

Welcome to the Weichert Rental Network

This document provides answers to some frequently asked questions that will help you get started successfully working with rental customers.



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1. What is the Weichert Rental Network (WRN)?

The WRN is a website – www.weichertrents.com that is focused on Rentals only. Renters search our site to find private rentals, condos, town homes, houses for rent and apartments.

Private rentals, condos, town homes and houses for rent displayed on our website are provided exclusively from our participating MLS data feeds. Renters that are interested in seeing a specific MLS rental must complete an online form and then they can request an appointment or additional information. This “LEAD” is then sent to the sales associate that handles this specific area. Areas are based on the office coverage zip codes assigned by Weichert Lead Network. See your manager for those zip codes.

A rental lead is an opportunity to earn commissions and build a book of business. Renters are future buyers. Over 35% of our renters convert to home buyers. Over 25% of all Weichert home purchases came from rentals. These staggering numbers make rentals more important than ever. You also have the opportunity to receive landlord leads from www.weichertrents.com. The landlord needs a sales associate to assist with marketing their property and qualifying a renter. In addition these leads are also potential sellers in the future and/or a buyer looking for additional investment property.

All WRN Rental Specialists must sign the Weichert Referral Network Agreement form and send it via fax 973-889-1289 or via email to mlayton@wlninc.com

Mikella (Mikki) Layton, Director
Weichert Rental Network
www.WeichertRents.com
Email: mlayton@wlninc.com
Office: 973-656-3326

2. How many leads will I get?

It depends on the area and the location. However, if you get too many leads, or not enough leads, please contact us so we may address the situation. Email: mlayton@wlninc.com

3. What are the vital behaviors of a WRN Rental Specialist?

While WRN is a lead generation system that will provide you a source of quick income, referrals, and a pipeline for future business, the program is the customer service platform for our rental customers. To ensure your success and quality customer service to our rental customers, we expect WRN Rental Specialists to commit to and demonstrate the following vital behaviors:

- Keep a positive attitude about Weichert Rental Network leads
- Respond to ALL rental leads immediately (phone and email)
- Use the WRN Key Actions at the Initial Conversation (see section 5) to scrub the lead and secure the appointment
- Consistently apply the process with ALL rental leads
- Focus on completing your rental transactions in one day
- Follow up with rental customers weekly and update them in WeichertPRO.

4. How are rental leads sent to WRN Rental Specialists?

Leads are sent **three** ways:

- i) Renters that search our website **www.Weichert.com** and **www.WeichertRents.com** and that are interested in specific MLS rental properties are required to complete a form. Once the form is complete, the renter can “schedule an appointment”, or “request information”. This request becomes an “**Auto generated lead**” which is forwarded via EMAIL to the WRN Rental Specialist. This email lead will be sent to the email address of your choice and, you will also receive a duplicate of that lead in the Alerts section in WeichertPRO.
- ii) **Leads can also come from the Call Center.**
Renters searching **www.Weichert.com** sometimes call the 800 number and those leads are processed by the call center. They are warm transferred to a Rental Specialist. The information about this lead will be sent via email and sent to you in WeichertPRO.
- iii) **Landlord leads are sent from Mikki Layton.**
You will receive a call with the landlord’s contact information and pertinent information about the property.

Please Note:

As you are notified of rental leads, WRN also sends out an introduction to the rental customer with your name and contact information. It simply states that you will be assisting them with their real estate search. If it is an auto generated internet email, you will be the first person to speak to them.

