



PrimeStreet



QUALIFIED
REAL ESTATE
REFERRALS

PROGRAM OVERVIEW



Lead Connection



The PrimeStreet referral team is working for you 7 days a week. We use proven follow up techniques and the latest technology to make that all important initial connection with a lead.

Lead Nurture



Buyers often need time to get their credit in order, save for a down payment, or wait for their current lease to expire. The PrimeStreet system nurtures prospects until they're ready.

PrimeStreet Qualified



Our experienced referral team is trained to sort leads by both intent and ability to move quickly. Only these PrimeStreet Qualified referrals are matched with our local partners.

PrimeStreet Opportunity Funnel



A seamless handoff in our mobile application helps you take each PrimeStreet Qualified referral to the closing table. Our nurturing process engine allows you to focus on each step of the buyer's or seller's journey.



\$529,000

Estimated Payment

\$2,498/mo

5585 S Winnipeg Street, Aurora, CO 80015

[Photos](#) | [Map](#) | [Street](#)

4
Beds

4
Baths

3,084
Sq. Ft.



\$529,000

4 Beds • 4 Baths • 3,084 Sq. Ft.

5585 S Winnipeg Street

Aurora, CO 80015

Michael Desmarais

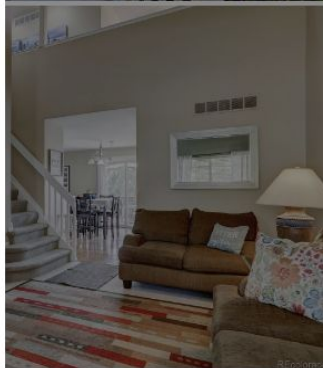
Coldwell Banker Realty

(303) 594-4100

[Send Message](#)

3084 SqFt House In Saddle Rock Ridge

Rare Main Floor Bedroom With 3/4 Bath * Master Bedroom Has 2 Walk-in Closets * 5 Piece Master Bath * Spacious Bedrooms * Open Loft Area Is Perfect Office Space * New Kitchen Cabinet Doors * Gas Range/Oven * Newer Dishwasher * Sliding Doors In Kitchen Area Gives Access To Spacious Trex Deck * Professionally Landscaped Yard * Whole House Fan * Central A/C * 3 Car Garage * Full Size Garden Level Basement is Finished With Wet Bar And Half Bath * Storage Area That Can Be Finished For 5th Bedroom * Structural Wood Floor With Circulating Fan * Sump Pump * Home Has Been Pet Free and Smoke Free *** Property Sold "As Is" *** This Sale Is Part Of 1031 Exchange *



Send a Message ✕

Name

Email

Phone

Hello, I'd like more information about the listing I found on Homes.com at 5585 S Winnipeg Street.

Send Message

\$529,000

Estimated Payment
\$2,498/mo

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[Photos](#) [Map](#) [Street](#)

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4 Beds • 4 Baths • 3,084 Sq. Ft.

