



Real Pro Gold and Real Pro Silver Integration with Top Producer®

Introduction

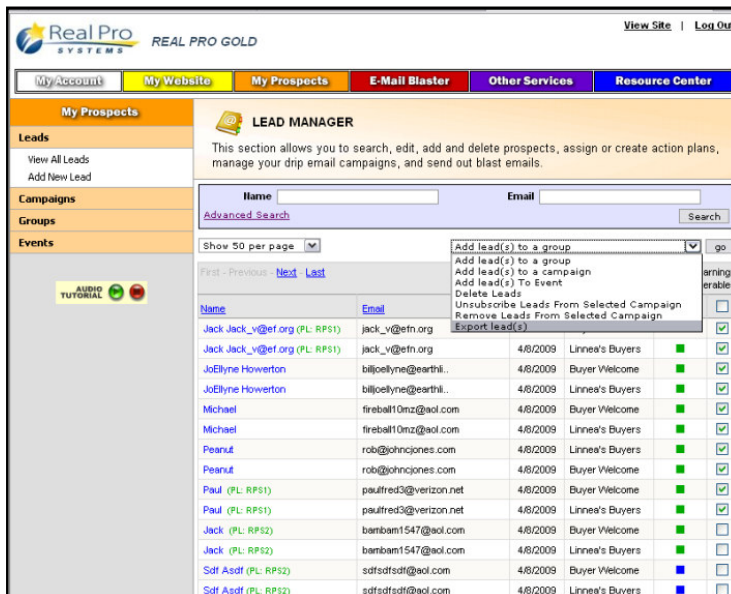
Real Pro Systems provides agent website systems for middle to upper-end agents. In addition, we offer pay-per-click marketing services, agent podcasts, and other internet marketing tools. While our agent systems incorporate drip email for lead incubation and a basic lead management system, we do not offer a contact management or CRM system per se. Since we share many clients in common with Top Producer 8i, the leading contact management system solution, we have implemented a rich interface to help agents move leads into Top Producer 8i as appropriate. Top Producer 7i is not supported. There is no charge for this integration for Real Pro Systems' clients.

Integration Usage Scenarios Supported

Both Real Pro Gold and Real Pro Silver agent systems support three different usage scenarios:

1. Selected Lead Export- from within the Real Pro Systems Control Panel

Agents can select one or more leads and then from a menu selection, export them to Top Producer. This is the most common scenario. Incoming internet leads are typically "D" or "C" quality, i.e. in need of incubation before being treated as valuable contacts. Real Pro Systems' clients are in the habit of using our lead incubation until the lead "raises her hand" with a return email or phone call. When that happens, the agent has an active prospect, and the lead should be exported to Top Producer.



The screenshot shows the 'LEAD MANAGER' interface in the Real Pro Gold control panel. It features a table of leads with columns for Name, Email, Date, Campaign, and status. A dropdown menu is open over the table, showing options like 'Add lead(s) to a group', 'Add lead(s) to a campaign', and 'Export Lead(s)'. The 'Export Lead(s)' option is highlighted, and a checkmark is visible in the 'Exportable' column of the table.

To export a lead to Top Producer you select it by placing a checkmark in the box at the far right of the screen. From the drop-down menu you select "Export Lead(s)" and the export process begins.

2. Selected Lead Export- from Real Pro Systems' Lead Notification Email

Each time a new lead comes into Real Pro Gold or Silver, an automatic email notification is sent to the agent. For clients using the Top Producer interface, the lead notification email will provide a "Click Here" link to send the lead to Top Producer. This enables the agent to see what the lead is- home buyer, seller, and any search criteria captured along with the lead.

Real Pro Systems Lead Notification

Please provide this prospect with listing updates by email.

Prospect Details
First Name: Jonathan
Last Name: Homebuyer
Email: JonHomebuyer@hotmail.com
City:
State:
Zip:

Search Criteria
Desired Areas: Eugene, Springfield, Junction City, Creswell, Cottag Grove, Florence, Elmira, Veneta, Marcola, Thurston,
Property Type: Residential
Price: 250000 - 350000
Min Bed: 3
Min Bath: 2

Other Details
Lead Type: Buyer
Mortgage Information Requested: No
originalsourcename: Email Home Search - Email Home Search
Search type: New Search

Click link below to export this lead to Top Producer.: <http://ws.realproserver.com/wsc/wsch.ashx?16f20766956343e59cf9bd1a7f11393d>

Real Pro Gold and Real Pro Silver both send email notifications when new leads come into the system. When integration with Top Producer is enabled, these email notifications can include the link shown at the bottom. Clicking on this link will cause the lead to be exported to Top Producer. This is useful when specific types of leads warrant immediate follow-up.