5. How should I set up phone/email to receive rental leads?

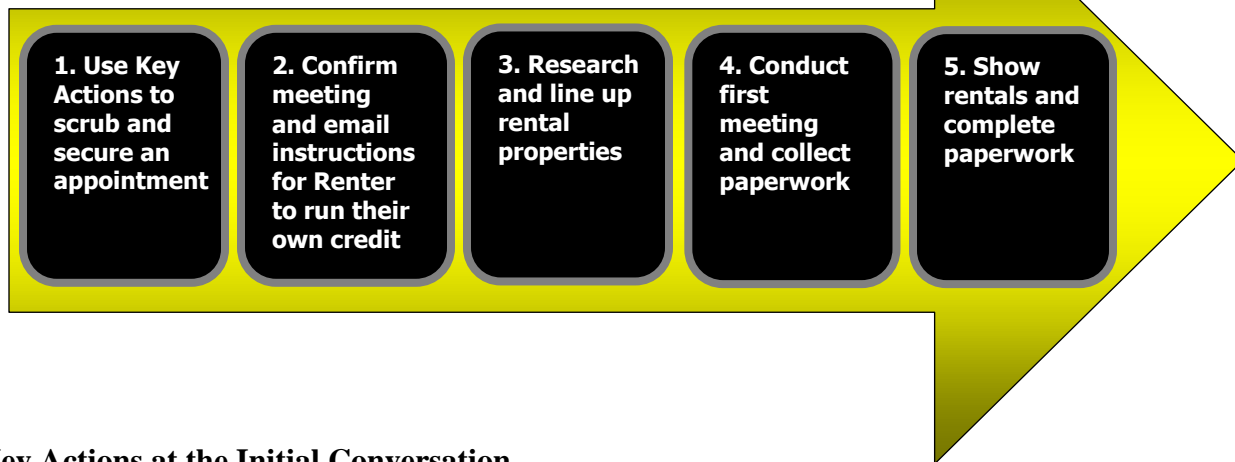
Please add the following phone numbers and email address to your phone and email/contact management system to ensure that you do not miss any opportunities.

WRN phone number: 973-898-8623

WLN phone numbers: 973-539-4114, 877-568-7999

WRN email: noreply_5@weichertemail.com (enter in to your email contacts to prevent lead from going in to your SPAM folder)

6. What is the process for working with rental customers?



Key Actions at the Initial Conversation

SMILE & Greet: *“Thank you for contacting Weichert Realtors for your rental needs. My name is _____, I will be your Rental Specialist to guide you through this process.”*

Confirm Contact Information: *“I just want to confirm the best number to reach you? Thank you, my cell number is...”*

Ask, Listen & Learn: *“I’d like to ask you a few questions about your rental needs...?”*

What is it that attracted you to this rental property?

What is your time frame for making this move?

What is your price range?

What area/town do you prefer and why?

What are your specific rental requirements, i.e. bedrooms, baths, etc.?

How many people will be living in the property?

How many cars do you have?

Do you have any pets? How many? Size(s)?

Do you or anyone who will be living there smoke?

Show What You Know: *“Great, I can help you find what you need! Let me begin by briefly explaining how this works... it starts with a credit check. It’s much easier to have this done right away. Also, there’s usually a one-month security deposit required along with a commission that’s equal to one month’s rent.”* **Customize this based on your area’s typical commission/fee.**

