

# LEAD MANAGEMENT SYSTEM

[www.TheRealEstateBookLeads.com](http://www.TheRealEstateBookLeads.com)



# LMS

## Why?

- **Up-To-Date** Traffic Numbers
- **Intelligent** Email Auto-Responder
- **Powerful** Listing Tools
- **Lead Tracking** Tools

## Access The System

1. Log in at [www.therealestatebookleads.com](http://www.therealestatebookleads.com).
2. Enter Advertising Management System (AMS) username and password.
3. Land on the HOME tab and view your leads and traffic numbers.

## Create a Lead Report in Excel

1. Click on LEADS tab.
2. Select time frame of report in Period drop down.
3. Click "Export Leads" in left hand column.
4. Information will automatically be exported into an Excel format.

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## Create Listing Presentation Materials

1. Click on STATS tab.
2. Click on a specific property to generate a Property Report.
3. Traffic numbers will be presented for the home seller in terms of month-to-date, year-to-date, and a break down of the last eight weeks.
4. Click on "Printable Version" in the upper right corner for a professional looking listing tool.

*Never let an email lead go unanswered again  
with the Intelligent Auto Responder!*

## Setting Up A General Auto Responder

In the Mail Tab a general message can be set up which goes out to all users who send an email inquiry, regardless of the property in which they sent the lead.

1. Click on the MAIL Tab
2. Ensure that the Auto Reply is set to ON
3. Type your marketing message in the Email Body text box.
4. Click Update to finish. You may preview your outgoing message by clicking the link at the bottom of the page

## Setting Up Intelligent Property Specific Responses

Intelligent Auto Responses can be set up so that each property can have unique responses. The Auto Responder will actually read the email lead and provide a customized response. For example, if someone inquires about taxes, the system can respond with information about property taxes.

1. Click on the STATS Tab, then click on a specific property.
2. Click into the "Property Email Manager" to control the response settings.  
Also on this page, a marketing message specific to this property can be created, including open house information.
3. Click on "Keyword Manager" to set up keyword activated replies.
4. Click "Add" to create a new keyword group.
5. Enter the information in the designated fields, for example:  
Keyword Group Name – Taxes  
Text- Taxes were \$3000 in 2004  
Keyword- Property taxes, tax, etc. Click "add" after each keyword entered.
6. Click "Add to Property" to finish.
7. You can also use an entry from the Sample Group at the bottom of the page by highlighting an item and clicking "Use Selected Item".

