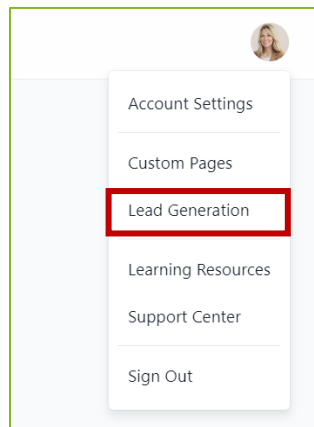


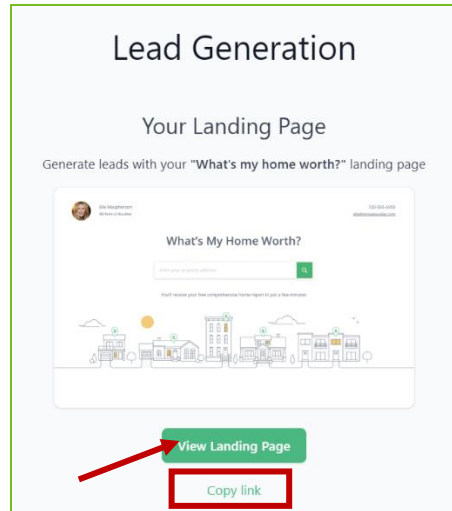
Cloud CMA Lead Generation

Cloud CMA Landing Page for Lead Generation

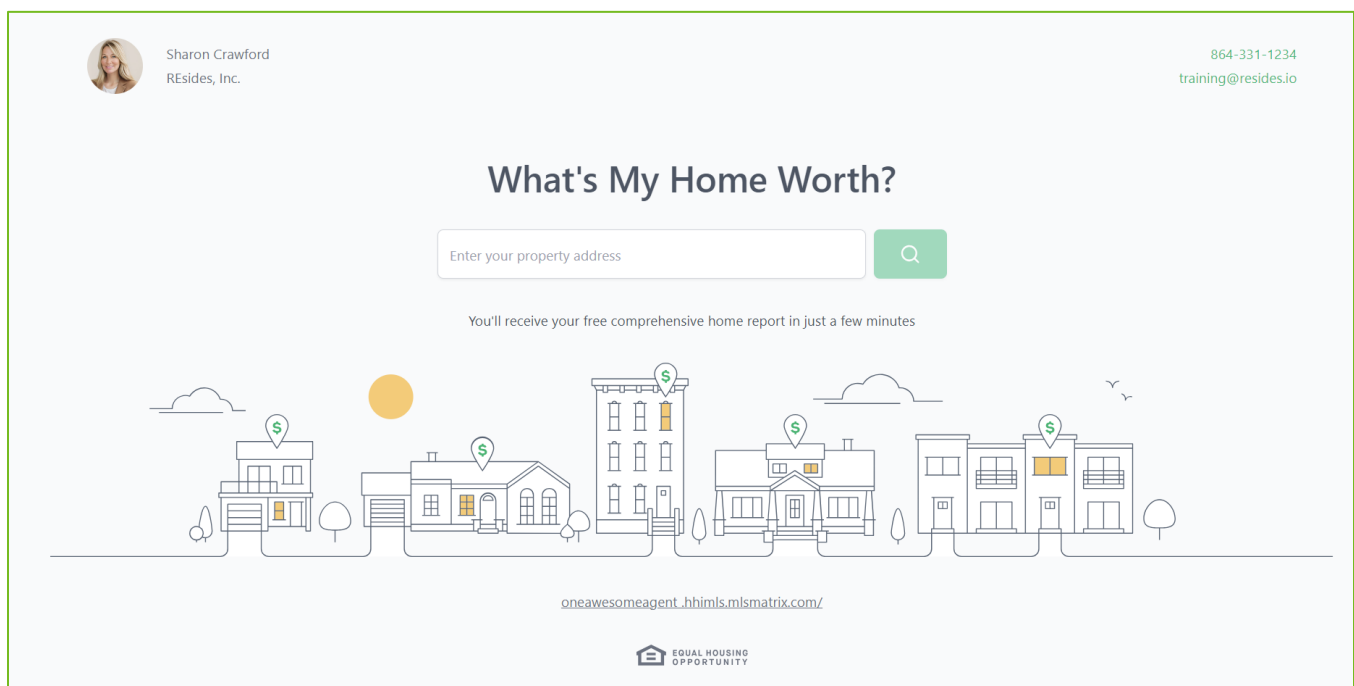
Generating leads through the landing page is a straightforward process. Customers can effortlessly create their own CMA for their property, including their contact information, which will be shared with you. This user-friendly option is automatically set up and ready to use today. To access the Landing Page URL, click in the upper right corner of the webpage where you either see your initials or your headshot (this will depend on whether you have added your photo to Cloud CMA in Settings). From the drop-down menu, select Lead Generation.