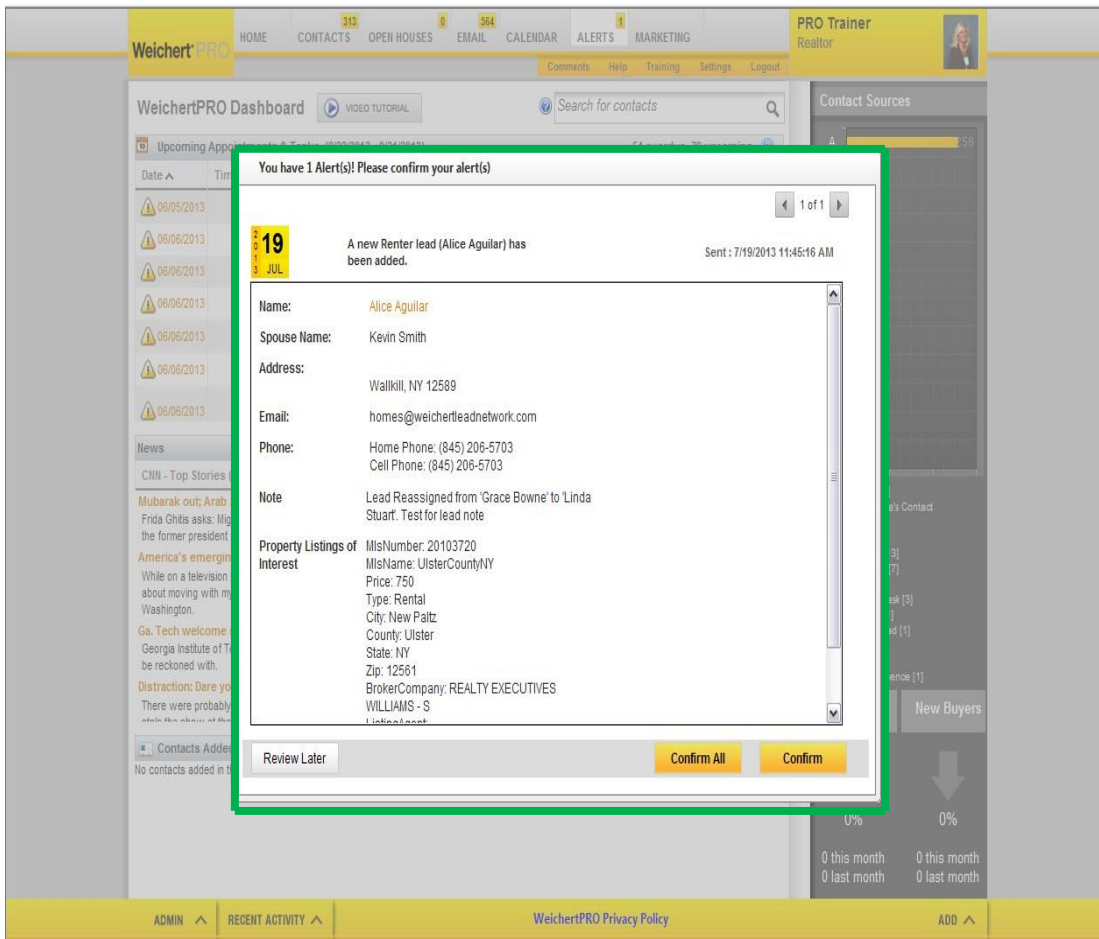
Close for the Appointment: *“Let’s set a time to meet and see properties based on your specific rental needs. I have time on XX or XX. Which is better for you? Terrific! To get a jump start on the process I will email you the paperwork. Complete it and fax or scan a signed copy back to me. This will need to be completed before we meet on XX.”* **Confirm email information.**

7. Am I required to track rental leads?

Yes. All of the rental leads you receive are put into the WeichertPRO Dashboard. Rental listing details are provided in the Alerts section on the dashboard on each rental lead you receive. WeichertPRO should also be used as a contact management system for rental leads, as a place to keep notes that you can refer to as you follow up and work to secure new homes for your rental customers.

Once you join WRN you will receive an email with your login and password, you can then log in to www.weichertpro.com and follow the instructions. This will allow you to view and update rental leads you've received.

In the WeichertPRO Dashboard, if you receive a rental lead, you'll receive an alert that you have a new lead when you sign in to WeichertPRO. You will also receive an email alert. You may click "Confirm" to confirm the alert or click "Review Later" to review the alert at a later time.



Here are the basic features in WeichertPRO to update your leads.

Updating Leads:

From the **Alert** window, Click on the name of the lead to update.

