

PROSPECT CONVERTER



Don't Settle for Less.

NO LEAD LEFT BEHIND!

ProspectConverter Lead Management

Generating leads is expensive. ProspectConverter makes it profitable to close more of the leads you already get.

Quickly routing leads to the agents who best match the prospect's profile gives your agents the best chance to be the first to make contact and win their business. But, when combined with ProspectConverter/CRM, then even more tools are available for managers to track leads through the sales pipeline, hold agents accountable, and dramatically reduce premature lead abandonment.

- ◆ **Manage all your leads from one place**
- ◆ **Imports over 175 lead sources**
- ◆ **Instant lead routing**
- ◆ **Flexible lead filtering**
- ◆ **Round Robin and Pool offers by email, text and phone call**
- ◆ **Real time lead offer monitoring**
- ◆ **Integrates with ProspectConverter/CRM and Prospect Analytics**
- ◆ **Extensive reporting**

- ◆ **Scales to multi-regional enterprises**
- ◆ **Automatic marketing***
- ◆ **Initial and recurring update requirements***
- ◆ **Reduce lead abandonment***
- ◆ **Track all follow up activity***
- ◆ **Global campaigns and workflows***
- ◆ **Analyze lead marketing ROI***

**When combined with ProspectConverter CRM*

ProspectConnection Lead Routing

ProspectConnection is a very quick and easy, lower cost version of the full fledged lead management platform, designed for teams and brokers with lower lead volumes. ProspectConnection includes automated round robin or pool routing right from your cell phone, but with fewer lead filtering options than the full system. Stressing simplicity, agents don't even need to log in to receive leads. ProspectConverter Team CRM can be added at any time, or leads can be sent to other CRM programs.

ProspectConverter/ Broker CRM

The best CRM is the one that gets used. But one-size CRM is either too complex for most agents or too simple for your high producing ones. ProspectConverter Broker CRM solves this dilemma by being available in three levels to fit each agent's individual needs. Each agent can move to another edition with a few clicks – without ever exporting/importing records or losing a bit of their data.

By adding Broker CRM with Prospect Analytics to ProspectConverter Lead Management you increase your ability to reduce lead abandonment and extend your company's technology package.

Broker Express/CRM

Simple real estate specific contact management for agents with only a handful of transactions a year, and who will not take full advantage of a deeper CRM program. Email marketing provided by synchronization with MailChimp, Bomb Bomb, and Happy Grasshopper.

Broker Pro/CRM

The full featured CRM for active agents who require a platform that is up to their high end needs or who work with a partner or assistants. Adds extended

contact, listing and transaction management, activity plans, full email marketing capability, and more.

Broker Team/CRM

Teams have special requirements and ProspectConverter has been designed from its inception to address them. Each Broker Team/CRM includes ProspectConnection Lead Routing to quickly distribute leads. Agents have their own Pro level database while you and your staff have full access to all agent records and team-wide reporting.

The BrokerTeam/CRM is also available as a stand-alone program to teams and smaller brokers.

- ◆ **Multiple editions means higher adoption**
- ◆ **Global campaign and workflow content**
- ◆ **Prospect Analytics Predictive marketing alerts and behavior based insights**
- ◆ **HTML Email marketing tools**
- ◆ **Mobile WebApp**
- ◆ **API integrations – DocuSign, dotloop, bomb bomb, MailChimp, and Happy Grasshopper**
- ◆ **Integrate with your Marketing Center of choice (API)**
- ◆ **SSO, Intranet, and agent roster integration**



ONE SIZE DOESN'T FIT ALL!

The Next Big Thing In Marketing:

Predictive Analytics

Prospect Analytics + CRM

Every prospect has a story to tell. Are you listening?

Predictive Marketing is the science of applying rules that measure a prospect's level of interest by analyzing data collected from your website and lead activity, then signaling when the prospect has reached the peak of their interest and must be contacted NOW. This accelerates your lead conversion and leaves no lead behind.

ProspectConverter/CRM with Prospect Analytics creates a predictive marketing solution that leverages the treasure trove of valuable insights buried deep in your website's IDX data. This behavior is utilized to paint a clearer picture of the prospect's profile and minimizes the risk of overlooking valuable opportunities. Stop guessing and start knowing when to reach out to prospects.

It will simply transform the way you and your agents work with leads.

- ◆ **Add Prospect Analytics to any website**
- ◆ **No loss in website performance**
- ◆ **Deep behavior based relationship insights**
- ◆ **Monitor prospect's website activity in real time**
- ◆ **Know to who and when it is best to make contact**
- ◆ **Prioritize efforts on the prospects most likely to transact**
- ◆ **Automated alerts and emails based on the prospect's behavior**
- ◆ **Add context to your conversations**
- ◆ **Accelerate sales throughput**

What is Prospect Analytics?

Prospect Analytics is a technology that captures each meaningful action taken by visitors on your website and then sends this to ProspectConverter/CRM where the activity is displayed in context with the prospect's contact record.

The real power lies in the predictive technology which is constantly analyzing your data for hints that the prospect has reached the point where it is critical to make contact NOW. At that moment the agent is immediately sent email and text alerts, the prospect is highlighted in the Lead Activity Dashboard, and an email is automatically sent to the prospect to offer the agent's assistance. Instead of relying on chance, ProspectConverter steps up and waves a red flag so no opportunity is overlooked.

The combination of Prospect Analytics with ProspectConverter/CRM turns your website into a lead conversion powerhouse. Instead of hoping to call at the right time – and not too late – agents are alerted at the moment when the prospect is ready to be contacted. It will simply transform the way you and your agents work with leads.

Prospect Analytics can be added to virtually any website and IDX, whether WordPress, template, or custom. You don't have to give up the great site you already love — and have already paid for. Yes, you can have your cake and eat it too!

How do I add Prospect Analytics to my website?

It is quite simple. Prospect Analytics is based on the same methodology as Google Universal Analytics. Your webmaster or website provider adds our JavaScript code snippets to the pages where there is activity to capture, such as searches, properties viewed, saved favorites, and forms requesting more information and a showing, and the data is seamlessly fed to the agent's CRM module. There is no performance hit on your site.

Stop guessing and start knowing when to reach out to your best sales prospects. Add Prospect Analytics with ProspectConverter/CRM to your website and transform it into a predictive marketing powerhouse.