



PriceFinder Training

Part 8 – Lead Generation & Share

Part	Topics Available
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1B	Getting Started - PRO System Overview
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Introduction

Share allows agents, property managers, mortgage brokers and other real estate industry professionals to provide clients with free access to property data. This represents a major move away from the traditional approach, where property data suppliers charge one-off fees to casual customers for price estimates, sales histories or suburb reports.

The system is designed as a prospecting tool, allowing PRO subscribers to capture leads off a web site form and offer an almost instant response.

Lead generation methods compared:

Method	Share	Appraisals	Reports	Give aways
Cost	Included in PRO subscription	Up to 3 hours labour (\$\$)	Up to 10 minutes labour (\$)	Books etc (\$\$)
Time to process	< 10 seconds	Up to 3 hours	Up to 10 mins	Up to 10 mins
Volume constraint	> 300 per hour	Up to 4 per day	Up to 6 per hour	Dispatch centre

Users of Share will quickly realize one of the key advantages is the ability to process several hundred leads within a few hours. Priority can be given to SELLERS, which typically represent around 35% of leads off web based forms.

How Share works

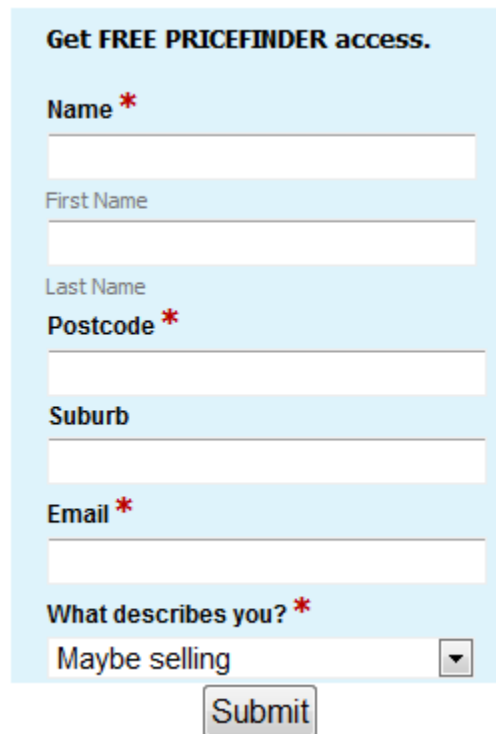
A real estate agent receives a call from a prospective buyer who has viewed a property the agency has on its books. The buyer wants more detail about property trends, sales histories, price estimates and other information, before deciding whether to lodge an offer.

The agent, who is a PriceFinder subscriber, tells the client he will send them an email providing access to this information, and asks for their email details. The agent goes to his computer, logs on, clicks the [Share](#) button and enters the client's email address.

The [Share](#) access details are emailed immediately to the client who can then enter the PriceFinder system without the need for any password or account information.

One of the key aspects of this tool is that it only allows customers access to PriceFinder for a single session. This gives the agent the opportunity to initiate further contact and maintain an ongoing dialogue.

Share on a web form:



Get FREE PRICEFINDER access.

Name *

First Name

Last Name

Postcode *

Suburb

Email *

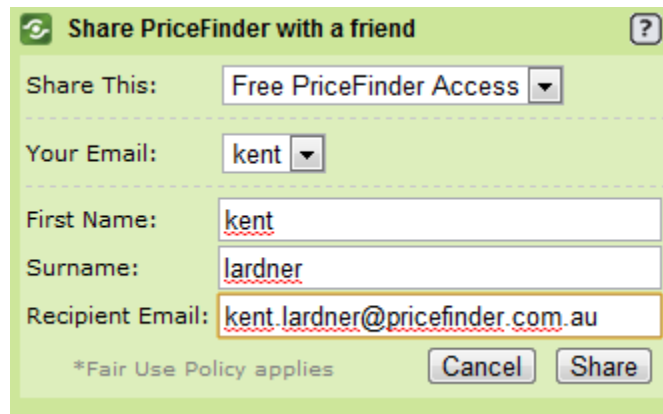
What describes you? *

Maybe selling

Using your own web developer allows you to capture lead contact details directly to your CRM. However a web form can also be created within a few minutes using Google Forms, which is a free service. Using Google Forms, data is stored in Google Spreadsheets and submissions can be emailed to your gmail account. The form can be embedded directly into your web site.