5585 S Winnipeg Street

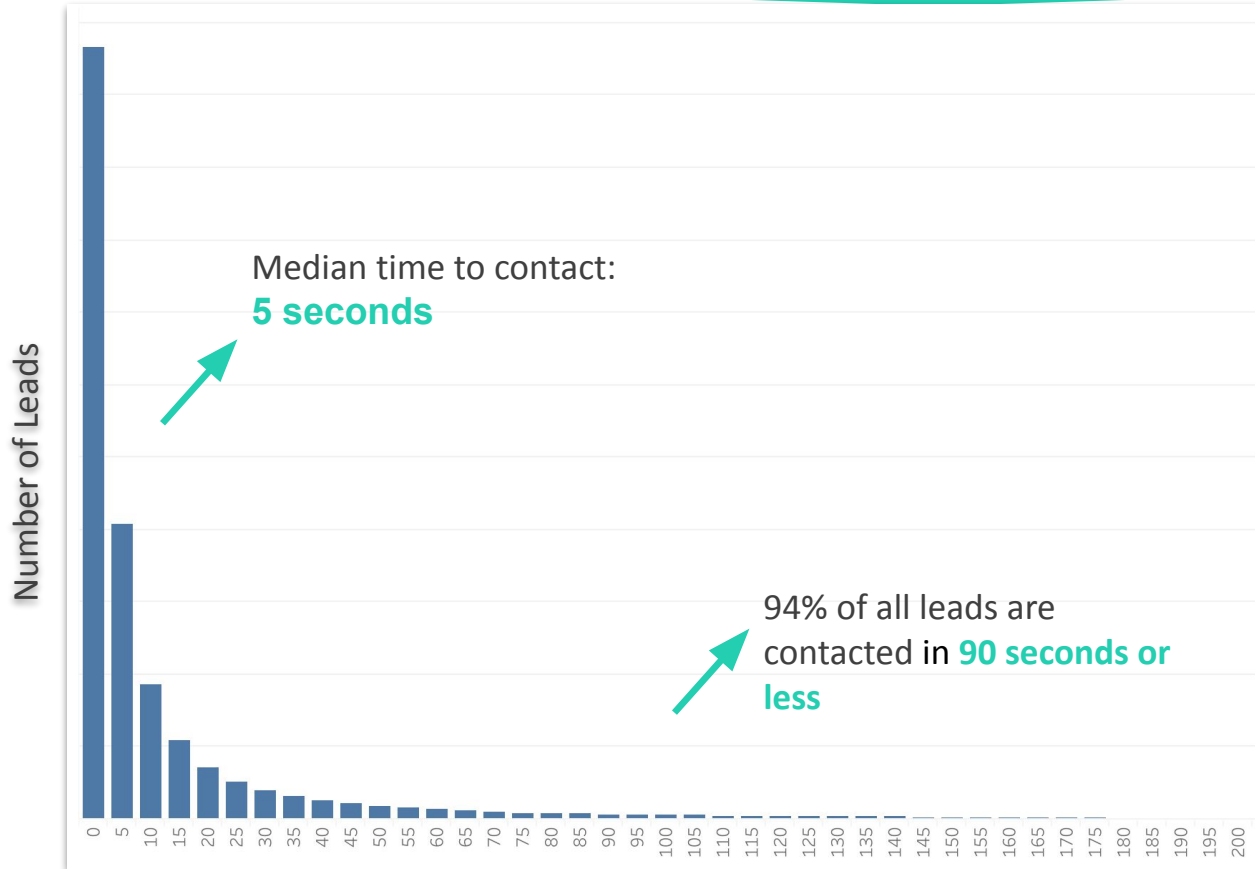
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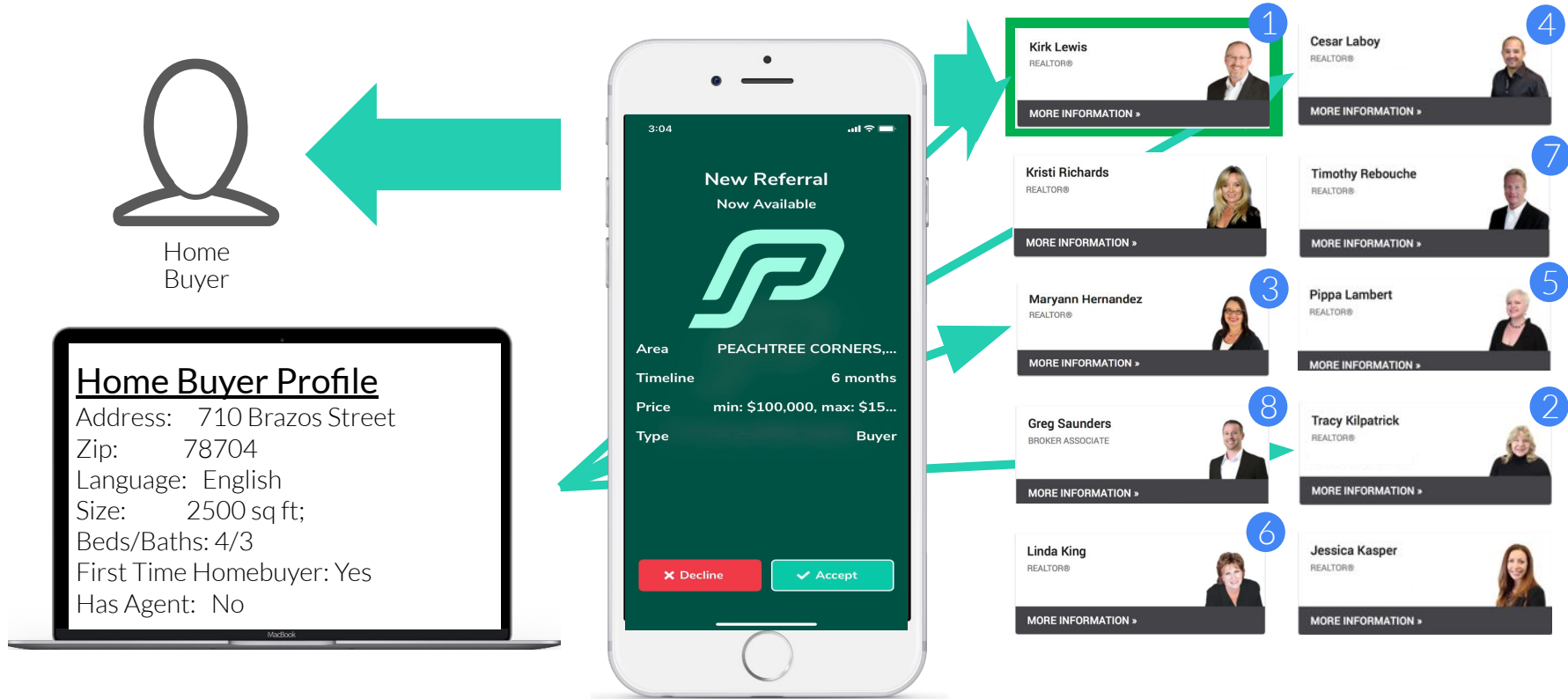
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Send Message



