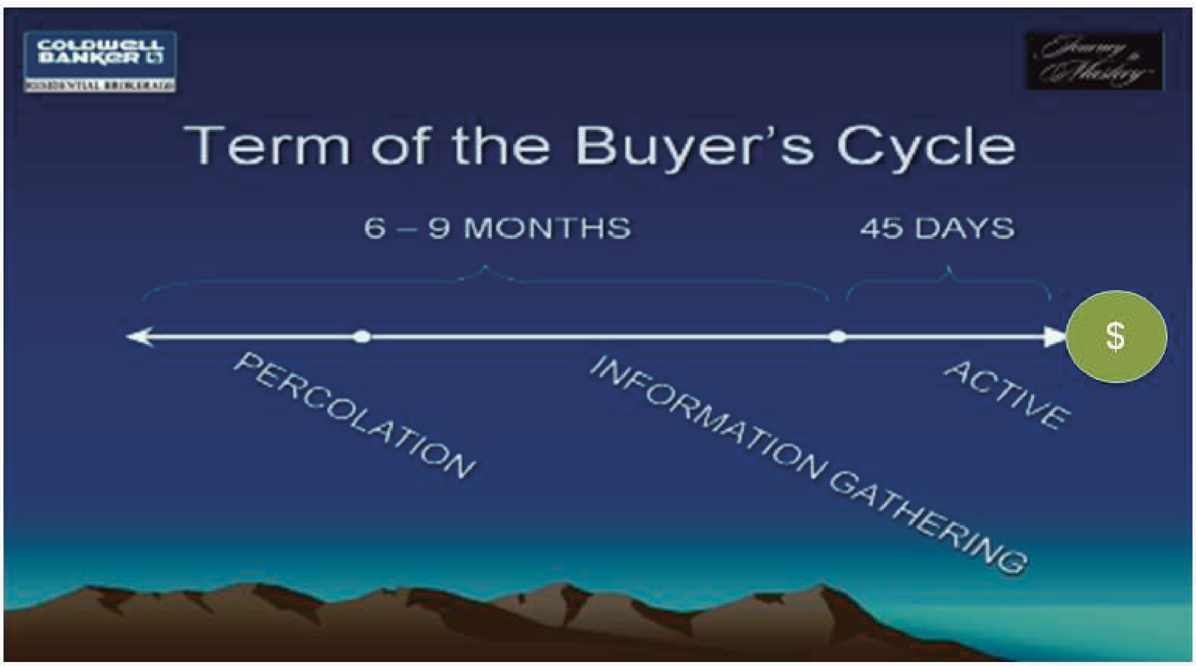
New Client Welcome On-Boarding Packet

A New Lead Management Model

Current Lead Management Conditions



A New Lead Management Model

One Key Factor for Lead Conversion: Contact, Contact, Contact

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

The Facts

- **NOTHING** happens without an appointment!
- If a consumer is contacted **1 hour later** value **drops** 100 times
- Current state of the art technology and skill allows the opportunity to capture an "Interest Event/Lead" **within 5 minutes**
- **Conversion** materializes between the 1st contact and the 9th month of engagement
- Recent study, over 80% of lead conversions occur **AFTER** the **5th to the 12th contact**
- **80%** of **ALL Leads** need to be contacted a **minimum of 7 times**

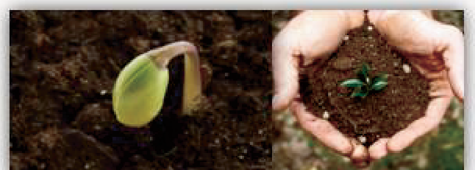
The Solution

Step Two

Step Two:

Buyers Cycle, Silos and Phases

A sales rep needs to determine what silo/phase the lead belongs



Percolation Phase - defined as the earliest stage of thinking or feeling a relatively distant need or desire to buy a product. (6 – 9 months)

Information Gathering Phase - defined as a period during which the buyer is doing due-diligence, researching and developing an information base from which to make an informed decision. 6 – 9 months

Active Phase - defined as the period in which the buyer is making a final buying decision, i.e. write a check or sign a contract. (45 days)

Conditions

LeadConnect365 has disclosed to you, and you understand and agree as follows:

