

**Weichert Lead
Network & National
Call Center**

FAQ's

Weichert Lead Network & National Call Center

- [FAQ – A to Z](#)2-4
- [What is Lead Network?](#)5
- [Lead Distribution](#)6-7
- [National Call Center Policy](#)8
- [Lead Specialist Benefits](#)9
- [Lead Specialist Activation](#)9-13
- [Terminated Agents & Removing Associates](#)14
- [Success Standards](#)15-17
- [Phones, Receiving Leads and Reassignments](#)18-19
- [Leads](#)20
- [Portal](#)21-22
- [Follow-up](#)22
- [Reports](#)23-24
- [WLN Agent Assistant Line](#)25
- [Weichert Help Desk \(WeichertLeadNetwork.com or Weichert.com\)](#)25
- [Weichert Rental Network](#)26
- [WLN Call Center Number – 1 800 USA Sold](#)26
- [Weichert Websites](#)26
- [Realtor.com](#)26
- [Weichert Agent Pages](#)26
- [Weichert University- Training Tips!](#)27

FAQ – A to Z

Click on links to access the answer to the question in the document

[A full description of all reports is available in the Manager User guide in the portal.](#)

[Can an Inactive lead become active again? How?](#)

[Can I update my vacation status remotely?](#)

[Can the LS get back on WLN after being removed? Can the Manager or LC get the LS- back on?](#)

[Can the LS select the areas they receive leads? How do I change the zip codes? \(Associate coverage\)](#)

[Cell phone coverage is bad in my area. What happens if the agent cannot maintain a contact rate of 70%?](#)

[Do the leads go to associates or do managers get them? How are leads fairly distributed by the Contact Center?](#)

[Does it count against me if I refuse a lead searching in areas where I don't do business?](#)

[Eligibility Requirements for Reactivation](#)

[How can a lead be reassigned to another agent within my office?](#)

[How can a Lead Specialist receive 2 calls at the same time?](#)

[How can I see the last status of a customer or which agent is working with the customer?](#)

[How can the Managers/LC verify that the courses have been completed prior to activation?](#)

[How do associates become an Active WLN Lead Specialist?](#)

[How do associates get the portal login ID and Password ? Where can they get it if forgotten?](#)

[How do I create spreadsheets of leads/export Leads to Excel?](#)

[How do I get a copy of my Internet Specialist Certification?](#)

[How does the "Internet Sales Specialist" specialty get added to the associate's WLN profile after the courses have been confirmed as completed?](#)

[How good are the leads? Do you know anything about these people?](#)

[How long does the Contact Center allow our cell phone to ring before disconnecting? Many times we are driving or the phone is tucked in a pocket and by the time we answer the call, the center has moved on?](#)

[How long does the Contact Center allow our cell phone to ring before disconnecting? Many times we are driving or the phone is tucked in a pocket and by the time we answer the call, the center has moved on?](#)

[How will an agent know they've been removed and are on Success Standard probation?](#)

[I have a smart phone, touch screen, bluetooth or earpiece- LS cannot successfully accept WLN leads?](#)

[I have associates below 60% or have not updated on time, yet they are still active? Why have they not been removed and how can this be corrected? They are losing leads for my office!](#)

[I have terminated and/or inactive associates that will no longer be working the active leads in their portal, how are these reassigned?](#)

[I need help finding a listing or other MLS related information. Can the Weichert National Call Center assist?](#)

[I'm having trouble accessing the reports. Nothing happens when I click on run. How do I add a website as a trusted site?](#)

[I'm not sure which lead specialist was assigned a customer? Where can I find this?](#)

[If a call cannot be taken, is it better to Press # 2 or simply not answer the call and will this impact the contact rate?](#)

[If an agent has a question about a lead received. Who should they speak to?](#)

[If the Lead Specialist was with another customer or on a listing appointment and told the call center they could not take the lead, does this count?](#)

[Manager is not receiving copies of the leads?](#)

[My area doesn't get many leads. What if I can't bring up my contact rate immediately?](#)

[My associate has trouble with the Auto-Dialer. "I pressed #1, but no call back, why?"](#)

[My associate just terminated, what can I do to stop their access to WLN and prevent any leads being forwarded?](#)

[My associate was already working with this lead- they met at an open house or got an email inquiry why is this a WLN lead?](#)

[My closings this month are not counting on the "Lead Distribution by Month" report, Why?](#)

[Some associates have cell phone problems inside their home or buildings. What should they do if they later see on their caller ID that they have missed a WLN call?](#)

[The agent was marked on vacation, yet still getting calls? Why and if missed or decline the lead how will it impact my contact rate?](#)

[The associate cannot log into their portal, who can assist?](#)

[The associate's probation is over 60 days, why haven't they been reactivated yet? Are associates automatically activated after their probation is over?](#)

[The customer is working with a Brand X realtor, why is this a lead?](#)

[The customer only wanted information on one property or tax information etc... is this a lead?](#)

[The lead I just took is not in my portal?](#)

[The Lead Specialist is receiving leads, but not the email copies?](#)

[The Lead Specialists changed the cell phone # and or email address, how can it be updated?](#)

[The LS follows up with leads, but can't always get to the computer right away. Why do they need to update the portal every week?](#)

[What are our competitors doing capture Internet leads? What sets this model apart?](#)

[What are some of the benefits of being a WLN Lead Specialist? Why should I participate?](#)

[What are the expectations once the LS is an active WLN Lead Specialist?](#)

[What are the Weichert Lead Network Requirements?](#)

[What determines which agent/ offices will receive a lead?](#)

[What happens if an associate is activated prior to completing the WLN courses/How does an associate get reactivated if they've been removed for non-completion of the WLN courses?](#)

[What happens if I fall below more than one of the Success Standards at the same time?](#)

[What happens if I get a lead mistakenly and they are not looking in my area but require immediate attention?](#)

[What happens if I take a lead and they end up buying elsewhere, if I update to Inactive will it still count?](#)

[What happens if the customer is not going to buy or sell for 6 months or more? Who keeps in touch?](#)

[What happens with an associates leads when they are on Success Standards Probation?](#)

[What happens with an associates leads when they are removed from WLN?](#)

[What happens with an associates leads when they are terminated from WLN?](#)

[What if a customer requires additional assistance outside of the office coverage area, but will continue working with my agent in our territory as well?](#)

