

Agent Engage Partner FAQ's

WHAT IS BREAKTHROUGH BROKER?

Breakthrough Broker is the nation's largest resource for real estate professionals. On BreakthroughBroker.com, agents have access to tools and resources necessary to build a successful and rewarding real estate career. The site offers free, easy-to-use resources such as: print marketing templates, pre-written and customizable prospecting letters, monthly newsletters, customer presentations, business and marketing plans, technology reviews, checklists, and hundreds of downloads designed to help with all areas of an agents real estate business.

WHAT IS AGENT ENGAGE?

Agent Engage™ is an Automated Marketing System that makes you an invaluable resource in to your Realtor contacts. Agent Engage™ delivers top-of-mind marketing, education, and industry-best information to your real estate partners. By following the easy-to-use Breakthrough Broker Playbook, and by leveraging the power of the Agent Engage program, you will see an increase in your market share while building stronger client relationships.

HOW DOES IT WORK?

When you register agents into Breakthrough Broker, your automated marketing system begins. When an agent logs into their account, they will see you on every page of the site. In addition to this, agents will automatically receive bi-weekly emails with business strategies and ideas directing them back to the site, keeping you top of mind. They will also automatically receive invites to the monthly webinars.

HOW DO I GET AGENTS SIGNED UP ON MY PLATFORM?

For detailed instructions, please see The Breakthrough Broker Playbook.

WHAT DO I DO AFTER AN AGENT OPT'S IN?

The Breakthrough Broker team will take of the rest. Your agent contacts will be automatically enrolled in the weekly business builder emails. They will also be automatically signed up for the webinar invites. Your job is to review the weekly reports and utilize the content and information that is on BreakthroughBroker.com as a way to stay in touch and show value to their business.

CAN I PROMOTE AGENT ENGAGE™ VIA EMAIL TO MY AGENT CONTACTS?

Yes, this is suggested as it can be a great way to have agents opt into your platform. Please check with your manager prior to marketing your I.D to make sure you comply with company policy.



CAN I PROMOTE AGENT ENGAGE™ TO AGENTS ON SOCIAL MEDIA?

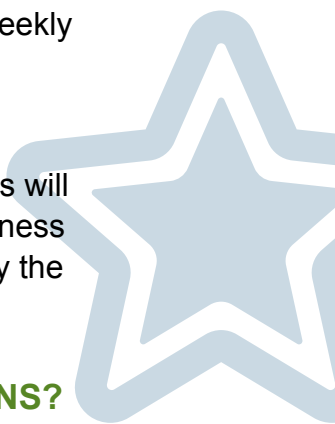
Yes, again this can be a great way to increase agent awareness and opt ins. Please check with your manager prior to marketing your I.D to make sure you comply with company policy.

IF AN AGENT OPT'S INTO MY PLATFORM, IS THEIR CONTACT INFORMATION SHARED?

No, we do not share any agent information with anyone besides you on the weekly reporting.

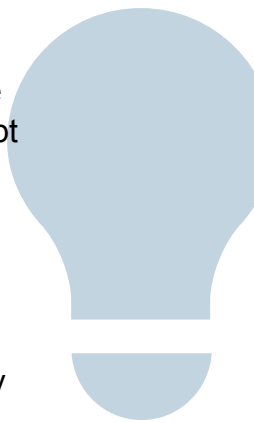
WHAT IS THE BENEFIT TO THE AGENT?

Through the Agent Engage Automated Marketing System, your agent contacts will receive bi-weekly tips, tricks, ideas, and tools to build momentum in their business via email. They will also be invited to a training webinar every month taught by the national speakers/trainers of BreakthroughBroker.com.



WHAT IS THE CONTENT LIKE IN THE BRANDED EMAIL CAMPAIGNS?

The top of mind email campaign will deliver content and information relevant to an agent's success twice a week. The branded emails will contain tools like business plans, marketing ideas, referral outlines, social media tips and tricks, and more. We maintain an industry high 26 percent average open rate with our campaigns, and opt out rates below .02 percent.




ARE TWO EMAILS A WEEK TOO MUCH?

Not if the content is relevant to the agent. BreakthroughBroker.com has been delivering two emails every week to agents for two years. Our opt out rate is less than .02 percent, and our open rates are between 18 and 30 percent, while industry average is 8.0 percent.

WHICH PART OF BREAKTHROUGH BROKER IS USED MOST OFTEN?

This is a tough question to answer because there are literally hundreds of high-valued content pieces on BreakthroughBroker.com. That being said, the CREATE section is one of the more popular sections on the site. In the CREATE section agents can create professionally designed, plug and play marketing materials at little to no cost depending on printing options.





WILL I HAVE COLLATERAL TO SHARE WITH AGENTS?

Yes, you'll have PDF flyers, email verbiage, video tutorials, and a demo site all available to help get your agents signed up on your Agent Engage™ account. You can find all of the above resources online via the Agent Engage Resource Center.

WHAT IS THE BEST WAY FOR ME TO SEE ROI WITH THIS PARTNERSHIP?

The absolute best way to see an ROI with the Agent Engage Program is by utilizing the Breakthrough Broker Playbook. Also, it is best practice to monitor your agent usage reports. When you see agents using or not using your Agent Engage™ site, it gives you the perfect reason to call. When agents are not using the site or not looking at your weekly emails, stay top of mind by sending them a link or meet with them to discuss a business building idea. Use the connection through the site as a focal point and don't forget to ask for the business!

WHO DO I CALL IF I HAVE QUESTIONS ABOUT THE PARTNERSHIP?

You have a live account manager. You will have access to your account manager Monday through Friday, 9 a.m. to 5 p.m. MT. Also feel free to connect with co-founder Eric Sachs at eric@breakthroughbroker.com anytime.