- ❑ LeadConnect365 has no influence over the quantity or quality of **Your** leads provided in the test.
  - a) **"Non"** leads are defined as follows:
    - (1) No contact information
    - (2) No phone number
    - (3) Wrong phone number
    - (4) Person different than that in the lead
  - b) **"A"** Leads are defined as follows:
    - (1) Local or available for a meeting
    - (2) Lead has a valid buying or selling need
    - (3) Give permission to speak (i.e. don't hang up in the first 45 seconds)
    - (4) Not committed to another agent
  - c) "**B"** Leads are defined as follows:
    - (1) Inquiring on a valid property
    - (2) Give permission to speak (i.e. don't hang up in the first 45 seconds)
    - (3) Not committed to another agent
    - (4) Want to meet later and ask for or give permission to specific follow-up
- ❑ Depending on the lead source, the bulk of the leads may be maturing in 6 to 10 months. LeadConnect365 has no influence over this, but will offer to provide follow-up and incubation subject to the following:
  - (1) Agent meets with the lead for a minimum of 45 minutes to conduct a needs analysis
  - (2) Identifies the leads needs and time frame
  - (3) Identifies the optimum lead management strategy
  - (4) Provides the follow-up or incubation timeframe and strategy to LeadConnect365
- ❑ Agents are trained in needs analysis and perform to standards set by LeacConnect365
- ❑ The manager and anyone interfacing with leads with or for the agents accepting the leads are fully oriented and trained in the lead process of LeadConnect365.
- ❑ Agents are to be regularly reminded that a lead making an appointment**, not writing an offer now**, simply may not be ready to buy now and is in process; i.e. "not a bad lead". They are to be "tethered" (a LeadConnect365 term) or taken off the market so they are not shopping with other agents.

- When a “showing property” appointment is made as the only viable option, the purpose of the appointment is to get into relationship with the lead, get them off the market by tethering and setting a “needs analysis” appointment.
- LeadConnect365 only gets paid for appointments that **show up.** LeadConnect365 and its partners have invested significant sums of money in reducing fallout/no-shows. Agent are to be managed so that confirmation and pre-appointment contact is managed by LeadConnect365. A no-show created by agent contact which is not directed by LeadConnect365 shall result in the appointment being treated as a kept appointment and LeadConnect365 shall be paid as such.
- Notification to LeadConnect365 of the agent taking the appointment shall occur within 24 hours of the appointment being scheduled. This is a critical part of reducing no-shows and is a representation to the lead being made by LeadConnect365.
- LeadConnect365 will only make phone appointments when very specific conditions are met. They are:
    (1) Lead is not local
    (2) Lead has a specific need, is not working with an agent and is looking to purchase in the market with plans to come to local market in the predictable future.
    (3) Lead refuses (or not ready) to meet, has an identifiable need and needs information to move ahead towards a face to face meeting
- When a phone appointment is made, agent is to either work to make face to face appointment (which will not result in LeadConnect365 being paid for a Face to face appointment) or identify follow-up or incubation strategy and pass back to LeadConnect365 for further management; for which LeadConnect365 will be paid when face to face appointment is made.
    (1) Leads are less likely to be punctual with phone appointments. Therefor phone appointments need to be contacted by the assigned agent, 4x’s in one hour to confirm a no-show.

Frequently Asked Questions (FAQ)

Part III:
Frequently Asked Questions

Lead capture procedures

1. How are email leads handled?

LeadConnect365™ has deployed industry leading technology for state-of-the-art speed & quality of response to **Your** leads. During the on-boarding process **Your** email lead sources are setup so new opportunities are automatically loaded into our Customer Call Center (CCC). Our technology will prioritize new leads for instant callback: we target a 15-minute response time.

When the phone rings at **Your** client's end the Caller ID will display a local area code specific to their location. Each time the lead is contacted via phone the Caller ID will display the same local number.

Upon successful contact our highly trained CCC representative will engage the client as **Your** team member. Our scripts & call procedures are informed through 30 years of industry leading research. Calls are relentlessly monitored for quality and consistency to enable unparalleled Appointment Rates & Client Satisfaction.

If a lead is not successfully contacted our CCC will continue to dial the lead and leave voicemails as dictated by our call procedures.

2. How are phone leads (sign calls) handled?

Phone leads can be generated from signs posted on-line (**Your** website, a real estate portal, etc.) or off-line (yard signs).

With phone leads it is critical to maximize the probability that the phone call is responded to by a live representative. A dedicated number will be offered if **Your** company indicates, via the Setup Questionnaire, that there is a need to route phone leads into the CCC.

To successfully route phone leads you must forward **Your** sign calls to the telephone number provided to you. You must also ensure no addition IVRs or messages are played to the client.

