

Lead Capture Apps

Agenda

- Leveraging Lead Capture Apps
- How this helps you win
- In-platform training
- Best practices
- Your next steps!



Leveraging Lead Capture Apps

- Lead generation tool
- Multiple templates available
- Captures leads in-platform
- Automate follow-up



Available templates

- Event registration
- Open house
- Home valuation
- Home loan lead form
- Why us
- First-time homebuyer
- Your dream home

How this helps you win



Leads in-platform



Contact sharing



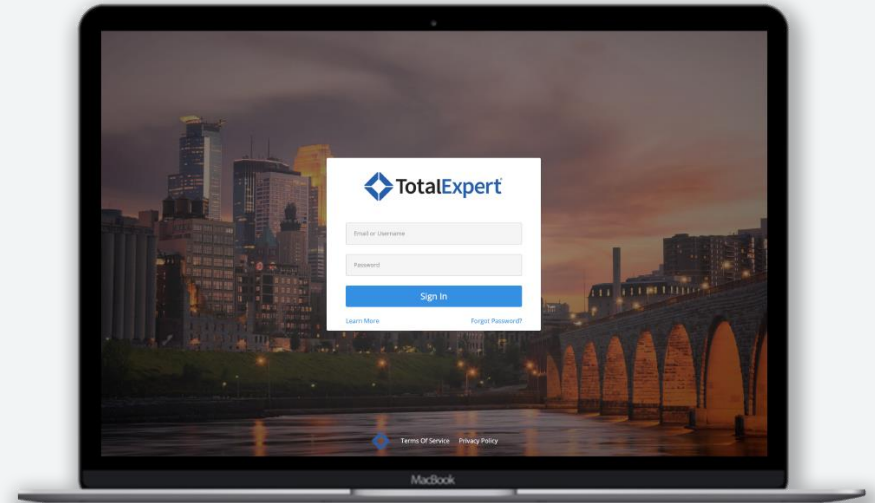
Intelligent automation

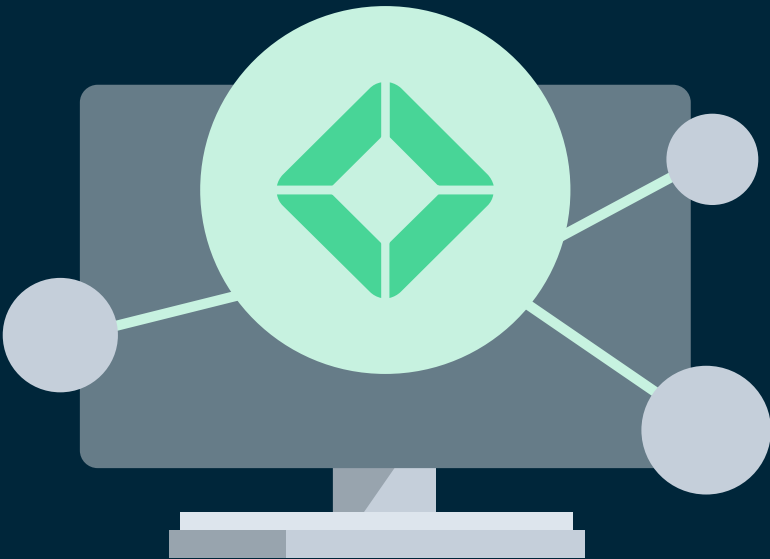
Logging in and platform training

Step 1: www.totalexpert.net

Step 2: Work email address

Step 3: Password





Best Practices

- Create a new Lead Capture App for each open house, to track lead sources.
- Create open house Lead Capture Apps for your co-marketing partners to make sure you both receive leads.
- Use the lead source feature to send a follow-up email or launch a journey to nurture your relationship with new contacts.
- Use specific templates to target different audiences.
- Post your Lead Capture App to social media and use #hashtags!

Going forward from here



Next steps



Documents



Videos



Support

Thank you