

# GUIDELINES

## YLOPO DIRECT CONNECT LEADS

- Ylopo places ads that direct leads to PHT's website. Ylopo then guides the lead through a registration process that includes 19 questions and verification of their answers through a text/call with a Ylopo representative.

**Registration from Ylopo**  
1:18 pm

**1065 Naumkeag Street S, Shakopee, MN 55379** - view map  
MLS#NST6306313

via: **Ylopo** • Buyers • Ylopo Direct Connect (API)

Ylopo ID: 36322275  
Lead Type: BUYER  
Ad Platform: YLOPO\_ADWORDS  
Verify By: Verify via text message  
Call Now Tag: another\_time  
Property Use: Primary home  
Timeline Tag: Now  
Hired An Agent: No  
Type Of Property: Single Family Homes  
Preferred Call Time: Weekend afternoons  
Ready View Listings: View listings  
Call About Homes Tag: yes  
Preapproved For Loan: I'm purchasing with cash  
Estimated Credit Score: Excellent 740+  
Home Search Consultant: Great, looking forward to our call  
Annual Household Income: Under \$50,000  
First Property Purchase: No  
Bankruptcy Or Foreclosure: No  
How Many Bedrooms Next Home: 3+  
Learn More Speak Consultant: Next  
How Many Bathrooms Next Home: 1+  
What Size Home Searching For: 1500 - 2500 sq ft  
How Often Send Listing Alerts: I'll browse the website first

- When a new Ylopo Direct Connect lead comes in, it will be added to the lead pond called Ylopo Direct Connect. All agents in that pond will receive a notification a new lead is added. You can then view the lead and, if you'd like to work it, reassign it to yourself.

**Stage** Lead  
**Source** Ylopo, 21 days ago  
**Agent** Ylopo Direct Connect (Pem... [dropdown] [check] [x])  
**Lender** [Search]  
**Price** \$  
**Tags** [Alexa Amundson]  
MINNE [AM] Alicia Mansur  
+ Ally Chapman  
Ba [Alyssa Schoonover]

- Ylopo Direct Connect leads have just finished answering a number of questions and are ready for an agent to call them immediately. PHT expects that agents who claim these leads will reach out to the lead through FUB within 5 minutes.
- These leads are a little higher up in the funnel than ZF leads and are looking for a helpful, non-aggressive approach. A great line to use is "I'm sure you're not looking to buy any time soon, but when you do move what types of things will you be looking for in a new home?"
- All communications should be made through FUB. Lead stages and any relevant notes should be kept updated.
- If the lead says they already have an agent, please move to stage TRASH. If the lead is unresponsive, please continue to try to reach them for 10 days, then move to stage UNRESPONSIVE.



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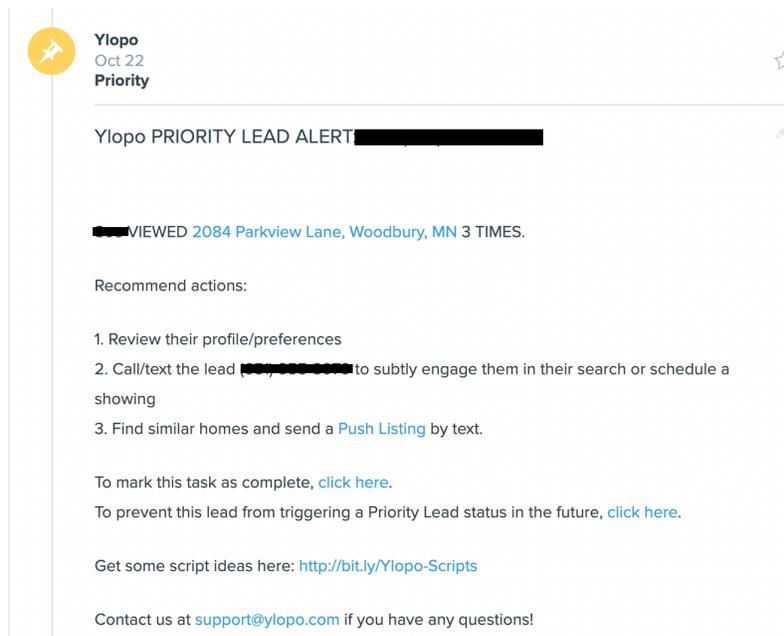


