CENTURY 21 Business Builder™
Agent FAQs

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What exactly will C21 agents and brokers receive?

- All CENTURY 21 agents and brokers will receive CENTURY 21 Business Builder, which is a CRM and marketing platform.

- Every single C21 agent will receive CENTURY 21 Business Builder at no charge, and will benefit from:
  - New best-in-class marketing platform
  - Built on a robust CRM engine that fully integrates with LeadRouter
  - New tools to help manage the conversion of leads into closed transactions

- Benefits include:
  - CRM
    - Contact information for all leads and contacts
    - Integration with LeadRouter
  - Marketing Center
    - Integrated with CRM
    - 500+ branded templates including most existing templates from the eCampaign Center and AdMaker
    - WYSIWYG editor so agents can customize the templates
    - Automated drip campaigns
    - eNewsletter
    - Designed for both email and direct mail
      - At launch: agents can print from their desktop or download a PDF
      - Coming soon: agents can print via an integration with Xpressdocs
  - Training and tutorials
    - Online Tutorials
    - PEAK (Performance Excellence, Accountability & Knowledge) Training
    - Jumpstart training
    - CLS Live Online and Self-paced training

How is CENTURY 21 Business Builder different from what other agents at other franchises can get from Market Leader?
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CENTURY 21 and Market Leader worked closely together to customize CENTURY 21 Business Builder to best suit CENTURY 21. In addition, it is integrated with 21Online and LeadRouter. The marketing center offers agents customized CENTURY 21-branded templates and materials. Best of all, it is provided at no additional charge.

Will CENTURY 21 still provide leads to agents?

Yes. Agents will continue to receive leads from CENTURY21.com and the company’s over 800 listing partners.

What is the price of CENTURY 21 Business Builder?

CENTURY 21 agents will not pay anything to Market Leader for CENTURY 21 Business Builder because there is a franchise-wide agreement between CENTURY 21 Real Estate and Market Leader.

Business Builder Integration

How is CENTURY 21 Business Builder integrated into 21Online?

Once an agent logs into 21Online, they will be able to seamlessly navigate to CENTURY 21 Business Builder from a module on the homepage.

Will the agents be able to integrate with subscriptions to other programs like VisualTour?

As of today, sorry, we do not support Escrow details in the CRM, nor integration with VisualTour.

Will there be any integration with Ad Maker?

There is no plan to integrate with AdMaker, however, we will look to incorporate much of the material from AdMaker to the new Platform. Please be aware that currently, Market Leader cannot generate TV commercials, Radio Ads and Online Banners like AdMaker does. This is something we will need to explore further with the responsible teams to develop the best path forward.

Will Business Builder replace any of the current 21Online tools?
Yes. Both the My Contacts tool and eCampaign Center will be discontinued once Business Builder is launched. *(Note: Campaigns that existed in the old eCampaign Center will continue through the end of 2012 unless previously cancelled by the user. Requests to cancel existing campaigns once the Business Builder has launched should go thru the Realogy Help Desk at 1.877.221.2765 (973.407.8295)*

**Business Builder LeadRouter Integration**

**Overview**

One of the many helpful features of CENTURY 21’s new Business Builder tool is its integration with LeadRouter. You can choose to “sync” leads in LeadRouter to Business Builder, so that when you manage your contacts in Business Builder, updates will be sent to LeadRouter. Also, when there are status changes in LeadRouter updates will be sent to your contact record in Business Builder. This document outlines these updates from LeadRouter to Business Builder and vice-versa.

**How to Sync Your Leads with Business Builder**

- Once a user sets up her Business Builder account she will be able to push her leads from her LeadRouter account to her Business Builder account. To push a LeadRouter lead to Business Builder, the user needs to do the following:
  1) Log into LeadRouter and navigate to the Your Leads section
  2) For the desired lead select the Update option
  3) In the Update panel, select the Sync to CRM option and click Save & Continue

- After step 3, on the lead detail page there will be an icon indicating ‘Pending Sync to CRM’. Once the lead is synced with Business Builder, an icon will appear on the lead detail page indicating ‘Synced to CRM’.

