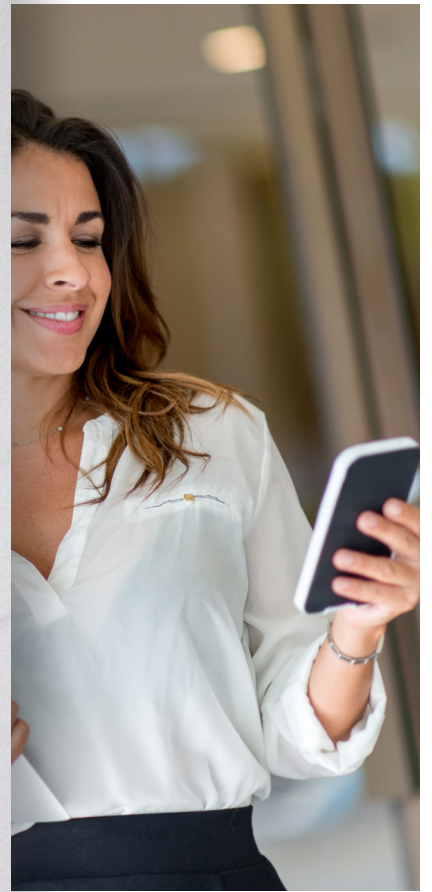


ONLINE LEAD SOURCES FOR REALTORS®





In real estate, lead generation is key to driving growth. While there are a lot of ways to get leads - including referrals, open house attendees, or online prospects that have shown interest on social media and other platforms, sometimes you need a jumpstart.

That's where this list comes in.

In addition to the company leads you'll receive from BRG, there are a number of online lead generation sources to explore.

We've used, tested, and broken down the fees, requirements, and upfront costs (if any!) of 8 online lead sources to help you get your own exploration process started.

Agent Machine/Referral Exchange

- Buyer and seller leads
- TopAgentsRanked.com (Consumer website)
- Broker to broker referrals (140,000 agents in US and Canada)
- Become a Prime Agent for \$99/month
- Verified contact information
- Update lead status
- Send outgoing referrals to other areas
- Competing with other agents

HomeLight

- Buyer and seller leads
- No upfront cost
- Referral fees from 25%-35%
- Input sales regularly to stay relevant
- Update lead status
- Warm transfers and speed to lead
- Vetted Leads
- Competing with other agents

Upnest

- Buyer and seller leads
- Qualifying agents
 - 3 years experience
 - At least 6 transactions in last 12 months
- No upfront fees
- Video and voice greetings sent to leads
- Instant proposals

OJO Network

- Buyer and seller leads
- Top producing agents
 - 20 homes in last 12 months
 - 3 years experience
- Movoto.com (5th largest real estate portal in US)
- Vetted leads (Ability to finance, not committed to another agent, realistic timeframes)
- Warm Transfers
- Lead text goes to multiple agents
- Good App
- Status updates
- Agent must complete a training course
- No upfront costs

Ideal Agent

- Agent qualifications
 - Top 1% of agents
 - 5 years experience
 - Small market: 50+ transactions last 12 months
 - Large market: 100+ transactions last 12 months
 - 25+ reviews and 4.9 star rating on Zillow or Realtor.com
- No upfront cost
- Reduced commissions are expected
- Professional photos are required
- Seller leads

Estatefly

- Buyer and seller leads
- Experienced agents
 - 3-5+ years experience
 - 1-3+ homes per months
- No upfront fees

FastExpert

- No upfront cost
- Set 25% referral fee
- Agents are ranked based on number of transactions
 - Upload transaction history to system
 - Zillow Reviews also linked

Realtor.com (formerly Op City)

- Pre-screened leads
- No upfront fees
- 35% - 38% referral fee