

AGENT PRE-LAUNCH MANUAL



SCHEDULE

rlpSPHERE IS HERE!

The soft launch will happen on a regional basis commencing in May with your website's public launch to follow later.

KEY DATES TO NOTE:

AGENT SOFT LAUNCH

Atlantic Canada: Tuesday, May 12

Western Canada: Tuesday, May 19

Ontario: Tuesday, May 26

rlpSPHERE FOR TEAMS WEBINAR

Tuesday, June 9

TRANSITION DATE

Tuesday, June 23

SMART STUDIO CUTOFF

Friday, July 31

LAUNCH rlpSPHERE:

rlpNetwork.com/rlpSPHERE



Agent Soft Launch

You obtain access one week after your Broker's Soft Launch, so you can receive access to a system that's already been pre-configured. You will be invited to your Agent Excitement Webinar which occurs on launch day. After the webinar, **start the Agent Success Plan** which is four weeks of spaced learning in rlpCampus, rlpSPHERE's Learning Portal. Teams should participate in all agent events to find out more about rlpSPHERE but will also be invited to a **rlpSPHERE for Teams Webinar** on June 9.

Smart Leads and Smart Studio CRM Transition

We will cutover all leads from your own listings on royallepage.ca as well as any Smart Leads from royallepage.ca, for any agents in participating offices, to rlpSPHERE on June 23. You should have completed your Agent Success Plan by then so you are

fully fluent in how to manage leads going forward. This will be important as all leads from royallepage.ca will trigger automated Smart Campaigns in rlpSPHERE, as of that date.

Smart Studio Cutoff

After the transition, access to Smart Studio will be shut down on July 31.

Your Public Launch

Once you have configured your website and have taken all of the training, you can "go public" and promote your new website. Your broker is likely to do so on June 23 or after, as per Royal LePage's recommendation, as that is when all agents should have completed the Agent Success Plan. For more information about the website domain you'll market, see the information on the next page.

WE'LL HELP YOU TRANSITION YOUR WEBSITE

To manage the transition from existing Royal LePage systems to rlpSPHERE smoothly, the following will occur:

AGENT WEBSITES

You will have your own templated website with a default URL:

agentname.royallepage.ca. It inherits the same design and customizations from your brokerage's Location website(s) but you may also further customize your website.

From a marketing standpoint, please inquire with your broker if s/he will be changing the default domain (URL) as this will affect your website's domain, as it cascades down to you.

If you were planning to use your own domain, you can change it at any time for a small fee via Marketplace and you can begin marketing your new domain (URL) at any time.

CLIENTCLICK WEBSITES

If you are an agent who uses ClientClick and you are not yet ready to transition, you can continue to use your existing website.

If your contract is expiring prior to your transition to rlpSPHERE and you would like an extension, email Jumptools to inquire about pricing:

✉ sales@jumptools.com.

WE'LL HELP YOU TRANSITION FROM SMART STUDIO

Smart Studio CRM will operate in parallel with rlpSPHERE until the end of July 31. CRM contacts and leads will automatically be transferred to rlpSPHERE.

SMART STUDIO CRM

Contacts, Leads and Notes

All of your contacts, leads and notes from Smart Studio will be available in rlpSPHERE shortly following the day of launch.

Live 2-way Sync

If you are a Smart Studio CRM user, the data will sync from your soft launch date onwards, so it is constantly up-to-date for when you transition. If you are also using a ClientClick website and your leads go into Smart Studio, you will also have your leads automatically synced into rlpSPHERE.

Campaigns

All existing campaigns in Smart Studio will be available in rlpSPHERE under Marketing Autopilot > Smart Campaigns > My Library. Existing leads and contacts will need to be reassigned to campaigns on transfer if you choose. This will be covered in training.

SMART STUDIO MARKETING

Now integrated into three different areas in rlpSPHERE

Drip Campaigns are now part of Smart Campaign in Marketing Autopilot.

