



# ProLeads Lead Generation Program

## Explanation of Service

### Introduction:

ProLeads is an internet search engine advertising service designed to capture buyer leads in your Real Pro Gold system where they can be incubated into active prospects. Real Pro Systems places advertisements on Google, MSN, Yahoo and other appropriate search engines. Search engine users search on real estate terms and areas and as they do, these advertisements appear along with their search results.

When users click on the advertisement, they are taken to a ProLeads stealth site to enter their real estate search request, email address, and other details. Note: In some markets, multiple agents may share a ProLeads stealth site and Real Pro Systems distributes the leads proportionately to each participating agent.

The screenshot shows a Google search for "memphis tn homes for sale". The search bar is at the top, and the results are displayed below. The search results include several sponsored links. One link, "Homes - Memphis, TN", is circled in red. The search results also include a search filter for "Location" and "Listing type".

In the image above, the user searched on the term *memphis tn homes for sale* using Google. In addition to the “organic” search results, paid advertisements appear both at the top of the search results, and in the right column. The location of the ProLeads paid advertisement will vary, depending on the market and other factors. In this case, the ProLeads advertisement appears near the top of the right hand column (circled above). It points to a web site called

“www.RealEstateSearchToday/tennessee” which is a stealth site specifically for ProLeads clients (i.e. in addition to the stealth sites that come with Real Pro Gold). When a user clicks on the ad, they are taken to the stealth site shown below:

**Memphis, Tennessee**  
Real Estate | Homes | Property
FREE service  
NO manual searches  
FIND your dream home

A Daily Email List Of New Homes For Sale As They Hit The Market!

**Memphis, Tennessee** - Know exactly what you are looking for in a home but are tired of searching through all the current Memphis listings on a daily basis? Let us know what you are looking for by filling out the criteria below and we'll start sending you the properties, that match what you are looking for, as they hit the market. Save time and effort by having listings emailed to you. **It's just that easy!**

\* First Name (required)

\* Email Address (required)

\* Type of Search (required)  New Search  Modify Existing Search

*\* Other Required Information*

**Areas:**  
Hold down CTRL for multiple selections

Select Your Area(s)

- Arlington
- Bartlett
- Collierville
- Cordova
- Eads
- Germantown
- Lakeland
- Memphis
- Olive Branch

**Property Type:**  
Select One

Single Family  Condo  Townhouse

**Price Range:**  to

**Min. Bedrooms:**

**Min. Bathrooms:**

**Age:**

**Acreage (if rural):**

**Comments and/or Additional Search Criteria:**

Would you like to receive information on the latest available mortgage programs?  
 Yes  No

**Optional Contact Information:**

<i>Last Name</i>	<input style="width: 90%;" type="text"/>		<i>Phone</i>	<input style="width: 90%;" type="text"/>
<i>Address</i>	<input style="width: 90%;" type="text"/>		<i>City</i>	<input style="width: 90%;" type="text"/>
<i>State</i>	<input style="width: 90%;" type="text"/>		<i>Zip</i>	<input style="width: 90%;" type="text"/>

Once on the stealth site, the visitor fills in the form to describe the kind of homes they are interested in, provides their email address, and submits the form. At this point they become a lead and are entered in your Real Pro Gold buyer's email drip campaign automatically. Also, an email is sent directly to you with the buyer's information so you can set up an automated home search for them.

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With this understanding, let's examine the details of how the ProLeads program works.

## **Paid Placement Advertising**

ProLeads is a "paid placement" advertising service provided by Real Pro Systems. We look at current advertising costs for your market area and appropriate search terms, and place the ads where we believe you will get the best return for your money. By its very nature, paid placement advertising is "pay per click," meaning that there is a charge every time someone clicks on the ad.

To make things more complicated, the cost per click will vary dramatically from market to market, and month to month! This means that for a fixed amount of money per month, ***the number of leads can vary quite a bit.*** The reason is that the cost of the click is essentially an auction between you and anyone else wanting to advertise on the same search terms. If no one else is competing for that search term, then the cost goes down. If several others are competing for that same search term, the cost may go up!

Unlike newspaper advertising where you pay for placement for a number of days (and have no guarantee of any leads at all), with search engine marketing you are paying based on the number of clicks- this is simply the nature of the beast. Therefore, advertisers have two choices- place a spending cap on how much they are willing to pay for clicks in a month, or be willing to pay for any number of clicks regardless how much that ends up costing. Our experience indicates that real estate agents need a fixed monthly expenditure to eliminate surprises, accepting that the number of leads generated will vary from month to month.

## **Monthly Budget for Your Advertising**

We realize you need to have a known advertising cost from month to month, so the ProLeads program establishes a monthly budget for your advertising- \$150, \$250, or \$350. We will do our best to place ads so you have a consistent flow of leads throughout the month. However, since the cost per click can vary unexpectedly, there are times where your budget will be used up before the end of the month, and your leads will stop flowing until the beginning of the next month. We do our best to prevent this, *but it does happen.*

## **Initial Setup Fee**

Real Pro Systems charges a one-time setup fee to establish your ProLeads account. Currently that setup fee is \$350.00.

## **ProLeads Charges are Non-Refundable**

The setup fee and monthly service fees for ProLeads are non-refundable. The monthly fee covers an advertising service, and like any advertising service there is no guarantee of the number of leads or the quality of leads. These services are provided on a best-effort basis.

## Should You Have Real Pro Systems Do It, or Should You Do It Yourself?

If you have the time and technical know-how, you can absolutely do your own paid placement advertising directly with Google, MSN and others by yourself.

When Real Pro Systems performs this service for you, we have a team dedicated to finding the most cost-effective advertisement placements for you and your market area. As you would expect, there is a charge for this expertise. Real Pro Systems applies 70% of your ProLeads budget to direct advertising charges, and 30% covers our cost of providing the placement service.

When you use the ProLeads service, our team analyzes historical lead generation data across the various search engines, cost per click for each, and optimizes your advertising placements. We do this continually throughout the month for each of our clients. The result is that most agents get more results for their money using ProLeads than they would on their own. It's similar to the fact that relying on a real estate professional to sell your home usually results in a higher selling price after commissions.

## ProLeads Service Terms and Conditions

The following paragraph from Real Pro Systems' Terms of Service pertains specifically to ProLeads:

**“ProLeads Services are implemented within 30 days of Client’s order, on the first day of the following month. RPS generated buyer leads are distributed among ProLeads participants within specific market places. Each lead includes first name, e-mail address, and preferred buyer search criteria. RPS makes no representations as to the true identity of such leads, or the number of leads the Client can expect in any given month. Volatility in online marketing expenses and online consumer behavior make such forecasts impossible to predict with any degree of certainty. ProLeads recurring subscription costs are collected in advance each month. Client may cancel their participation in ProLeads no later than five (5) days prior to the beginning of any new month. Re-activation fees may apply if Client wishes to re-join the ProLeads program.”**

## Buyer Consent

By signing below, I indicate that I have read and understood the “ProLeads Lead Generation Program Explanation of Service.” I understand and agree that all fees are non-refundable, that the number of leads generated each month will vary, that leads will flow in a given month until that monthly budget is consumed, and that the quality or quantity of leads is not guaranteed in any way.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed