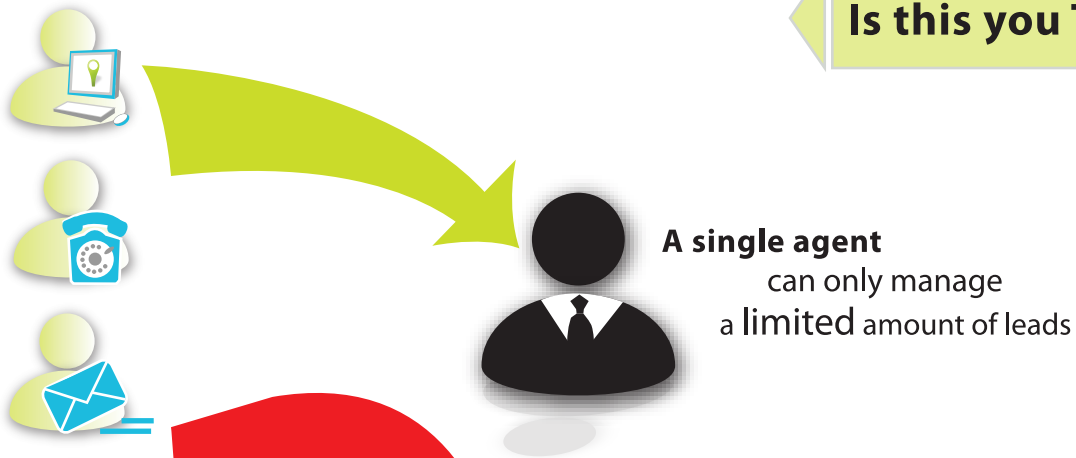


March 2007: Another Helpful Trulia Case Study

**Today,**  
**Web leads** from your site  
go directly to your listing agents

**Is this you TODAY?**



### Escaping leads go to competition!

your competition converts escaping leads for you!



◀ This could have been  
your commission



## Does this Sound Familiar?

- Are your Internet leads going unanswered by your agents? Is this negatively affecting your brand? And are your competitors reaping the rewards?
- Do you have little or no incentive to enhance your agents' listings online because there is no clear way to track the results or measure payback?

### The Dilemma:

Real estate brokers are hesitant to direct Internet leads from their agents' own (non-IDX) listings to their call center for fear that agents will perceive they are "stealing" their leads and charging them a fee, or giving "their leads" to other agents. The reality is that most agents do not have the resources, processes or systems to properly qualify, nurture and manage large volumes of Internet leads.

In fact, *Business Week* reports that 80% of Internet leads are lost, discarded or never responded to<sup>1</sup>. REALTOR.com reports that 71% of their leads to agents go unanswered<sup>2</sup>. And the National Association of REALTORS® cites lead response as a critical industry issue<sup>3</sup>. A lack of centralized, consistent customer service centers results in thousands of lost sales and millions of dollars in lost commissions to brokers and their agents.

### I. The Brokers' Dilemma:

Many listing agents demand that Internet leads from their own (non-IDX) listings go direct to them, despite not being able to manage these leads effectively or profitably. This demand makes it impossible for the broker to:

1. **Measure conversion of leads to sales** – since a lead contacts the listings agent directly, brokers don't know how much of their Web traffic results in quality leads and closed transactions.
2. **Justify allocating more (effective) advertising dollars online** – if a broker cannot track conversion, they cannot determine the value of an Internet lead, recoup the cost or justify allocating more marketing dollars to obtain additional leads.
3. **Provide a consistent brand/customer service experience to the consumer** – If 300, 1000 or 2000 agents in a brokerage firm all respond differently to a consumer, or not at all, it's the broker that gains a bad reputation. Consumers remember the brokerage firm—not the agent—when telling friends and family about the service, or lack thereof. "XYZ Realty never called me back, they suck."

### II. The Agents' Dilemma:

Most agents know that 74% of consumers start their home search online and 58% select the first real estate agent who responds to them<sup>3</sup>. Unfortunately, agents cannot respond quick enough to the vast majority of Internet leads for three reasons<sup>4</sup>:

1. **Low Conversion** – Only 3 to 5 of every 100 Internet leads results in a closed transaction. Agents are not accustomed to being rejected 97% of the time, and it's especially frustrating for those who try to contact each and every lead real time<sup>4</sup>.
2. **Best Use Of Time** – The most successful agents are those who spend the most face-time with qualified buyers and sellers. Obviously, agents cannot be in two places at once; if they are out in the field, they cannot respond to an Internet lead in a timely (instant) fashion. Nor can agents be expected to interrupt an in-person meeting to contact a lead that has less than a 3% chance of buying or selling a home.
3. **Investment In Resources, Systems, Training and Processes** – Individual agents, or even small teams, don't have the personnel, systems, training or processes to handle this glut of Internet leads.