ylopo

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## YLOPO REMARKETING

- PHT has engaged Ylopo to do remarketing to all team leads. Ylopo places ads on social media to direct leads back to PHT's website. Ylopo will also send automated emails with relevant listings.
- When a lead clicks on the ads or shows other types of behavior that indicate an interest in buying, Ylopo generates a Priority Lead notification back to PHT. This notification will go to whichever agent is assigned to the lead. When you receive this type of notification, review the information provided and take action!



- If no agent is assigned to the lead, a notification will go out to all agents in the lead pond for that lead source. You can then view the lead and, if you'd like to work it, reassign it to yourself.
- In addition to placing ads, Ylopo sends dynamic listing alerts to clients. These listing alerts start from a generic search criteria and will be customized based on what the lead searches.
- Communications from Ylopo to leads serve as a back-up and supplement to PHT agent's own efforts to nurture their leads. If you would prefer to remove any lead from Ylopo's email communications, add the tag NO\_EMAIL in FUB.



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## YLOPO TEXTING

- Ylopo will monitor consumer search behavior and automatically communicate when appropriate. In the event a lead responds to one of these texts, the assigned agent will be notified. You will see any communications between Ylopo and the lead in FUB.



- These communications act as a back-up and supplement to PHT agent's own efforts to nurture their leads. If you would prefer to remove any lead from Ylopo's text communications, add the tag NO\_TEXT in FUB.

# YLOPO AGENT OFFERINGS

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## AGENT SITE:

[pembertonhomesteam.com/firstname-lastname](http://pembertonhomesteam.com/firstname-lastname)

[pembertonhomesteam.com/firstname-lastname-licensed-real-estate-agent](http://pembertonhomesteam.com/firstname-lastname-licensed-real-estate-agent)

## AGENT BUYER SITE:

[firstname.pembertonhomesteam.com](http://firstname.pembertonhomesteam.com)

## AGENT SELLER SITE:

[firstname.pembertonhomesteam.com/seller](http://firstname.pembertonhomesteam.com/seller)

## AGENT LISTING SHEET:

[pembertonhomesteam.com/hotsheet](http://pembertonhomesteam.com/hotsheet)

## AGENT OPEN HOUSE:

[pembertonhomesteam.com/open-house](http://pembertonhomesteam.com/open-house)

## TEAM SITE:

[pembertonhomesteam.com](http://pembertonhomesteam.com)

# YLOPO AGENT OFFERINGS

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## AGENT SITE:

This site is branded to you with an option for leads to reach out directly to you. It also includes your bio and will auto-populate listings for viewers to look at. Any clicks on links from this page will turn into a lead for you in FollowUp Boss.

## AGENT BUYER SITE:

This site is specifically designed for your clients and leads to search listings through your site. This allows you to see exactly what they are looking at and better help them find the perfect home.

## AGENT SELLER SITE:

This site is designed for seller leads. It connects directly with HomeBot so you leads can get an instant look at equity in their current home while also alerting you they're interested in a CMA.

## AGENT LISTING HOT SHEET:

This tool can be used for listing presentations or a Highnote module. By filling out all of the fields, the hot sheet will show how many people are searching for homes just like your listing within our 60,000+ person database. It also shows some of our marketing we do for our listings.

## AGENT OPEN HOUSE:

Gone are the days of a paper sign-in sheet at open houses. This tool allows you to easily create an inviting electronic sign in for guests that feeds directly into your FollowUp Boss CRM.



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