- When a lead is pushed to Business Builder, the following lead information is sent (if available): First name, Last name, Price range, Address, City, State, Zip, Email, Phone 1, Phone 2, Phone 2, Lead Status, Source, Area, MLS ID. With the exception of the address field, once a lead is synced with Business
Builder when you make changes to any of these fields the update will be sent to Business Builder automatically.

- At this time there is no way to automatically send new leads from LeadRouter to Business Builder. Leads can be “mass sync’d” manually from LeadRouter to Business Builder.

**How long does it take for a sync’d lead from LeadRouter to appear in Business Builder?**

Within a few minutes, if not sooner.

**Updates sent from Business Builder to LeadRouter**

When you take action on or update a contact in Business Builder that is synced with LeadRouter, updates will be passed back to LeadRouter to help you stay in compliance.

The following actions taken in Business Builder will post updates to LeadRouter:

1. When you send an email to a contact, add a comment, or add the contact to a campaign, an update will be sent to LeadRouter.
2. When you update the LeadRouter status (directly in Business Builder), an update will be sent to LeadRouter.
3. When you update the following fields in the contact record in the CRM, the information will also be updated in LeadRouter: First name, Last name, Email 1, Cell phone.
4. Sync’d contacts in LeadRouter will be updated each time email is sent to a contact enrolled in a campaign.

**What happens if I already have a contact in my Business Builder account that seems like the same person I just received as a lead from LeadRouter? Will a new contact be created?**

When a user pushes a lead from LeadRouter to Business Builder, we will check to see if a contact already exists in Business Builder with the same email address. If we find a match, we will link the new lead to the existing contact.

**What happens when an Admin reassigns a lead within LeadRouter from Agent A to Agent B?**
The corresponding contact will be deleted from Agent A’s Business Builder account automatically unless the contact existed in the agent’s account previously (see FAQ #1). Agent B will need to take and action to push the lead to his Business Builder in order to see the lead in his Business Builder account.

**What happens to My Contacts that originally came from LeadRouter?**

If a user currently has contacts in the 21Online myContacts section, when the user sets up her Business Builder account, her contacts will be automatically migrated to her new Business Builder account. For any of the contacts that were from LeadRouter, an update will also be made in LeadRouter for the corresponding lead record to indicate the lead is Synced with CRM.

**I can’t delete my contact from Business Builder.**

Contacts in your CRM that are synced with LeadRouter cannot be deleted. The only way to remove the contact in the CRM is to have the lead re-assigned in LeadRouter.

**How soon will I see LeadRouter changes reflected in Business Builder and vice versa?**

- Changes you see in one system should be reflected in the other system within minutes.
- The “Pending Sync to CRM” indicator you see in LeadRouter should only appear for a few minutes.

**Will the new contacts from LeadRouter sync automatically from LR or will the Agent / Broker have to activate the sync?**

Agents will have to activate the sync from LR to Business Builder. Once the sync is complete, actions taken in Business Builder with contacts will automatically update the leads in LR, and based on LR lead rules, will keep agents eligible to continue receiving leads from LR.

**Will changes made in the Business Builder update LeadRouter?**

Yes, Business Builder will update LR with edits made in the Business Builder system.
Will the LR rules apply to all contacts in the Business Builder?

LR rules will only apply to leads that are synced or have originated with LR. Manually added contacts or imported contacts not synced with LR will not be governed by LR company rules.

Will the sync from Business Builder to LeadRouter be automated or will that be manual as well per contact?

Any Business Builder contact that is not synced to Lead Router must be manually synced.

How does CENTURY 21 Business Builder integrate with LeadRouter?

At first, leads from My Contacts will be automatically inserted into the CRM. Moving forward, from within LeadRouter agents can select which leads to push directly to the CRM. Once a lead is pushed to the CRM any future changes to the lead status or contact information in LeadRouter will be pushed to LeadRouter. In addition, once the lead is pushed to the CRM, if an agent takes actions such as emailing a contact, setting up a campaign or creating a note, this action is posted back to LeadRouter. With subsequent releases the LeadRouter integration will evolve. The goal is to eventually be able to automatically receive, act upon and update leads directly through the marketing platform so as to eliminate the need for duplicate entry. There is no date set for this level of integration.

Is there a mass sync available in LeadRouter or will each new lead have to be synced individually?