Using the lead notification feature, any agent with email capability in their smart phone can make the decision on the spot, wherever they may be. Depending on what details they see in the lead notification, the lead may warrant immediate follow-up, and hence, export to Top Producer. On the other hand, many routine leads should just be incubated in Real Pro Systems before exporting. Note: If leads from any source are configured to go to Top Producer automatically (3 below), this link will not be included in the lead notification email.

3. Automatic Export of All Leads from a Source to Top Producer

In this scenario, all leads, whether they come from an agent's Real Pro Systems stealth site or from their main website, are automatically sent to Top Producer. While many agents want this scenario, it carries a significant downside. Since so many internet leads are "D" or "C" quality as previously mentioned, this will clog up Top Producer with thousands of leads that are not proven to be of value. Many of these leads provide only an email address and a first name, and no other contact details. There is dubious value to burdening the agent's contact management system with leads that lack basic

information such as a phone number. While we advise against it, this scenario is nevertheless supported simply because some agents want it.

The screenshot displays the 'REAL PRO GOLD' control panel. At the top, there are navigation tabs: 'My Account', 'My Website', 'My Prospects', 'E-Mail Blaster', 'Other Services', and 'Resource Center'. The 'Other Services' tab is active, showing a sidebar with links like 'Feedback', 'For Sale By Owner', 'Stealth Sites', 'Blog', and '3rd Party Services'. The main content area is titled 'TOP PRODUCER SI INTEGRATION' and contains two sections: 'Top Producer Settings' and 'Automatically send leads to Top Producer'. The 'Top Producer Settings' section includes a 'Browse...' button and an 'Import' button. The 'Automatically send leads to Top Producer' section features a list of lead sources with checkboxes, some of which are checked.

Top Producer Settings

Your Top Producer account settings have been imported into your Real Pro Systems account. You can now export your leads to Top Producer automatically or manually.

If you need to re-import your settings, select the form to upload by clicking the "browse" button below and then click "Import".

[Instructions](#)

Automatically send leads to Top Producer

We can automatically send new leads you generate to Top Producer. Select the forms below to have new leads sent automatically.

We do not recommend sending leads to Top Producer automatically. A better fit would be to incubate your leads using Real Pro Systems, and then export prospects to Top Producer when they become hot.

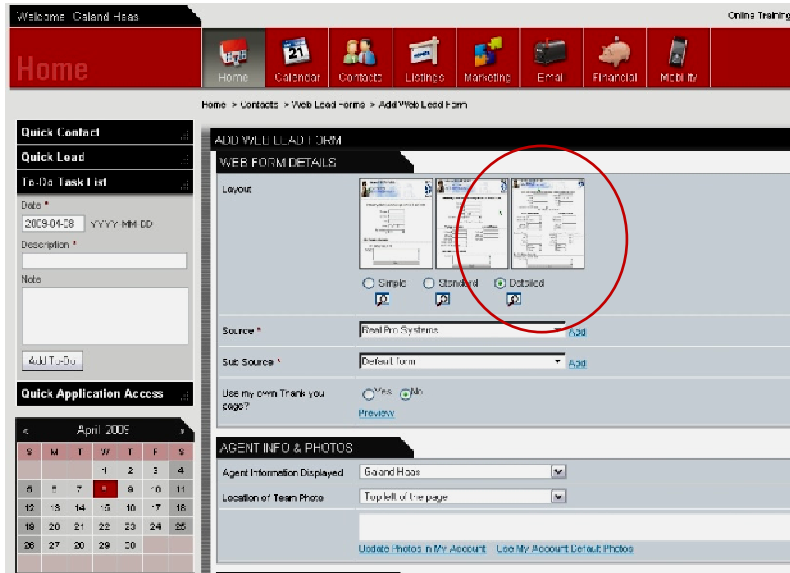
- Email Home Search - lanemls.com
- Email Home Search - gotlistings.com
- Email Home Search - forhomeinfo.com
- Home Value - forhomesellers.com
- Home Value - hometorch.com
- Short Sale
- Total Access - Buyers
- Total Access - Sellers
- Loan Analysis
- Email Home Search - EugeneBankOwned.com
- IDX Broker - Lead Synchronization

Leads can be exported to Top Producer automatically as soon as they come into a Real Pro Gold or Silver system. The agent can select whether those leads should go to Top Producer for each lead source set up in the system, Here we see an agent's Gold control panel with multiple lead sources, most of them stealth sites. Four of these have check marks establishing that leads from those sources will be exported automatically.