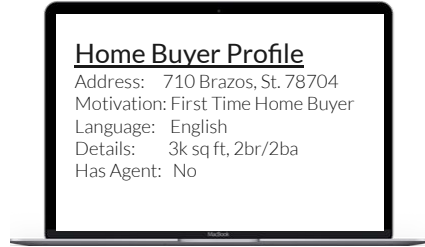
PrimeStreet's Matching System



LIVE TRANSFER



Home Buyer

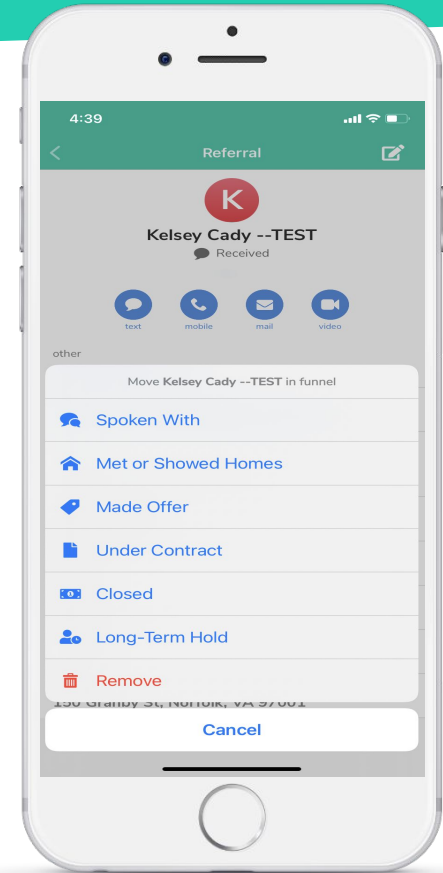
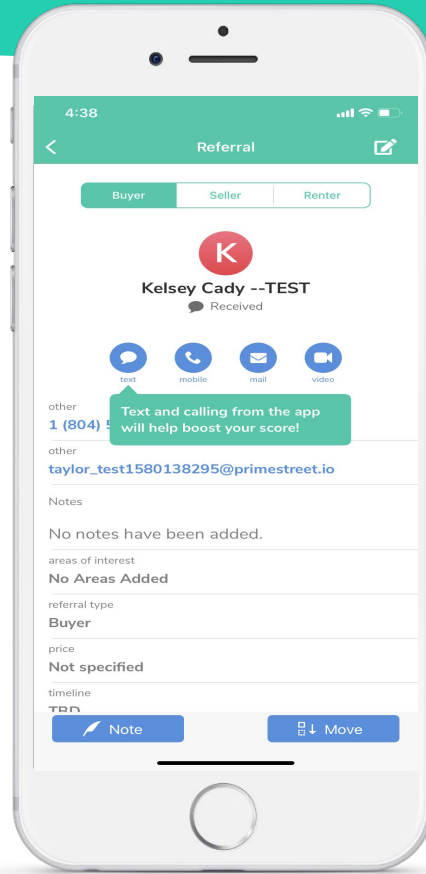
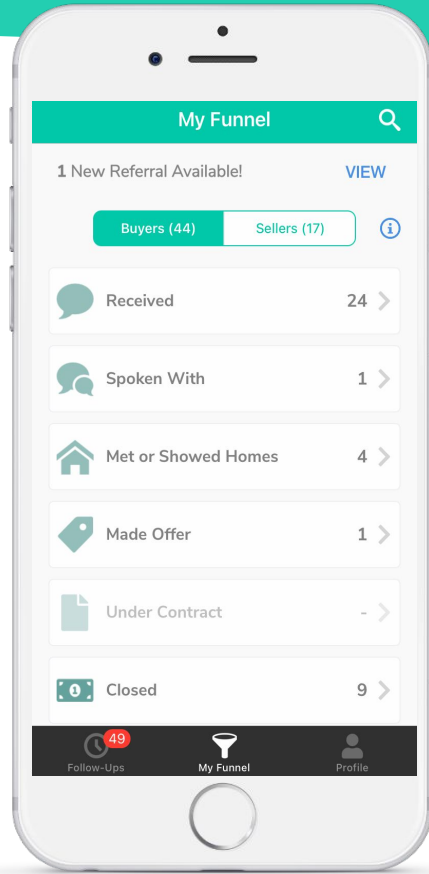


Live TRANSFER

- Once you've won a referral, we'll live-transfer your new client directly to your phone
- We give you a rundown of our conversation before the handoff to ensure you want to accept them



Your PrimeStreet Funnel



Client Interview Questions & Process

We only transfer **PRIMESTREET-QUALIFIED** referrals who:

- Are looking to buy or sell within 6 months or less
- Have a price point of \$100K and above
- Have sufficient credit

** We do NOT purchase rental leads from our vendors. We do, however, transfer leads as rentals if the client indicates they are interested in renting **

We pre-screen every lead before transferring them to you:

L - Location. What area(s) is the client looking in?

P - Pricepoint. What's your budget/how much are you looking for from your listing

M - Motivation. Are you a buyer or seller? First time home buyer or veteran status?

A - Agent. Are you currently working with another Agent?

M - Mortgage. Are pre-approved for a mortgage? If not, are you able to obtain financing?

A - Appointment. When are you available to meet?

Client Interview Questions & Process

We just ask the questions in a different order:

A - Appointment. When are you available to meet?

A - Agent. Are you currently working with another Agent?

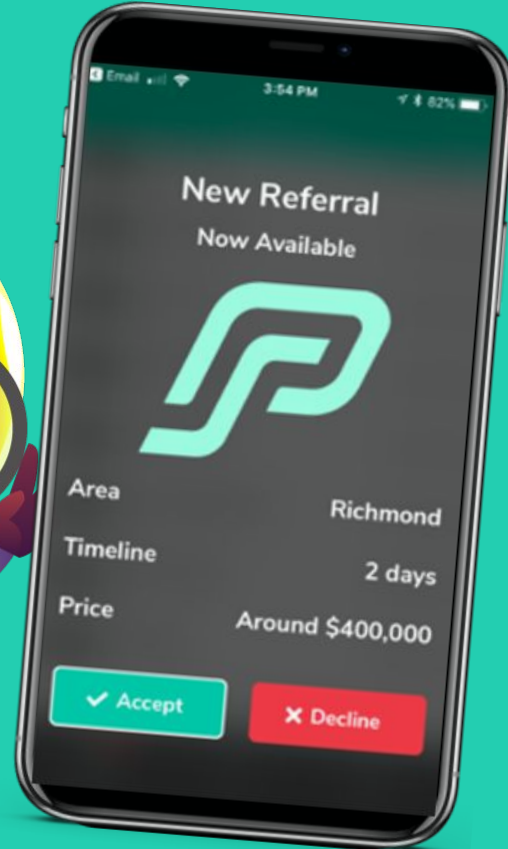
M - Motivation. Are you a buyer or seller? First time home buyer or veteran status?

L - Location. What area(s) is the client looking in?

M - Mortgage. Are you looking for financing? Are you able to?

P - Pricepoint. What's your budget/how much are you looking for from your listing