Leads can be mass sync’d from LeadRouter to Business Builder.

Will Drip campaigns setup in LeadRouter transfer over to the Business Builder?

No. Any campaigns setup in LeadRouter will continue in LeadRouter and will not affect Business Builder.

If an agent co-lists a property will both be able to market the listing through the Business Builder?
Yes. Agents in the same office will have access to all of the offices listings and each can market the property if desired.

CONTACTS

How do I import my contact lists into the Business Builder platform?

- Agents can use the import wizard to import contacts from any database system they’re using today. Special options are available to assist agents transferring leads from Top Producer, Outlook and My RE Tools.
- If you have a list of contacts that you want to add to your Market Leader account, you can import the list in CSV format. You can use the following procedures to import contact data from a CSV file. For Business Suite or Professional users, please see your broker or team leader to use this feature.

Import Requirements

- Data formatted correctly in a CSV (comma separated values) file, so that data is included in the expected order.
- Market Leader requires a first name, last name, and email address for each contact.
- The CSV file must include all fields, even if empty, in the order specified on the Contacts Import page. See the following example layout.

To import contacts, use the following steps.

1. **Log into** the market leader **Admin** interface.
2. In the **navigation list**, click on **Contacts**.
3. In the action links, click **Import/Export**.

![Import Contacts](image)
4. On the Import Contacts tab, select the settings to assign to each imported contact.
   To avoid confusion, it might be helpful to clear out your existing Lead contacts and use the Lead status type for the imported contacts. Each imported contact receives an email that includes instructions on how to log into and use your website. You can edit the wording of this email.
5. Using the Import File Type drop-down, specify the format of the file you want to upload.
7. Click Import.

Are the CRM contact email addresses a link where if it is clicked, it will open up into a new email message ready for composition?

Agents can click on the email subject line, a “Send Email” icon or a relevant icon to open up a new email message.

For folks who have created segments with their 21Online contacts, will the new platform allow them to merge and maintain the contacts segment or will they have to re-group their contacts once they are ported to the new platform?

As part of our transition process from My Contacts to the new CRM, we will transfer all your contacts in My Contacts to your new CRM. The segment assignments for your contacts will be moved over as part of this process. In the new CRM the term ‘group’ will be used instead of the term ‘segment’.

What is the process to re-subscribe a contact that has opted-out?

If the agent has chosen to unsubscribe the contact via the “Stop system emails” button in the contact record, the agent can simply login to the contact detail page, and select “Allow system emails” and the contact is re-subscribed. If the contact has initiated the unsubscribe, then the agent will need to call into support to file a help desk ticket to re-subscribe the contact. They agent will also need to provide an email from the contact to verify the request to be re-subscribed to the support team.

How does a user transfer their contacts from another database system?

Agents can use the import wizard to import contacts from any database system they’re using today. Special options are available to assist agents transferring leads from Top Producer, Outlook and My Red Tools.
Can the broker download the agent’s contacts?
No

OTHER:
Will the Market Leader product also be a "back office solution" for brokers [either integrating with or replacing CREST].

The C21-Market Leader Marketing solution is for a new integrated Marketing and CRM platform not a back office system. We do not currently offer a back office solution.

What will the impact of the new platform be on those companies using a 3rd party back office software program like AccountTECH, LoneWolf, etc.?

There will be no effect to these companies. Market Leader will receive listing and other information feeds from CREST/SLDB(Shared Listings Database) as our other systems do today.

Can Business Builder support the pre-population of business forms such as those used in Cartus Relocation, etc?

No, this is not a feature available through the Business Builder platform

Will the new messages feature inside the BB dashboard capture messages from new contacts and leads?

- Yes. It is important to understand all messages are linked to only those contacts and leads in the Business Builder CRM database. The messages themselves are part of the BB email inbox. As far as new leads are concerned, the associate will need to capture the new lead either by entering the contact manually, by import or by LeadRouter integration. LeadRouter will update BB frequently throughout the day.
- Agents who email contacts from Business Builder, whether from a drip campaign or a stand-alone email, will see replies to those emails in their Business Builder account.

Is the Business Builder email linked to online sites such as c21.com, aggregate sites or myc21 site where listing leads are born?