Setting Up the Real Pro Systems Integration with Top Producer

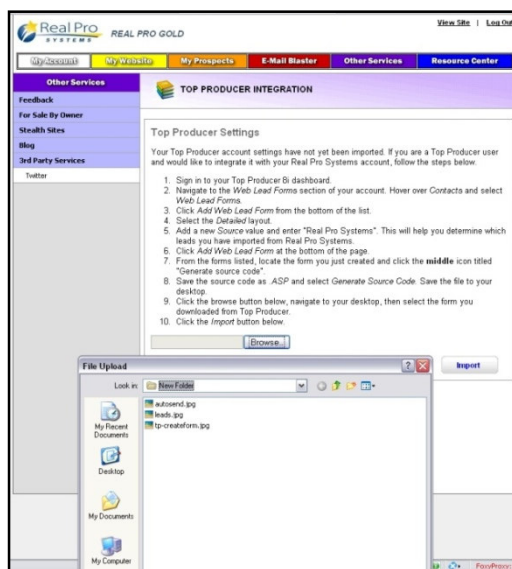
There are four basic steps to setting up the integration:

1. Generating a Lead Capture Form within Top Producer



From within Top Producer, you create a “Detailed” web form. You assign a lead source name, such as “Real Pro Systems” and save it. In the next step, you will load that form into Real Pro Gold or Silver.

2. Loading the Form into Real Pro Gold or Silver



To load the form into Real Pro Systems you simply go to “Other Services” – “3rd Party Services,” where you will find step by step instructions. Clicking the “Browse” button will enable you to locate the Top Producer form file saved in step 1 above. Loading that form will tell Real Pro Systems how to send information to your Top Producer account.

3. Identify Lead Sources for Automatic Export to Top Producer (if any)

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- Email Home Search - lanemls.com
- Email Home Search - gotlistings.com
- Email Home Search - forhomeinfo.com
- Home Value - forhomesellers.com
- Home Value - hometorch.com
- Short Sale
- Total Access - Buyers
- Total Access - Sellers
- Loan Analysis
- Email Home Search - EugeneBankOwned.com
- IDX Broker - Lead Synchronization

As described above, you can select specifically which lead sources should have leads sent to Top Producer automatically. In the Real Pro Systems control panel, simply navigate to “Other Services” – “3rd Party Services” – “Top Producer 8i.” Each of your defined Real Pro Systems lead sources will appear. Placing a check mark in the box will select leads from that source to go to Top Producer automatically. We encourage you to think this scenario through carefully before selecting it, as it can easily clog your Top Producer database with leads unnecessarily.

4. Test to Make Sure Everything is Working!

It’s important for you to test your configuration to make sure it is working as expected. To do this, either create a “dummy” lead in your Real Pro Gold or Silver system, or identify an existing lead you would like to move over to Top Producer. From the lead panel, select it for export and then follow the on-screen instructions to complete the export. It takes a few seconds for each lead selected to move over to Top Producer. Sign into Top Producer and verify that it is there.

If you have selected any lead sources (e.g. stealth sites) to move leads directly into Top Producer, then enter a “dummy” lead on each stealth site and verify that it arrives in Top Producer as expected. And last of all, for those leads sources that do not move into Top Producer automatically, try using the lead notification email link to move them over.

Remember: It is your responsibility to verify that your configuration is working properly. Real Pro Systems client care will assist with any problems you report to us.

Real Pro Systems provides internet marketing solutions for leading real estate agents throughout the United States and Canada. The company’s offerings include agent website systems, web marketing services, social networking solutions and agent podcasts. Real Pro Systems is headquartered in Eugene, Oregon.

For more information please visit www.realprosystems.com or call 541.743.8500.