### Solution: **Rapid Response Real Estate**©

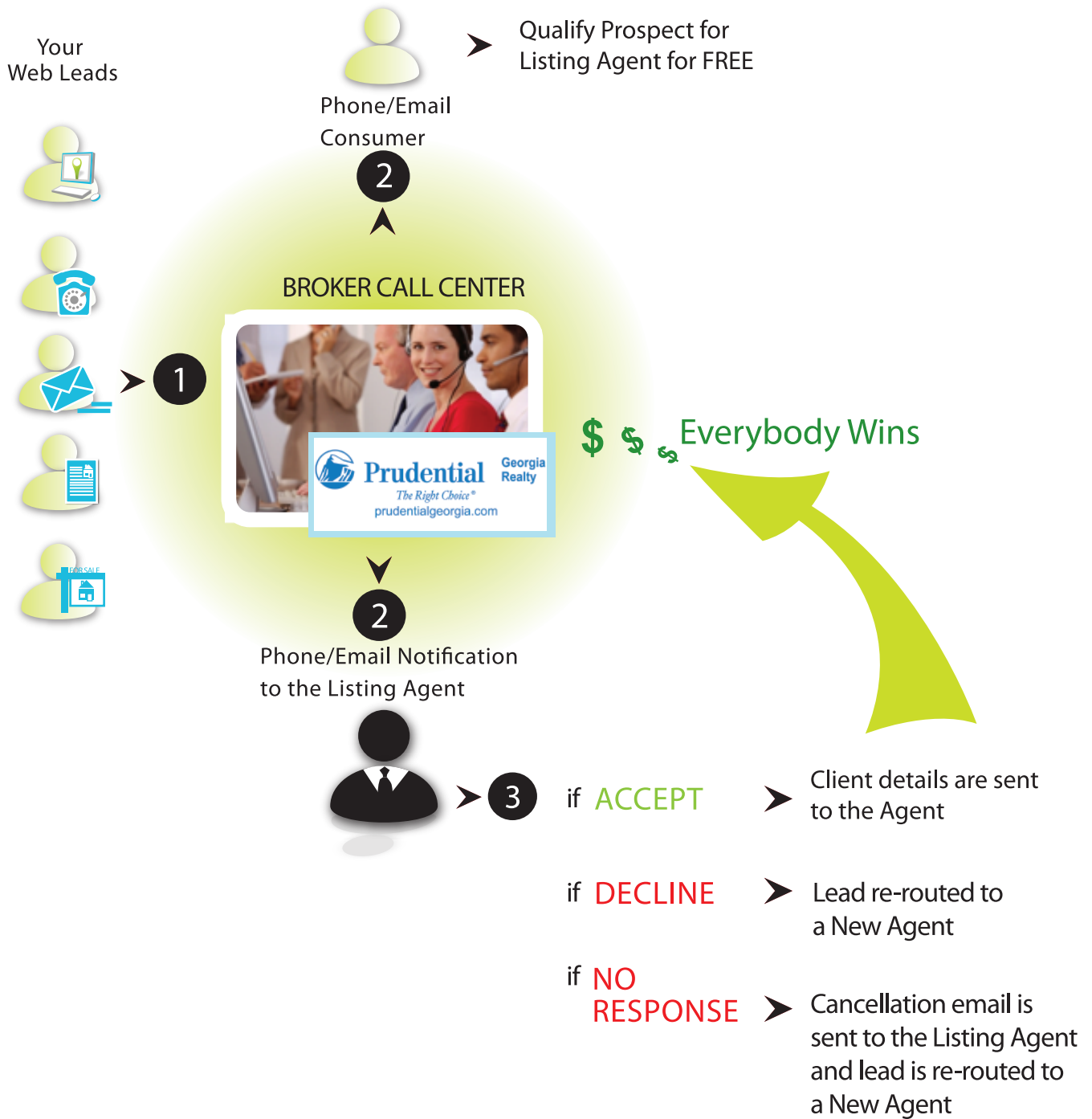
<sup>1</sup> Business Week, May 2005    <sup>2</sup> *Homestore's Mike Long Talks to Realty Times*, May 2004    <sup>3</sup> 2006 NAR Profile of Home Buyers & Sellers  
<sup>4</sup> *Three Reasons Why Agents Don't Maximize Internet Leads*, RIS Media, 2007