Not at this time.
LISTINGS/LISTING CENTRAL

Will the search for properties feature include only C21 listings or all of the REN/IDX listings?

Business Builder will pull C21 listings only for the office as they are appearing in CREST. The Pro system can accommodate IDX feeds for an add-on fee.

How will CENTURY 21 Business Builder interact with Listing Central?

Listing Central will continue to allow system members to enhance their listings, which in turn will feed those enhancements to CREST. CREST will be responsible for updating the Business Builder tool. Please allow for 24 hours for updates in Listing Central to be available in Business Builder.

Will listing information be available to market in the marketing pieces?

Yes. CREST will integrate with CENTURY 21 Business Builder and provide a feed of listing data. Certain marketing designs within the marketing center are listing-enabled allowing an agent to select a specific listing from their office to populate the marketing piece with photos and listing detail information. Many postcards and property flyers are currently listing-enabled.

Will all listings feed from CREST? Is there any restriction on listing type?

All active listings will be made available in the feed. This includes rentals and commercial properties for sale (commercial leases not included)

Listing Central allows a single listing to hold up to 50 photos. Will the 50 photos be acknowledged by CREST, which will then feed to Business Builder? And if so, will Business Builder accommodate the 50 photo count?

Business Builder will be receiving listing data including photos from CREST and therefore the current CREST limit of photos will determine the number of photos Business Builder will have for a listing. These listing images will be available for the user to include in a marketing piece. Keep in mind, that, most marketing pieces typically have photo slots for 3-5 photos.

Will the office and company listings appear in listing-enabled marketing templates?
Yes. All office listings will appear as long as the agent has added their CREST Office ID. Users will need to contact the Help Desk to accomplish this task.

Business Builder Support

Who handles the support if/when there are questions or issues?

Traditional support methods will apply. Call the C21 Help Desk at 1-877-221-2765

Where can I learn more?

- Learn more about Business Builder:
- 21Online
- Online Training: http://success.marketleader.com/businessbuilder-training
- Getting Started instructions and short tutorials: http://docs.marketleader.com/display/training/Getting+Started+with+CENTURY+21+Business+Builder
- CLS Website via 21Online.com and enroll self-paced training.

Is there a page within Business Builder, similar to the Congratulations page once agent creates their account, where training links, guides, etc will be made available?

Yes. From their Business Builder system, they can access training and tutorials from the Help section on the far right side of the main menu ribbon. When they hover their mouse over Help, they can select Training, Help for this Page, or Getting Started.

MARKETING CENTER

If a campaign recipient opts out of receiving communication, will the system remove them from the campaign?

It does not remove them. The system stills shows as if they are assigned to the campaign, but the system blocks anything from being sent out to them.

Will the agent be “warned” if they try to place a recipient who has opt out into a campaign?
They do not get warned but the contact does not show up on the list of contacts to choose from when trying to add contacts to a campaign.

**How does the system identify recipients who have opted out?**

The contacts profile will display an envelope icon with a red minus sign that denotes that they have unsubscribed from email communications. In their profile details under their email address on the right side it will also say that they have unsubscribed from alerts and marketing.

**Can the marketing materials be printed?**

Yes. Most templates will be available for download to PDF. The exceptions are digital only templates such as animated greetings or tours.

**Will the Newsletter still print on two pages?**

Yes, the articles in the newsletter will still determine how many pages will be created in the final print format.

**Marketing: Can we import our logo?**

CENTURY 21 has imported the logo for you so you do not have to add one.

**Will agents be able to tie their listing information into the BB Marketing Materials?**

Yes, Business Builder will auto pull the listing information from CREST into specific listing-enabled Marketing Materials.

**Are there Social Media buttons for the Marketing Materials?**

The social media icons that you have uploaded in 21Online will be automatically added to your marketing center materials. You can choose to remove, replace or add additional social media icons (and links) within your editor.

**Are Seasonal campaigns and eGreetings still available?**

Yes
With regards to reminders, will the purchase anniversary date in the new CRM trigger a reminder?

YES. The two CRM fields responsible for triggering auto reminders are contact birthday date and contact purchase anniversary date.

Will there be open house flyers available in the CRM?