The PrimeStreet Mobile App



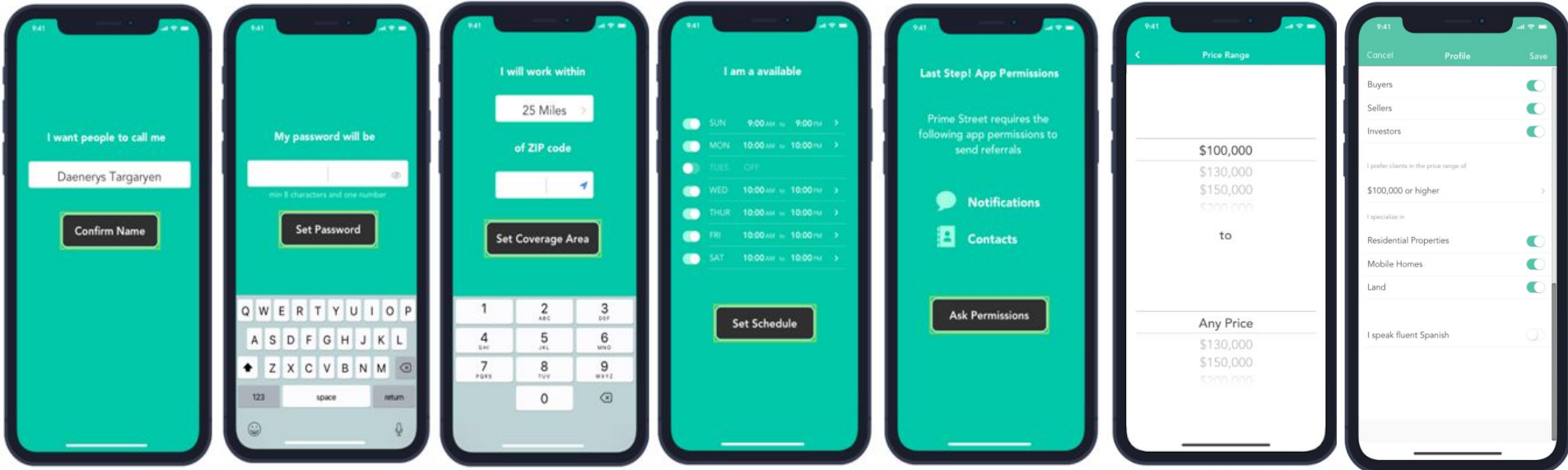
Agent Enrollment Steps

Sign Agent Agreement

Complete Agent Onboarding Course

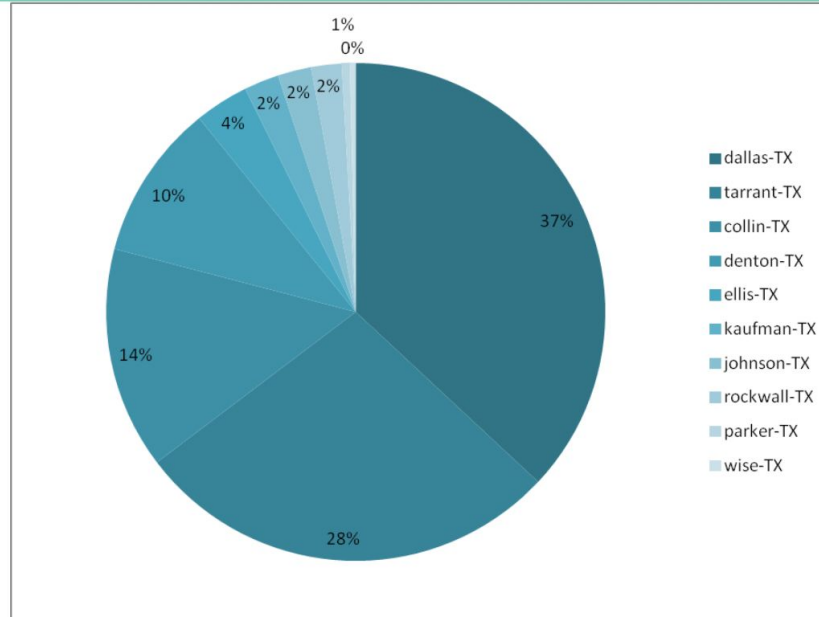
Download and Set Up PrimeStreet App

Account Set Up



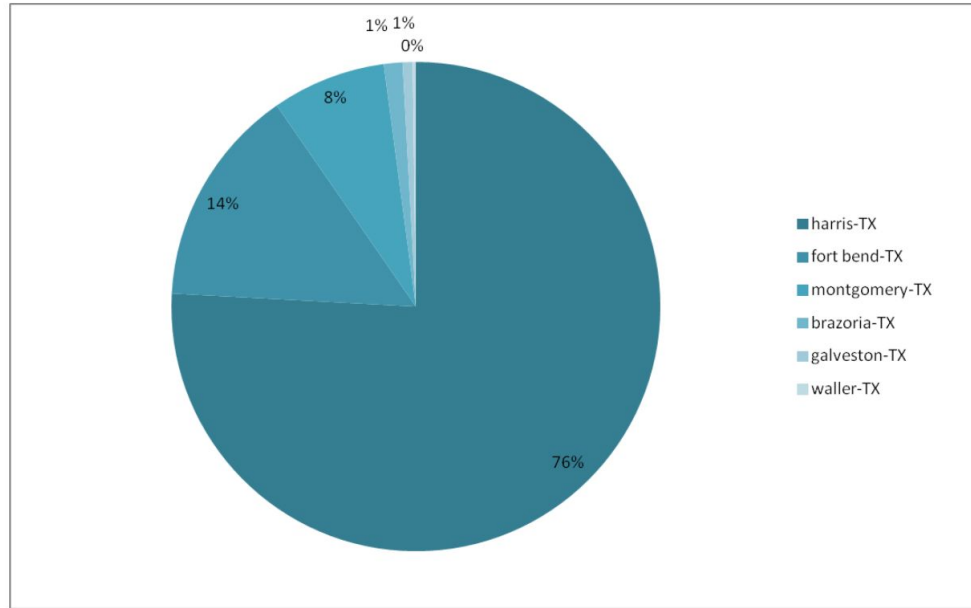
Referral Volume

Referral Volume - Dallas

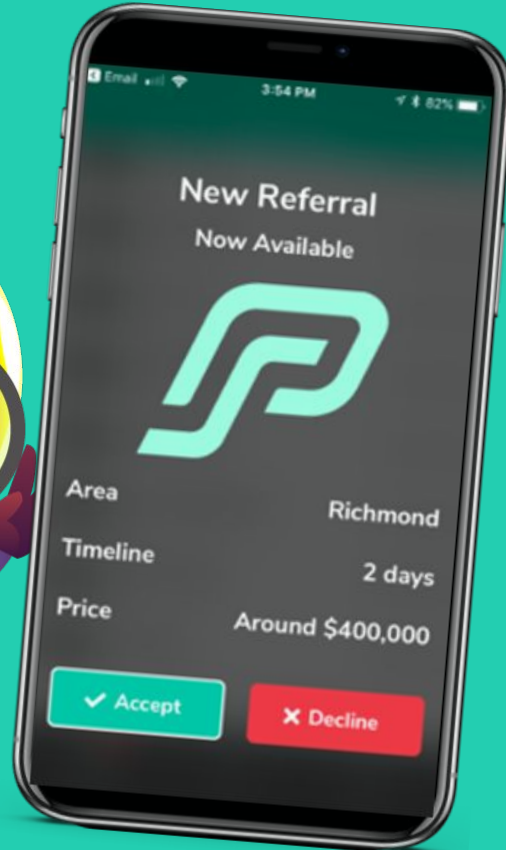


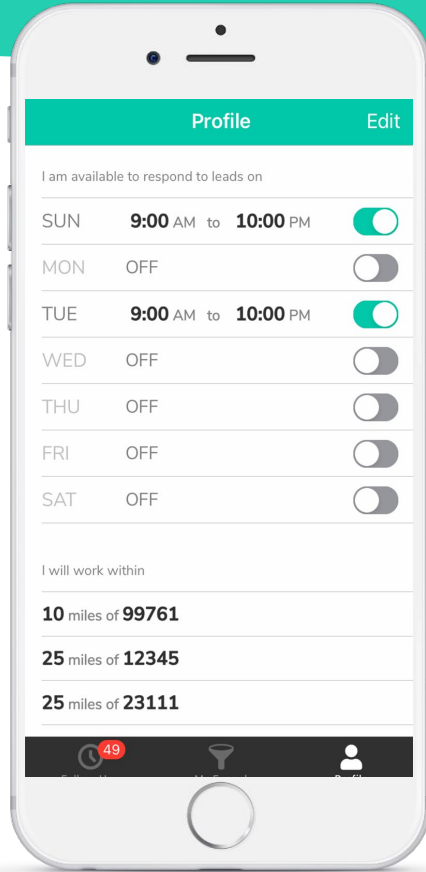