[What if I will be unavailable to take calls for a couple of hours or an extended time frame?](#)

[What if the customer needs assistance in a new territory?](#)

[What if the Lead Specialist cannot service the customer any longer due to the territory?](#)

[What if the LS is will be on vacation and unable to answer their cell phone while away. How does the Call Center know they cannot take leads? What about extended vacations or only a couple of hours off?](#)

[What is Lead Network? How does it work? What are the advantages to Weichert associates?](#)

[What is the Round Robin and how does it work?](#)

[What phone number should my associate program into their cell with a distinct ring tone?](#)

[When updating leads, the system is not advancing \(monkey continues cranking\)](#)

[Where can I find the WLN Policy and Lead Specialist Agreement?](#)

[Where can I find the WLN Policy and Lead Specialist Agreement?](#)

[Where do I take the required courses to become a WLN lead Specialist?](#)

[Where is the recommended # of associates that should be active on my team and how is it determined?](#)

[Who can delete a lead?](#)

[Who should I contact for technical issues with the WLN Courses/ I took the courses but they do not show as complete??](#)

[Why are my associate's closings not reflected on the Lead Distribution Reports?](#)

[Why are there 2 leads \(or more\) for the same customer? Do I have to update both?](#)

[Why did the same associate get 2 leads in a row if there is a round robin?](#)

[Why do we have to keep updating leads after we are under contract with a buyer?](#)

[Why does one associate get more leads than another in the same office?](#)

[Why doesn't the National Call Center ask the caller "Are you working with any realtor?" instead of "Are you working with a Weichert realtor?"](#)

[Why don't you inform the caller when you first speak with them that the associate may have to call them back with the information as they may not be at their desk when WLN calls the associate?](#)

[Will participating in the Lead Specialist Courses within Weichert University or the live trainings automatically place me on the Weichert Lead Network?](#)

[WLN Agent Assistance Line \(973\) 539 4114](#)

Weichert Lead Network & National Call Center

What is Lead Network? How does it work? What are the advantages to Weichert associates?

Weichert Lead Network (WLN) offers special benefits for Sales Associates who are designated as Lead Specialists. Lead Specialists receive scrubbed leads directly from WLN in exchange for a referral fee. The Referral fee funds the Internet Marketing Strategy and enables WLN to maintain the technology infrastructure required for handling thousands of leads daily, giving you the many advantages of a top rated online presence. The leads follow the process outlined below.

Once on Weichert.com, customers have two ways to reach out to WLN, by calling 1-800-USA-SOLD or filling out a web form request. There are over 30 Inside Sales Consultants (ISCs) in two call centers who respond quickly and professionally to customers. On a daily basis, ISCs speak to hundreds of Internet prospects and capture their vital information and interests. Each prospect is evaluated and 'scrubbed' before sent out to a Lead Specialist in the field. After discussing the customer's areas of interest, the ISC uses the computer system to identify all offices and Lead Specialists matching the customer's criteria. This system auto-dials out to the agents and the ISC then 'warm transfers' (or conferences in) the customer and introduces them to the Lead Specialist. After the introduction, the ISC hangs up, leaving the Lead Specialist and the customer to speak in more detail. Afterward, the information the ISC collected on the lead is then immediately sent to the Lead Specialist's WLN web portal. The portal is accessible at www.weichertleadnetwork.com from any computer connected to the Internet. In addition, a copy is sent to the Lead Specialist's personal email and the manager and GSM are copied as well.

- **The Weichert National Call center is open 7 days a week from 9am- 9pm EST.**
- Weichert Lead Network receives 2,000 plus inquiries per day
- Over 30 inside sales consultants working in two Contact Centers respond quickly and professionally to customers.
- Since inception, over 1,000,000 qualified leads have been generated and smoothly transferred to Weichert Sales Associates thanks to a well-trained, highly effective ISC's and the award winning technology from our world-class IT department.

What are our competitors doing capture Internet leads? What sets this model apart?

Most large real estate companies have launched professional web sites. The difference however, is that most do not spend significant dollars and resources to drive visitors to their site. Similarly, they do not have systems to convert inquiries / leads from their site into transactions. Weichert 's success has been based on these two principles. We generate thousands of qualified, incremental leads for sales associates per month through aggressive Internet marketing initiatives. We also capture prospects in real time while they are most interested/ engaged. This model differentiates Weichert, Realtors from all competitors.

“Weichert Lead Network and National Call Center”, continued...

Lead Distribution

Do the leads go to associates or do managers get them? How are leads fairly distributed by the Contact Center?

All leads are given directly to sales associates via a ‘warm’ transfer to their cell phone. Sales managers do not receive leads. However, they have access to reports to monitor lead activity. The Inside Sales Consultants (ISCs) will distribute leads using “Auto-Dialer”, our customized fully automated system which will match sales associates by coverage area (zip codes) and other profile attributes (languages, specialties etc...) to the customer criteria and dial out directly to the agent’s cell phone listed in their WLN profile, using a round robin to fairly distribute.

Note: Listing agent is contacted first whenever ISCs first capture a Weichert listing MLS ID# providing that the agent is an Active WLN participant.

What is the Round Robin and how does it work?

For each individual lead, our system will run a match of all associates who are currently active and cover the customer’s area of interest. The Round Robin is automated and based on scoring and/or match to the customer needs including languages & specialties noted in WLN Associate profiles. The agents Round Robin ranking is also improved by good contact and conversion rates as well as taking into account when leads were last received. The better the score, the more often they will be contacted.

If we cannot get through to the first matched associate, we proceed down the list to the next available person. The associate we bypassed will retain their place in line for the next lead.

Why did the same associate get 2 leads in a row if there is a round robin?

There may be times when an associate will get consecutive calls, this can happen when the associate is order 1 and takes a lead, and then the next lead calling in might be on their own listing or perhaps they are the only available match for that particular customer.

Example: Only 2 agents cover a zip code and multiple leads come in consecutively for that area, those agents would receive consecutive attempts.

Why does one associate get more leads than another in the same office?

There are several reasons that an agent may get more leads. Simply by covering certain areas that generate higher volumes of leads or having different profile attributes such as languages or specialties that others may not be covering, can result in more leads. Additionally, our system rewards Lead Specialists who have higher contact and conversion rates with increased scoring which will result in more leads as well.

“Weichert Lead Network and National Call Center”, continued...

What determines which agent/ offices will receive a lead?