Yes, PLUS remember many of the templates are editable so if you like a template that says Just Listed, you can change it to say Open House instead.

Will there be recruiting campaigns for Brokers?

Yes.

Will this effectively sunset eGreetings?

No, eGreetings are now available in the marketing materials in CENTURY 21 Business Builder. What’s more, you can now include a personalized message inside the greeting.

Will the CRM platform provide a tab to track Escrows with a few fields for escrow company, title company, COE, sales price etc.?

Not at this time.

Does the new Business Builder have a label function?

Not at this time. The user would need to export a file to an external program.

Are there any limitations to the standard CRM platform?

In terms of the CRM there are several rules to remember:
  - The number of Segments (groups) to which contacts can be assigned is limited to 50.
  - The names of these segments must be limited to 100 characters.

How will the Business Builder email and the vanity email interact?

  - Business Builder is a separate email account. It can be synched with Outlook, iPhones and Droids. It does not forward to other email systems. Agents can forward their other emails to Business Builder. The
emails will arrive on the dashboard for current contacts and in the agent’s webmail for emails sent from people who are not yet contacts.

**Can the Marketing Center campaigns be printed and sent via email/html?**

YES and YES. Most of the campaigns will provide a PDF copy where the associate will be able to download and print using a local printing source. There will be a phase 2 enhancement to the Business Builder tool that will involve integrating Xpressdocs to supplement with all printing needs. As for email/html, the campaigns are ready for online transmission upon creation.

**Can campaigns be created using a tablet?**

DEPENDS. Creating campaigns requires Microsoft software called Silverlight. This software is not always packaged with the standard tablet. Those tablets lacking the software will be able to manage and monitor campaigns, but they will not be able to create or edit existing campaigns. Typically, Apple products do not include Silverlight.

**Can the newsletter be printed?**

Yes. Most campaigns will generate a PDF file where the agent will be able to download and print on demand. Newsletters will be printable. Campaigns not generating a PDF will be animated greeting cards for example. It will print the total # of pages, which can change depending on how much content is added by the user.

**Is there a size limit per image that can be uploaded into the Marketing Center?**

No size limit per image. There is a file manager storage limit of 150MB for CENTURY 21 Business Builder.

**Can a marketing template be saved and reused again for later?**

Yes. All marketing templates will provide the option to save over the existing template OR save as a new template. It is encouraged to reuse your saved pieces when possible as it will save you time from creating an entirely new marketing piece.

**Can I use a saved marketing piece to upload a new listing where it will automatically load the listing information from CREST EDG?**
No. After you save a marketing piece, you cannot sync a new listing to your saved piece. Marketing templates that are listing-enabled will be linked to the listing selected originally for that specific marketing piece. You can use the editor to make adjustments to your custom piece for many of the template’s fields such as image and text, if you wish and update it with the new listing information.

Are we able to add a contact to a drip campaign already in progress?

Yes. For date-based campaigns, newly added contacts will receive the next marketing piece that fires on the upcoming date (this may be the 4th, 8th, 16th piece of the campaign). For interval-based campaigns, the contact will start the campaign from the beginning and will receive the first campaign piece.

Is it possible to change the timing between the marketing pieces in a drip campaign?

Yes. Regardless of the campaign type, whether it is date-based or interval-based, the delivery dates can be adjusted at will for all pieces that have not yet fired (been sent).

Is there a reporting feature that tracks the Marketing Center pieces as far as opens, spam, opt-outs, etc?

Not currently, but it is planned for a future phase. The team is working to include a tracking report. Right now, contacts that opt-out will be captured in the CRM and this information is displayed via a status icon in the contact record.

Can I post a marketing piece directly to social media?

The “Post to Website” feature will generate a link for you to post your piece anywhere online. Here’s how it works… After you save a marketing piece, you’ll have several distribution options, one of which is “post to website”. This option provides you an easy way to generate a plain link, text link with HTML, and button link with HTML for easy posting anywhere online. You can then use the plain link option to post your piece directly into any social media channel of your choosing.

Can stock photos be used?
Yes. It is highly recommended to use stock photos provided by the CENTURY 21 Brand Center. Over hundreds of photos ranging from agents, homes, yards signs and more are available for free download.

