

# LeadRouter 2.0

## Sales Associate Guide



# What is LeadRouter and how will it help you manage leads?

**LeadRouter is a unique system** that captures leads, converts the content into a voice call, routes it to qualified associates, and provides online follow-up tools throughout the life of the lead—all at the speed of light!

**LeadRouter captures leads from many sources**, including your national web site, company web site, REALTOR.COM, any web site that send your company leads. It can even handle manually entered leads from calls, walk-ins and open-houses. **Consumers simply inquire from the web and LeadRouter takes over -better than email- to get the lead to you anywhere, any time, directly on your cell phone!**

**LeadRouter uses a special “logic” system to match the consumer with the appropriate agent.** It can perform complex routing—such as matching listing leads with the listing agent or finding a Spanish-speaking agent for a Spanish-speaking consumer—according to rules established by your company.

**Once it matches the lead to an agent, LeadRouter immediately calls their cell phone and “reads” the lead out loud, using state of the art text-to-speech technology.** Agents can “hear” leads on their cell phone from anywhere - then contact the consumer right away. LeadRouter helps agents return a consumer’s “inquiry” in minutes, without the need to check email or log into web sites while away from their desk. LeadRouter will help agents contact online leads—and capture the consumer—wherever they can receive a phone call.

Then, LeadRouter will send that lead to the Agent’s personal Lead Management System where they can incubate the lead until it becomes a sale!

LeadRouter is much more than just a “routing” system, too! Once an agent accepts a lead, **LeadRouter requires the agent to follow a system of “reporting stages” to update the lead information in a timely and consistent manner.** This helps the agent keep up with their leads and push their conversion process along in a systematic, effective way...

For example, when a lead is accepted, most brokerages will require that agents:

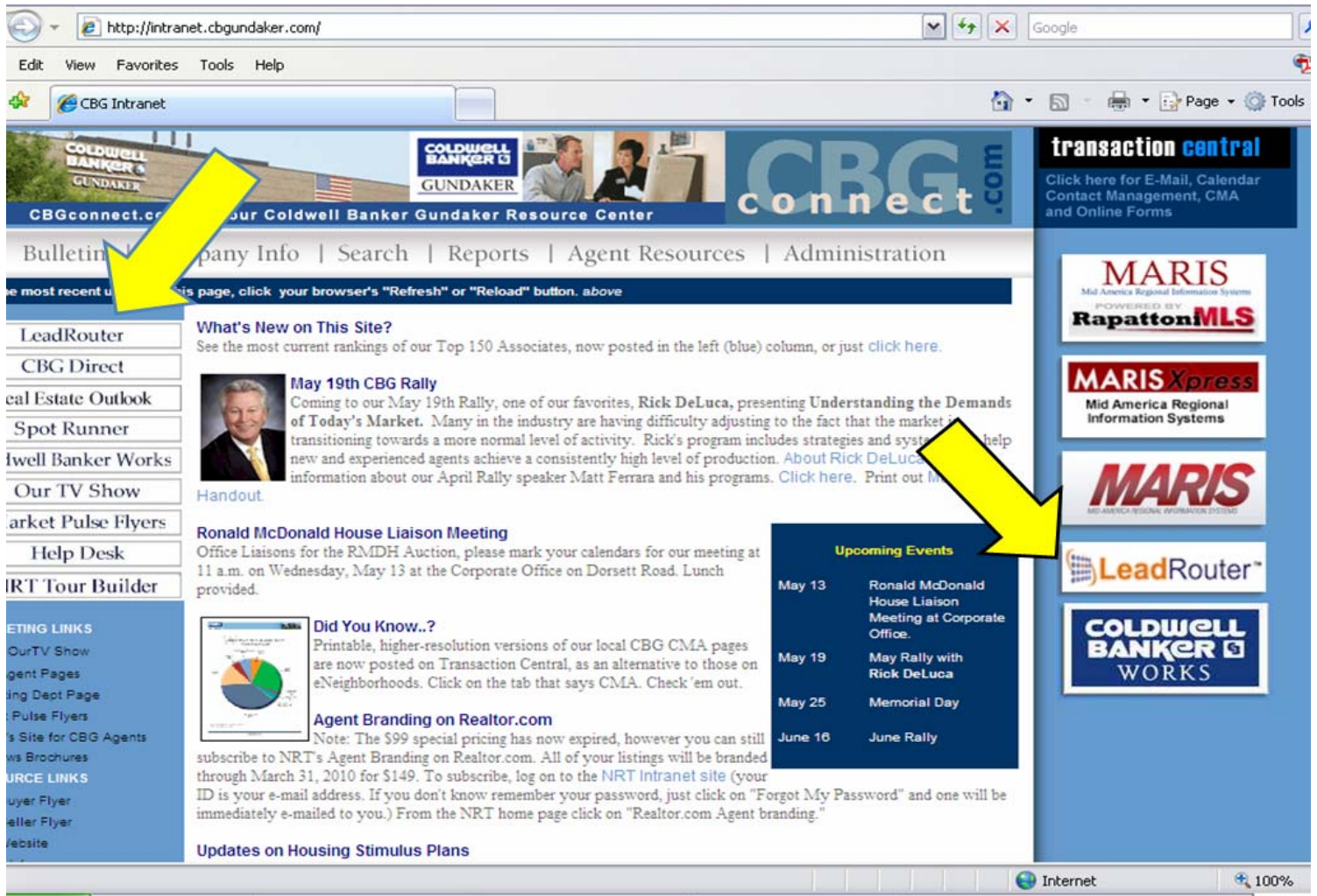
- Update the system with “what happened” within the same day.
- Update the system periodically over specified intervals of time (such as once a week or once a month).