# Rapid Response Real Estate<sup>®</sup>

Turning Clicks into Closings



**Tomorrow, you can capture 100% of your leads**



One broker - Prudential Georgia Realty - successfully solved the problem of where brokers should distribute Internet leads by turning their call center into an army of virtual assistants for its agents. With the goal of converting more Trulia Internet surfers into buyers, they modeled their *Rapid Response Real Estate®* program after other industries where inside and outside sales teams work well together. As illustrated on the next page, the program works as follows:

1. The call center is staffed with licensed agents who respond to consumer leads within minutes, providing the responsiveness consumers expect while minimizing missed opportunities for the brokerage.
2. The call center qualifies the lead as an inside sales partner for the field agents, answering routine inquiries on the spot and obtaining more accurate contact information.
3. Consumers who are not yet ready to speak to an agent or need generic assistance are incubated.
4. Qualified buyers and sellers are forwarded to the listing agent, who has right-of-first refusal to service the lead within a specified period of time – typically 4 business hours. Prudential Georgia utilizes a lead management process that notifies the agent via email and sends a text message to their cell phone.
5. If the listing agent declines the lead or does not respond within the specified time frame, the call center assigns it to another available agent that has the best skills match for the client.
6. A closed-loop lead management model is used to evaluate the outcomes and continuously optimize the program.

**Everyone wins with *Rapid Response Real Estate®*:**

- Consumers get the instant response and consistent, top-notch customer service they expect.
- Agents are freed from chasing hundreds of leads that may or may not close, and can instead focus on turning serious buyers and sellers into closed transactions—all without paying a salaried assistant.
- Broker Prudential Georgia gets multiple benefits, including:
  - Brand building through fast, quality response to consumer inquiries.
  - Increased commissions as its agents close more deals and earn more money by letting fewer leads escape to the competition.
  - Future revenue as the broker earns customer loyalty, not just the agent.
  - A recruiting and retention tool for Prudential Georgia's most important asset – its agents!
  - Ability to fully track Trulia leads to transactions and allocate marketing dollars to maximize revenue.

**Prudential Georgia's Results from *the Rapid Response Real Estate®* program\*:**

- Increased gross commission income by over **\$1 million** per year.
- Increased average lead response of less than **15 minutes**.
- Dramatically improved the ability to track and optimize the end-to-end lead generation program.
- Delivered **thousands** of incremental leads to their agents.



---

\* Results provided by Prudential Georgia Management

# Rapid Response Real Estate<sup>©</sup>

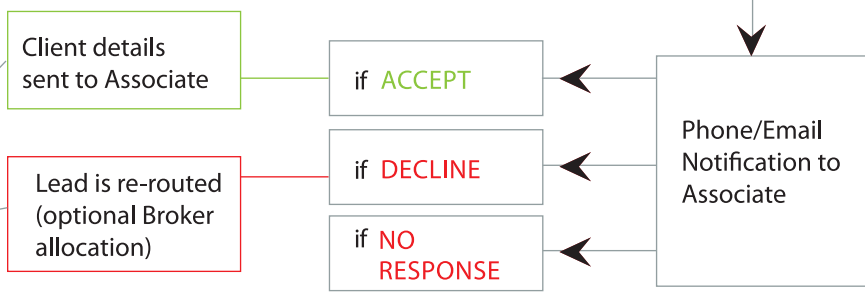
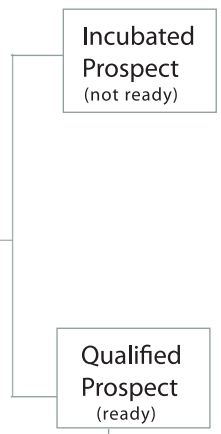
## Turning Clicks into Closings



### Your Web Leads



MostHome already has the systems in place to make Rapid Response Real Estate<sup>©</sup> an instant reality



**Prudential** Georgia Realty  
*The Right Choice<sup>®</sup>*  
prudentialgeorgia.com



### The MostHome Solution:

- Leads are captured from Web sites forms, emails, property searches, showing requests and more.
- Each inquiry is responded to immediately and qualified by an eTeam professional.
- Qualified ready, willing and able prospects are directed to your sales associates to close.
- Everybody wins! Consumers are happy, brokers are happy, agents are happy.