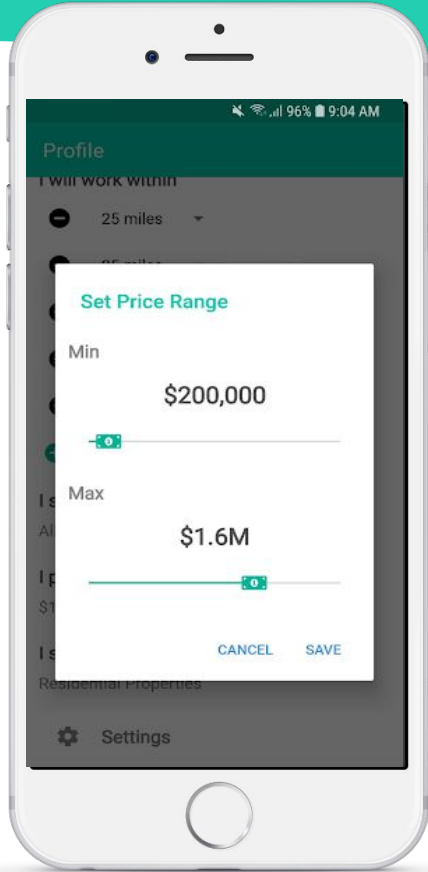
Referral Volume

Referral Volume - Houston



PrimeStreet Best Practices

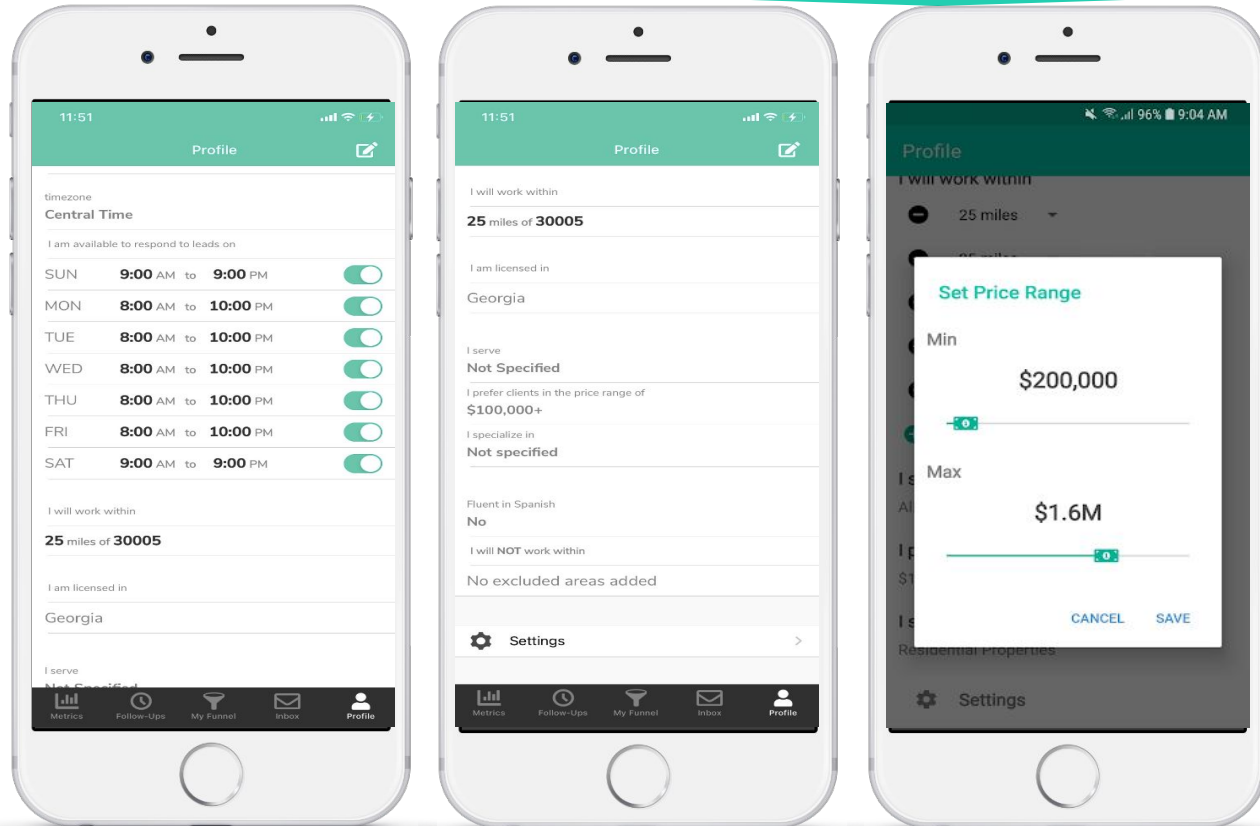




INCREASE PRODUCTIVITY WITH QUALIFIED REFERRALS

- Agents set their work area, schedule and preferences for price & property type
- Agents receive alerts for referrals they have the highest probability of closing. The more Agents engage, the better and smarter the routing gets

