



# Real Estate Information Network Inc.

The Hampton Roads Multiple Listing Service

REIN.COM

## Frequently Asked Questions

### When is the new site launching?

The new website is launching on December 15, 2022. An exclusive agent benefit to help members track and manage their leads, REIN MLS Agent, will also be available on that date.

### How will consumers learn about the new REIN.com website?

Starting on December 1, 2022, we will be launching an awareness campaign for consumers, letting them know that we are updating the website and that they will no longer have access to their current favorites after December 15, 2022. **Consumer favorites will not be migrated to the new website platform. Consumers will have to create new accounts on the new site when it launches.**

### Why is REIN building a new website?

The new REIN.com is built on a platform that is completely customizable, which will allow REIN to continue to enhance our website as needed in the future. The new platform also adds more robust features for consumers, like market trends and home valuation estimates.

### Will the functionality of REIN.com change with the new website?

No. REIN is re-platforming our current site and refreshing it to better align with our branding. REIN.com will continue to provide NO-COST leads to our members as a benefit of REIN membership.

### Will real estate agents and brokers still be able to access REIN MLS through REIN.com?

Yes. With single sign on technology, agents and brokers will be able to log in to the MLS by clicking on "Agent Login" in the top right corner of the site, which will take them directly to REIN MLS. We have also placed an agent login link in the website footer.

### Will the new REIN.com be integrated with the existing REIN.com Mobile App?

No, not currently. If a consumer registers on REIN.com, that registration will not automatically be saved on the REIN.com mobile app. However, we are currently exploring options to offer this functionality to consumers in the future.



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## Frequently Asked Questions – (continued)

### What is REIN MLS Agent, the new Lead Acceptance Mobile App?

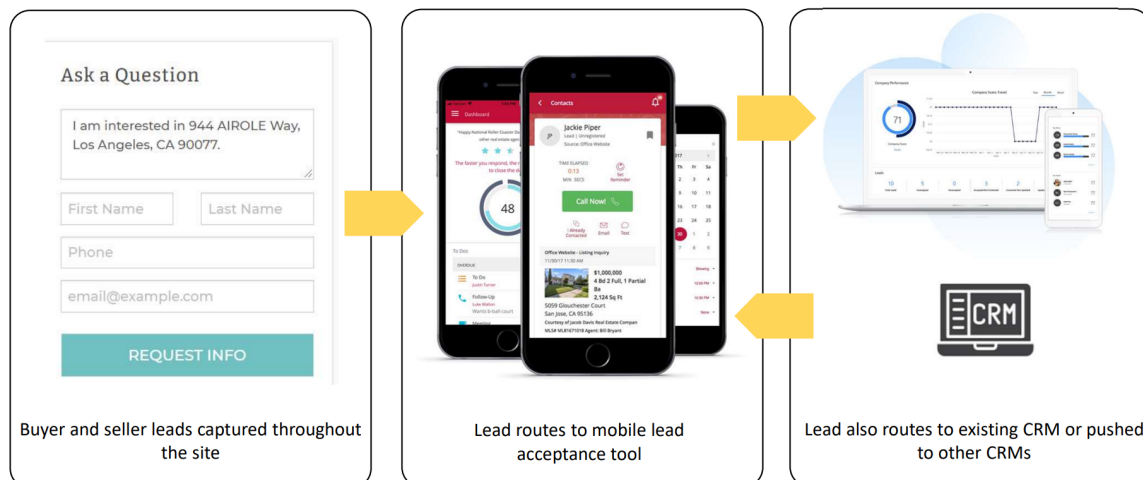
With the new REIN.com, members will also have access to REIN MLS Agent, which will enable agents to manage REIN.com leads, contacts, and scheduling using the app's built-in Customer Relationship Management (CRM) tool.

### How is the REIN.com app different from REIN MLS Agent?

REIN MLS Agent is a Customer Relationship Management Tool. Buyer and seller leads captured through REIN.com route to REIN MLS Agent. Agents can track their interactions with consumers and schedule follow-up actions based on their connections.

In contrast, the REIN.com app does not serve as a CRM tool. Agents stay connected with consumers through the REIN.com app by sharing properties and using in-app messaging. REIN.com leads are currently distributed to agents by email, not through the REIN.com app. Additionally, the CRM component is not available through the REIN.com app.

### REIN MLS Agent





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## Frequently Asked Questions – *(continued)*

### **Do agents have to download REIN MLS Agent in order to receive leads from REIN.com?**

No. Agents will continue to receive email notifications of leads, just as they do today. REIN MLS Agent provides the convenience of receiving push notifications as leads come in. It also serves as a Customer Relationship Management Tool.

### **Will members be trained on REIN MLS Agent?**

We will be offering two live WEBINAR training sessions for members and for employees in our Operations Department. We also encourage all REIN employees to view one of the webinar replays to become familiar with the new website.

### **LIVE WEBINAR SESSIONS**

November 28, 2022 – 3:00pm – 4:00pm

December 02, 2022 – 2:00pm – 3:00pm

For more information or for additional questions, please contact Marketing at [marketing@reininc.com](mailto:marketing@reininc.com).