

QUEBEC BROKER PRE-LAUNCH MANUAL



SCHEDULE

rlpSPHERE IS HERE!

The soft launch will commence in February with your website's public launch to follow later.

KEY DATES TO NOTE:

QUEBEC BROKER SOFT LAUNCH

February 16, 2021

SMART STUDIO CUTOFF

March 31, 2021

LAUNCH rlpSPHERE:

rlpNetwork.com/rlpSPHERE



Broker Soft Launch

rlpSPHERE training will begin on launch day with **the Agent Success Plan**, a four-week program of live webinars available on **rlpCampus**, rlpSPHERE's Learning Portal. Teams should participate in all broker events. Find out more information about **rlpSPHERE for Teams** in rlpNetwork.

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 brokers, to rlpSPHERE on March 31. By then you should have completed your Agent Success Plan 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 March 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. For more information about the website domain you'll market, read more in the following pages of the manual.

OVERVIEW

rlpSPHERE IS HERE!

rlpSPHERE launches Royal LePage into the future and represents a paradigm shift from the past.

DIGITAL FIRST

In this new smart, digital age where brokerages are automating their processes and generating more business online, rlpSPHERE is a digital first solution.

LEAD GENERATION FOCUS

Whereas historically, our marketing solutions have been more print-based with an online component, rlpSPHERE is a digital or online solution first with a traditional marketing capability.

COMPREHENSIVE CAPABILITIES

This is the broadest technology solution we have delivered spanning websites, lead generation solutions via organic and paid options, lead routing, Smart CRM, automated lead incubation, digital, social and print marketing as well as front desk and EDM integrations for a full digital circle of information on every client.

AI AND SMART TECHNOLOGIES

This is our most concerted effort into using smart technologies to rate new lead quality, track consumer website behaviour to drive relevant and timely follow-up as well as ensure that past clients are nurtured.

LISTINGS SHARING (IDX)

A key feature of rlpSPHERE is the ability to share listings with brokers within your agency.

To maximize the power of rlpSPHERE, it's to your advantage to keep listings sharing active on your website. By default, the feature is activated. Your listings will be shared on all brokers' websites in your agency, and vice versa. Receive the benefit of lead generation, which is central to rlpSPHERE. It has been overwhelmingly successful for the Royal LePage network outside of Quebec.

If you deactivate the feature, your listings will not appear on your colleagues' websites and their listings will not appear on your website.



WE'LL HELP YOU TRANSITION YOUR WEBSITE

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

BROKER WEBSITES

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

brokername.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 agency manager or owner 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 rlpSPHERE's Marketplace and you can begin marketing your new domain (URL) at any time.

CLIENTCLICK WEBSITES

If you are using 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 March 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

Marketing Autopilot

Drip Campaigns are located in Smart Campaigns in Marketing Autopilot. Campaigns can include one or a combination of texts, calls and emails.

Core ListingMachine

Print listings marketing and Single Property Websites are automated on Cruise Control just like in Smart Studio and each piece can be edited or created in Core ListingMachine.

Link your social media channels to your Core ListingMaching and now you will be able to set up auto-deployed social media posts to your network.

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 March 31.

royallepage.ca Leads

From February 16 – March 31, 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 March 31, 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 March 31, 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
- Mortgage Representatives

IN WEB & IDX → EDIT SETTINGS

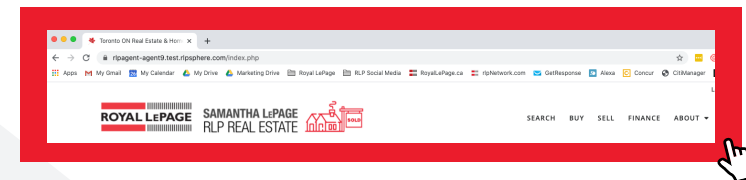
- Background “Hero” photo
- Secondary logo (appears to the right of primary)
- Listing carousels
- Listing types

IN WEB & IDX → SITE CONTENT

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

OTHER DEFAULT SETTINGS

- Blog posts
- Feature widgets



GETTING STARTED WITH rlpSPHERE



Getting started with rlpSPHERE

1. COMPLETE THE rlpSPHERE AGENT SUCCESS PLAN

The rlpSPHERE Agent Success Plan, located on rlpCampus.com, walks you through the proven steps you need to manage and grow your business with rlpSPHERE.

2. IMPORT YOUR CONTACTS

Easily import all of your relationships (leads, contacts, sphere) into Smart CRM. Your contacts will remain private and secure. Dedicated support is available to assist your import.

3. PERSONALIZE YOUR rlpSPHERE AGENT WEBSITE

Personalize your website with simple customization options and a variety of lead capture widgets. Quickly create and share landing or squeeze pages to drive traffic and increase leads.

4. TURN ON OR CREATE YOUR SMART CAMPAIGNS

Automatically engage your contacts with meaningful communications that enhance the value of your personal brand. The system will task you to interact with your contacts at scheduled intervals, building stronger relationships and keeping you top of mind.

5. PROMOTE LISTINGS

Core Listing Machine automatically creates digital and print listings marketing materials including property websites and YouTube hosted videos. Your listings are shared on Facebook and you can leverage PropertyBoost for enhanced paid promotion.

6. ENGAGE YOUR LEADS

Utilize digital marketing tools to drive traffic to your website as well as Call Capture to automatically collect and nurture leads. Search Alerts provide your leads with relevant listings data to keep them engaged. And, Behavioural Automation engages the lead and informs you of their activity.

7. DOWNLOAD THE APPS

Leverage the power of your Smart CRM on the go with the rlpSPHERE app. The app's mobile dialer helps you stay connected and accountable, while tracking and scheduling your lead interactions. With the rlpOpen House app you can capture even more leads and nurture them on an Smart Campaign.

8. TRACK & MANAGE YOUR BUSINESS

Leverage your Dashboard to manage daily tasks and track your performance at a glance. Increase your growth by reviewing Business Analytics to assess where you are succeeding.

9. EXPAND YOUR BUSINESS

Check out Marketplace for vetted add-on solutions that enhance your business and seamlessly integrate into your rlpSPHERE. Create and manage paid Google and Facebook Ads for advertising and retargeting campaigns to drive more leads.

LEARN MORE

Training courses and in-platform coaching are available so you can apply concepts and execute in real time. To gain more knowledge and insight, visit:

www.rlpCampus.com

QUESTIONS?

Use rlpSPHERE's chat or contact Royal LePage Customer Care at help@royallepage.ca



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 broker 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