**Throughout the process, LeadRouter is easy to use. You can update leads in just seconds a day and maintain a full history of your work with the consumer.** LeadRouter also maintains a record of your successes—and even shows you how you’re doing in a pie chart on your homepage every day!

**LeadRouter’s comprehensive reporting system also helps your company monitor** lead volume, effective sources of leads, conversion rates and overall performance. Custom reports help your company identify skill areas and lead management opportunities on an agent-by-agent basis, making LeadRouter a powerful management tool and part of your professional development plan.

# Accessing Your LeadRouter Page...through the CBG/NRT Intranet

The easiest way to access the NRT Extranet is to click on the LeadRouter buttons on our CBG Intranet site, CBGConnect.com, as shown below, or you can type <http://extranet.nrtinc.com/> into your browser's address bar.



You will need to know your Extranet User ID and password to log on. Your User ID is simply your email address (the one at which you receive LeadRouter leads.) If you are unsure of your email address, contact your office. They'll have the list.

If you have forgotten your password, **you can easily reset it on the web site:**

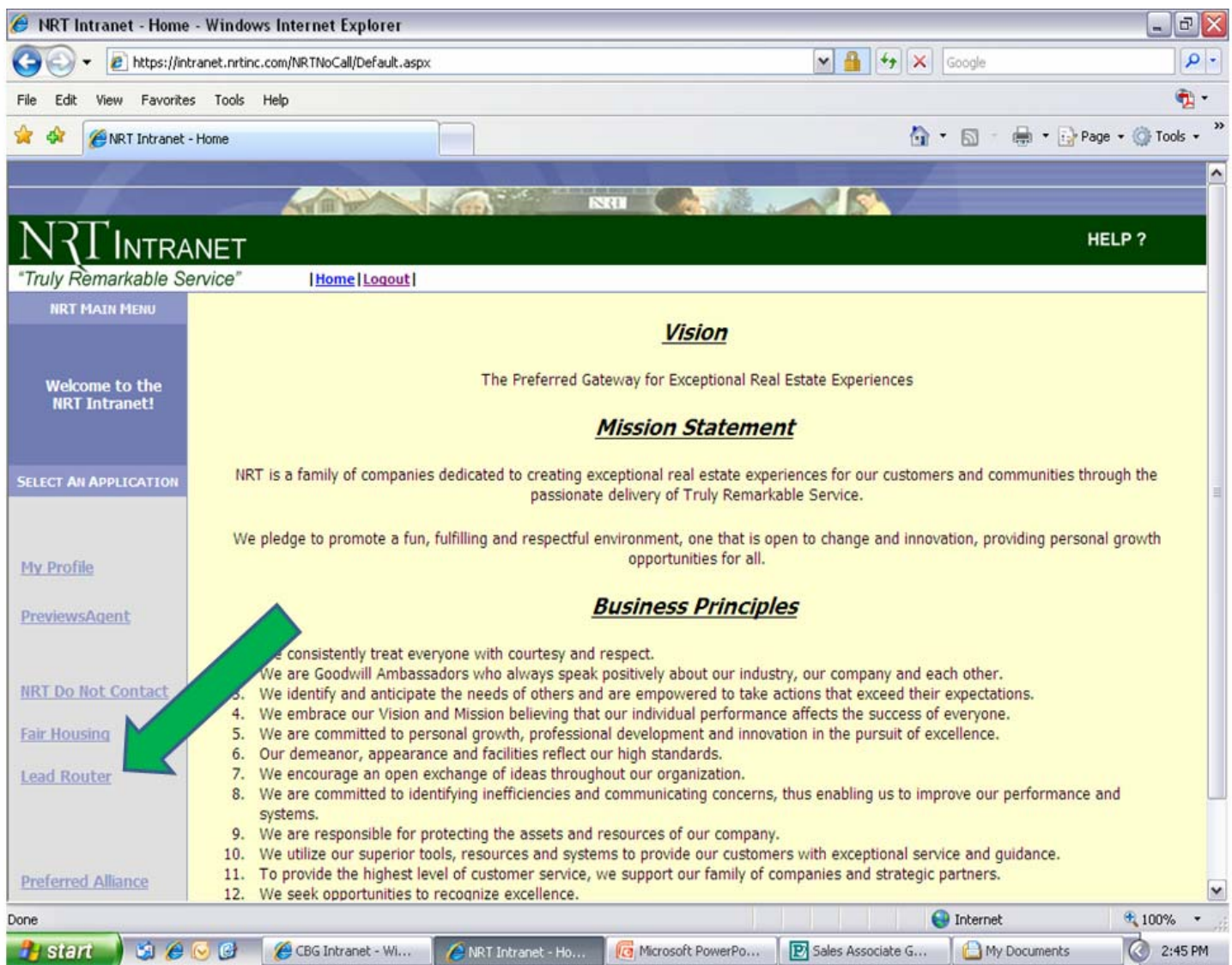
a.) Click on the blue words, "Forgot Your Password". A new screen will come up for you to put in your same email address you did for the Login ID.

b.) Click on "Request Password". NRT will then send you a link in an email to your Transaction Central e-mail address. Open the email and click on the blue link in that email.

c.) A new screen will appear, asking you to set a new password. Follow the instructions on this screen. If you are still unable to log in, call the NRT LeadRouter Help Desk at 1-877-NRT-Help.

Once logged on to the NRT Extranet site, simply click on Lead Router to get to your page.

(From this same page you can also access: The Do Not Contact List, the sign-up site for Realtor.com Agent Branding, the Spot Runner advertising program, and other functions.)



## Important Phone Numbers:

For technical assistance, contact the Help Desk at 800-753-1735.

When you get a lead, it will come from phone number 877-735-3237.  
You may want to program this phone number into your cell phone address book and give it a distinct ring.