While the system is primarily based on associate zip code coverage vs. the customer area of interest, there are some additional rules in place to help better serve the customer and/agent and keeps the system fair for all offices and associates:

- Listing agent gets first attempt as long as he/she is an active specialist on WLN.
- Listing office is contacted first with a minimum of 4 individual attempts, whenever WLN first captures a Weichert listing # and the listing is within their WLN “Office coverage area”.
- When the listing is outside of the office’s coverage area, the first attempt would go to the active WLN listing agent and subsequent attempts would go to the WLN specialists covering that territory.
- As always, if a caller ever asks directly to speak to a specific agent, the customer will either be forwarded to the opp desk of that agent’s office or if that agent is a part of WLN, directly to their cell phone as a courtesy with no referral fee due. (Please note that the ISC will mention that this is was a courtesy at the time of the call)

How good are the leads? Do you know anything about these people?

We have had multiple independent studies evaluate WLN leads with the results showing that 1 in 3 of our leads close within 12 months, which is substantially higher than the industry norm of less than 1%. We attribute this to our system of ‘scrubbing’ prospects prior to sending out to associates. Our inside sales consultants (ISCs) ask a series of questions to evaluate the interest level of every lead, while being sensitive to not over qualify and miss a transaction opportunity for you. Their objective is to strike the right balance in assessing leads and data gathering while avoiding too much questioning which could drive them away. Occasionally you may receive leads with little information and may seem unlikely to result in a transaction at the current time. However, after brief conversation and further questioning of your own, you will assess what measures to take to establish a new relationship.

“Weichert Lead Network and National Call Center”, continued...

National Call Center Policy

Why doesn't the National Call Center ask the caller "Are you working with any realtor?" instead of "Are you working with a Weichert realtor?"

We do it this way because some customers may be loosely aligned with a Brand X realtor, and they do not have a buyer's agreement signed. It has been decided by Weichert sales management that we should give our LS a chance to compete for the customer's business in these cases. We have many examples where this has resulted in successfully converted Weichert transactions. The customer may not be getting the full service required from their Brand X agent. Through proper questioning, you will know immediately whether or not you can establish a new relationship and if the lead is worthy of your time.

Why don't you inform the caller when you first speak with them that the associate may have to call them back with the information as they may not be at their desk when WLN calls the associate?

The Internet customer demands immediate help or they're gone. We are confident that effective lead specialists will be able to overcome this issue once they've had a chance to introduce themselves in a very warm way. In fact this can be the LS best opportunity to ask for the appointment with positive results. "I'm in between appointments right now; we can meet at ..."

How long does the Contact Center allow our cell phone to ring before disconnecting? Many times we are driving or the phone is tucked in a pocket and by the time we answer the call, the center has moved on?

While the system has automated 8 rings per call, the LS may only get 1 or 2. This is due to the relay from cell tower to cell phone which takes several rings on our end to equal one for the LS.

For best results, keep your phone out and accessible, program WLN 973 539 4114 and 877-568-7999 into your cell address book with a distinctive ring tone and answer on the first ring.

I need help finding a listing or other MLS related information. Can the Weichert National Call Center assist?

Our call center ISC's are speaking to hundreds of Internet prospects every day, capturing information, evaluating and "scrubbing" callers to ultimately pass the best leads to our associates. Our contact center has access to Weichert.com only. ISC's do not gather or input information into MLS systems nor have access to detailed property information from the MLS. Only information viewable on Weichert.com to customers is available. Thus, we request refraining from contacting our 800# for MLS related questions. We do recommend accessing the MLS systems or perhaps, www.realtor.com which mirrors every MLS published. Agents should confer with their Managers for additional support.

WLN Lead Specialists

Lead Specialists Benefits

What are some of the benefits of being a WLN Lead Specialist? Why should I participate?

For old and new agents alike, participating in Weichert Lead Network can be a great business generator. Lead specialists benefit by being connected live (warm transferred) to interested prospects at the peak of their interest, giving you a better opportunity to convert to an appointment and eventually transact. Since we connect to your cell phone, you could receive a new opportunity anytime (during our business hours 7 days a week, 9am-9pm), anywhere truly maximizing your time!

- You can receive leads in the areas you specialize, including specific territories, languages spoken, specialties such as Senior (SRES) Specialist, Co-ops, foreclosures or commercial etc...
- You will have access to an online lead management system as an easy resource to keep track of your leads
- You will earn the designation of “Internet Sales Specialist” and receive a certificate that can be added to your listing portfolio or resume.
- Active WLN specialists will benefit from being the first contacted on their own listing.
- Many of our Lead Specialists have grown their business exponentially through their WLN leads and the additional referral business earned thereafter!

Lead Specialist Activation

How do associates become an Active WLN Lead Specialist?

Managers along with the assistance of their office Lead Coordinator will select the WLN participants based on their office and regional criteria along with the WLN requirements.

What are the Weichert Lead Network Requirements?

- Review your office’s WLN Qualifications and Standards
- Earn the “Internet Sales Specialist” certificate by successfully completing the required online courses on Weichert University:
 - “Succeeding with the Weichert Lead Network”
 - (WeichertPro Users: “Your time, Your leads”)
- Maintain the set company, Success Standards for “Contact rate”, “Conversion rate” and “Portal updating”. (see Success Standards below for more information)
- Accept ALL leads from WLN and work them diligently; always ask for an appointment, especially on the first call.
- Log into WLN portal to update lead status (weekly); use the portal to track your follow up activities and make detailed notes about each lead to help build and document relationship.
- Consistently follow up with each lead until closing (and beyond for additional referral business)

“WLN Lead Specialists” continued...

What are the Weichert Lead Network Requirements? Continued...

- Attend any additional meetings as required by WLN
- Attend in office call sessions, group training and weekly sales meetings. Attend WLN team meetings and call sessions held by the Lead Coordinator/Manager
- Work with office GSM on All Company generated business and leads
- Agree to pay the *WLN referral at **WLN split on closed Weichert Lead Network Leads. Commission will not count toward base earnings; however, they will count toward credit for trips and clubs.

*Please refer to the policy for complete details

** Please refer to your ICA agreement with office Broker of Record for details of commission splits.

Where can I find the WLN Policy and Lead Specialist Agreement?

