



EMAIL, TEXT, PHONE, MOBILE WEB

Our clients expect us to be faster, smarter, and more personal than ever before. Our **1st to Know** programs are being developed with that as their premise. Our customers can get information on new listings or existing listings faster because they only receive what they ask for and can get it wherever they may be. This document will introduce a few of the new additions to **1st to Know: text, phone and mobile web**. Each is very easy to use as briefly described below, but if you want all of the details read further.

1st to Know phone: Dial **1-800-840-5555** and **PRESS 1** to enter the house number and hear about any home from any real estate company. After listening, you can have text messages and pictures sent to your phone.

1st to Know text: Text **MYINFO** to **59559** and you'll receive instructions on how to get the details on any home of interest sent directly to your phone.

1st to Know mobile web: When accessing any of our Web sites from your phone's browser, you'll be directed to our mobile friendly site: www.mihome.mobi designed to fit any smart phone screen. To view property details from the text messages sent from the **1st to Know: text & phone** programs, a link to the property on the mobile Web site will be provided. Inquiries from the mobile Web site are treated the same as all of our company Web sites: Your listing = Your lead.

HOW TO REGISTER YOUR BUYER:

You'll want to register your buyers so that you receive alerts of what properties they are inquiring about when using **1st to Know: text & phone**. You'll also be the agent they connect to when requesting additional information on any property. Once registered, your buyers will be locked to you regardless of the property they may be inquiring about using **1st to Know: text & phone**.

For customers not currently enrolled in 1st to Know: email notifications: Enroll them in **1st to Know: email** and choose to sign them up for **text & phone**. You will need their email, mobile phone number, and carrier to sign them up. Your client will then receive a text message with instructions on how to connect to **1st to Know: text & phone**.

For customers currently enrolled 1st to Know: email, using your cell phone, text their phone number without formatting (ex: 2485551111) to 59555.

Lead Routing: Leads are either phone calls from the buyer or text messages/emails alerting an agent that someone has viewed a property when using **1st to Know: text & phone**.

Registered Buyers: Once a buyer is registered to you either via **1st to Know** on our Web site or by you texting their phone number to 59555, you will be their contact for all properties they are viewing and you will receive both text and email notification of the properties they are viewing under the **text or phone** options. It is important that your current mobile phone number is in your profile in My Listing Manager in RealEstateOne.net or talk to your office administrator. We tie that number to your client's number.

Unregistered Consumers: The listing agent will be alerted via text and email of any **1st to Know: text or phone** inquires on their properties. Other broker(s) inquires will go through Customer Care, just like our Web site does now. Be sure to make a call to those inquires and register them in the system under your name. If an unregistered consumer calls on multiple Real Estate One family listings, each listing agent will receive the client information (just like a sign call). Listing agents will not receive buyer information on Registered Buyers, those are referred to that Buyer's agent.



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