Part III:
Frequently Asked Questions Cont'd

When a call is captured via **Your** dedicated number, a new lead record is created to document the lead contact information.

a. Appointment procedures

1. Who handles all client facing communications up until the appointment?

All client interactions up-until the scheduled appointment time are handled by the CCC. We require strict adherence to this policy to make sure the client receives a consistent message & experience designed to maximize the probability of a face to face meeting.

2. Example of an Appointment Notification sent to the Appointment Director.

Joe Appointment Director,

Ashley and her husband will be relocation to CA due to her husbands business. They are interested in the property at 22554 Tree Top Lane, My Town, CA. They would like to see the property the same day as the appointment. They will be in My Town on Tuesday and leaving CA Wednesday.

SCHEDULED FACE TO FACEAPPOINTMENT/4/21/15 @ 3:00PM.

This Face to Face Appointment is scheduled at your MY TOWN OFFICE: 123 LARIMER STREET, MY TOWN CA, 95129.

Client- **Ashley Buyer**
PH#- **323-926-8280**
Appointment- **Tuesday 4/21/15 @ 3:00pm**
Email- ashleybuyer@yahoo.com

Please confirm appointment and, with which agent.

Johni Representative
Direct line- 949.305.1288
johni@leadconnect365.com

Part III:
Frequently Asked Questions Cont'd

3. Example of Appointment Confirmation email sent to the Client.

> Dear Mary Buyer,
>
> It was wonderful speaking with you. **Please reply to this email to Confirm your Scheduled Face to Face Appointment on 4/17/15 @ 2:30pm. Thank you.**
>
> Ross is looking forward to meeting you.
>
> Your appointment is set and details are listed below;
>
> Agent's Name- **Ross Agent**
> Date- **4/17/15**
> Day- **Friday**
> Time- **2:30pm**
>
> Address – **8000 E. REAL STREET. SUITE 200, YOUR TOWN, CA 95129**
>
> It is strongly recommended prior to the appointment to list out all questions you would like answered.
>
> If you have any questions or need to change the set appointment time please, don't hesitate to reach out to me.
>
> Regards,
>
> Johni Representative
> *Direct line- 949.305.1288*
> *johni@leadconnect365.com*

4. Is "closed loop" information required back from the Appointment Director for every appointment?

Yes – feedback back to the Customer Care Center is required after each appointment. The agent is required to write an email back to the Call Center Representative, that scheduled the appointment, indicating what transpired at the meeting, the client's purchase timeframe, and the next steps to help them with their home search & mortgage needs. **Closed loop information is absolutely essential to execute a systematic follow-up & lead incubation strategy.**

In the near term a 'Feedback Form' will be introduced to this process. It will replace the manual email based communication described above. You will be notified when the Feedback Form is ready to introduce to your team.

5. **Appointment policy / best practices:**

   i. Once an appointment is set, keep it! There is no bad lead. Some are simply not ready to buy/sell now.

   ii. Qualify the appointment by meeting with them and if money or qualification is the question, schedule an appointment with a lender.

   iii. Probe or interview the lead to determine next steps; if not now, then when and what is the follow-up strategy?

   iv. A follow-up strategy results in every case with the next appointment. There is no strategy without a process to get one.

   v. Be professional; think like a doctor or a lawyer. You need to understand the client in order to help them. You determine the need, then the property (drug) then you give it to them (show them).

   vi. Every client should be tethered. That means that everyone should be tied to you and taken off the market. This is best done with an exclusive right to represent (generic) or a buyer-broker agreement. *If you do not know how to do this or are uncomfortable, contact customer care and they will help/ direct you to a solution.*

   vii. You are presented by CCC as exactly the right agent for them to meet. You do not need to know everything. You do need to listen carefully, recognize what they are actually saying and find solutions and help. **Your** ability to help is what ***is*** promised, ***not*** something that is unrealistic or unavailable. Remember, the truth is always what starts the help!

   viii. Client no-shows happen. We have committed tremendous dollar resources in controlling and reducing this effect. However we know that statistically, 20% or 1 in 5 times is acceptable and our maximum standard. If the client no-shows, begin by calling them to see if they are just late. If you can reschedule, do so and notify the CCC immediately.

   ix. Agent no-shows should NOT happen. If something comes up on **Your** end you must ensure that the appointment is covered. We audit EVERY no-show to determine what happened and what could be done to prevent it.

   x. Phone appointments should be rare. We only schedule them in instances where the person is out of the area or otherwise unavailable to make a face-to-face appointment. Military relocation is a classic example. The purpose of the phone appointment is simply to ***get into relationship*** and connect with the lead. The results and follow up strategy should be reported back immediately to the CCC so that follow-up can occur leading to a face-to-face meeting when appropriate.

xi. Phone no-shows are more likely to happen. When they do, call every 5-10 minutes for up to 1 hour to see if the lead just dropped it out or something else came up. The CCC will follow-up if you cannot reach them. Be sure to let the CCC know the details. EVERY appointment is confirmed by the CCC, so when it is missed it is of great concern for quality control.