The full WLN Policy and referral agreement are available in the www.weichertleadnetwork.com portal under the My Documents/ Referral Documents. (Click on links below- WLN logon required)

Weichert Referral Agreement: [Referral Agreement](#)

Weichert Referral Fee Policy: [Referral Fee Policy](#)

*Agreement must be completed by manager, associate and signed by RVP prior to sending to Weichert Lead Network: Fax # (973) 889 1289 or interoffice mail to Weichert Lead Network.

**You may activate the associate once the forms have been completed and sent.

Where do I take the required courses to become a WLN lead Specialist?

Once you have logged into your WeichertOne account, follow the link to Weichert University. You will find the Lead Specialist Training link on the Tools and Elearning box.

www.weichertone.com

“Succeeding with Weichert Lead Network”

Who should I contact for technical issues with the WLN Courses/ I took the courses but they do not show as complete??

The courses are managed by Weichert University. Please contact Systems Support for assistance.

Systems Support (973) 290-5757

Will participating in the Lead Specialist Courses within Weichert University or the live trainings automatically place me on the Weichert Lead Network?

No, not automatically. However, once you have completed the required courses and have forwarded your signed agreement to WLN, your manager/coordinator will be able to activate you through their access.

“WLN Lead Specialists” continued...

How do associates get the portal login ID and Password? Where can they get it if forgotten?

The “WLN Welcome Email” is automated to the agent’s email address upon activation. If lost or not immediately received, go to your web portal at: www.weichertleadnetwork.com to access the “Forgot Username” link: [Forgot Username or Password?](#) [Trouble Logging In?](#)

Enter the user’s email address and click “Submit”. On the right hand side it will tell if it went through successfully or if the email address used is not in the profile. If successful, information will be sent to that email address. If not, contact information for technical support will be displayed. If the email is not received within 10-15 minutes, it may have been blocked by the agent’s service provider’s filters.

Please call our help desk for assistance: 973 605 1619 or wlnhelp@wlninc.com

Can the LS select the areas they receive leads? How do I change the zip codes? (Associate coverage)

Manager/Lead Coordinators may select/define zip codes for lead specialists as long as the area is within the office’s assigned coverage areas using the Associate Coverage feature in the portal. Any additional requests for areas outside of the “Office Territory” would need to be reviewed by WLN. Only Managers/Lead Coordinators may submit these requests and should include zip code & town name to WLNsales@wlninc.com

What number will show on the Lead specialist’s cell phone when receiving a lead call?

(973) 539-4114 or (877) 569-7999 Please save this in your cell phone address records with a distinctive ring tone for best results!

What if the LS is will be on vacation and unable to answer their cell phone while away. How does the Call Center know they cannot take leads? What about extended vacations or only a couple of hours off?

Agents can utilize the “Vacation” feature, under the “MY ACCOUNT” tab, to block off 1 or more days that they will not be available to take calls. Click on "Manage my vacation" and enter the dates (start & end) from the calendar icons and choose "add." During this period of time, they would only be contacted with a lead generated from their own listing or a customer received previously.

Note: To ensure the “vacation” is in place, after saving in the portal, refresh screen and review the dates to ensure time off has been saved.

Note: “End Date” is the last day of vacation. LS will be active the following day.

| Manage Vacations | | |
|---------------------------------------|----------------|-----------|
| Vacation Start: | 11 / 03 / 2011 | |
| Vacation End: | 11 / 03 / 2011 | |
| <input type="button" value="Add"/> | | |
| Current Vacation Status | | |
| | Start Date | End Date |
| <input type="button" value="Delete"/> | 11/3/2011 | 11/3/2011 |

“WLN Lead Specialists” continued...

What if the LS is will be on vacation and unable to answer their cell phone while away. How does the Call Center know they cannot take leads? What about extended vacations or only a couple of hours off? Continued....

Note: Whether the agent verbally informs the call center they cannot accept, declined by pressing #2 or simply missed, the attempt will be marked “Vacation” status (viewable in the Contact Attempt Log) and will not impact the contact rate.

*If the agent will be away for an extended period of time and not able to service their current customers, select another associate to “cover” leads. Lead Specialist should reach out to ALL active/LTA leads prior to leaving to inform of covering agents contact information) Enter the covering agents contact info in BOLD as the last update before vacationing. The call center will contact the covering agent if the customer speaks with the call center for assistance.

Update lead as follows: AGENT VACATION- Covering agent name & Phone number/Save

*Leads must be updated as usual during vacations. Manager or LC may assist if associate has no access.



| Type | Customer Info | Contact Info | Current Status/Note |
|--------|---|--|---|
| Seller | Sylvia Chaparro 19 Tracey St Norwalk CT, 06850 Created: 8/18/2011 10:20:02 AM | Cell: (203) 249-8076 gchap1@optonline.net Schedule Follow-up in Outlook Calendar Events: None | Long Term Active AGENT VACATION- Cathy Smith covering- 201 555 1212 |

What if I will be unavailable to take calls for a couple of hours or an extended time frame?

While you cannot block off by hour, you can simply delete the vacation when you become available to take calls and will then be immediately back in rotation. This will help improve your contact rate!

Can I update my vacation status remotely?

Yes, if using a newer Smartphone, Blackberry, DROID or iPHONE, the Vacation tool is accessible by logging into the portal and updating! *Please note that some of the older operating systems may not be compatible.

If a call cannot be taken, is it better to Press # 2 or simply not answer the call and will this impact the contact rate?

If not marked on “Vacation”, pressing #2 or not answering will have the same impact on your Contact scoring, and will lower your success rate. (Providing you were not marked on vacation at the time) However, it is better to press #2, because you speed up the process whereby our system can move on to the next agent and improve service for the awaiting customer.

Terminated Agents/Removing Associates

My associate just terminated, what can I do to stop their access to WLN and prevent any leads being forwarded?

Managers/Lead Coordinators should immediately remove/deactivate any agent who has or is suspected to be terminating from Weichert. Go to: www.weichertleadnetwork.com Select Associate administration, and open the agent’s profile. Deselect the check boxes for WLN and/or Rental. The “remove portal access” check box should remain checked to cut off access and include detailed notes and save. While the agent’s access will be immediately removed, the removal from call rotation will be completed during the overnight feed to the system.

I have terminated and/or inactive associates that will no longer be working the active leads in their portal, how are these reassigned?

