




Buyer Engagement Process

**Lender and Realtor Buyer
Engagement Guide**



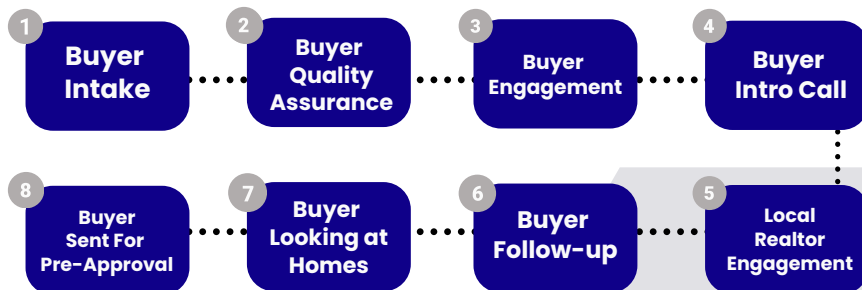
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MLO and Realtor Partner Engagement Overview

The REC Buyer Engagement process provides best practices for buyer engagement with our realtor partners. We call it an engagement process as it takes several strategies over an extended period of time to engage and convert buyers. The more in sync all parties work together better results will be for the buyers.

"THE FIRST [48]"

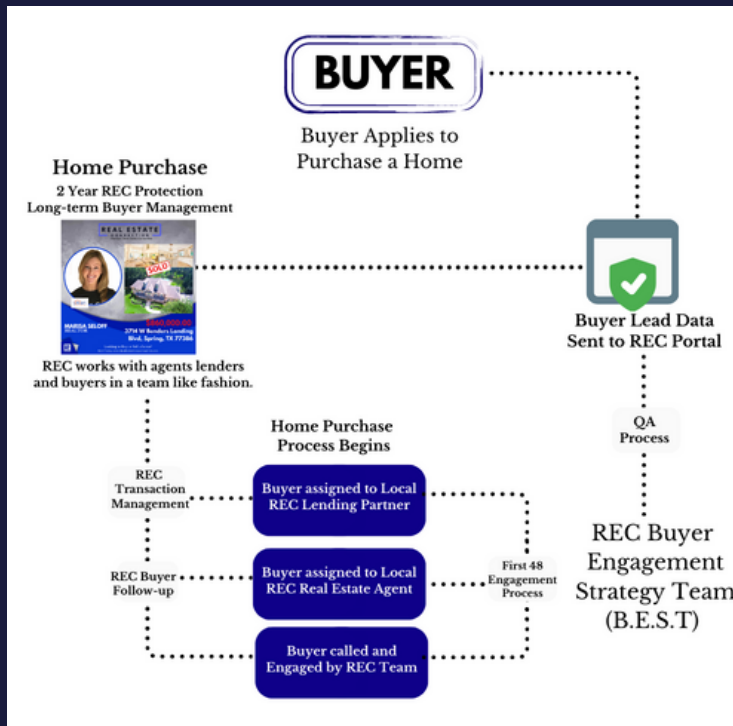


The REC First 48 ensures all buyers are systemically engaged with Real Estate Connection, our local real estate agent team, and our lending partners with orchestra level precision within the first 48 hours

REC First 48 Includes:

- Buyer Intro Call - REC Calls the Buyer and will live transfer or refer to agent and lending partner.
- 3-Way Text Message - (Realtor, Buyer, and REC)
- 3-Way Email (Realtor, Buyer, and REC), (Realtor, Lender, Buyer)
- REC Buyer Portal Invitation - All buyers are set-up on the REC buyer portal to communicate with Realtors and lenders.
- Home Drip Search - All buyers are set-up on IDX home drip search.
- Buyer Follow-up Call - Follow-up Call with Buyer to ensure they connect with lender and Realtor partner.
- Long-Term Management - REC Engages with the buyers in 15,30 and 90-day increments forever.

REC Lead AND DEAL PROCESS



- **Quality Assurance** – All leads are scrubbed following REC’s lead quality assurance process – this includes verification of contact information and set-up for engagement by REC, the Realtor and our Lending Partners.
- **Buyer Engagement** – All buyers are engaged by REC in a team like fashion – this ensures that the buyer is able to connect with their loan officer and the realtor to provide immediate answers to any questions the buyer may have regarding the home buying process.
- **Buyer Hand-Off** – A three-way engagement including the buyer, loan officer and realtor via text, email and live transfer when available.
- **Buyer Follow-up** – A follow up call to the buyer to touch base for an updated status 48-72 hours after the introduction call.
- **Long-Term Buyer Engagement** – Realtor updates, Portal Access, Events, Marketing and Follow-Ups for long-term buyer engagement including buyer focused drip campaigns.

QUALITY ASSURANCE PROCESS

Initial Engagement - Verification - Before being delivered to our clients, each lead is screened and vetted to ensure accurate and correct information. Upon acceptance by our lead assurance team, we provide engagement and support to help cover the qualified buyer.

