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RapidResponseSM is designed to capture user registrations directly from the internet and automatically make them available to you for follow up.

- Studies show that timely responds to internet traffic is critical in order to drive these leads away from searching other communities and/or listing services which may be associated with fees and/or commissions. The RapidResponse system from Reinte sends an email addressed from your community to the internet user immediately at time of registration to begin this process. -

Quick Review of the process and features

Step1: Prospects registers and get email

Once a potential resident registers on your website, the qualification and sales process begins immediately by sending that user a [Thank You](#) email addressed from your community with your community logo.

Step2: Community is notified of registration

An email is immediately sent from the user to the email address specified in your LeasingToolsSM Property Information Setup.

[View Property Info Setup](#)

pdf

[Download Property Info Setup](#)

word

This is your first notification that a potential resident has registered and is waiting for your response.

- Further studies show that the average internet shopper is only researching options in an effort to come up with a final list of potential communities to visit. Providing personal qualified help as early as possible will put your community at the top of that list. For that reason, RapidResponse, unlike other solutions, facilitates the sales process to add the personal touch as early as possible in the process. -

Step3: Prospect is recorded into the LeasingTools database

In addition to this email notification, a record of the user registration is logged into your LeasingToolsSM account.

You can view these registrations by logging in and selecting the Registrations quick link at the bottom of the Home page. Registrations from your community website will be designated as having source of [Reinte Portal @ Reinte Portal](#) with name of potential resident and date of registration.

List of referring sources who have registered clients with your property. Click on the Source name to view the full profile, with contact information.

Click on the prospect name to update the registration number.

Registrations for the month of

Search by Name:

| Prospect Name | Source Name | Date |
|------------------------------|---|------------|
| Paul F | Reinte Portal @ Reinte Portal | 12/01/2006 |
| John Doe | Reinte Portal @ Reinte Portal | 12/01/2006 |
| John Mayer | Reinte Portal @ Reinte Portal | 12/06/2006 |
| Kirk Lampert | Reinte Portal @ Reinte Portal | 12/06/2006 |
| Pablo Cruise | Reinte Portal @ Reinte Portal | 12/08/2006 |



By selecting the Prospects name you can view the information regarding this prospect.

Locators who have registered client with your property. You can update the register number by entering in a new number and hit save.

Registrant Profile

Prospect Name: Pablo Cruise
Prospect Phone Number: 469-835-7371
Prospect Email: pc@tesdrive.com
Desired Move-In Date: 12/08/2006
Date Registered: 12/08/2006
Register #:
Locator Name: Reinte Portal
Company Name: Reinte Portal
Broker Name:
Phone Number: 800-548-8149
Fax: 800-409-8078
Email: admin@reinte.com

Comments:
12/08/06 7:17 AM: Please provide me with availability information for floor plan model "A1".
12/08/06 7:17 AM: Checking Specials

** Still Testing **
** Please Ignore **



Unlike the registration logging from other internet sources, ALL the available information regarding this prospect is made available to you for follow-up.

Prospect Phone Number: 469-835-7371

Prospect Email: pc@tesdrive.com

Desired Move-In Date: 12/08/2006

And any comments/questions entered by prospect at time of registration.

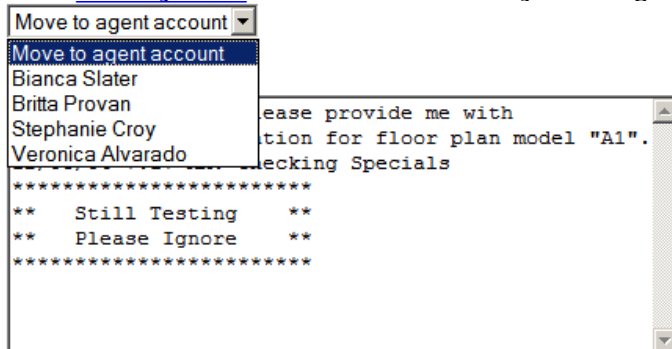
This is your lead and does not require interacting with any third party middle-man commission based or flat fee service provider.

- Communications with un-qualified out-sourced and off-shore services only tends to frustrate the potential prospect. An email with the internet leads information, including phone number, email

address and nature of the registrants request are immediately forwarded to the community for follow-up as well as registered in the LeasingTools portal.-

Step4: Prospect is assigned to agent for follow up

In addition, you will be notice the ability to assign this prospect to an agent.



This gives you the ability to easily transfer this prospect and all the information recorded into any agent's Visitor Management account within LeasingToolsSM to begin the follow-up process.

Step5: Turn is LEAD into a LEASE

You are now ready to use all the on-line marketing, communication and visitor management tools available with LeasingTools.

TIPS

RapidResponseSM, unlike other solutions, facilitates the sales process by adding a personal touch as early as possible. Communications with unqualified, out-sourced, or off-shore services tend to frustrate potential prospects. *Rapid Response* immediately delivers an email to the community with the Internet lead's information (including phone number, email address and nature of the request) so the community can make a personal follow-up. *Rapid Response* also registers the lead in the LeasingTools portal so it may be managed and driven to a lease.

To take full advantage of this system, the following are suggestions to help turn *RapidResponseSM* **leads into leases**.

1. **Respond to registrant emails as quickly as possible with the requested information.** Early personal communication with the prospect during their initial research process is critical.
2. **Use LeasingTools to communicate with registrant.** This will keep a record of communication between the community and the prospect in the system for effective follow-up.
3. **Send the registrant an interactive brochure from LeasingTools.** This prompts the user to stop shopping on the Internet and use your service for all the information, pictures and tours necessary to help them make their decision.
4. **Suggest that they schedule a visit.** Again, the idea is the get the user off the Internet and in their car to come to your community, **Driving Leads Curbside**.

From: Ash Lane [ashlane@advantexmail.net]

Sent: Friday, December 08, 2006 7:17 AM

To: Pablo Cruise

Subject: Thank you for Registering



Pablo,

Thank you for contacting us. One of our friendly agents will contact you shortly to offer assistance.