Upon termination or WLN deactivation with portal access removed, review agent’s Active/Long Term Active leads for potential reassignment. Manager/LC should immediately make contact to active customers to determine if they are viable and only then reassigned to another WLN specialist. As each call is completed, update status to INACTIVE noting outcome. Immediately reassign any leads verified to be live.

***Important note: Do NOT reassign customers unless they have been successfully contacted and deemed viable!**

How can a lead be reassigned to another agent within my office?

Managers/LC’s can move leads within their own office. First, update the lead to an INACTIVE status, then open the “Lead Reassignment” function under the LEADS tab, scroll to current agent with lead, click on EDIT, select “NEW” agent from drop down, include notes and save to move the lead into the NEW agents portal. This will be considered a new lead for this agent.

What if the customer needs assistance in a new territory?

If you find a lead needing assistance outside of your office territory, update the status to INACTIVE and check off the “OUT OF TERRITORY-REASSIGN” check box. This will be sent to the call center for follow-up and only reassigned once the customer has agreed to work with another agent.

“WLN Lead Specialists” continued...

Success Standards

To achieve our goal of 10% conversion rate, the WLN Success Standards have been implemented for all Lead Specialists. Weichert Lead Network Lead Specialists are responsible for meeting the standards otherwise they risk automated probation terms.

What are the expectations once the LS is an active WLN Lead Specialist?

Conversion - After receiving *30 leads with no conversion (with a minimum of 4 months as an active Lead Specialist) associate will be removed and put into probationary status with continued portal access. They are expected to work the leads already received and will become eligible for reinstatement upon achieving a conversion of those leads

*30 Lead Count is based on Total of ALL Leads accepted in last 12 months. (Active, LTA, and Inactive leads)

Portal Updating - The system will remove Lead Specialists who are delinquent in updating their portal for one or more leads. All Active leads must be updated 1x per week, with a deadline of Tuesday and Long Term Active Leads no later than every 28 days, to remain in active standing and avoid Success Standard automated probation.

Contact Rate- The company standard is 70%. The system will remove underperforming lead specialists. New specialists will not be evaluated until they've reached 10 contact attempts.

**Do not wait for the system to remove for Contact Rate as it can be delayed. Managers should be proactive regarding Pausing or Removing underperforming Lead Specialists. Every missed call lowers the office score and potentially loses leads for the office.

How will an agent know they've been removed and are on Success Standard probation?

Due to the sensitivity of the issue, an automated email is sent only to the office manager and lead coordinator when an associate is removed from active status and put into probation for Success Standards. The Manager/LC is responsible for informing the associate of their probation and reviewing what is necessary to be reinstated.

*It's important to explain the situation one on one with the associate and not by forwarding the removal email.

Can the LS get back on WLN after being removed? Can the Manager or LC get the LS- back on?

Each Success Standard has its unique requirement for reactivation. See the table below. Managers/Lead Coordinators will be unable to reactivate unless the specific time period has expired and/or the specific requirement for reactivation has been met. The system will prevent anyone from manually reactivating. Consider the time off as an opportunity to work leads already received to improve conversion. The Lead specialist will maintain portal and is encouraged to take the necessary actions to earn eligibility back into the program.

“WLN Lead Specialists” continued...

Eligibility Requirements for Reactivation

| | |
|----------------------|--|
| Conversion | <p>If you were removed for receiving 30 leads with zero conversion, you have to convert at least 1 lead to become eligible for reactivation.</p> <p>*Any lead updated in the portal as under contract or listing taken will count towards standard and agent will become eligible to activate the following day.</p> |
| Portal Update | <p>Probation is 60 days. Maintain an updated portal while you are on probation and work the leads you have received. After 60 days Manager/LC’s can reactivate the associate.</p> <p>*#6 will appear next to the agents name on the Lead Distribution report upon eligibility. **If portal become delinquent again, the 60 days can be extended another 60 days.</p> |
| Contact Rate | <p>Probation is 60 days. Maintain an updated portal while on probation and work leads already received. After 60 days Manager/LC will be able to reactivate.</p> <p>#6 will appear next to agents name on Lead Distribution report upon eligibility * Once reactivated, you will have 90 days until your contact rate will be re-evaluated. Use the 90 days to improve your contact rate to >70%.</p> |

What happens if I fall below more than one of the Success Standards at the same time?

If the associate does not maintain portal or contact rate standards simultaneously, they will be removed with portal access for only the 60 days. However, if also removed for Conversion, they would become eligible after the 60 days, only upon converting a lead.

For example, if you fall below the standards for Portal Update and Contact Rate, you will be removed for 60 days and must meet the requirements for both standards to be reactivated (i.e. you don’t have to go through two 60-day periods of being removed from WLN). If you were removed for Conversion along with any other standard, you will remain off until converting 1 of your leads.

The associate’s probation is over 60 days, why haven’t they been reactivated yet? Are associates automatically activated after their probation is over?

Managers/Lead coordinators are responsible for activating/reactivating associates after the probation is over.

*Use the WLN Success Standards report (Reports/Miscellaneous/WLN Success standards) to view the dates of eligibility and mark in your calendar as a reminder! When viewing the report, disregard the date noted for conversion, eligibility will be available only upon a conversion.

Cell phone coverage is bad in my area. What happens if the agent cannot maintain a contact rate of 70%?

There are a number of reasons why cell phone coverage can be an issue along with a variety of solutions to address these issues. Manager/LC should discuss an individualized action plan to resolve the issue with the WLNsales team on the Lead Specialist. Please contact: WLNsales@wlninc.com or 973 401 5530

“WLN Lead Specialists” continued...

My area doesn't get many leads. What if I can't bring up my contact rate immediately?

The Contact Rate will be determined by a Rolling 12 Months (ie. June 16, 2010 through June 16, 2011 is the time period in which you will be evaluated). After 60 days, Manager/LC may reactivate. Once reactivated, they have 90 days until contact rate will be re-evaluated. In most cases this will be more than enough time to make the necessary improvements. If not, Managers/LC's should contact the WLNsales team to discuss a solution for this specific situation. WLNsales@wlninc.com or 973 401 5530

Does it count against me if I refuse a lead searching in areas where I don't do business?

No. If when speaking to the call center the Lead Specialist does not accept the out of territory lead, it will be marked with a “Does Not Cover” outcome and it will not be counted. We recommend reviewing Associate Coverage/Zip Codes with associates to adjust zip code coverage for best results.

What happens if I take a lead and they end up buying elsewhere, if I update to Inactive will it still count?

