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5 ways to improve your performance on the Opcity platform

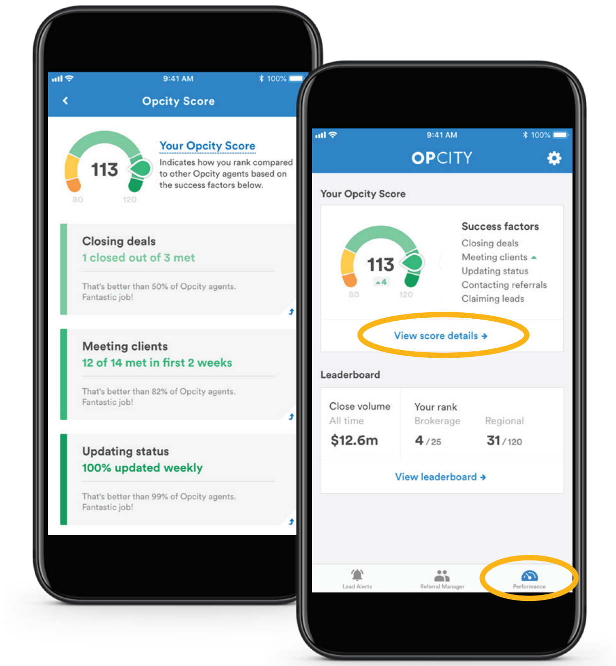
Your Agent Score is an indicator of how well you're performing in comparison to other agents across five success factors. Improve your performance in each area to increase your competitive edge.

The 5 success factors:

1. Claiming lead alerts
2. Contacting referrals through the Opcity app
3. Updating each referral's status weekly
4. Meeting clients in-person
5. Closing referrals

View your score and areas for improvement in your Opcity app home screen.

Note: Every agent starts with a score of 100, and you are only impacted by success factors already unlocked. For example, new agents will not see ***Closing details,*** or be penalized for a lack of closings.



Best practices for improving your performance

Increase your competitive edge by following best practices for each of these success factors.

1. Claiming lead alerts

- Measures the % of lead alerts you attempt to claim. You still earn credit for attempts to claim that are not successful.
- Going on vacation or need to set some limits? In your settings, hit Snooze to pause new lead alerts, and ***Do Not Disturb*** to set your preferred office hours.
- Skip a lead alert if you're not interested in working that specific opportunity or similar opportunities. Lead alerts will get smarter based on your preferences and skips. (If you find yourself skipping a lot, adjust your Client Types, Property Types or Price Range in your settings.)
- If you are too busy or unable to work an opportunity that you'd typically be interested in, don't skip it. Just ignore the lead alert this time around.

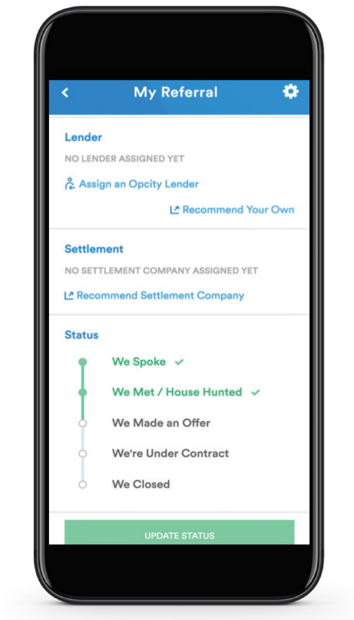
2. Contacting referrals through the Opcity app

- Measures how well you communicate with referrals via inbox in the first week, beyond auto-messaging, as compared to other agents.
- Quick follow-up and consistent communication with consumers can have a significant impact on a consumer's likelihood of closing with you.

5 ways to improve your performance on the Opcity platform *(cont.)*

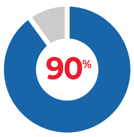
3. Updating each referral's status weekly

- We require agents to update the status of each referral in their Referral Manager every 7-days, which lets us know how your referral is tracking toward close.
- Even when using ***Snooze*** or ***Do Not Disturb***, you're still responsible for weekly updates on your existing leads. Plan ahead or ask your manager to update your referrals if you'll be away.
- At first, we'll remind you to update your Referral Manager. If too much time passes, we will stop sending new referrals and may even reassign your existing referrals to other agents.



4. Meeting clients in-person within two weeks

- Measures if you're meeting with your referrals within the first two weeks.
- Our top closing agents ensure they're meeting with newly introduced consumers within days of the 3-way introductory call.
- The majority of consumers still work with the first agent they meet and connect with, making the in-person meeting a critical next step toward closing your referral.



Our data shows that for 90% of our closings, the agent and client met in-person within two weeks of being introduced via warm transfer.

5. Closing referrals

- Measures your confirmed closed referrals as soon as we receive closing documentation and payment from your broker.
- Be sure to update the status to ***Closed*** in your Referral Manager to expedite closing credit.

Access training to help you get set up for success.
Visit https://support.realtor.com/s/opcity-training to watch a quick video or register for an upcoming webinar.

Need help? Visit our Support Portal at https://support.realtor.com/s/opcity-for-agents or call 1.844.804.1849.