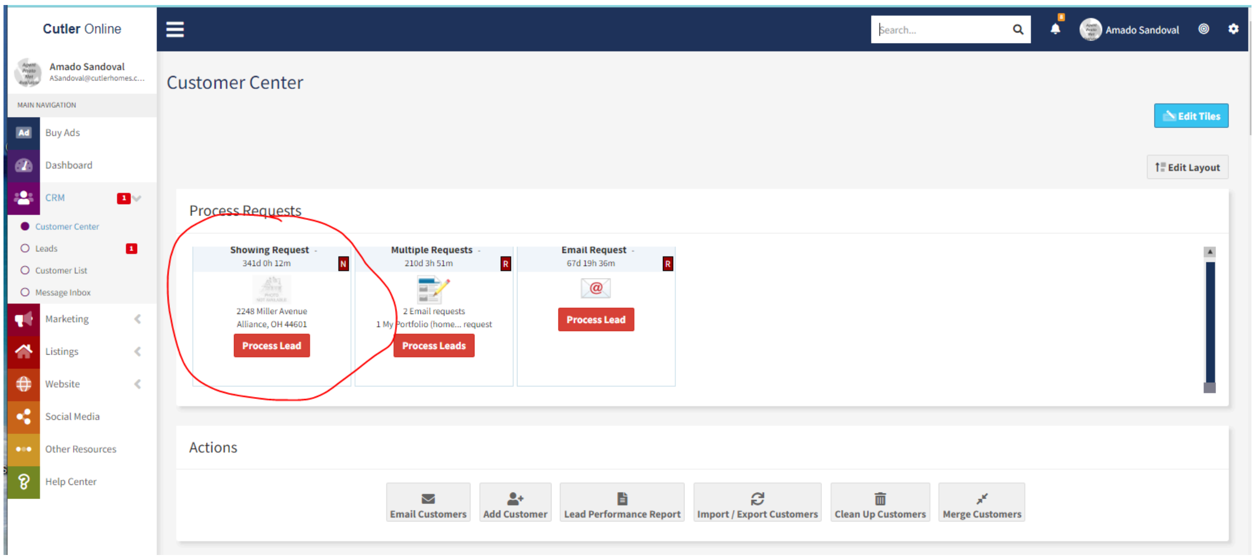
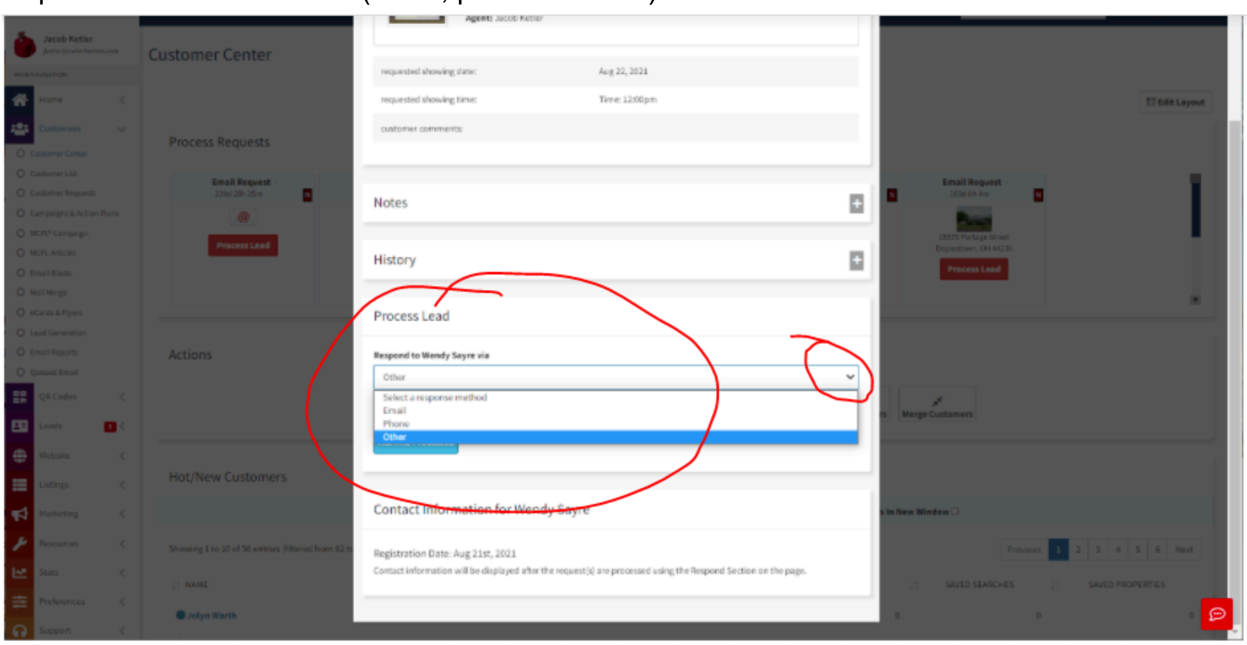
HOW TO “process a lead”

Once, the Realtor logs in to the Cutler Online Assistant, (online.cutlerhomes.com) click on Customers > then Customer Center if not directed there by the link provided in the text/email. You will see the leads that need processed in the top module. Click on “process lead” to open



As you can see by the screen shot below there are up to three ways to mark the system as responded to the customer. (email, phone or other)



1. By email (noting that the customer's email address is NEVER visible at this point. ONLY after you click on “send” is the email address provided. You must fill in BOTH the email subject and the email response boxes AND click on the button “Send” button. This button will send your email to the customer as well as mark the system as processed. I advise that you CC yourself on the response.

2. Respond by phone (if available there will be a button “Get Phone Numbers”) Clicking this button will show you the phone number and mark it as processed.

3. You have contacted the customer by other means. First click “Other” and then you may click the button “Mark as Processed” to move the customer off of the unprocessed list and into your processed leads. (This is ideal if a customer makes a request through the system, then turns around and calls you right away. If you already talked to the customer, you can just click this button). If this button is unavailable to you (which happens on fee leads you have to use the email form or get phone number to process)

*** IF the lead is an anonymous visitor/AVM information otherwise considered an AVM door knock opportunity, you will follow steps for #3 above, and also consider sending a why list with me postcard, or utilizing a door hanger from our marketing team and “knock on the door”. :)