



5 Ways MyAgentConnector Generates Leads

MyAgentConnector utilizes software to help Insurance Agents build relationships with Loan Officers and Realtors. We do this by providing leads of potential homebuyers. The 5 ways we generate these leads are:

1. **A Digital Business Card** can be shared to all clients, past, current and potential. The Digital Business Card displays information about the Realtor, Loan Officer, and Insurance Agent and is sent to the client's phone via text message. When the client receives the Digital Business Card, this creates a lead. The Realtor, Loan Officer and Insurance Agent are notified of the lead.

2. **The Open House Safety App** allows a Realtor holding an open house to register all individuals visiting the open house. Once the client registers, they automatically receive the Digital Business Card on their phone. Again, a lead is created, and the Realtor, Loan Officer, and Insurance Agent are notified.

3. **A Sign Rider** is a sign that a Realtor displays on their For Sale yard sign. The sign rider displays "For More Info Text: 27126" and is followed by an Agent Code. When the homebuyer texts for more info using that Agent Code, the homebuyer immediately receives all listing information about the property, as well as the Realtor's, the Loan Officer's, and the Insurance Agent's information. Again, creating a potential buyer lead. The Realtor, Loan Officer, and Insurance Agent are notified.

4. **The Social Media Poster** will post the property website directly to the Facebook Business Page that a Realtor manages. When a consumer views the post from Facebook and follows the link to the property website, they will be prompted to fill out the lead capture form with their information. Once the form is submitted, a lead is created and the Realtor, Loan Officer, and Insurance Agent are notified. This can be set up by a Realtor within their MyAgentConnector account.

5. **A Property Website** is automatically created when a listing is added to the Realtor's MyAgentConnector account. Consumers who view the website can request information from any of the three professionals advertised by clicking on the hyperlinks embedded in the advertisement for the Realtor, Loan Officer, or Insurance Agent.