**Will Admins be able to create flyers or other campaigns on behalf of their agents via their own login?**

Anything an admin builds in their own Business Builder account can only be sent to contacts they have added in their system. There is not a way for them to copy their designs into other agents Business Builder marketing center accounts.

**Where are the uploaded images and templates saved?**

All data is stored with the Business Builder tool.

**Do the seasonal action plans roll over year to year?**

The seasonal action plans do not currently roll over year to year however you will receive a reminder when the campaign is about to end.

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**Business Builder and Teams**

**Will LeadRouter information on Teams be available to Business Builder for reporting purposes?**

No. LeadRouter does not receive team data from CREST or 21Online however LeadRouter does distribute leads to teams. When a company is set up the broker has 2 options: Leads can be distributed based on normal agent/office business rules or they can choose to let LeadRouter distribute leads based on a rotation setup in LeadRouter for that team. This rotation or distribution is not based on any information that LeadRouter receives from CREST or 21Online. Bottom line is that Team data can be reported for other things but not for leads distributed through LeadRouter.

**Is CENTURY 21 Business Builder more friendly towards teams than the eCampaign Center was?**

Both the eCampaign Center and the Business Builder rely on data fed from CREST/SLDB feeds and since the information available in these feeds relative to
teams is limited, the Business Builder platform will not function much differently in this area.

Business Builder Contact Management System (CRM)

Does Market Leader work better with any particular browser?

Yes, Mozilla FireFox and Internet Explorer 8+ are preferred.

Can leads from my other websites be synced with Business Builder?

Not at this time.

Will reminders sync with Gmail or Outlook?

Not at this time, CENTURY 21 has created an internal one stop shop for agents that take them from lead generation, to day to day communication and closings. This is all done from the 21Online system and inside Business Builder.

Business Builder Email system

Introduction

The email process within the Business Builder system has been designed to increase your ability to effectively communicate with customers and clients and provide tracking and follow up alerts when used properly. For a detailed explanation of how the email process works and options available please click on the link and review the detailed Business Builder Email Process.

Will consumers be able to unsubscribe?

Yes, All emails going out from Business Builder will provide consumers the option to unsubscribe.

What is the new email domain?

....@C21-email.com
Why is there a separate Business Builder email address from the @CENTURY21.com vanity email?

CENTURY 21 Business Builder℠ (powered by Market Leader) requires the set up of a new email account on the @c21-email.com domain. This email is separate from your @CENTURY21.com vanity email account. This is a required part of the Business Builder account activation process as this is how the Market Leader platform is designed to work. This is the way your marketing and responses are anchored to each CRM record in your database. Without this, the business intelligence associated with your marketing efforts is lost. Contacts will get the agent’s Business Builder email address only from email communication you send out from Business Builder or if you market this email address. It is important to note that our previous email marketing tool, the eCampaign Center, also utilized a special email domain separate from your vanity email as it enabled tracking, opt-out management and focused whitelisting efforts on that particular email domain. These are critical aspects of any marketing platform.

How will the Business Builder email and the vanity email interact?

Business Builder has a separate email account that you choose during the activation process. It can be synched with mobile devices for your convenience. It does not forward to other email systems. Users can forward their other emails to Business Builder if they desire. The emails will arrive on their dashboard for current contacts and in their webmail for emails sent from people who are not yet in their contact database.

What kind of notifications are available for new emails and leads in Business Builder?

You can add a total of 3 notification alerts, to either notify you via text message or email. If you choose text message, any costs incurred by your carrier will apply. In addition Business Builder is compatible with IMAP.

Can you add an image to the email signature?

No. The email signature in the profile settings is text only, however the marketing email signature (the signature attached to marketing pieces sent from the system) will pull data from your profile (provided by CREST), including the marketing photo. You can also add an image to the marketing pieces where the agent contact information and signature will appear.
Can more than one image appear in the signature?

No. The signature allocates for one image only.

What activity within Business Builder will prompt notification alerts?

Alerts can be set to notify agent of new contacts OR new email messages. Alerts cannot be used to notify for reminders.

What happens if you change your marketing email to something other than the Business Builder email address?