Listings marketing is on Cruise Control just like in Smart Studio and edits are made in Core Listing Machine.

Traditional print pieces will be located in CorePrint when it launches later in the year.

WE'LL HELP YOU TRANSITION FROM SMART LEADS

To give you a chance to get acclimated to the new system, we will only start redirecting Smart Leads to your rlpSPHERE's Smart CRM as of June 23.

royallepage.ca Leads

From May 12 – June 22, lead details and contact information for Smart Leads (Designated and Distributed leads) from royallepage.ca will continue to go to Smart Studio but sync with rlpSPHERE.

As of June 23, leads will be directed to rlpSPHERE exclusively and generate automated Smart Campaigns. They will continue to sync back to the Smart Studio CRM for ClientClick users.

royallepage.ca vs rlpSPHERE Leads

royallepage.ca is a custom website separate from this system.

As of launch, royallepage.ca leads will also be enhanced with a consumer's behavioural information similar to the lead information you will receive with rlpSPHERE.

Smart Campaigns

As of June 23, every Smart Lead that enters rlpSPHERE will have a Smart Campaign automatically applied, engaging the lead with valuable information while providing you with tasks to convert through follow up.

The CASL-compliant Smart Campaigns consist of touches lasting 6 months and include emails, texts and phone calls (where applicable).

Over 90% of the touches in Smart Campaigns are automated.

PERSONAL BRANDING

Areas in rlpSPHERE where you can customize your website with personal branding.

IN YOUR PROFILE

- “About Me” profile photo
- “About Me” bio
- Languages
- Lender(s)

IN WEB & IDX > EDIT SETTINGS

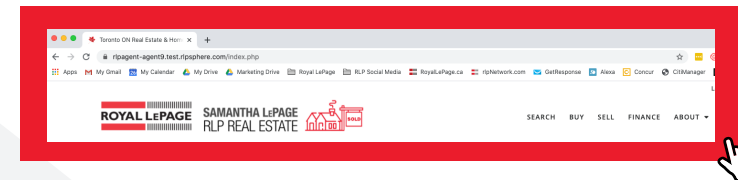
- Background “Hero” photo
- Secondary logo (appears to the right of primary)
- Listing carousels
- Listing types

IN WEB & IDX > SITE CONTENT

- Testimonials
- Service areas and SEO
- Custom pages i.e. Buy or Sell

OTHER DEFAULT SETTINGS

- Blog posts
- Feature widgets



EXPECT MORE POST-LAUNCH

Regular features will be launched with the system on an ongoing basis.

EARLY SUMMER

- Search by Neighbourhood
- Carriage Trade listing templates, Single Property Website and YouTube-hosted videos
- Commercial listings templates

END OF SUMMER

- Awards widget for websites
- Agent Search by Location
- VOW feed for sold listings
- Fixed date Smart Campaigns (use Smart Studio until available)
- EDM integrations (NexOne, Transaction Desk)
- The Homeowner (August)

END OF YEAR

- School Search add-on to websites
- Pitchbuilder: a tool that will help you match prospective buyers to new listings
- BombBomb partnership
- Print marketing in CorePrint

SUPPORT

YOU WILL BE SUPPORTED

We are here to support you:

ROYAL LEPAGE CUSTOMER CARE

Monday – Friday
9:00 am – 6:00 pm ET
1-877-757-4545

✉ help@royallepage.ca

Support for agent profiles, access permissions, password or listing issues and any concern around listings.

INSIDE REAL ESTATE SUPPORT VIA INLINE CHAT

Monday – Friday
8:00 am – 11:00 pm ET

✉ kvcore@insiderealestate.com

Support for any features and functions within rlpSPHERE.

FACEBOOK IDEAS AND SUPPORT GROUP

If you are looking for strategies and ideas, join Inside Real Estate's **Facebook group** or visit Inside Real Estate support **website**.





HAVE A GREAT LAUNCH!

rlpNetwork.com/rlpSPHERE

