



## **Boomtown Lead Website Registration**

1. Website Registration Lead » registration email AKA Buyer Lead Welcome Email is automatically sent
  - (only header can be customized in lead email settings per agent)

“Hi {first name}

I've just created an account for you on my website, giving you access to the most powerful, up-to-date real estate website in Bergen County with excellent local data and online search tools.

Please let me know if you have any questions, or if there is anything I can help you with!”

Boomtown articles:

- [Your Account – Customize Welcome Email](#)
  - <https://boomtown.force.com/successcommunity/s/article/How-Leads-Use-Web-site-Automated-Emails-Sent-to-Leads>
2. Auto Import Lead » Invitation email: “ we have created an account for you” includes registration information (cannot be customized). Auto Import Settings can be found in under Tools » Auto Import Leads
    - “Send an automated site invitation to my new Auto-Import leads?” Checked off in lead email settings
    - “Send an automated site invitation to my new Auto-Import leads?” Checked off in auto import leads in tools

### **Settings**

- ☒ Send an automated site invitation to my new Auto-Import leads?

Boomtown article: [Auto-Import Leads – Welcome Email](#)

3. Manual Add » Check off box that says “Send Welcome Email” which is the same as the

invitation email



The screenshot shows a form with three input fields: 'First Name \*', 'Last Name \*', and 'Email Address'. Below the 'Email Address' field is a checkbox labeled 'Send Welcome Email' which is checked. A red circle is drawn around the checkbox.

4. Bulk Import Leads » Welcome Email sent from bulk edits

“Hi {first name}

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Please let me know if you have any questions, or if there is anything I can help you with!”

Boomtown article: [Lead Central - Bulk Welcome Email](#)

5. Resend Invitation AKA Welcome email with registration information can be done from the lead's profile
- Before sending an email with listing information check to see if the lead has opened their invitation email so that they have their website registration info so that they can access the listing you are sending them. If they havent opened the email or it has been a while since they first received it resend it before sending your listing email and remind them in your listing email that they need their registration info to see the listing info you are sending them