SETTINGS

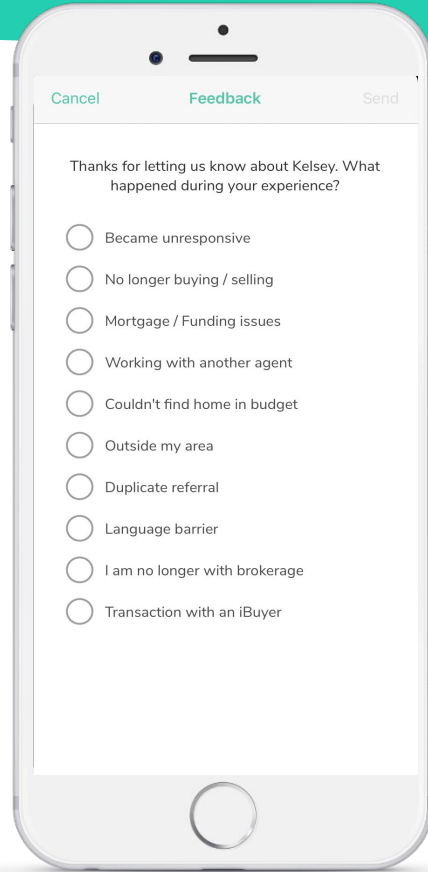
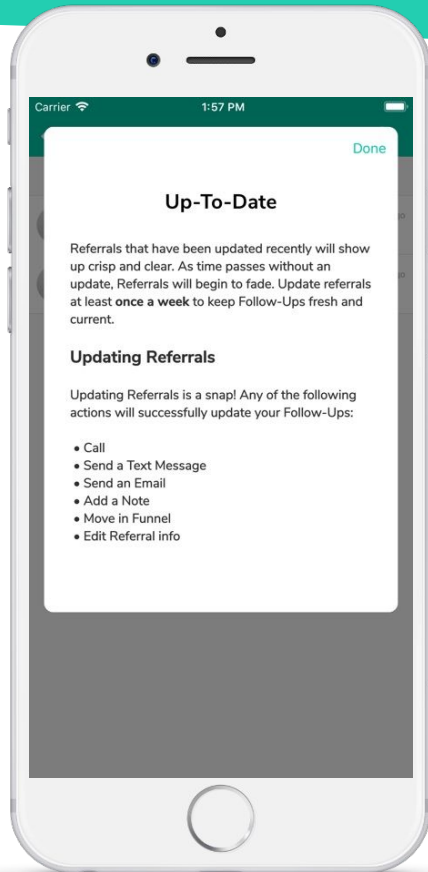


Setting broad app preferences increases your likelihood of receiving the most referral invitations possible.

You will not receive invitations for client types that do not meet your preference criteria.

The app is designed to be fluid and customizable. Feel free to edit your settings as frequently as you wish to achieve the desired results.





STAY UP-TO-DATE



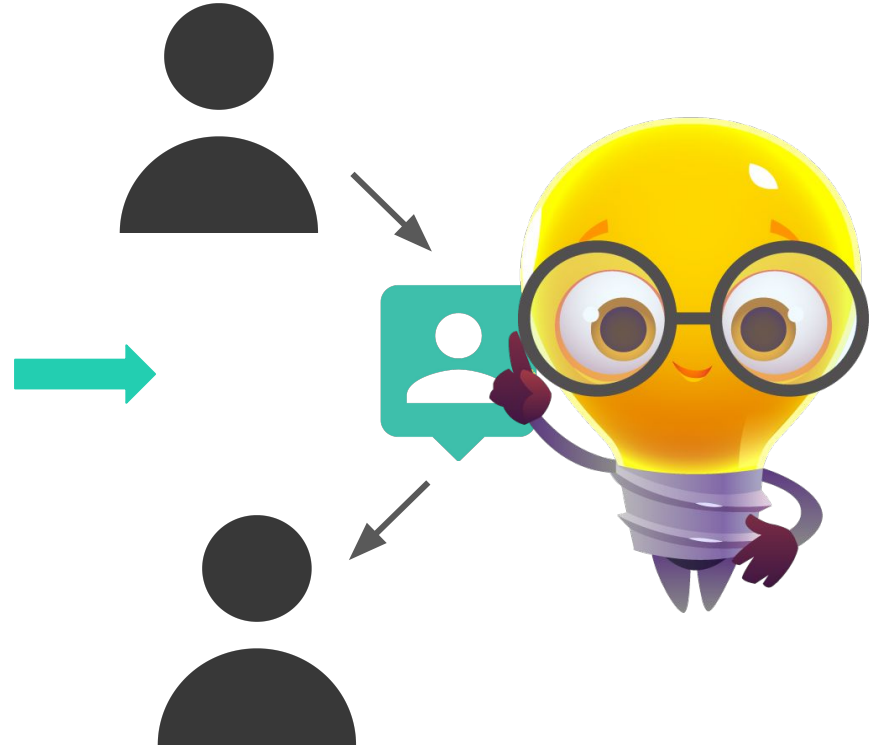
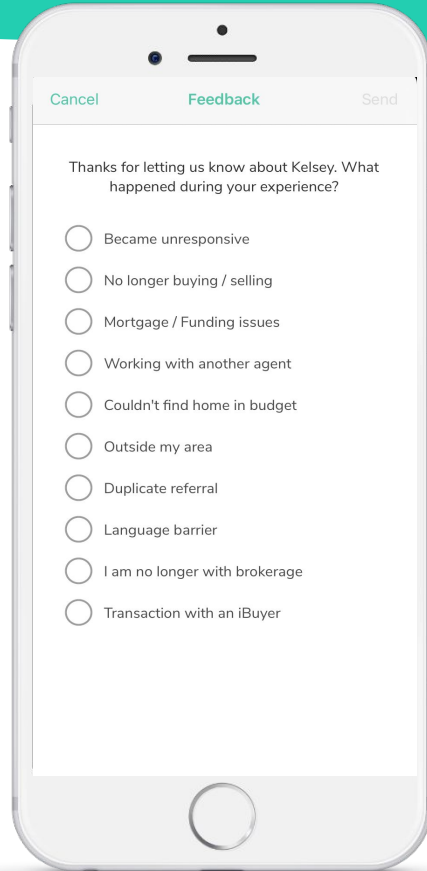
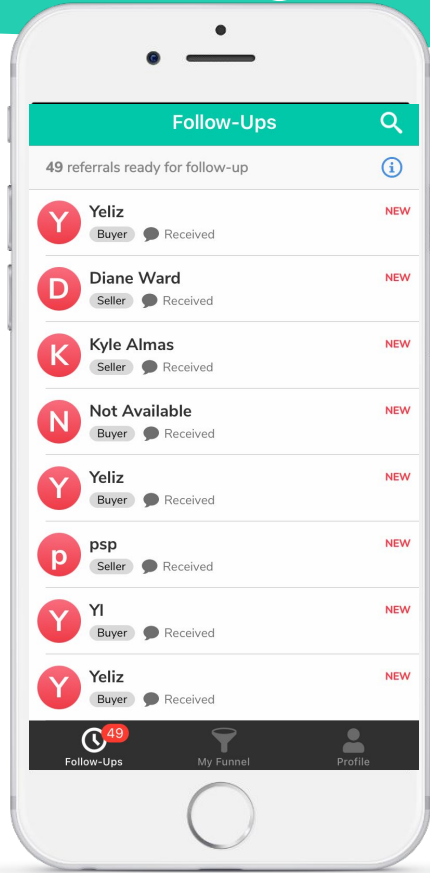
Having overdue referrals in your funnel negatively impacts your score, and ultimately, your referral volume.