Entering your lead into Share

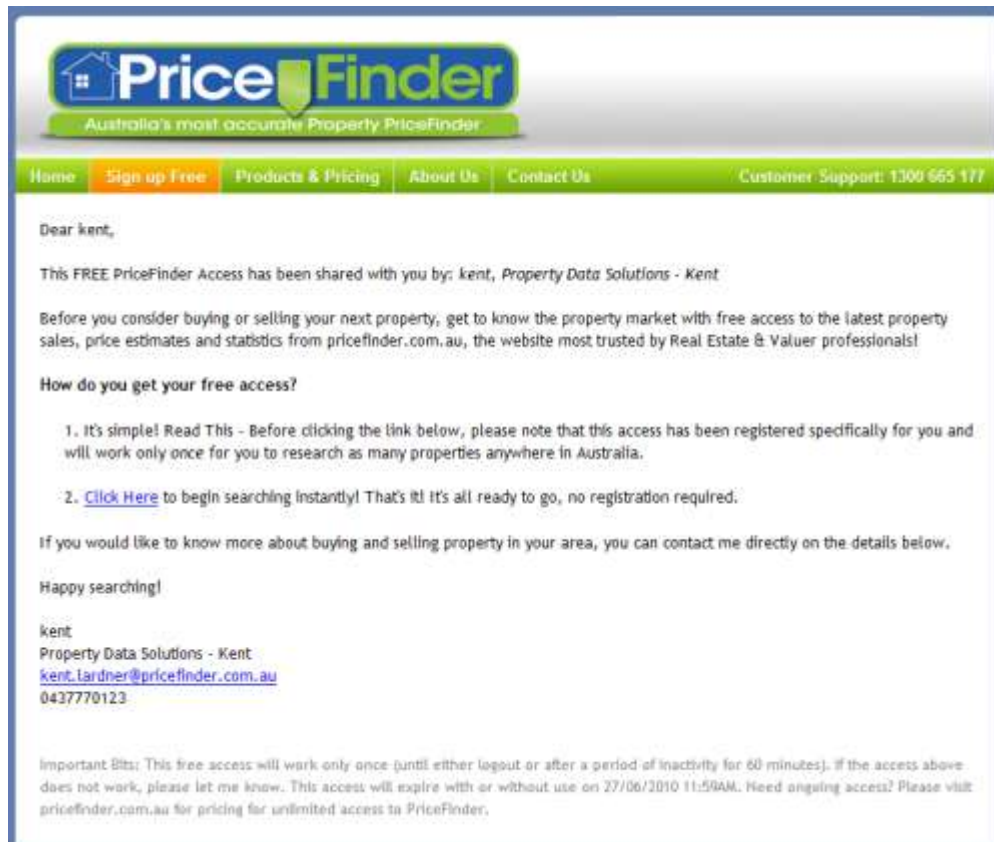
All you need is the email address and name. You get to choose who get's access and who doesn't. Within a few seconds your lead will receive an email and direct access to PriceFinder (basic version) for a single session.



The image shows a 'Share PriceFinder with a friend' form. The form has a green header with a share icon and a question mark icon. The fields are: 'Share This:' with a dropdown menu set to 'Free PriceFinder Access'; 'Your Email:' with a dropdown menu set to 'kent'; 'First Name:' with a text input field containing 'kent'; 'Surname:' with a text input field containing 'lardner'; and 'Recipient Email:' with a text input field containing 'kent.lardner@pricefinder.com.au'. At the bottom, there is a note '*Fair Use Policy applies' and two buttons: 'Cancel' and 'Share'.

Email and access

An email will be sent with your name and contact details. Once your lead presses the Click Here link, they instantly access our PriceFinder SOLO version of the system for a single session.



PriceFinder
Australia's most accurate Property PriceFinder

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Dear kent,

This FREE PriceFinder Access has been shared with you by: kent, Property Data Solutions - Kent

Before you consider buying or selling your next property, get to know the property market with free access to the latest property sales, price estimates and statistics from pricefinder.com.au, the website most trusted by Real Estate & Valuer professionals!

How do you get your free access?

1. It's simple! Read This - Before clicking the link below, please note that this access has been registered specifically for you and will work only once for you to research as many properties anywhere in Australia.
2. [Click Here](#) to begin searching instantly! That's it! It's all ready to go, no registration required.

If you would like to know more about buying and selling property in your area, you can contact me directly on the details below.

Happy searching!

kent
Property Data Solutions - Kent
kent.lardner@pricefinder.com.au
0437770123

Important Bits: This free access will work only once (until either logout or after a period of inactivity for 60 minutes). If the access above does not work, please let me know. This access will expire with or without use on 27/06/2010 11:59AM. Need ongoing access? Please visit pricefinder.com.au for pricing for unlimited access to PriceFinder.



PriceFinder
Australia's most accurate Property PriceFinder

You are logged in as: freepcefinder (1000)

Home | Search Menu | Member Services | Help | Contact Us | Logout | Customer Support: 1300 663 177

Search Menu - Address Search

Select State (NSW)

Property Search | Reports | Growth Charts | Map Search

Street Number: From: To:
Street Name:
Place or Suburb:
Post Code:

Or: Lot / Plan: Lot # Section Plan Type Plan #

Or: Latitude/Longitude: Latitude Longitude

Or: Property/Building Name: Begins with

Member Services

Recent Searches

- 5 PRETORIA PDE X
- 384 PACIFIC HWY X
- 35 AMOR ST X
- 4 LILLE ST X

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