

OPCITY Guidelines

Opcity is a lead referral company offered via realtor.com/ReadyConnect ConciergeSM for Agents.

There is no charge upfront to participate.

A referral fee is paid to Opcity after the deal closes.

<https://www.realtor.com/marketing/opcity/#login-image>

Opcity charges a referral fee of 35-40% of the **total amount paid to SRG, including the broker fee.**
To allow for this, you may want to collect a higher Broker Fee of at least **\$395.**

Set up Information...

You will receive an email invitation to login.

- 1) Log into your account & set your parameters.
- 2) Download the phone app.
- 3) How you handle your first few leads establishes your Opcity ranking and impacts the future volume and quality of leads you will receive. Here's how top Opcity agents ensure their success from the start:
 - Claim leads quickly!** Successful claims happen, on average, within 23 seconds.
 - Be ready to receive a phone call.** Opcity will initiate a live client transfer as soon as you claim your referral.
 - Update lead status every 7 days.** If not, Opcity will turn off your account.
 - Meet your clients as soon as possible.** 90% of Opcity referrals that close meet with an agent within the first 12 days of being introduced.
 - Release unwanted leads back to Opcity.** If your client is not the right fit for you, Opcity will place them with a different agent (not necessarily an SRG agent).
 - Update your Leads weekly!** If not, Opcity will turn off your account & reassign your current leads.

When a Lead goes under contract...

- 1) Enter the transaction into Paperless Pipeline as usual.
- 2) In the Commission Summary section of the transaction in Paperless Pipeline add the phrase "**Opcity Referral**".

When the transaction closes...

- 1) **Immediately email the ALTA/Settlement Statement in PDF format with the property address &/or Transaction ID in the subject line to docs@opcity.com.**
Delays in providing the ALTA to Opcity will further delay your commission payout.
- 2) Upload the ALTA into the Paperless Pipeline transaction, deposit the commissions, & email Michelle as usual.
- 3) Our Finance Director will get an invoice from Opcity. This typically takes 5-7 business days from the day Opcity receives the ALTA you sent to them, so it will delay your commission payment by a few days.
- 4) You will be paid ASAP once we get the invoice from Opcity.
- 5) Our Finance Director will pay Opcity.

For Questions contact **Opcity Customer Care at 1-844-299-7646**

Monday to Friday, 6am to 5pm PST, or Saturday, 7am to 3pm.

<https://support.realtor.com/s/opcity-for-agents>

For accounting questions contact accountingsupport@opcity.com.