



Maximum One Greater Atlanta

All About OpCity & PrimeStreet & Other Leads Programs





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What Is OpCity (aka www.Realtor.com) & How Does It Work? (OpCity & Realtor.com are Both part of the Same Parent Company)

Real Estate Lead Generation – www.OpCity.com aka www.Realtor.com



Opcity purchases millions of real estate leads from around the web, taking on the risk of lead generation for your brokerage. We call, filter, and continually follow up with inquiries until the perfect client is ready to speak to your agents. And the best part? We only charge a commission upon close.

Live Transfer Via Mobile

All client introductions to agents occur via a **live** warm phone transfer. The first agent to respond to our mobile alert will receive a real-time introduction to a ready client.

Agent Matching Technology

Our Opcity Agent Matching Technology connects the right client to the right agent in real time. Your agents with the highest performance score will get access to a higher volume and quality of referrals.

No Sign-Up Cost

Unlike most referral services, we do not charge any sign-up or annual fees. With instant onboarding, your agents will immediately begin to receive live customer referral alerts.

Save Valuable Time

No more chasing after cold prospects. We do the heavy lifting to connect your agents to live referrals, not unfiltered inquiries. Time is money: speak only to ready clients.

Only Pay on Close

To completely align incentives, we get paid when you get paid. We are so confident in our technology; we bear the upfront cost and risk. We put our money where our mouth is!

OpCity Leads & OpCity Referral Fees

Referral Fees Due at Closing:

- As of 1/1/23, there is a flat 40% Referral Fee due on all OpCity & PrimeStreet leads
- Referral fee due on client for 2 years



OpCity Blog

Check out the blog for great tips & tricks: <https://www.opcity.com/blog>

Additional OpCity Support

- OpCity & Realtor.com belong to the same parent company
- OpCity Support: <https://support.realtor.com/s/>

What is PrimeStreet Leads Program & How Does It Work?

Real Estate Lead Generation - <https://www.primestreet.io/>

The PrimeStreet system nurtures and qualifies aspirational clients until they are ready for your advice and local market knowledge. At that important step, we make the introduction to you as the local expert to take them through the final crucial steps of buying or selling a home

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.

- Smart Routing
 - In the PrimeStreet App agents set their work area and schedule as well as preferences for price and property type. We select the agent with the highest probability to close. The routing gets better the more that the agents engage with the app.



- Warm Transfer
 - The live transfer to you is the key to a successful referral. Once you accept a referral be ready to answer your phone and start a new relationship with your next client. The warm handoff transfers the trust we have built with client over to you.
- Assistance to Closing
 - Through the agent-friendly PrimeStreet app and first-class online training we help our local partners manage the conversion process and track their opportunity funnel for maximum sales. Stay organized & monitor your results.

Primestreet Referral Fee

- As of 1/1/23, there is a flat 40% Referral Fee due on all OpCity & PrimeStreet leads
- Referral fee due on client for 2 years

Agent Participation

If you are interested in receiving OpCity Leads &/or Primestreet Leads, simply email Dana Sparks of your interest: Dana@MaximumOneRealty.com . She will sign you up.

- You will receive a Welcome Letter introducing you to OpCity &/or Primestreet & Your Agent Portal
- Agent must download the OpCity App &/or Primestreet App
 - You can receive, evaluate and consider every referral type now available to you
- Agent may also log into to their Agent Portal in OpCity: www.OpCity.com
- Agent may also log into their Agent Portal in Primestreet – www.Primestreet.io
- OpCity Business partners are there to help you set up your profile to get the leads you want

Maximum One Procedures

- When your lead goes Binding, you will make a note in your transaction in Paperless Pipeline that this lead is from OpCity so that we may pay the referral fee after closing
- Make sure to indicate that OpCity or PrimeStreet is the source of your Lead
- Agents with Maximum One prior to 2022 must sign the **“Amendment to Independent Contractor Agreement for Affiliated Licensees Participating in Referral / Relocation Transactions” – See Below**



Lead Generation for Increased Business

At Maximum One, we strive to bring to you & bring to your attention a myriad of choices & ideas to generate business on an ongoing basis! We do not guarantee results from any of these resources below - we are merely bringing them to your attention as an Independent Contractor to **HELP YOU GROW YOUR OWN BUSINESS!** These include:

- **OpCity / Realtor.com** - 40% Referral Fee - Contact Dana to sign up - Dana@MaximumOneRealty.com
- **PrimeStreet** - 40% Referral Fee - Contact Dana to sign up - Dana@MaximumOneRealty.com
- **Vulcan 7** - Expired Listing Information - Free - Contact Heidi Owens to sign up - DES@eAGENTweb.com
- Lead-Generating Agent-Branded Website through **Chime** - \$17/Month - Contact Heidi Owens to sign up - DES@eAGENTweb.com
- Lead-Generating Agent-Branded Website through **kvCore** - Free - Contact Heidi Owens to re-send your Welcome Email - DES@eAGENTweb.com
- **Agent Masterminds** - Free - See [weekly schedule](#)
- **Market Leader** - Paid Referrals - <https://success.marketleader.com/agent-advice-real-estate-leads-1>
- **The OJO Network** - Paid Referrals - <https://ojo.com/agent-teams/>
- **Referral Exchange** - Paid Referrals - <https://www.referralexchange.com/>
- **Veteran's United** Referrals - Paid Referrals - <https://www.veteransunitedrealty.com/agent/>
- **USHUD Cooperative** - Paid Referrals - <https://ushudcooperative.com/>
- **HomeLight** - Paid Referrals - www.HomeLight.com
- **Agent Harvest** - Paid Referrals (Listing Focused) - www.AgentHarvest.com
- **Tom Ferry Coaching** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.TomFerry.com
- **Keeping Current Matters (KCM)** Real Estate Resources - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.KeepingCurrentMatters.com
- **Mike Ferry Organization** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.MikeFerry.com
- **Brian Buffini Coaching** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.Buffiniandcompany.com
- **Craig Proctor Coaching** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.TeamCraigProctor.com
- **Andrew Lacey Coaching** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.AndrewlaceyTraining.com
- **Floyd Wickman "Sweathogs" Coaching** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.FloydWickman.com
- **Tim & Julie Harris Coaching** - Many Free Resources & Coaching - fees vary based on products / level of coaching you choose - www.TimandJulieHarris.com
- **Echelon Real Estate Services** - Social Media / Agent Branding Marketing (Karie Smith) - Many Free Resources & Coaching - fees vary based on products / services you choose - <https://echelonvirtualassistance.com/>



- **Competitive Edge** - Social Media / Agent Branding Marketing (Shantha Wetterhan) - Many Free Resources & Coaching - fees vary based on products / services you choose - <https://competitivebrand.com/>
- **Shaheedah Hill** Video Coaching - fees vary based on products / services you choose - <https://www.shaheedahill.com/>
- **Karin Carr** Video Coaching - fees vary based on products / services you choose - www.youtubeforagents.com
- **Karen Coffey** Coaching - fees vary based on products / services you choose - <https://karencoffey.com/>
- **Dave Ramsey** - Become a Trusted Local Provider - <https://www.ramseysolutions.com/>
- **Just to name a few!**

We appreciate your choosing Maximum One Greater Atlanta & Continue to Support Your Real Estate Career with Service, Innovation & Education!

Amendment to Independent Contractor Agreement for Affiliated Licensees Participating in Referral / Relocation Transactions

This Amendment modifies the Independent Contractor Agreement between Maximum One Realty Greater Atlanta or Maximum One Greater Atlanta, REALTORS® (hereafter “Maximum One Greater Atlanta”) & _____ (Agent Name)

Broker will NOT release any Listings, Buyer Brokerage Agreements, or any customers who were referred to Maximum One Greater Atlanta by any company or anyone who holds Maximum



One Greater Atlanta responsible for paying referral fees after a Licensee is no longer affiliated with Maximum One Greater Atlanta and closes the transaction with a new Brokerage. When this happens, Maximum One Greater Atlanta is still liable for paying the agreed upon referral fee even after not being a party to the transaction or receiving any commission income.

This includes **but is not limited** to all referrals from Opcity, Zillow, Redfin, Primestreet &/or any Referral or Relocation Company.

Licensee understands that if he or she continues to work with any of these referrals, upon termination of this Independent Contractor Agreement or if Licensee fails to notify Broker that their commission was due from referral business even while affiliated with Maximum One Greater Atlanta, that Licensee will be in violation of GA State Law and will owe Maximum One Greater Atlanta 100% of the commission along with any and all collection costs incurred by Maximum One Greater Atlanta for enforcing the terms and conditions of this provision, including Broker’s reasonable attorney fees and court costs.

In order to avoid this situation prior to terminating this Independent Contractor Agreement, Licensee must work with Broker to transfer the referral to Licensee’s new Brokerage. A written release of liability for Maximum One Greater Atlanta must also be received from the referring person or company prior to transferring the referral. Otherwise the referral will NOT be released to Licensee by Maximum One Greater Atlanta.

Signed: _____ Date: _____

Agent Printed Name: _____

Agent with Maximum One Greater Atlanta

Signed: _____ Date: _____

Broker Printed Name: _____

Maximum One Greater Atlanta, Qualifying or Managing Broker