It will be sent from the new email address and only the initial outgoing send action will record in the CRM record for the recipient(s). If the user hits “reply,” it will go to the new email address and not associate with the CRM contact record within Business Builder.

What happens to LeadRouter if user changes the email address to something other than the BB email address?

It will record (and give credit for follow up) for that initial email you created and will sync status with LeadRouter. But, when the recipient replies, the connection to CRM (via @c21-email) is broken and will not update LR Status anymore.

Already use a Market Leader product

If a C21 agent currently uses Market Leader Business Suite, will the account automatically transition?

No. Eventually Market Leader and CENTURY 21 will launch a “phase 2” for Business Builder with some optional add-ons for brokers. Once that occurs, Business Suite owners may choose to transition to that platform.

If a C21 agent uses SharperAgent, will the account transition to CENTURY 21 Business Builder?

No. While Market Leader leveraged significant parts of the SharperAgent platform in building CENTURY 21 Business Builder, it is actually a completely separate platform, and therefore there can be no direct transition. We can work
with you on importing your contact database and some additional transition steps.

**Available add-ons integrated with Business Builder**

**What are the Professional add-ons to CENTURY 21 Business Builder?**

The CENTURY 21 Business Builder platform also offers more advanced add-ons that may be purchased, including Market Leader Professional (premium software add-ons to Business Builder) and a number of options for purchasing leads.

Market Leader Professional is a set of premium features fully integrated into CENTURY 21 Business Builder (A resource guide will soon be available with this information):

- **Prospect for new leads**
  - Lead-capture website with MLS IDX integration
  - Craigslist postings
  - Market Insider on your website
  - Local market trends
  - Local school reviews
  - Compare areas
  - Search widgets
  - Consumer mobile website
  - Optional pay-per-click advertising

- **Market to your sphere**
  - 4,000+ more design templates, including
    - 50+ pre-defined campaigns
    - 1,100+ marketing postcards
    - 300+ eGreetings
    - 300+ folded greeting cards
    - Newsletters – ready to go
    - Sports schedules
    - Market Insider eNewsletter
    - Advanced search options
    - Build your own custom campaigns

- **Find and engage your motivated buyers**
  - Initial contact wizard
  - Listing alerts
CENTURY 21 Business BuilderSM
Agent FAQs

- Recent contacts online
- Viewed homes detail
- Saved homes detail
- Win and sell more listings
  - Property blast tool
  - Single property websites
  - Seller’s market report
  - Marketing in motion: Virtual tours
  - Luxury brochures
- Maximize your ROI
  - Lead sources report
  - Website analytics
  - Performance evaluator
  - Preferred partners
  - Power Hour webinars
- All CENTURY 21 professionals using CENTURY 21 Business Builder may also purchase additional leads through Market Leader that will be inserted directly into CENTURY 21 Business Builder:
  - HouseValues.com: all seller leads from a specific zipcode
  - JustListed.com: all buyer leads from a specific area

Why is there a “base” product and “add-ons”?

CENTURY 21 Business Builder is a robust CRM & marketing solution for all CENTURY 21 agents. It will be available, free of charge, to all agents and brokers. This solution has a broad variety of features and options, including significant ability for customization.

For many agents, CENTURY 21 Business Builder will be all that they need. Some agents, however, will want to leverage additional features and benefits to drive additional leads, further engage and market to their contact database, further market their listings, and more. Many agents already purchase some 3rd party products that address some of these needs. By offering Market Leader Professional, Leads Direct, HouseValues.com and JustListed.com as add-ons that are tightly integrated into CENTURY 21 Business Builder, agents who want “more” can benefit from a single, comprehensive solution at a special discounted rate.

Who should consider purchasing the Market Leader Professional add-ons?

- Agents who would like to supplement their lead pipeline
Advanced users who are interested in
1. Additional lead generation tools,
2. Additional variety, types, and customization capabilities for marketing materials, and/or
3. Additional analytics and insights into prospect behavior, web traffic, etc., should consider the Market Leader add-ons.

Agents who have a number of listings could benefit from the advanced marketing tools to promote listings (premium templates, virtual tours, single property websites, etc.)

Agents who have a large number of contacts could benefit from the advanced campaign capabilities, enabling more targeted and relevant communication to different groups of contacts.