The screenshot shows an alert window titled "You have 1 Alert(s)! Please confirm your alert(s)". It displays a notification for a new renter lead for Alice Aguilar, added on 7/19/2013 at 11:45:16 AM. The lead details include: Name: Alice Aguilar (highlighted with a green box), Spouse Name: Kevin Smith, Address: Walkkill, NY 12589, Email: homes@weichertleadnetwork.com, Phone: Home (845) 206-5703, Cell (845) 206-5703, Note: Lead Reassigned from 'Grace Bowne' to Linda Stuart. Test for lead note, and Property Listings of Interest: MisNumber: 20103720, MisName: UlsterCountyNY, Price: 750, Type: Rental, City: New Paltz, County: Ulster, State: NY, Zip: 12561, BrokerCompany: REALTY EXECUTIVES WILLIAMS - S. At the bottom, there are buttons for "Review Later", "Confirm All", and "Confirm".

If desired, you can obtain more information about your lead on the contact page. To do so, click on Contacts located at the top toolbar.

The screenshot shows the WeichertPRO dashboard. The top navigation bar includes "HOME", "CONTACTS" (highlighted with a green box and showing 278 items), "OPEN HOUSES" (0), "EMAIL" (643), "CALENDAR", "ALERTS" (0), and "MARKETING". A search bar for contacts is visible. Below the navigation bar, there is a section for "Upcoming Appointments & Tasks (9/10/2013 - 9/18/2013)" with 32 upcoming items. A table lists appointments with columns for Date, Time, Description, Name, Type, and Actions. The table includes entries for Open House events and Office Meetings. On the right side, there is a "Contact Sources" sidebar showing a list of sources A through I with corresponding counts.

Locate the name of the lead and click on the row. This will open the Contact record allowing you to click the appropriate tab for the information you would like to see.

Weichert PRO HOME CONTACTS 278 OPEN HOUSES 0 EMAIL 643 CALENDAR ALERTS 0 MARKETING

Comments Help Training Settings Logout

PRO Trainer Realtor

Contacts VIDEO TUTORIAL Search for contacts

FILTERS CLEAR ALL FILTERS

WLN GROUPS WLN STATUSES CONTACT TYPES SOURCES MY GROUPS

SHOW ONLY WLN WLN DELINQUENT WRN TO DO's DEACTIVATED + SAVED SEARCHES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

14 contacts start with Page 1 of 2 1 2

Name	Notes	Address	Source	Groups
Ramesh Parmar rparmar@weichert.com	Notes from: Open House Attendees import. ...More...		Imported	First Time Buyer Sphere of Influence OH: 11 Park Ln-7/24/2013
Sandeep Reddy sandeep_reddy@yahoo.com	[E-mail Display Name] (sandeep_reddy@yahoo.com) ...More...		Imported	
Sandeep Reddy sandeep_reddy@yahoo.com	[E-mail Display Name] (sandeep_reddy@yahoo.com) ...More...		Imported	
Rosemarie Renda rr328@hotmail.com	[Job Title] Real Estate Professional ...More...		Imported	First Time Buyer
Dave Renter test2@gmail.com	test ...More...		WLN Lead Renter - Appointment Set to See Rental	WRN Lead First Time Buyer Sphere of Influence Update Tue Aug 27
Sally Renter	A new Renter lead (Sally Renter) has been added.		WLN Lead Renter - Not Yet Updated	WRN Lead Update Thu Sep 19

Sally Renter Realtor

Expected transaction date Not Specified

Type: Renter

Groups: WRN Lead

Source: WLN Lead

OVERVIEW NOTES ACTION PLANS TO DO'S EMAIL OPEN HOUSES PROPERTIES / AREAS

The site is self explanatory, but if you have other issues/questions contact **Mikella Layton, Director of WRN by email: mlayton@wlninc.com or call (973) 898-8623**. For technical issues you can contact the CRM Help Desk at the top of the home page click the "Help" link for help.

Help Desk Administrators
Weichert Rental Network
CRM Help Desk: 973-605-1619
CRMhelp@weichert.com

8. What do I need to do to be fully prepared to successfully work and convert rentals?

- Review Key Dialogue card with your Manager and edit based on your region/office's commission policy or other process specifications.
- Customize the email template available online in the WRN resource page. Save and attach the necessary forms to be sent with email to begin the credit check process.
- Schedule a meeting to review rental transaction forms with your Manager.
- You will receive an email with your ID and password to the WeichertPro Dashboard where you can track and keep notes on the rental leads you receive.

