

she really knows the market **he exceeded our expectations** she really went above and beyond **I will recommend at every opportunity** we received excellent guidance **she is professional and knowledgeable** she pulled it all together **he understood our needs** we had an exceptional experience **we purchased a home with incredible ease** the transaction was facilitated so efficiently **she was a pleasure to work with** he is not only our agent, but we have made a new friend **we would highly recommend her** we couldn't have worked with a better agent **his follow-up was excellent** she is an outstanding agent **I would rate her as the absolute best** you will not be disappointed **she is an expert negotiator** he works hard for his clients **she did an amazing job marketing and selling our house** it was first-class service from the first showing to closing

LeadingRE Consumer Reviews and Testimonials

POWERED BY



CONTROL YOUR REPUTATION... BEFORE SOMEONE ELSE DOES

Why Testimonial Tree?

- ✓ Social media integration
- ✓ Easy implementation
- ✓ Drives SEO for corporate and agent websites
- ✓ Exclusive product for LeadingRE members
- ✓ Customizable



LEADING REAL ESTATE
COMPANIES *of* THE WORLD®

TODAY'S CONSUMERS HAVE OPINIONS

When it comes to critiquing products and services, consumers are not holding back: Don't like the lobster bisque at your local seafood place? Air your displeasure on Urbanspoon. Love the way your new leaf blower chases away the neighbor's cats? Rave about it on Amazon.com. Indeed, according to recent surveys, more than 1 in 4 adults participates in scoring either services or products on some kind of rating site – all the more remarkable because such forums didn't even exist a decade ago.

People check consumer reviews online before buying a taco. And buying a home is the largest purchase a person will likely ever make and they only do it, on average, once every 7 years.

WHY DO AGENT REVIEWS MATTER?

Online reviews are popular and becoming more prolific in every aspect of the purchasing process. 2/3 of all sellers only interview 1 agent. If you are just worried about competing at the listing table, you have already lost the battle – you need to readjust your timeframe and focus on getting to the table by taking control of your online presence. According to the recent National Association of REALTORS® Profile of Home Buyers and Sellers, the "most important factor" people look for when choosing an agent is honesty and trustworthiness, and the second most important factor is the agent's reputation.

THE POWER OF GOOGLE

Even if people get a personal referral for an agent, they still Google them before contacting them and base their opinion off of what they find online. Part of online brand reputation is managing online reviews. Active participation is essential since Google alerts will not always notify you of a negative review on Yelp.

TAKE CONTROL OF YOUR REPUTATION

Online Reputation Management lets you take control of your reviews and put your best business foot forward. That means knowing what's being said about you, of course. It also means proactively influencing the conversation by encouraging your best customers to review.

WHAT CREATES A GOOD RATING AND REVIEW SYSTEM:

- Genuine Unbiased Reviews
- Transparency = Trust
- Efficient system that is easy to use
- Verification and feedback loop for monitoring and dealing with bogus posts
- Robust participation on both sides (supply and demand)



PROFILE OF TODAY'S REAL ESTATE BUYER

- 51% of affluent buyers will soon be under the age of 47.
- This is a group that grew up in the era of Amazon, eBay and Trip Advisor not to mention Yelp and Facebook.
- They like to share and they heavily rely on the opinions of others to make decisions.
- Buyers not in the luxury space are typically younger and even more likely to utilize agent reviews.
- One of the greatest things about the internet is the ability to find opinions and views from people all over the world.
- When buying a product this can feel invaluable and give the consumer a sense of power in an otherwise overwhelming environment of too many choices!
- Customers increasingly rely on review sites & other online signals to guide their choices – from movie and restaurant reviews to pet sitters and vacation spots.

BASE PROGRAM FEATURES

These enhanced features are offered as a "package" and priced as one additional annual cost (shown on pricing matrix as enhanced features cost).

- **Group Importing** – ability to upload a batch of client e-mails (and required client data set) to support a branded automatic e-mail feature with the purpose of easily soliciting testimonials and logging e-mails to avoid future duplicate testimonial solicitations.
- **Multiple Locations** – an additional level of security and reporting to allow agents to be linked to a specific location within a brokerage. Each location will support an administrator with reporting functions and operational point of contact.
- **Individual Facebook App** – the ability for an agent (user) to add a tab on their facebook page to support the display of their testimonials.
- **Widget Customization** – the ability for brokerage enterprise administrator to customize widgets with regard to layout, font size, margins and overall style.

