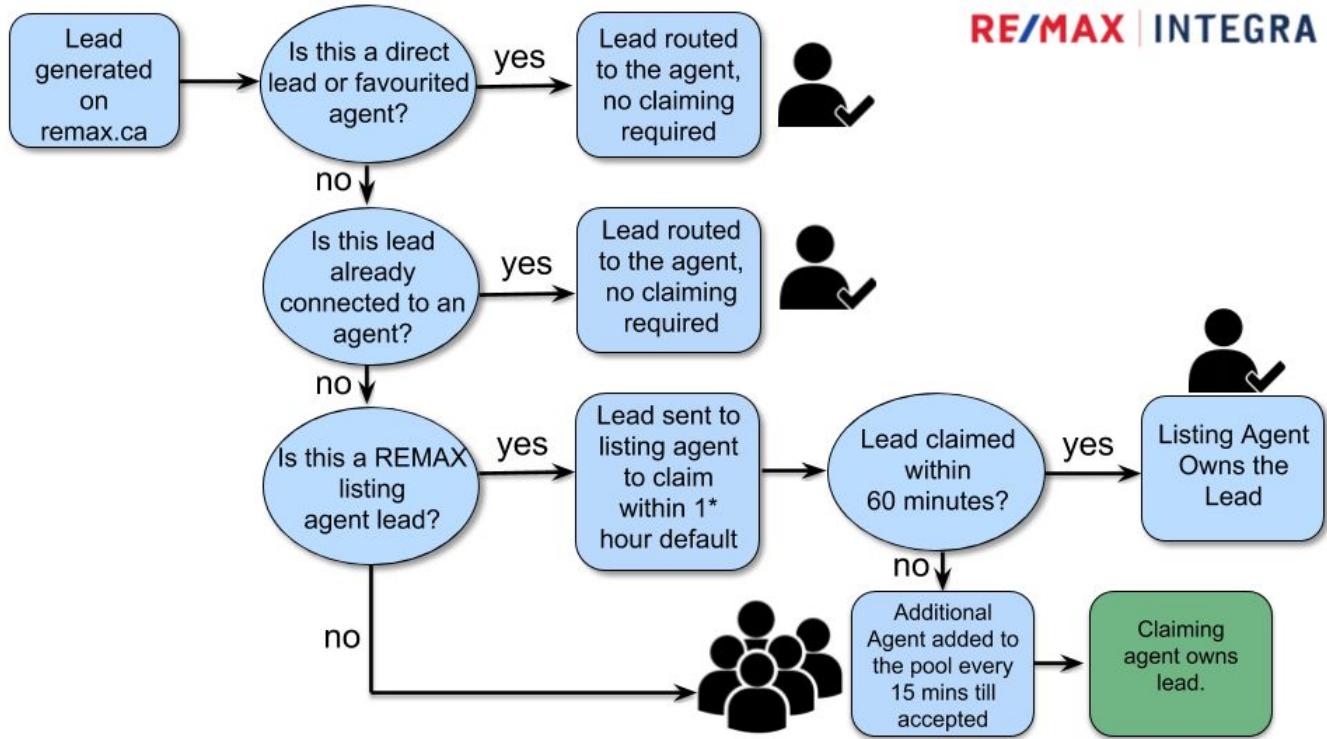
**Edit MLS Agent ID**

**Personal Contact Information**

First Name *	Last Name *
Michael	Kozlowski
Primary Phone *	Ext.
(303) 949-2755	
Email *	Alternate Email
michael@team-koz.com	mkozlowski@ren

## **6. How are leads routed in the new system? How is it different from FiveStreet?**

Leads are routed in the same way they were previously according to the diagram below. The difference is that leads will come to you based on the service area you define for yourself rather than the collective within your office.



## **7. What sources of leads can LeadStreet work with?**

Just like FiveStreet, you can connect any lead sources that uses an email address to LeadStreet. Each user has a unique LeadStreet email address for routing leads to them.

## **8. Will my existing leads be imported into LeadStreet?**

Yes, as part of the migration project, any existing leads that you're working through FiveStreet will be migrated over to LeadStreet to ensure a smooth transition.

## **9. Will my existing connections with my contacts be maintained?**

Yes, any connections that exist between consumers and RE/MAX Agents will be maintained so leads coming through LeadStreet will be routed to the same agent they were routed to in FiveStreet.

## **10. Can I upload my contact management system (CRM) database into LeadStreet?**

Yes, you are able to upload your book of business into LeadStreet to make sure any connections you have will be linked to you in the new system.

**11. Is there an automated marketing campaign platform included in LeadStreet? Does it come at an additional cost?**

Yes, there is an automated email marketing platform that allows you to use existing drip campaigns, preloaded templates, as well as the ability to create your own custom campaigns. In addition, there is a monthly newsletter with new, custom content each month that can be sent. This is all included free of charge within LeadStreet.

**12. Where will I access LeadStreet?**

LeadStreet will be accessible through RE/MAX Launchpad. Your RE/MAX Launchpad Username/Password will get you into all the tools for LeadStreet.

**13. Will I still have the ability to create Seller Reports?**

Seller Reports are part of the LeadStreet platform. You're able to create reports that have customizable text fields and also contain comparables.

**14. What if I like using the tools that are going away?**

RE/MAX INTEGRA will no longer be providing the tools; however, you are free to continue using any that you still like. These tools will be available for you to purchase post-migration.

**15. Will LeadStreet help with the speed of getting listings up on remax.ca?**

Yes, LeadStreet will simplify the process of getting listings onto remax.ca by leveraging the platform that remax.ca is built on. You should see a drastic improvement in the speed with which listings appear on the website.

**16. When will these tools be available for me to use?**

LeadStreet is being rolled out in two stages. The first is a 3 week preview period that starts on October 4. During this time you will get access to the tool while maintaining the existing tools. Training will occur during the preview period and you'll have plenty of opportunity to configure and learn the tools. Following Preview period will be the final go live where leads will start to route through LeadStreet and Fivestreet will be turned off. LeadStreet will go live on October 29.