Agents with opportunities that are more than 14 days overdue are placed on **Admin Hold** and are not eligible to receive new leads until their current ones are brought up-to-date.

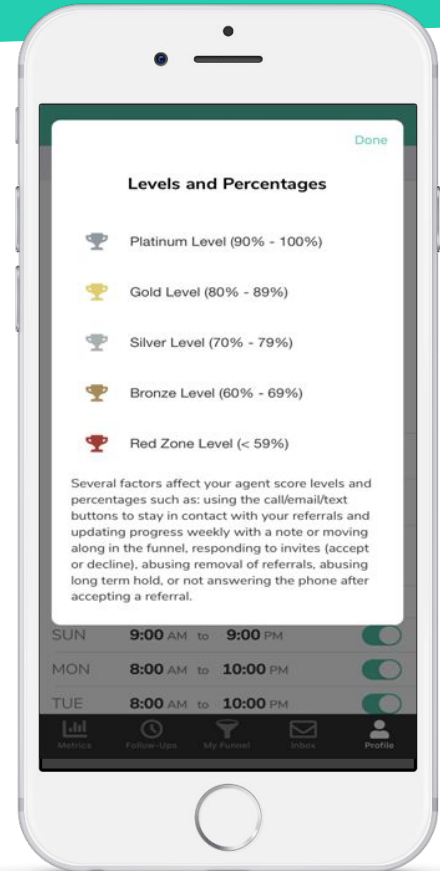
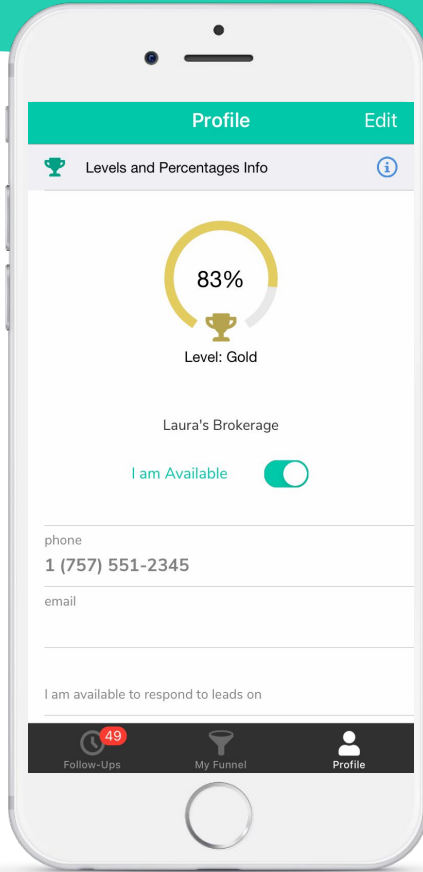
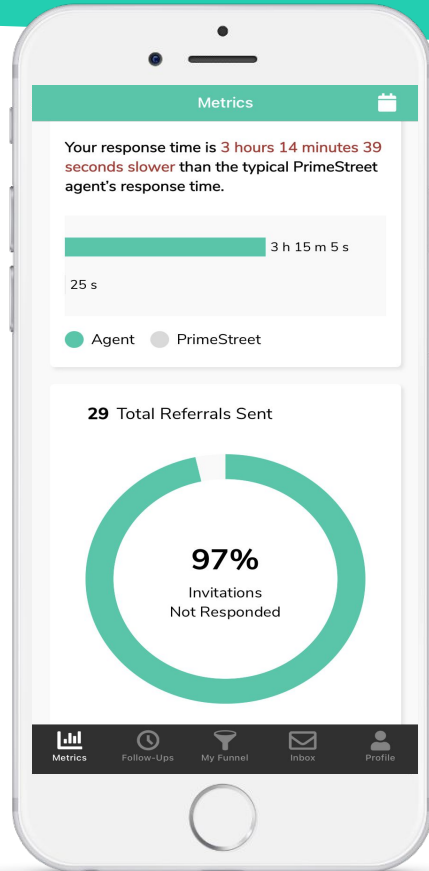
If you no longer wish to work with a client, remove the opportunity from your funnel

| Overall Totals  | |
|---|-----|
|  Total Referrals | 699 |
| Follow-Ups | |
|  Active Referrals | 174 |
|  Overdue for Follow-Up | 25 |

