



# CHECKLIST: REAL ESTATE ONLINE LEAD GENERATION & RELATIONSHIP MANAGEMENT REQUIREMENTS

A successful real estate agent utilizes online lead generation and conversion to scale their business. Here is your checklist to compare & make the best decision as you evaluate your options.



# LEAD GENERATION & RELATIONSHIP MANAGEMENT CHECKLIST



Use these 2 columns to compare other solutions as you evaluate the best product for your business

## ONLINE CAPTURE & PAID LEAD GENERATION

- Provides a hyperlocal targeted approach to drive higher quality leads
- Delivers the lowest cost per lead
- A Google Premier Partner & Premier Facebook Marketing Partner
- Provides remarketing options to grow your brand and your pipeline
- Offers buyer & seller leads via Google, Bing, Facebook, & Instagram
- Unlimited landing pages to promote your listings, capture leads, or showcase your brand

## CLIENT RELATIONSHIP MANAGEMENT & AUTOMATION

- Complete and ready to use home search website with built-in IDX integration to your MLS
- Enables agents and brokers to manage their business with one centralized CRM
- Features to organize the database, including customized filters and labels
- Business-focused mobile apps to stay in the know when they're on the go
- Home search app branded to agent
- Advanced lead routing based on city, zip code, price, source, agent availability & more
- Provides a lead scoring tool that helps you prioritize leads
- Offers a 24/7 AI assistant that communicates and qualifies your leads
- Integrations with top providers

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Vendor #1

Vendor #2



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## MARKETING & COMMUNICATION TOOLS

- Offers unlimited mass emailing and texting
- Provides pre-built and ready to use drip campaigns and plans
- Automatic emails & texts based on a lead's website behaviors & actions
- Sends accountability reports and automatic reminders to agents and brokers
- Fully integrated dialer
- Offers video messaging through emails & text messages
- Virtual open houses and virtual scheduling tools
- Provides a buyer match tool allowing agents to reverse farm their database
- Creation of neighborhood local guides & pages

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### Vendor #1

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### Vendor #2

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## SUPPORT & TRAINING ON CONVERSION BEST PRACTICES

- Offers US-based support team
- Personalized onboarding experience
- Dedicated account manager and training specialist
- Customized live training via webinar
- Free weekly webinars hosted by real estate experts
- Private mastermind and accountability groups
- Optional Monthly & Annual live events & Business Masterclasses

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**ADDITIONAL NOTES:**

# NOW IS THE TIME. LEARN HOW CINC WORKS.



## LEAD GENERATION & MARKETING

It's not just about leads. It's about receiving consistent quantity & quality leads at the lowest price possible. By managing \$30 million in advertising spend, CINC's team of experts know how to optimize each agent's campaign. Hyperlocal marketing targets new leads, and advanced advertising products allow you to stay top of mind for homebuyers in your market area.

## PREMIUM SUPPORT & BEST COMMUNITY

Connect with US-based support to maximize your conversion & get help when you need it. Expand your business's potential with access to more than 41,500 top agents & teams masterminding across North America.

## TRAINING & IMPLEMENTATION

It's one thing to get a system, and it's another to be able to actually use it. Over 5,300 CINC clients have attended live training during the last 32 months. On average, each client makes more than \$7300 in commission during the training from CINC generated leads.

## AUTOMATION WITH CINC'S EXCLUSIVE CONVERSION ENGINE

Constant innovation provides agents the tools to efficiently convert online leads & build an authentic relationship with home buyers & sellers. CINC's solution (1) humanizes the home search with numerous communication tools, (2) tracks insights during the consumer search with the IDX website, (3) actively converts your pipeline into new & repeat business with extensive marketing tools. Top product features include:

- Automated plans & marketing content with AutoTracks
- Behavioral & video messaging using texts & email
- CINC AI to assist with lead engagement & conversion
- Run your entire business on the go with 3 apps
- Prioritize Your "Databank" to identify new & future business easily

## CONTACT US

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