

# LEAD CAPTURE

Premier tools for productive agents



Coming soon is the new RE/MAX® productivity suite, powered by booj! The new platform is an integrated suite of tools that enable you to establish, manage and grow client relationships, proactively. The close integration of tech within the platform creates a powerful yet simple-to-use system that streamlines lead generation, management and cultivation. Below, is a preview of the Lead Capture tool and how it can be used to create more business opportunities, even when you're offline.

## Generate + Capture Leads

### Prospective Buyer Leads

The new platform allows you to capture leads through the buyer search process. With the booj website designs, prospective buyers can leverage extensive property search capabilities by basing their search on map locations, drive times, school boundaries and more. Plus, they can filter listings before digging deeper into property details pages, which pull listing information directly from the MLS. You can also create individual property websites to showcase a specific listing. Throughout the process, there are several calls-to-action to capture the prospective buyer for you!



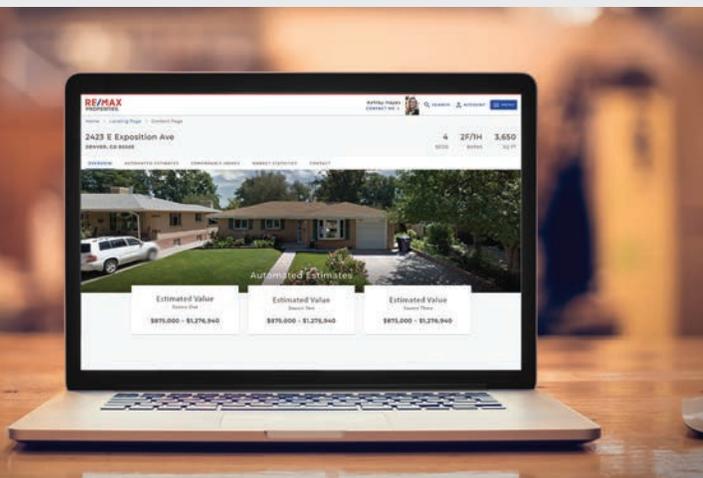
Capture prospective buyer leads throughout the search process.



Property details pages pull directly from the MLS to provide prospective buyers with up-to-date information.



The consumer-facing home search app, which can be personally branded, enables prospective buyers to take the power of your website's property search functionality on the go!



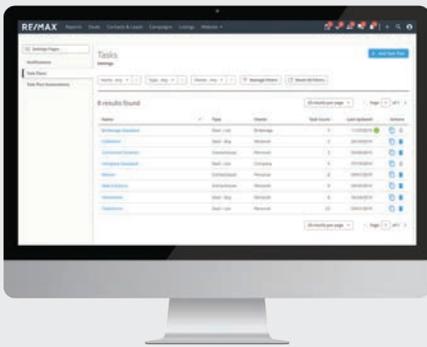
### Prospective Seller Leads

Drive and capture quality leads through the home sale process with the new platform. Powered by Automated Valuation Models (AVMs), the home valuation pages enable site visitors to view the potential value of their home. During their visit, various forms and calls-to-action prompt them to contact you about the home sale process, which in turn captures them as a seller lead.

The market snapshot enables you to send a detailed report to potential sellers containing the current state of their local market statistics and analytics on currently listed properties, sale price trends and more.

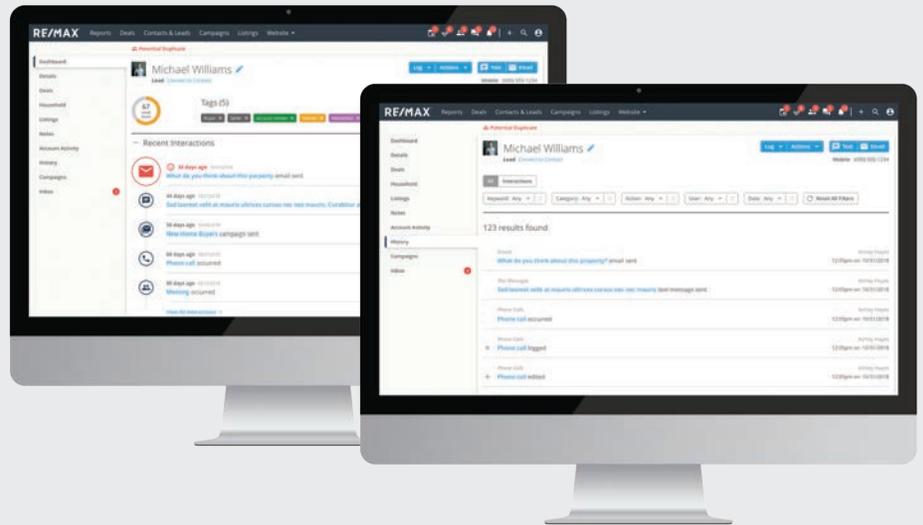
## Manage Your Leads

Once you start to capture leads with the booj platform, actively follow up and manage these leads towards converting them! The new platform allows you to leverage the power of automation to help you respond to more leads, quickly. Set up email auto responders to reply to new inbound leads instantly and customize task plans to help you stay on top of your game.



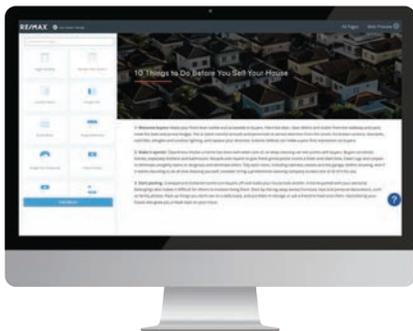
### Task Plans

Task plans contain a set of to-do's that need to happen, in order, and can be set to kick off when a new lead comes in. Set up a custom task plan to support your unique workflow, leverage an out-of-the-box task plan created by booj experts or use a task plan template branded to your office, created by your broker!



### Lead Score + Account History

When it comes to leads, you want high-quality leads—not just more leads. A lead score helps you focus on leads that matter more efficiently. When a lead interacts with your website or home search app or opens an email from you, this action is recorded as account history and used to calculate a lead score. A high lead score is likely to mean an active, quality lead versus someone who is casually browsing.



## Convert Your Leads

Once you've captured a lead, you can convert the lead to a contact within the booj CRM to continue engaging your new potential client. If you receive leads from additional online sources or meet someone in-person, you can easily add them to the CRM with contact import. Also, contact sync ensures that contacts within the CRM are up-to-date from both Google and Microsoft platforms.

## Leverage the power of automation to create more business opportunities!

The booj platform helps streamline lead generation, management and cultivation with a variety of tools, ensuring you stay on top of your leads with response time and conversion from lead-to-client.

### Who is booj?

RE/MAX acquired booj (which stands for “be original or jealous”) in early 2018. booj is an award-winning real estate web development and software firm with an impressive 14-year track record, having served nearly 20,000 agents at independent brokerages. The staff includes some of the premier technology developers and strategists in real estate. This alignment is a significant step toward delivering top technology solutions that create a competitive edge for you.