Inquire with your Regional Trainer about the rental training schedule.

(May not be offered in all areas.)

Sample email template:

Copy and paste the content below into your email. Customize and use this template to follow up from the initial conversation to confirm your appointment and begin the credit check process.

[Customer's Name]:

Thank you for contacting the Weichert Rental Network for assistance with your rental needs. As your Weichert Rental Specialist, I am happy to help you.

As we discussed on the phone, the process begins with a tenant registration form and a credit check. Please complete the attached forms, sign them and fax or scan and email them back to me prior to our meeting. I'm attaching the Tenant Registration form and the Credit Report Authorization for Renters form. Please complete these and bring with you to our meeting.

We have made it easy for you to obtain your credit report and score by accessing any one of the links below.

www.experian.com www.equifax.com www.myfico.com

Our meeting is set for XX am/pm on XX date in our XX office. Please remember to bring your driver's license and two pay stubs. This is also part of the rental application that landlords require as part of the rental process.

I look forward to meeting you and helping you find a rental property that best suits your needs.

[Include your email signature, fax and contact information. Provide office address. Provide driving directions if appropriate.]

9. The lead contact information or email address is incorrect, what do I do?

Occasionally, a renter will use bad information, such as name, bad phone number, or bad email. This is not uncommon with internet users.

If the information is terrible, make the lead "Inactive," however it pays to be creative. If the phone number is bad, send the customer an email and let them know that you can help, but need contact information before you can help. Same is true for bad email, call the numbers and leave a voicemail or speak directly to the lead; let them know you are trying to send them rental listings.

10. I am getting leads in areas I do not cover, why and what do I do?

The WRN sends rental leads to the coverage area of the specific office you are assigned to. Unfortunately at this time, we cannot select areas of coverage. For example, if your office is Morris Plains, any rental lead will be forwarded to a WRN sales associate at the Morris Plains office. The coverage area is determined by the Home Sale coverage area of the Morris Plains Office.

If you do not cover a specific area, you may return the lead in the WRN portal by inactivating the lead and marking in the notes “do not cover area.” Or for immediate assistance contact the call center and have the lead reassigned to another sales associate.

11. I am not getting any leads in my email account, why and what do I do?

Sometimes, emails, such as leads, renter correspondence, appointment request, etc. get stuck in Spam Filters. Every email program is different. Always check your Spam or Junk Mail folders. Rental leads may be there. The good news is that a copy of the lead will be in your WeichertPRO Alerts section.

Below is an example of how Hotmail accounts can remove/add emails from Spam.

1. **Go to the Options page.**
2. On the left side of the page, click Mail.
3. Click Block Senders to show your Block Sender List.
4. Enter an e-mail address or domain, and then click Add.
5. Use the Add and Remove buttons to change the list.

Note: Blocking a sender is very effective against e-mail from a particular address or domain, but it cannot block messages from addresses or domains that have never sent you messages. To remove an address or a domain from the Block Sender list (or unblock it), select the item, and then click Remove.

If you continue to have problems contact CRMhelp@weichert.com

12. Do WRN Rental transactions affect my Weichert Lead Network (WLN) numbers?

If you are on both Rental Network and Lead Network, rental leads are not counted toward your lead conversion rates as part of the Weichert Lead Network. However, rental leads that are converted into buyers that purchase are counted toward your sales conversion rates. When your renter rents or buys a unit, you must use WRN as the referring source when processing the transaction. See your Manager for information about the Weichert Lead Network program and becoming a WLN Specialist.

13. I had a closing, how does the Processing Manager handle the transaction?

First, update the customer to “Lead Successfully Closed” in the WeichertPRO Dashboard. When submitting your paperwork to the Processing Manager for a rental closing or converted buyer, use WRN as the referring source on your paperwork. Ask your manager for any questions related to transactional forms.

14. How do I contact the WRN?

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