Viewing the landing page and copying the link to your page opens up a world of possibilities. You can use this link to hyperlink Cloud CMA with your Agent's webpage or social media outlets, effectively attracting leads on prospective buyers/sellers. This is an exciting opportunity to expand your reach and connect with potential clients.



Customer View of Cloud CMA landing page

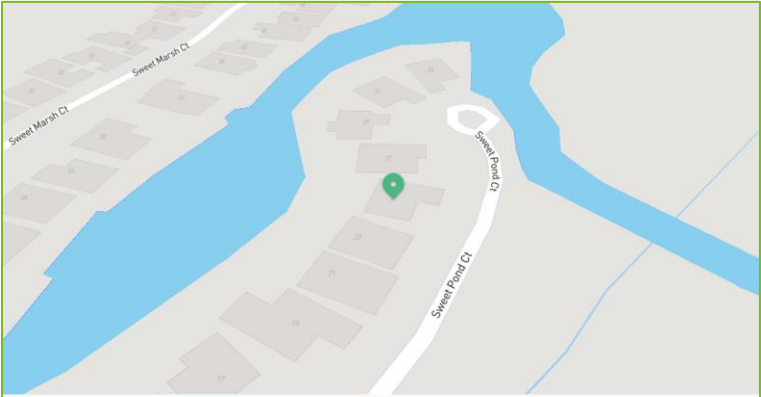


Example: Paste the link into a social media post. The prospect will click on your post and enter their property address.

What's My Home Worth?

You'll receive your free comprehensive home report in just a few minutes

Next, the prospect enters their name, email address, phone number, and home square footage, then clicks the Email My Report button.