ADDITIONAL BASE PROGRAM OPTIONS

(QUOTED AS REQUIRED)

- Monitoring of testimonials with automatic mitigation responses.
- API Data access for individual Broker website integration.
- Additional customization following your existing business model.

ADDITIONAL FEATURES IN DEVELOPMENT THAT WILL BE INCLUDED IN FUTURE RELEASE

- Auto Reporting e-mail – functionality to allow for regularly scheduled "push" reports to be generated at a brokerage enterprise level.
- E-mail Push Campaigns – integration with "mail-chimp" or similar which will allow for additional marketing and testimonial promotion and solicitations.

BASE PROGRAM FEATURES:

- Company branded "client request" e-mail templates
- Company branded widgets for your e-mails
- Co-branded agent pages on LeadingRE.com
- Company meeting roll-out package for your sales associates with video presentation, flyers and instructional materials and educational awareness email campaign
- Scripts to mitigate consumer responses of all types
- Complete set-up and online webinars for company admin

CATEGORY	# AGENTS	ANNUAL INVESTMENT
cat 1	1 to 24	\$760
cat 2	25-49	\$1,180
cat 3	50-99	\$2,000
cat 4A	100-149	\$2,950
cat 4B	150-199	\$3,650
cat 5A	200-299	\$4,980
cat 5B	300-399	\$6,300
cat 5C	400-499	\$7,600
cat 6A	500-649	\$8,750
cat 6B	650-799	\$10,600
cat 6C	800-999	\$11,950
cat 7A	to 1200	\$13,850
cat 7B	to 1500	\$16,450
cat 7C	to 2000	\$20,150
cat 7D	over 2000	\$27,200
cat 7E	over 3000	as quoted

GETTING STARTED is an easy process that mainly involves deciding what methods work best for you and your organization. We are here to help at any stage along the way.

OVERVIEW

Here is an overview of the steps involved in going live with Testimonial Tree as an enterprise.

1. Welcome Info
2. Account Setup
3. Data Synchronization/Import
4. Testimonial Displays
5. Marketing/Process "Launch"
6. Test/Verify
7. Pre-Launch Intro
8. Technical Launch
9. Rollout to Agents

QUESTIONS/SUPPORT

We are always here to help. Our goal is to make this as quick and easy as possible for you and your team. Our primary goal is to make you a fan of Testimonial Tree.

READY TO GET STARTED?

Contact Jeff Kennedy:
312.361.8617
jkennedy@leadingre.com

BASIC STEPS

1. Welcome Info

Testimonial Tree will send you several documents to give you an idea of the process and to help make a few decisions on how to implement certain things based on your company's needs. We have designed TT to be extremely flexible, knowing that each customer is unique and may have unique needs.

You will receive:

- a. Single sign on (SSO) document
- b. API document
- c. Option checklist

2. Account Setup

TT sets up your enterprise level account. You will need a few pieces of account information for use with Testimonial Tree.

3. Data Synchronization/Import

Decide on the type of synchronization and import methods that work best for your organization. This will most likely be a phone call to review the options together.

4. Testimonial Displays

Decide where the testimonials will be displayed. TT will create "widgets" based on your initial needs. This can either be a phone call with TT, walking through the site to verify all the areas testimonials should be displayed, or can be an email/document with the URLs/Screen shots for where testimonials should be displayed.

Examples:

- a. Corporate sites
 - b. Agent websites
 - c. Agent corporate profiles
 - d. Testimonial Tree public directory
 - e. Corporate FB app
- TT will email the code for each of these widgets, which can also be accessed in the enterprise backend system.

5. Marketing/Process Launch/Training

You currently receive hand written testimonials or emails. Whatever processes/people you have in place handling that currently, they should be able to begin using TT moving forward. Basically, anyone at the corporate level that knows how to use the system should be included before the launch to the agents.

6. Test/Verify

Once imports, widgets, and processes are implemented, TT will verify things are functioning properly before the technical launch.

7. Pre-Launch Intro (optional)

If you choose, you may want to schedule a webinar or meeting letting the agents/users know that TT is coming. This intro would be a high level overview geared toward the "What" and "Why" they should be interested in this. TT and LeadingRE have presentations/recordings to support you on this.

8. Technical Launch

Once everything is tested, you can launch whenever you are ready. This technical launch will coincide with the initial launch/training with the users/agents.

9. Rollout to Agents

You will want to announce the launch of TT to your users/agents. Typically, this includes a webinar or meeting that goes into more detail on how to use TT. TT and LeadingRE have content to help support you on the rollout.