Leads of all statuses count and remain in the original agent's portal. If it didn't count everyone would have 100% conversion. Only in the instance of reassignment will the lead no longer appear in the original agent's portal or count in the total leads. *Remember 1 in 3 WLN leads will close!

I have associates below 60% or have not updated on time, yet they are still active? Why have they not been removed and how can this be corrected? They are losing leads for my office!

Offices need to maintain the recommended number of active, un-paused associates as noted on the lead distribution report's “Recommended # of LS”, to allow the Success standards system to work. While they won't be taken off unless more associates are added to the team, Manager/LC's are highly encouraged to be proactive and Pause or Remove in order to take prevent further damage as well as coaching LS to success.

The customer only wanted information on one property or tax information etc... is this a lead?

Absolutely yes! This is the lead specialist's foot in the door! The first agent a customer speaks to is typically the one with whom they will work. Very often the customer starts their process looking at one property or only wanting a piece of information. Use this as an opportunity to create rapport and begin building the relationship and show your unique value. Similar to farming, continued consistent follow up will bring successful conversion and possibly referral business too!

The customer is working with a Brand X realtor, why is this a lead?

We do it this way because some customers may be loosely aligned with a Brand X realtor, and they do not have a buyer's agreement signed. It has been decided by Weichert sales management that we should give our LS a chance to compete for the customer's business in these cases. We have many examples where this has resulted in successfully converted Weichert transactions. The customer may not be getting the full service required from their Brand X agent. Through proper questioning, you will know immediately whether or not you can establish a new relationship and if the lead is worthy of your time. Keep in mind 1 in 3 WLN leads close!

Phones, Receiving leads and Reassignments

What phone number should my associate program into their cell with a distinct ring tone?

(973) 439- 4114 and (877) 569-7999

Some associates have cell phone problems inside their home or buildings. What should they do if they later see on their caller ID that they have missed a WLN call?

While it’s good to try avoiding locations that are trouble spots with poor reception, there will be times missing a call is unavoidable. Once missed, it cannot be retrieved and neither the call center nor the helpdesk will be of any assistance. While it is counted, you will maintain your position in the call rotation for another call. If they can identify where they are missing calls (use the contact attempt log) they can then use “Vacation” during times spent in those locations to minimize missed calls.

***Some associates have this issue at home and have success using a forwarding number from their cell to their home line. (Removing the forward upon leaving home)**

My associate has trouble with the Auto-Dialer. “I pressed #1, but no call back, why?”

The WLN Auto-Dial system relies on hearing the #1 tone to signal the acceptance of the call. Inconsistent reception, inadvertently hitting any other key, distance to cell tower, weather and more can contribute to this issue. Most often, it’s the phones internal Key-Rate or DTMF (not key beep) that is too short or fast and by simply changing it to a longer or slower setting the issue is minimized. Please click on the links below to review the 2 documents below to both improve your phones reception and Key Rate functionality.

Click here: [\(1\) Key Rate Document](#) [\(2\) Roaming update](#)

How long does the Contact Center allow our cell phone to ring before disconnecting? Many times we are driving or the phone is tucked in a pocket and by the time we answer the call, the center has moved on ?

The calls are Auto-Dialed out to agents by the system, with a built in minimum of 8 rings before moving on to the next agent. (This is essential to minimizing the wait time for customers waiting to speak with an agent) However, very often agents report that they are only receiving 1 or 2 rings and hearing the tail end of the missed call, “We’ll try you again next time” message. This is due to the relay from tower to your cell line and can vary due to reception as well. To maintain your best results, always have your phone out and ready to answer on the first ring!

I have a smart phone, touch screen, bluetooth or earpiece- LS cannot successfully accept WLN leads?

The Lead Specialist must be able to press #1 to accept a lead. (System needs to hear the tone to register acceptance) Very often updating the DTMF rate as described in the “Having Trouble with Auto-Dialer” answer, will improve results. However, using bluetooths and earpieces are not a good solution for WLN calls due to the inability to press #1 quickly.

“WLN Lead Specialists” continued...

If the Lead Specialist was with another customer or on a listing appointment and told the call center they could not take the lead, does this count?

There are many good reasons that an associate cannot take a lead, however, if they are not marked “Vacation” at the time of call, the miss or refused appointment will count. Many Lead Specialists will actually use the call as an opportunity to impress their customers with the high level of service Weichert offers. Being prepared by marking a “Vacation” for times they’ll be unavailable is the best practice to maintain contact rate.

How can a Lead Specialist receive 2 calls at the same time?

It’s possible that the agent be contacted when 2 calls for the same area come in simultaneously. While the auto-dial system incorporates when the agent last received a lead to determine their place in line, since the lead has not yet been stamped to the agent, they come up first in line for both calls. The ISC cannot identify this and if not accepted, would be automatically marked as a missed attempt by the system and counted as such. Since this does not occur often and it’s possible the 2nd call is on the agent’s listing, it’s best to allow the system to make the attempt.

The agent was marked on vacation, yet still getting calls? Why and if missed or decline the lead how will it impact my contact rate?

It’s possible for agents to still get calls while on Vacation, however, it’s limited to leads on their own listings and previously received customers calling back for assistance. When marked Vacation at the time of the call, it will not be counted and has no impact on contact score whether missed or declined by pressing # 2.

What if the Lead Specialist cannot service the customer any longer due to the territory?

Lead Specialists may update the lead to INACTIVE and also check off the “OUT OF TERRITORY” reassign check box. This will drop the lead into the call center for immediate follow up and reassignment.

***Note:** Only customers who confirm they needing assistance will be reassigned, otherwise the lead will remain inactive in the original agent’s portal.

What if a customer requires additional assistance outside of the office coverage area, but will continue working with my agent in our territory as well?

Since time is of essence, (customers will typically work with the first agent they speak with) it’s best to immediately call the Agent Assistance line so we may immediately assign the customer to an additional agent in for the additional territory. WLN Agent Assistance Line (973) 539 4114

What happens if I get a lead mistakenly and they are not looking in my area but require immediate attention?

Since time is of essence, (customers will typically work with the first agent they speak with) it’s best to immediately call the Agent Assistance line so we may immediately reassign the customer to the proper area of interest.

