



MAXTECH
LEAD CONCIERGE

Goodbye Busywork, Hello Conversation-Ready Leads

MAXTech® Lead Concierge Delivers You Qualified Leads

When it comes to connecting with leads, speed matters. Consumers expect fast responses, but with a schedule packed with countless other money-making activities, making that time can be a challenge.

Enter MAXTech Lead Concierge. This new program removes extra busywork from your schedule by outreaching leads within minutes of their inquiry, determining their viability via several factors and delivering you a lead with a greater chance to convert.

Here's how it works:

REMAX® Listings Leads

STEP 1

A lead is generated on remax.com and meets the required criteria (includes a phone number, is a non-rental).

STEP 2

The lead is routed to the listing agent, who has 120 minutes to accept the lead.

STEP 3

If the listing agent does not accept the lead within 120 minutes, the lead is qualified by the Lead Concierge team (real people - no AI here!) as conversation-ready.

STEP 4

The lead is routed back to the listing agent, who has 120 minutes (between 8:00 AM - 8:00 PM) to opt-in to the program and accept the lead. If they close on that lead, they will be charged a referral fee. If they do not accept the lead or they do not want to opt-in, the lead is offered to another agent in the office who has high engagement with MAXTech powered by BoldTrail.

IDX/Home Valuation Leads

STEP 1

A lead is generated on remax.com and meets the required criteria (includes a phone number, is a non-rental, has not been assigned to another agent within the last 90 days).

STEP 2

The lead is qualified by the Lead Concierge team (real people — no AI here!) as conversation-ready.

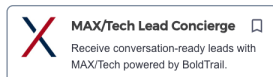
STEP 3

The lead is routed to an opted-in agent to be accepted.

STEP 4

No closing, no payment — you only pay a referral fee if you close the lead.

To learn more, visit the
MAXTech Lead Concierge
tile in MAXCenter®.



To opt-in, login to MAXTech
powered by BoldTrail and
navigate to the Marketplace,
then click MAXTech
Lead Concierge.