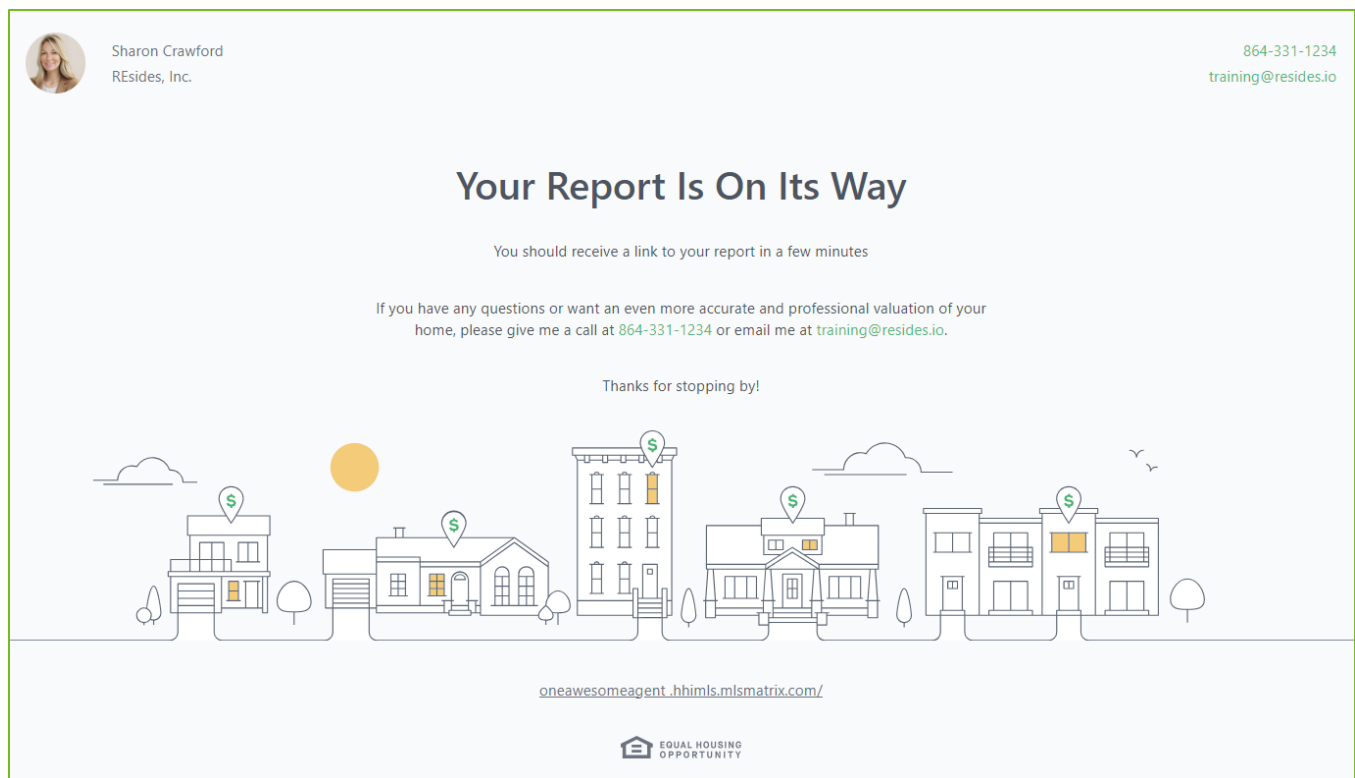
We Found It

25 Sweet Pond Court, Bluffton, South Carolina 29910

Please let us know where to send your home valuation:

Full name*	Email address*
REsides Training	training@resides.io
Phone	Sq/ft of your home
843-555-1212	3078

Next, they'll see this screen.



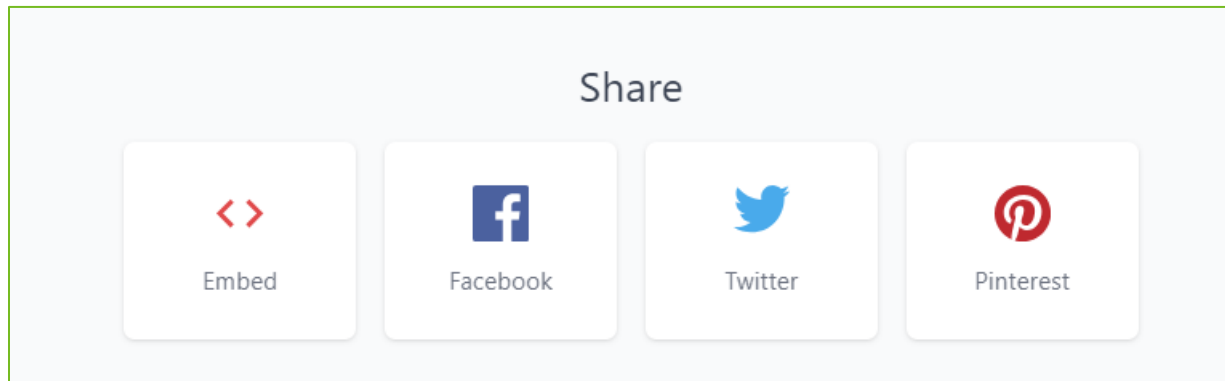
You may choose to have a CMA sent automatically to the prospect, or you can uncheck the box to prepare the CMA yourself and send it via email to the lead.