**Can we have listings feed from the MLS?**

Yes. This is not available for CENTURY 21 Business Builder but it is available in the Market Leader Professional add-on.

**Will my MLS be covered?**

Almost all of the CENTURY 21 areas are covered by MLS’s in Market Leader Professional. Market Leader covers 91% of all listings in the US, over 4.2 million properties. We currently have over 380 MLS feeds and are capable of on-boarding 90 new MLS’s per month.

In the small chance that an agent is in an area where there is not current MLS coverage, Market Leader and CENTURY 21 will work to add that MLS.

Your CREST listings will populate into your Business Builder account. If you’re using Market Leader Professional, then you’ll have MLS access, which you can choose to use instead of the CREST listings feed.

**How will the CENTURY 21 Business Builder Pro interact with the upcoming “single point of entry” project relative to listings?**

Although Business Builder Pro can connect with your MLS listings the single point of entry project is completely separate and has no connectivity to the Business Builder.
How will Business Builder interact with Market Leader Professional?

Business Builder is the foundation for Market Leader Professional. The two interact seamlessly. If you have Market Leader Professional you will also have all of the functionality of Business Builder, plus all of the additional features that come with Market Leader Professional as well.

When will my Market Leader Professional be integrated with CENTURY 21 if I already have it?

If you are already a Market Leader subscriber please contact C21Support@marketleader.com to discuss a unique set up processes to ensure that all of your contacts are integrated into your Business Builder.

How does the Market Leader Professional website interact with the CRM?

Actions taken on the website by consumers are tracked and reported in the CRM for the agents to follow. These actions will generate activities for the agent to help them stay on top of the contacts and aid in converting them into closings.

Will CENTURY 21 Business Builder include the ability to post listings directly to Craigslist?

No. This is a feature found only in Market Leader Professional, which is available as an add-on.

Is there a size limit per image that can be uploaded into the Marketing Center?

No size limit per image. There is a file manager storage limit of 500 MB for the optional Market Leader Professional add-on.

Can a drip campaign be created from scratch, allowing for my choice of postcards, emails, etc?

This is not available for CENTURY 21 Business Builder but the ability to create custom campaigns, add custom pieces and activities at will, is a feature available in the Market Leader Professional add-on. Business Builder provides established campaigns that will enable the user to edit certain elements such as adding contacts and adjusting delivery as well as delete pieces from the campaigns.
Can leads from my other websites be synced with Business Builder?

There is a widget that an agent can use if they purchase the Professional add on.

Will the agents be able to integrate with subscriptions to other programs like VisualTour?

You can use a completely integrated virtual tour feature in the Professional version. The Professional version has so many great features that it is very economical vs purchasing each of the features on your own.)

Updates sent from Business Builder to LeadRouter

For users of Market Leader Professional, setting up listing alerts for a contact will also send an update to LeadRouter.

Will the search for properties feature include only C21 listings or all of the REN/IDX listings?

Business Builder will pull C21 listings only for the office as they are appearing in CREST. The Pro system can accommodate IDX feeds for an add-on fee.

If a C21 agent currently (or before we launch) uses Market Leader Professional, will the account transition to CENTURY 21 Business Builder?

YES. Current Market Leader Professional customers will have the option to have their system automatically upgraded to the CENTURY 21 Business Builder with the Professional Market Leader Professional add-ons, as well as any guaranteed leads that they have purchased. User simply needs to contact Market Leader Support directly at 1.877.732.3417. Should a user decide that they want to drop their current Market Leader Professional account in favor of the Business Builder they would also need to contact Market Leader support (note that there could be related charges for dropping the current Market Leader Pro application based on the users current contract).

- The system fee will be reduced to the special discounted rate of $99/month once the customer transitions.
- Enjoy all the additional benefits of Business Builder, including the customized CENTURY 21 branding, CENTURY 21 branded marketing
materials, integration with 21Online, LeadRouter, and other CENTURY 21 technologies.

- Agents can import their leads into CENTURY 21 Business Builder at any time.
- One change is that there will no longer be integrated printing with Shutterfly. At launch, CENTURY 21 Business Builder will have the ability to print to your desktop or download a PDF, and in the future will have integrated printing with Xpressdocs.