



## FREQUENTLY ASKED QUESTIONS

### **Rental Lead Routing**

#### **How does the rental lead routing process work?**

The Long & Foster listing agent always gets first right of refusal on a lead for their rental property listings, unless the inquiry is being sent from a renter who is already assigned to a specific Long & Foster rental agent.

If the listing is not accepted, the lead will be sent to a group of rental certified agents and the first agent who accepts the lead is assigned to the renter.

If the lead is not accepted, it will be sent to the manager of the office located nearest to the desired rental property. The manager will then assign that rental lead to a rental certified agent within their office.

#### **How does the rental lead routing system determine to which agents to send a lead?**

The system will send leads to rental certified agents whose primary office is located within proximity of the desired rental property.

#### **If I previously used Rental Beast, am I already rental certified?**

Yes, if you were certified by Rental Beast and receiving leads from their system, you should continue to receive leads via the Long & Foster direct process through LeadTrax. You can contact your Rental Service Center representative to confirm.

#### **How do you become a rental certified agent?**

You will need to complete two courses, a general rental certification course and a bootcamp. You can learn more about these training classes at <http://cafe.inf.com/departments/Rental%20Service%20Center/Pages/RSC-TrainingOpportunities.aspx>.

#### **How do I change which rental leads I receive?**

Contact your Rental Service Center representative to update which leads you receive. You will need to tell your representative which zip codes you would like to receive leads from. Note that you must have certification in that state to receive a lead from a specific area.

#### **If I previously used Rental Beast, can I still use it?**

Yes, you can continue to use Rental Beast to connect with renters, access Rental Beast's rental leads and off-MLS listings, and take Rental Beast training courses. You will need to purchase an individual agent subscription to do so, and Rental Beast is offering discounts for Long & Foster agents on annual and quarterly subscriptions. To get started, visit [www.rentalbeast.com/Inf](http://www.rentalbeast.com/Inf), email [transition@rentalbeast.com](mailto:transition@rentalbeast.com) or call 617-213-9303.



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### **Do rental certified agents choose the areas they serve and specify zip codes from which to receive rental leads?**

The initial area and zip codes that a rental certified agent is assigned to receive leads is based on that agent's primary office and state certification.

### **Does an agent receive all rental leads from prospects who are interested in that agent's exclusive listing?**

Unless the customer is already working with another Long & Foster agent, leads generated from a Long & Foster rental listing first will be offered to the listing agent.

### **How long does an agent have to accept a rental lead before it's sent to the next agent?**

If a lead is generated from a Long & Foster rental listing, the listing agent has 30 minutes to accept the lead before it is retracted and sent to a group of rental agents or the nearest office. Once that lead is sent to a group of agents, the first to accept the lead will receive it.

*Note:* A listing agent who receives a lead after 10 p.m. has until 9 a.m. to accept the lead.

### **What time of day are rental leads sent?**

Rental leads are distributed to agents when they are received, 24 hours a day, 7 days a week. For leads sent after 10 p.m. to the listing agent, that agent has until 9 a.m. to accept the lead.

### **Can an agent opt out of receiving rental leads?**

Yes, you can opt out of receiving rental leads by contacting your Rental Service Center representative.

### **How is an agent notified about a rental lead?**

Agents will be contacted by email about a rental lead. Agents can also receive text notifications if you have provided your [cellular number and carrier information in Portal Manager](#). If you have done so and signed up for text messages, you will receive both a text and an email about that rental lead.

### **What happens after an agent accepts a rental lead?**

After an agent accepts a rental lead, a confirmation email will be sent to the agent with the rental lead's contact information.

### **Where can I learn more?**

Go to the [Rental Service Center Café site](#) for more information.