



OVERVIEW

This document is your clickable guide for starting with MAX/Tech powered by kvCORE. You may download the digital version by going to www.ReAgentPortal.com/maxtech.

In 2022, RE/MAX headquarters announced their partnership with Inside Real Estate, a technology company that owns the product we know as 'kvCORE'. At no extra cost, RE/MAX agents have access to a fully-loaded version of kvCORE, not just the basic system. See the photo below for the add-on features.

OK, SO WHAT IS IT EXACTLY?

In simple terms, it is a fully inclusive way to gain more leads, manage your contacts, and maintain the relationship with your sphere. With built-in artificial intelligence and an AI assistant, kvCORE is the reigning champion among real estate platforms.

Platform Summary + Add-On Solutions

Solution:	Key Features:	Included for RE/MAX:
kvCORE Platform	<ul style="list-style-type: none">• IDX Websites• Lead Engine• Smart CRM• Marketing Autopilot• Listings Management & Syndication• Transactions Integration• Business Intelligence Analytics• Mobile Apps• Built-in Marketplace	✓
CORE Present	<ul style="list-style-type: none">• CMA & Pricing Visualization• Presentation Builder• Custom Branding• Live, Digital + Print Presentations• Client Activity Tracking	✓
CORE ListingMachine & Design Center	<ul style="list-style-type: none">• Automated Listing Marketing• Property Website, Video Tours, Flyers, Postcards, etc.• Automated Social Posting• Marketing Design Center• Custom Brand Print + Digital Assets	✓
CORE Team Add-On	<ul style="list-style-type: none">• Team Website• Team Lead Generation & Lead Routing• Team Pond Accounts• Team Accountability Rules & Performance Reporting	✓

During and after the completion of this checklist, you will find the clickable support channels below handy.

Help Desk

IRE's tutorials, videos, and interactive instructions.

IRE Training Webinars

IRE's full schedule of webinars. Register and join for live training.

IRE Webinar Recordings

Can't attend a live webinar? Watch IRE's previous recordings.

CORE Learning Courses

IRE's self-paced courses on your own time, at your own learning pace.

Speak to a Representative

Connect with the support team via the Live Chat bubble inside your account (Mon-Fri from 10:00 am-8:00 pm EST).

"Ask Me Anything" Zoom Call

Pop into this open "office hour" session to talk with a product trainer about any tool in kvCORE!

Book a 1v1 Call (15 min.)

- [1v1 with kvCORE Support representative](#)
- [1v1 with a Lead Import Specialist \(helps upload your contacts\)](#)
- [1v1 consultation with a kvCORE Marketplace representative](#)

Website Design By A Pro

See client examples and *get in touch with a professional. Contact directly at (919) 264-8414 or email justin@kvTemplates.com.*

BEFORE YOU BEGIN THE CHECKLIST...

We'd like you to understand a few important things. Below is a visual of how kvCORE leads work.

Lead Sourcing

- Leads can come from remax.com or any company-affiliated site.
- Leads can come directly from your individual kvCORE website.

Lead Routing

- Leads generated on non-RE/MAX Listings are lead-routed to the next agent in line.
- Leads generated on your listings will be directly assigned to you as the listing agent.

Receive Lead

- You'll receive a notification via phone, email, and text.
- kvCORE will call you in an attempt to connect you to the lead in real-time.

Accept Lead

- You will have 10-min. to accept a lead, otherwise, the lead will be routed to the next agent in line.

Lead Privacy

- Your leads are YOUR leads! For privacy concerns, your contacts show as "private" to the company.

☐ Private Lead (254627) [New Lead](#)

BUYER

1. BEFORE LOGGING IN

- ☐ Quick course: Check Your MAX/Center Profile is Set Up For Success (30 min.)
- ☐ Get Your Current Database Ready!
- ☐ Watch the first 3 minutes of "How to Prepare & Upload Your Contacts" (3 min.)
 - If needed, download kvCORE's Contact List Template
 - If needed, set up a 15-min. consultation with a Lead Specialist: go.oncehub.com/LeadConfig

2. LOGGING INTO YOUR ACCOUNT

When logging in to MAX/Tech powered by kvCORE, you will always use your MAX/Center login credentials. If you have difficulties checking your MAX/Center credentials, please call or text RE/MAX Product Support at (888) 398-7171.

- ☐ Bookmark the website maxtech.kvcore.com on your browser.
- ☐ Download the MAX/Tech powered by kvCORE app and the Open House app.



App



IOS



Android



App



IOS



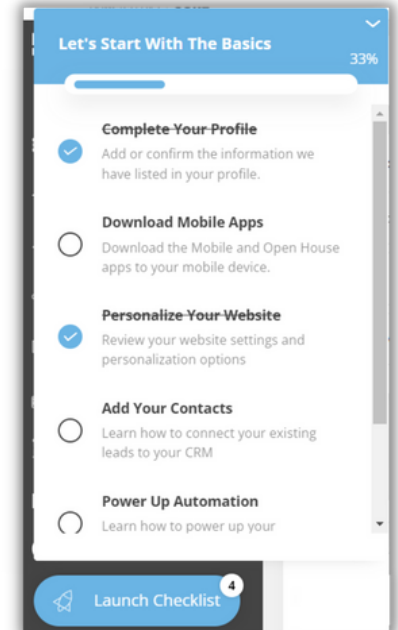
Android

3. kvCORE's "AGENT LAUNCH CHECKLIST"

- ☐ Watch: "How to Initially Set Up Your Account" (3 min.)
- ☐ Log into your account & complete the 6 items on the checklist until you receive a blue check mark for each. (30 min.)

**This is meant to walk you through navigating the system so you have some understanding of where things are located. Don't worry if you are feeling lost, you'll understand more as you continue on! .*

- | | |
|---|--|
| <input type="checkbox"/> "Complete Your Profile" | <input type="checkbox"/> "Add Your Contacts" |
| <input type="checkbox"/> "Download Mobile Apps" | <input type="checkbox"/> "Power Up Automation" |
| <input type="checkbox"/> "Personalize Your Website" | <input type="checkbox"/> "Generate New Leads" |



4. kvCORE's "AGENT QUICK START COURSE"

Here is where the fun starts! You will take the self-guided Agent Quick Start course. It has 4 major sections in total that contain smaller sub-sections. Before you start, you should open kvCORE in a separate tab so you can complete the action items along the way.

- ☐ Course: "Agent Quick Start Course" (1.5 hrs)
- | | |
|--|--|
| <input type="checkbox"/> "Setting Up kvCORE" | <input type="checkbox"/> "Fueling Your Pipeline" |
| <input type="checkbox"/> "Managing Your Contacts & Automation" | <input type="checkbox"/> "Course Conclusion" |
| <input type="checkbox"/> "Getting Familiar with Your Website and Listings" | <input type="checkbox"/> "Webinar Replays" |