6. Reporting

1. Reporting

Team Realty	Month
New Leads Received	126
Total Calls	252
Total A Lead Calls	63
Bad Calls/Dump	31
Face to Face Appointments	29
Phone Appointments	11
Set Call Backs	86
Face to Face No-Show	5
Phone No-Show	3

7. **Why does Lead Connect 365™ require that every agent on my team that will interface with my leads be trained?**

Lead Connect 365™ is introducing a highly productive lead conversion process to your team. For this new process to deliver its desired results it is essential that everyone be trained consistently on client capture & conversion. There has to be a cultural fit for Lead Connect 365™ to seamless integrate and perform as your appointment capture solution. Your sales point-of-contact will explain this concept and its implications for on-boarding during your first-month with the company.

8. DNA of high performing agents

1. **What are the characteristics of agents that succeed in converting Appointments into Transactions?**

   When choosing the agents to be on **Your** Buyer-side team, beware of:

   a. The high-split agent who is not happy about giving up a referral fee.

   b. The buyer-side agent who doesn't want to work to the standards.

   We strongly recommend using low split agents who are capable of handling the business, but who are not adept at prospecting and generating their own business leads. Since you, or **Your** department, is handling the interface, providing oversight and support, their job is mostly handling the field work.

<u>**Today's numbers:**</u>

Calls- 69
Contacts-7
Appointments-3
Bad Calls-1
Set call back-4
Correct Contact-3
Correct Face to Face- 2
Follow up- 3

<u>**Week to date:**</u>

Calls- 260
Contacts-39
Appointments-8
Bad Calls-9
Set call back-10
Voice Mail-124
Email-73

Part III:
Frequently Asked Questions Cont'd

A person who is a high-split agent spends a great deal of time and money generating his or her own business and enjoys a higher commission split because of it. The high-split person will feel you are taking something away and will be upset. The low-split person feels you are giving them something of value and will be delighted.

A buyer-side agent is definitely not a "fit" if s/he does not want to work to the standards, such as

Always keeping the appointment as it is made
Wants to show property and write offers without getting proper loan approval

This agent is just not a good fit. There are agents who will be willing to work at the standard in order to get business they don't have to door knock or prospect for. If there are not enough at the firm, it is a great recruiting opportunity.

2. **Minimum standard required from Your agents for each appointment/client interaction.**

   Each agent participating in **Your** Team must be prepared to meet client for "consultation appointment" for the purpose of:

   a. Rapport building.
   b. Probe (wants/need analysis).
   c. Benefit of working with you and **Your** company.
   d. Overview of buying process.
   e. Buyer/Broker agreement.
   f. Get appointment to meet with lender.
   g. Set appointment for showing property (for a time after lender appointment).
   h. Be prepared if it is a listing appointment with a CMA.
   i. Follow up with Customer Call Center after first appointment and provide continued status reports using Email.

   ALWAYS HAVE CLIENT "IN PROCESS" BY HAVING AN APPOINTMENT IN PLACE.

9. Escalations & feedback procedures

1. **Procedure to handle feedback conveyed by Your client to LeadConnect365™.**

Part III:
Frequently Asked Questions Cont'd

Your clients will view the call center representative as **Your** team member. It is possible they may provide feedback regarding their experience on-line (prior to, or after, lead submission), their appointment, or their experience in working with **Your** agent after the appointment.

In all cases such feedback will be routed directly to the Appointment Director in the spirit of continuous improvement.

If there is feedback submitted about the Appointment Director it will be conveyed to the key point-of-contact at **Your** company who handles the relationship with LeadConnect365™.

2. **Procedure to convey feedback to improve the process & client experience.**

We are grateful to receive **Your** feedback. Please direct such input to Doug.Yeaman@LeadConnect365™.com . Do include a description of what can be improved, and some background for why that is important to you or **Your** business.