WLN Agent Assistance Line (973) 539 4114

***This is a frequently monitored line. Please leave a specific message including Agent, phone #, customer name and proper area of interest so the WLN Call Center may immediately address the situation.**

Leads, Portal, Follow up and Reports

Leads

If an agent has a question about a lead received. Who should they speak to?

They should first discuss with the Manager/Lead Coordinator to determine best route. (Manager/LC's may use their resources such as this FAQ to answer) Thereafter, they may call the Agent Assistance line: (973) 539 4114.

My associate was already working with this lead- they met at an open house or got an email inquiry why is this a WLN lead?

The customer was asked if working with an agent and replied he was NOT and interested in assistance. We would do not pass leads working with Weichert agents. This is actually great proof of the advantage of Weichert's extensive internet marketing. The customer was not only connected to a Weichert agent, fortunately and by chance, it was the same agent. (Seems like fate!) Based on this, it's considered a valid WLN lead and should be considered success story. The agent did not lose the customer to another due to WLN reconnection.

Who can delete a lead?

The WLN policy does not allow leads to be deleted. If there is a specific issue that needs to be addressed (duplicate lead etc...) this may be discussed with the WLNsales team. (973) 401 5530

What happens with an associates leads when they are removed from WLN?

This would depend on whether the "Remove portal access" was checked in the profile upon removal. If "Checked", (which is by default) portal access will be removed and Manager/LC is responsible for taking action on Active/Long Term Active leads remaining. All leads should be immediately contacted and only those connected to and deemed viable for follow up should be reassigned. All others should be set to Inactive, noting the circumstances. If the "Remove portal access" box is "Deselected" in agent's profile, they will be removed from WLN but retain portal access and expected to continue follow up and updating as usual.

What happens with an associates leads when they are on Success Standards Probation?

While the agent is not considered active during probation, they retain portal access and leads. They are expected to be diligent both in their follow up and updating to regain active status eligibility.

What happens with an associates leads when they are terminated from WLN?

Once the Licensing department processes termination, the agent is automatically "Terminated" in the Portal. Since this can take time, it's important for Manager/Lead Coordinator to immediately remove agent from WLN. It's best if the Manager/Lead Coordinator immediately contact all Active/Long Term leads in an effort to reassign and retain customers. Once agent is "Terminated" in our system, the call center is notified and a representative will contact the Manager to confirm if they will handle leads follow up or if the call center should.

***Note: If the Manager wishes to control who the leads are assigned, it's best for them to take the follow up and reassignment responsibility. If not completed within 14 days, the call center will automatically handle**

Leads, Portal, Follow up and Reports

Portal

The associate cannot log into their portal, who can assist?

First verify that the agent is ACTIVE on WLN. The WLNhelp desk can help if further assistance is necessary.

WLN Help Desk: (973) 605-1619

When updating leads, the system is not advancing (monkey continues cranking)

This can be due to the user's internet connectivity being slow. They can use the red link on the top right of their portal "**Having trouble updating, click here**". This will help the systems to better communicate and process the update. They should always verify the update was processed by refreshing the screen and viewing the last date of update noted.

*Make sure the LS is using an Internet Explorer browser version 5.5 or higher.

**Apple computers are NOT compatible for updating WLN Leads.

The LS follows up with leads, but can't always get to the computer right away. Why do they need to update the portal every week?

A "Lead Specialist Vital Behavior" of top performing WLN Lead Specialists, the portal is a helpful tool in managing the WLN opportunities. It's best to immediately enter detailed notes while fresh to keep on track. Managers/LC's have found that reviewing LS notes allows better coaching to conversion. Additionally, notes are frequently used by the call center when customers call back in to determine how the lead should be handled.

*If no details are entered indicating a working relationship, the lead may end up reassigned and thus would be a disappointment to the original agent who may have been working with the customer.

Why are there 2 leads (or more) for the same customer? Do I have to update both?

All leads need to be updated. A lead is created for each possible transaction the customer states as their intent on the initial call. If buying and selling, 2 leads would be created. If more than 1 property to sell, 1 lead for each address would be created. The benefit to the agent is that they may not transact simultaneously and having individual leads will allow better tracking and follow up, plus conversion credit for each closed transaction.

The Lead Specialists changed the cell phone # and or email address, how can it be updated?

Both the associate and Manager/Lead Coordinator have access to update the profile information. Agents may do so by accessing their profile in the My Account tab in the portal. Managers/LC's can access directly from the Lead distribution report or the Associate Administration screen under the Management tab. Changes are immediately effective.

The lead I just took is not in my portal?

If this occurs it is easily corrected. Please contact the Agent Assistance Line: (973) 539- 4114

Leads, Portal, Follow up and Reports

I'm not sure which lead specialist was assigned a customer? Where can I find this?

Manager/Lead Coordinator can locate the location of a lead by using the "Customer Search" under the Management tab. This can be helpful after call sessions have been completed and a customer calls back and needs to be reassigned to the new agent.

Tip: Only enter a few letters of last name for best matching

How can I see the last status of a customer or which agent is working with the customer?

Managers/Lc's have several ways of viewing the status of a customer. Either use the Customer Search, or go into the agent's portal, click on the [+Customer Search](#) directly beneath Agent stats and enter customer name.

Tip: Only enter a few letters of last name for best matching

The Lead Specialist is receiving leads, but not the email copies?

Once a lead is accepted, it is stamped and an auto-generated email is sent to the Agent, Manager, Lead Coordinator and GSM. If the Manager/LC has received notification, verify the Agent's profile has the correct email address and update if necessary. The agent should make sure the WLN address is not blocked or in their Junk Folder. It's possible that the agent's Internet Service provider has deemed WLN emails as SPAM, since volumes of emails are sent out daily. It's best to try another email address and if unsuccessful, the portal is the best back up for information available.

Follow up

What happens if the customer is not going to buy or sell for 6 months or more? Who keeps in touch?

One of the benefits of Weichert's Internet Strategy is the fact that we are capturing customers early in their process. Given that most customers will work with the first agent they speak to, Weichert lead specialists have a clear advantage over competitors. The Long Term Active status may be used and the agent will be more likely to convert successfully with consistent monthly follow up.

Why do we have to keep updating leads after we are under contract with a buyer?

Monthly updating is necessary to record the detailed progress of the transaction. It will also remind the agent to update to "Closed" as soon as possible for Conversion credit. It will also remind them to return to Active status upon a fall through.

Can an Inactive lead become active again? How?

