



Focus on What Matters with MAXTech[®] Lead Concierge

When it comes to converting leads, speed matters. MAXTech Lead Concierge aims to remove extra busywork from your schedule by connecting with leads quickly. With lightning-fast outreach times, MAXTech Lead Concierge does the work of determining a lead's qualification — for up to 365 days if necessary — to deliver you customers who actually want to buy or sell.

A lead is generated on remax.com.

REMAX[®] Listing Leads

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

Lead criteria:

- ✓ Phone number
- ✓ Non-rental

Lead is Accepted

The lead is assigned to the agent with no referral fee.

Lead is Not Accepted

The lead routes to the Lead Concierge team to qualify the lead.

Once the lead is qualified, the lead is routed back to the listing agent who has 120 minutes to accept the lead (between 8:00 AM - 8:00 PM).

If Listing Agent is Opted in to Lead Concierge

Lead is routed back to listing agent with a referral fee attached.

If Listing Agent is Not Opted in to Lead Concierge

The lead is routed back to the listing agent to opt in to the program and accept the lead. If they close on that lead, they will be charged a referral fee.

If the listing agent does not opt in to the program or does not accept the lead, the lead will be offered to an agent with high engagement in MAXTech powered by BoldTrail.

IDX & Home Valuation Leads

Lead criteria:

- ✓ Phone number
- ✓ Non-rental

✓ No previous assignment in the last 90 days

NOTE: Leads that don't meet this criteria will be routed to the office as usual.

Lead Meets the Criteria

The lead is qualified by the Lead Concierge team as conversation-ready.

The lead is routed to an opted-in agent.

After the lead is accepted, the consumer and agent are introduced. Lead details appear in the agent's CRM and are labeled with a hashtag #concierge_qualified. The agent now takes over the relationship, demonstrates their expertise and works to close the lead.

A referral fee is required only if the lead closes.

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.