



PrimeAgent On-Demand: Frequently Asked Questions

1. How will the new PrimeAgent On-Demand benefit my business? How is it different from other marketing platforms?

Reach serious buyers instantly as they tour neighborhoods and drive by listings with PrimeAgent On-Demand. PrimeAgent On-Demand is a new mobile marketing system that integrates with Realty Executives Agent Websites and PrimeAgent CRM tools. The system connects potential clients with instant property information while automatically capturing lead details and driving traffic back to your mobile responsive Realty Executives Agent Website. Consumers start their real estate searches online over 90% of the time, with 68% utilizing mobile resources throughout their research. We've integrated the most popular and most effective mobile marketing channels into PrimeAgent On-Demand:

- the call to action is clear: TEXT for instant photos and details
- lead capture is consistent and the lead information is instantly saved as a contact in your PrimeAgent Contact Manager
- quick and effortless mobile engagement – no "app" required
- consumers not only receive an instant response for property details they are also linked back to your mobile responsive agent website

2. Does PrimeAgent On-Demand include a QR code feature?

No, PrimeAgent On-Demand does not include a QR code feature as contact information is not captured when a consumer scans a QR code for property information. By narrowing down the call to action with a clear prompt to text for information and through instant integration with the PrimeAgent Contact Manager, PrimeAgent On-Demand makes it easier for you to capture leads and convert them into prospects.

3. Where can I go to order new sign riders and how much do they cost?

Sign riders can be ordered directly within your PrimeAgent account:

Login to [PrimeAgent](#) >>Marketing >> OnDemand (Mobile) >> Order Sign Riders and follow the prompts

Sign riders are available for just **\$6.95** per rider plus shipping costs. You may choose between aluminum or PVC.

4. Will I need to switch out mobile sign riders and print marketing artwork if I am currently using the mobile tool powered by Dotsignal?

Yes, we recommend Executives begin taking steps to replace mobile marketing sign riders and artwork now. However, the mobile marketing tool powered by Dotsignal and all associated sign riders, apps, features, QR codes and print marketing artwork will remain fully operational through **Tuesday, December 29, 2015**. Ongoing training opportunities will get Executives up-to-speed with all the features included with PrimeAgent On-Demand.

5. What are the features included with PrimeAgent On-Demand?

PrimeAgent On-Demand includes the most popular and most widely used features Executives in our network utilize for both sign rider options and print marketing:

- 25 unique, numerical mobile sign rider codes automatically created for you (*with options to purchase additional codes as needed*)
- codes and properties are conveniently and easily managed within your PrimeAgent account
- you have the option to designate codes for yard signs, print, or online marketing
- artwork is immediately available for print marketing channels
- bulk text message capabilities allow you to reach groups of consumers who have inquired about individual listings

6. Will there be other options included for text message marketing?

Down the line, **PrimeAgent On-Demand** will include the option to upgrade to advanced features. This feature package, **Broadcast & Campaign via Text**, will enable you to:

- send one-off custom text message blasts for prospecting and staying in touch with contacts
- set up a series of ongoing text messages over time through a text campaign
- track all incoming and outgoing text messages
- manage all text message marketing via your PrimeAgent Contact Manager
- utilize an assigned, dedicated phone number for outgoing and incoming text message marketing

7. What features are included with a Realty Executives Agent Website?

[Click here](#) to view a video walkthrough of Realty Executives Agent Websites. Feature highlights include:

- website management via Realty Executives International's PrimeAgent portal
- modern, map-based property search features
- your listings uniquely identified among search results
- listings you've previewed distinguished among search results
- lead capture and lead notification system
- blog feature with powerful SEO boosting capabilities
- integrated social sharing of listings and blog posts to Facebook, Twitter, LinkedIn, Pinterest, Instagram and more
- mobile responsive design adjusts to any screen size for ideal mobile browsing and is highly favored by search engines

8. How do I set up and customize a Realty Executives Agent Website?

1. First, Executives should review and decide the personal contact information they would like included on their agent website by going to [PrimeAgent.com](#) >> My Account >> My Profile. **Most importantly, Executives should ensure their cell phone number is correct in the mobile phone field.**
2. Ensure listings have been connected PrimeAgent >> My Account >> Connect My Listings
3. To further customize their websites, Executives should go to PrimeAgent >> Marketing >> Agent Website Management
4. Visit the training center for additional resources and be sure to view our [Agent Website Management Video](#).

If you have any additional questions, or need assistance, please reach out to our Customer Service team at CustomerService@RealtyExecutives.com

Realty Executives International | CustomerService@RealtyExecutives.com | 1-800-252-3366

Revised 12/01/2015 PA