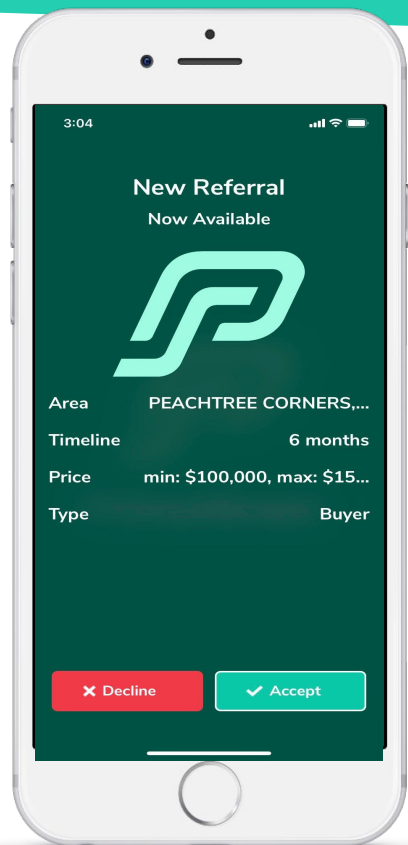
Removing Referrals



PrimeStreet Metrics



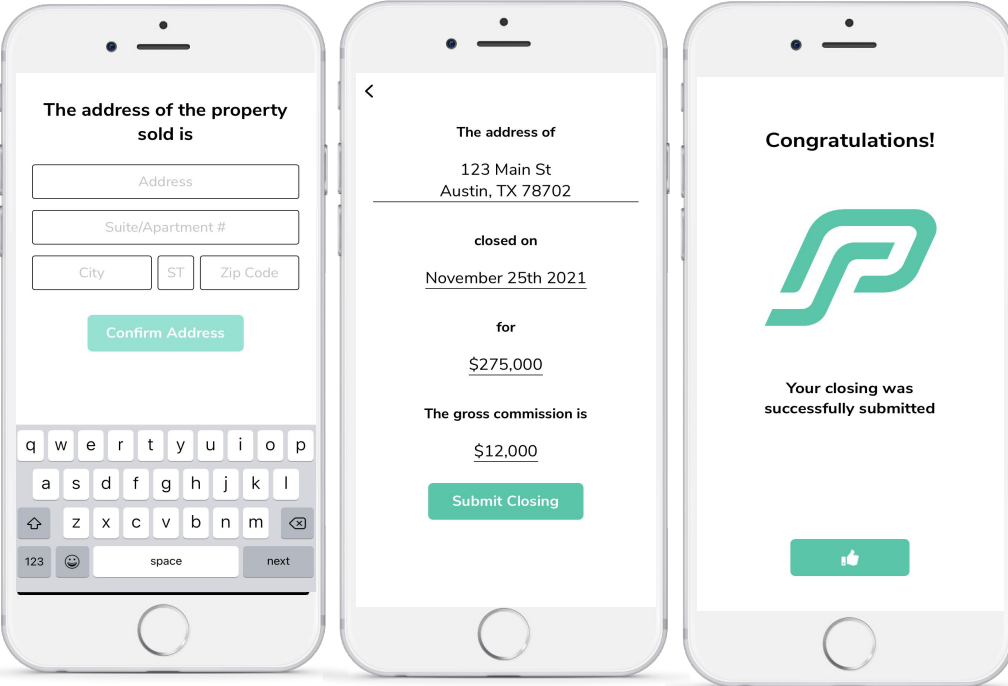
CLICK ON WHAT YOU CAN



Rejecting a referral alert is a positive engagement score also and the more you reject specific types of referral alerts, the more the algorithm will know not to send those to you and the more refined the alerts will be

| Won Referrals | Total Invites Sent | Invites Accepted | Invites Declined | Invites Unresponded | % Invites Responded |
|---------------|--------------------|------------------|------------------|---------------------|---------------------|
| | 1 | 1 | | | 100.0% |
| | 1 | | 1 | | 100.0% |
| 5 | 10 | 7 | 3 | | 100.0% |
| 2 | 15 | 13 | | 2 | 86.7% |
| 2 | 42 | 3 | | 39 | 7.1% |
| | 28 | 1 | | 27 | 3.6% |
| | 1 | | | 1 | |
| | 1 | | | 1 | |
| | 1 | | | 1 | |
| | 4 | | | 4 | |
| 8 | 104 | 25 | 4 | 75 | 27.9% |

CONVERSION + PROGRESSION



Levels and Percentages

CLOSE

- 🏆 / ★ Platinum Agent (90% - 100%)
- 🏆 / ★ Gold Agent (80% - 89%)
- 🏆 / ★ Silver Agent (70% - 79%)
- 🏆 / ★ Bronze Agent (60% - 69%)
- 🏆 / ★ Red Zone (< 59%)

Several factors affect your level status and percentages such as: follow-up time, responsiveness, answering calls and messages, shown homes, offers made, properties under contract, transactions closed, days to sign contract, agent training completion, and app engagement.

The screenshot shows a user profile for an active agent with an 84% success rate. The "Preferences" section is visible, showing client types (Buyer, Seller), property types (Residential), and price range (\$250,000.00 - \$20,000,000.00). A "Coverage Areas" table is highlighted with a green border.

| Zip | Type | Radius |
|-------|-------------|----------|
| 30097 | Transaction | 25 Miles |
| 30680 | Transaction | 25 Miles |
| 30044 | Preference | 25 Miles |

July 20, 2023 PrimeStreet Webinar | What to Say (and When to Say It)

with Les McGehee

Join Master Coach Les McGehee as he walks through how to maximize your conversions with the power of words. In this session, we'll explore the common questions agents have as they talk with potential clients. What do I say, when do I say it, and who do I say it to? Plus, Les will explore the act of active listening. People will tell you what they need, if you'll just listen!



[See this Course](#)

Did you know you can boost your score by participating in our monthly webinar?

Each month PrimeStreet hosts expert-led webinars on topics that help agents close more deals!

Watch the live webinar (or the session recording) and submit your feedback within 5 days to earn a 5 point boost in your agent score for 30 days!

** You must continue to submit feedback each month to maintain your boost.

Q & A

Have a question or need tech help?

Email our support team at:
agentsupport@primestreet.io



Michael McLennan
Lead Account Manager.
michael.mclennan@primestreet.io