Notifications

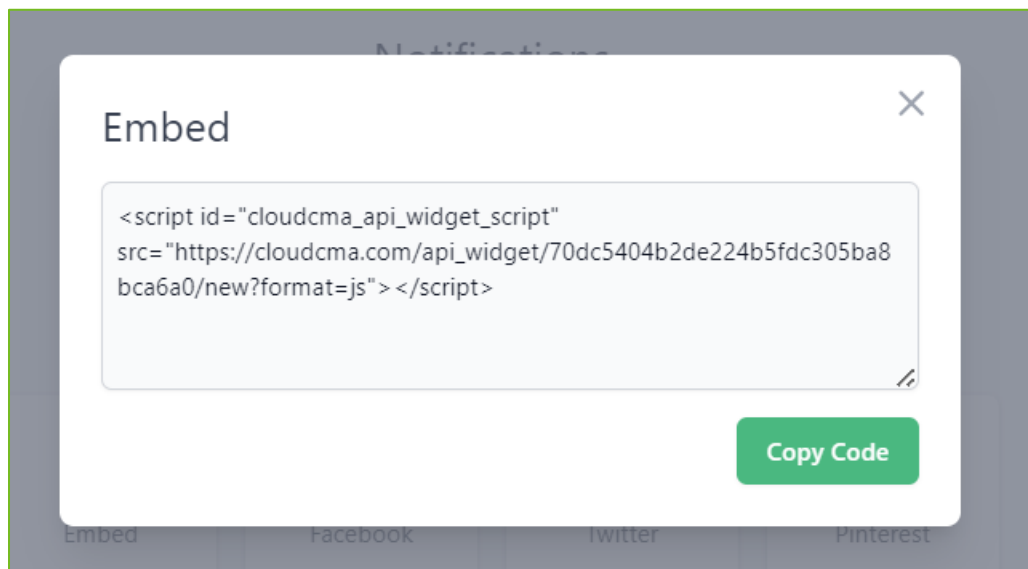
☒ Automatically email a finished report to all of your web leads

If you uncheck this box, your web lead will not be sent an email, but you will still be notified via email.

You may share the landing page directly from Cloud CMA. When clicking the links, you will be prompted to sign in to your social media account.



Click the Embed link, copy the code, and share it with your webmaster to add this landing page to your website.



If you choose to have Cloud CMA send the CMA directly to the lead, you will receive an email. You may click the View Report button to see what was sent to the lead. Best practice recommends sending the CMA yourself so that you have more control over the information your lead receives.

You have a new lead!

You have a new lead from Cloud CMA 🎉

Resides training
25 Sweet Pond Court, Bluffton, South Carolina 29910
843-555-1212
training@resides.io

They received the following Quick CMA through your Lead Generation Landing Page.

Recommended Next Steps:

1. Review the report and the subject property.
2. Reach out to help them understand the Quick CMA and suggest next steps for evaluating the value of their home.

Hello RESides Training,
Thanks for requesting a quick CMA.

25 Sweet Pond Ct



Sold



Active



Sold

5

2

13

56

Active

Pending

Sold

Days to sell

View Report

Since every home (and market) is different, I will follow up with you shortly so we can look at this information in more detail. Feel free to contact me sooner if you have any questions.

The lead will receive an email like the one below. Your contact information is included at the bottom.

Your Complimentary CMA

Hello RESides Training,
Thanks for requesting a quick CMA.

25 Sweet Pond Ct



Sold

Active

Sold

5

2

13

56

Active

Pending

Sold

Days to sell

View Report

Since every home (and market) is different, I will follow up with you shortly so we can look at this information in more detail. Feel free to contact me sooner if you have any questions.



Sharon Crawford
864-331-1234