### **Building vs. Outsourcing the Call Center:**

Building a call center with sophisticated technology that empowers brokers to respond to every lead within minutes and track it all the way through its lifecycle can be a risky and prohibitively expensive undertaking for most brokers. Fortunately, there are award-winning outsourced call centers at your disposal that specialize in this process and can work seamlessly with a broker's existing systems.

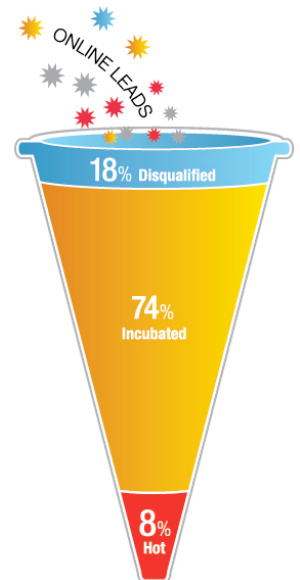
Most Home ([www.mosthome.com](http://www.mosthome.com)) is one such company, offering a state-of-the-art contact center staffed by licensed professionals in Vancouver, Canada. Most Home's flagship eTeam Lead Response service is a client acquisition, response and qualification solution for brokerages looking to grow their business through a proven online marketing and customer service strategy. As a licensed brokerage, eTeam Lead Response provides timely and professional customer response to Internet inquiries.

### **With Most Home's eTeam Service:**

- Leads are captured from Web site forms, emails, property searches, showing requests and more.
- Each inquiry is responded to and qualified by an eTeam professional.
- Qualified "Ready, Willing and Able" prospects are directed to your sales associates.

### **Lead Validation System**

- Reverse Phone Lookup.
- Verification of Cell or Land Line.
- Append Name/Address Data.
- Cross Reference Do Not Call List.



### **Qualify Leads Convert to Closed Deals**

- Leads are ranked and prioritized according to timeliness, motivation and ability.
- As an extension of your office, eTeam specialists fully qualify each potential client.
- Once your customers enter the Buy or Sell Zone, your eTeam passes the fully qualified prospect on to your sales associates via phone/email and text message alerts.

### **End-to-End Tracking of Key Ratios:**

- Unique Visits to Lead Forms → Tracks Site Effectiveness
- Leads to Prospects → Tracks eTeam Productivity
- Prospects to Transactions → Tracks agent Productivity
- Leads to Transaction → Tracks Program Effectiveness
- Total \$ per Lead → Tracks Value of Each Lead
- Total \$ per Unique Visit → Tracks Value of Each Unique Visit
- \$ Earned to Cost → Tracks ROI

### **A Turnkey Outsource Solution with Virtually No Upfront Cost:**

- Most Home can have a broker up and running within a matter of weeks from the time the broker decides to start sending Internet lead through the eTeam.
- Most Home has a flexible compensation schedule, working with brokers who prefer to pay a Success Fee at the end of a closed transaction, as well those who prefer to pay based on a nominal Per-Lead Fee model.

For more information on Trulia programs and services please contact:

**US EAST:**

Sean Black  
VP, Sales  
419 Lafayette Street  
New York, NY 10003  
212.476.0903  
[sean@trulia.com](mailto:sean@trulia.com)

**US WEST:**

Kelly Roark  
VP, Industry Development  
208 Utah Street, Suite 310  
San Francisco, CA 94103  
415.648.6752 x 103  
[kelly@trulia.com](mailto:kelly@trulia.com)

**General:**

866.7-TRULIA or [sales@Trulia.com](mailto:sales@Trulia.com)

If you are interested in putting your listings on Trulia please refer to: <http://www.trulia.com/brokers/#feedsub>

**For MostHome** inquiries please contact:

Bradley B. Miller  
MostHome  
VP, Sales  
Denver, CO  
303.362.1832  
[Brand.miller@mosthome.com](mailto:Brand.miller@mosthome.com)  
[www.MostHome.com](http://www.MostHome.com)