Yes. Both agent and Manager/Lead coordinator may reactivate the lead by going to the INACTIVE tab and updating the lead to any ACTIVE status.

Reports

A full description of all reports is available in the Manager User guide in the portal.

Login to your WLN Portal, go to My Document tab, Manager User Guide

Manager is not receiving copies of the leads?

Once a lead is accepted, it is stamped and an auto-generated email is sent to the Agent, Manager, Lead Coordinator and GSM. If the Manager/LC has received notification, verify the address in your WLN Profile in the portal has the correct email address and update if necessary. Make sure the WLN address is not blocked or in the Junk Folder. It's possible that the user's Internet Service provider has deemed WLN emails as SPAM, since volumes of emails are sent out daily. It's best to try another email address and if unsuccessful, the portal is the best back up for information available.

I'm having trouble accessing the reports. Nothing happens when I click on run. How do I add a website as a trusted site?

How to add a website as a trusted site

1. Open Internet Explorer
2. Click on the Tools Menu
3. Click on Internet Options
4. Click on the Security tab (2nd tab at the top)
5. Click on the green circle labeled Trusted sites
6. Click on the button labeled sites
7. In the box that says "add this website to the zone" type in <http://www.weichertleadnetwork.com>
8. Uncheck where it says require server verification
9. Click on the Add button
10. Click on ok to close box
11. Click on Ok again to close second box.
12. Restart Internet Explorer and try again.

*****Note: If you are still having trouble opening the report after, hold down the Control Key (Ctrl) on your keyboard WHILE you opening or saving the file.**

How do I create spreadsheets of leads/export Leads to Excel?

Please see full details in the Manager User Guide in the portal.

Login to your WLN Portal, go to My Document tab, Manager User Guide

Leads, Portal, Follow up and Reports

Where is the recommended # of associates that should be active on my team and how is it determined?

The recommended minimum# of associates that she be active is based on a rolling automated calculation of how may leads have been received by the office in the last 3 months and how many associates are needed to receive 3-4 each per month.

Example: If the office has received 96 leads in last 3 months, 4 leads per month = 8 agents.

Maintaining the minimum is essential to allow the Success Standards system to help improve conversion in your office. It's always best to pad the recommended number by a few extra agents due to vacations and such.

Why are my associate's closings not reflected on the Lead Distribution Reports?

Closings are credited to the year in which they were created or passed to the agent. If the lead status is marked "Closed" in the portal, most often it's not reflecting due to the creation date being older than the report you are viewing. View the lead creation date to verify.

Example: A lead closed in November 2011, but, passed to the agent in August 2010 would not be seen in either YTD or Rolling 12 Months reporting. It is however accounted for in the cumulative reporting and on the C&C column in any Lead distribution report.

*Please note that if it is marked Closed and Credited is would be posted to the C&C column and the Pipeline report as closed.

**Although the lead may not show on the report as closed, is still is positively impacting the agents scoring which determines where they are in the call rotation.

My closings this month are not counting on the "Lead Distribution by Month" report, Why?

This report only details leads received in that month and the conversions of those specific leads. It continues to update the closed leads to that month beyond the year end of the report. This can be helpful in identifying the success rate of leads passed during specific time frames.

Example: Leads passed to agent in December of 2010, closed in November 2011, will not be shown in the 2011 report, but will show in the 2010 version.



Helpful Contact information:

WLN Agent Assistance Line- (973) 539-4114

The WLN Call Center's Agent Assistance line is designed to correctly assist agents with questions and concerns. The USA-SOLD Caller ID number (973-539-4114) is now set up with 2 prompts: Press 1 for customers and Press 2 for agents.

Please press prompt #2 every time you call to be properly directed. Here are some common reasons to contact the Agent Assistance Line:

- Accepted Auto-Dialer – Did not receive a call back
- Lead Missing in Portal
- Duplicate Lead
- Missed an Auto Dial Call
- Wrong # Pressed for Auto Dial
- RealtyTrac
- Vacation: Add / Remove / Still getting calls
- WLN Concern
- Customer Contact Info Update
- Customer needs Seller Agent
- New Area for customer
- No longer a Lead Specialist with Weichert but keeps getting calls
- Reassignment (Urgent **Only** – Use Portal Update will send to Call Center)
- Reconnect to customer
- Verify Lead Information

Weichertleadnetwork.com or Weichert.com

Weichert Help Desk (973) 605-1619 or WLNhelp@wlninc.com

The WLN Help Desk is the group to contact when a Weichert Lead Network program or Weichert.com is not working properly. Here are some common reasons to contact WLN Help Desk:

- **MLS Listing Error on Weichert.com**
- **Open House Errors**
- **Listing error on partner website(s)**
- **Other Weichert.com issues**
- **Portal Issues**
- **Auto Dial Issues**



Helpful Contact information:

Weichert Rental Network - (973) 656-3356

WRN is the department that handles all rental department inquiries. All concerns should be addressed directly to WRN. Here are some common reasons to contact WRN:

- **Rental Department Concerns**
- **Reassignment of a rental lead**
- **Be added to WRN**
- **Be removed from WRN**

WLN Call Center 1 800-USA-SOLD

1-800-USA-SOLD is the number customers use to contact us so our goal is to minimize non lead calls directed to USA-SOLD so we can get you in touch with customers as soon as possible. Please refrain from calling this number at any time.

WEICHERTONE.COM, WEICHERTREALTORS.NET, OSSI (OSS2), WEICHERT ONLINE Media (OMC), Weichert.com Email, Associate Bio Pages:

Please contact Weichert's System Support- 973 290 5757

REALTOR.com (800) 878 4166

If you find a Realtor.com issue please refer directly to Realtor.com

Weichert Agent Pages- (888) 265-9175

Please direct all inquiries, issues and concerns directly to Weichert Agent pages.

List of Helpful Training Materials

For Additional Sales tips and guidance on how to improve your success rate with prospects and technical training on Powerpoint or excel please see the following courses on Weichert University:

[Follow UP: The Formula for Success](#)

[Follow UP: Converting Your Leads into Cash](#)

[Engaging the Seller](#)

[Overcoming Common Seller Objections](#)

[Methods of Engaging Customers and Clients](#)

[Conducting an Effective Open House](#)

[Using the Defer Technique to Keep Your Presentations on Track](#)

[The 3 Secrets to Closing the Sale](#)

[Microsoft Powerpoint](#)

[Microsoft Excel](#)