Spokeo Review	Review Spokeo online and verify buyers information	Verified, Exact Match, Partial Match
Call to Buyer	Buyer Intro Call to Set the Expectations	Spoke with, Verified, Active Number, Incorrect Number, Do not call. Verification of number and buyer
Email Verification	Verify buyers email	Real Geeks Verified, Verbally verified, Bounce Back, Valid, Invalid.
Phone Verification	Verify number via call and text	Reply to text, wrong number, valid, invalid.

HOT LEAD STAGE MANAGEMENT

During the lead engagement process, it is the responsibility of all parties to get the most relevant and recent stage of the buyer. All Hot Leads should be updated to reflect the most current stage and status within the lead. The “collective” status would reflect the buyer’s overall stage and what we have been able to do thus far.

Stage	Definition
New Lead	The default value for all uncontacted and uncalled leads.
Called	When a call is made to the buyer.
Made Contact	Any contact or response from the buyer.
Sent to Lender	Sent the buyer to Lender, made lender intro or set appointment
Working with Client	The Realtor has had meaningful contact and is scheduled to meet with or view homes with the buyer.
Lost - Dead	The buyer indicated they are not moving forward/ bad contact info.

REC Intro Text

If Buyer is Interested:

- Hi, Mr./Ms (**BUYER**). This is Michael with Real Estate Connection. Thank you for taking my call. We work with Zillow Premier Lenders and Agents to ensure that you are provided the highest level of service. So I would like to get you introduced to a fantastic Loan Officer: (**LO's NAME**), who is also on this text. (**LO's Name**) can certainly help you navigate the best Financing options available, feel free to use this thread to schedule a time to connect. Thanks!



REC Buyer Email:

- Hi, Mr./Ms (**BUYER**). This is *Michael* with Real Estate Connection. Thank you for taking my call. We work with Zillow Premier Lenders and Agents to ensure that you are provided the highest level of service. So I would like to get you introduced to our (Zillow) Premier Agent in the area: (**Agent's NAME**), who is also on this email. (**Agent**) can certainly help you find the best deals in the market so hopefully you two can connect so we can help you get started. Thanks and have a great day



Note: Our objective is to get the buyer out looking at properties with our agent in a team-like manner.

REC Follow Up:

- Hi (**buyer**), this is (**your name**) with Real Estate Connection. I am following up with you on my previous call to see if you had a chance to connect with "**Name of Agent**" or "**Name of Lender.**" We work with Zillow.com premier buyers, and my only job is to help you along the way and connect with the proper people. We have a team here of people to make sure everyone performs well for you.



Note: Make sure to check the notes on file to know what happened to the first contact with the buyer

REALTOR CALL SCRIPT

Hi **(BUYER)**, This is **(AGENT)** with Real Estate Connection and **(Your company name)**. Zillow notified me that you're interested in purchasing a property and I was calling to introduce myself answer any questions you may have and, if there is a particular home you are interested in we can start to look at homes.

- Have you found a home that you are interested in?

YES/NO.... even if you don't have a home in mind I can still give you an idea of what to expect on the current homes on the market.

Do you have a pre-approval with a lender yet?

If you were directed to a Voicemail box:

"Please let me know the best way to connect with you: text, email or cell phone? You can give me a call or text at **(Agents Mobile Number)** and we'll get started finding your dream home."

REC LENDER SCRIPT

Upon Initial Pre-Qualification or Pre-Approval:

- o Hello (Buyer) This is (Your Name) with (XYZ Mortgage Lending) I was calling because you inquired about mortgage financing on a home purchase on Zillow.com?

That's great and we are happy to help, there are a variety of loan options available and I will be happy to go over those with you. So that you can find then begin looking at properties.

(Lender Pre-Qualification or Pre-Approval Process)

Once initial pre-qualification or pre-approval is established...

REC Introduction - Handoff

- o "Now that we have our loan options, we need to find a home. I have a fantastic Realtor, "Agent's Name (if available)" that works in that area. I'll send an introduction and we can all work together to match up our approval with the homes you are interested in."

OR

- o "Now that we have your loan options the next step is to find a home. We have a company Real Estate Connection that we work with that handles the buying process I'll send an introduction and we can all work together to match up our approval with the homes you are interested in."



Important Communication Reminders:

- **Referring REC to buyers** - Please Note, 85% of buyers DO NOT have an agent when shopping for a home. We want to make sure to introduce the REC agent right away so they know that we have them covered and that your deals are protected under the 2-year REC Protection Agreement.
- **Document Collection** - When there are trailing documents for final approval or during the escrow period, the realtor is the best person to help push them along. Please, let the agent know if the buyer needs to send you anything at any point in the process.
- **Buyer Reluctance** - SSN/Trust Building - If the Buyer is concerned about giving their social security number or wants to meet in person and normal objection handling techniques do not work you can send them to the Realtor as another option.
- **Calling the REC Realtor:** When a buyer is sent back to the Lender by the REC Realtor partner, it is best practice to touch base with the Realtor regarding any specific information discussed to help build rapport or prevent simple miscommunication. The Realtors contact information is located within the REC Portal and various notification emails.
- **If Buyer then indicates they have a Realtor** - "That is fine, you can certainly use the Agent you prefer, but would you be open to at least having an initial conversation with my Agent before deciding?"