

# MoxiWorks Open Enrollment FAQs

## ABOUT MOXIWORKS

### 1. Why is MoxiWorks considered one of the best platform offerings in the real estate industry?

- MoxiWorks is built for real estate specifically, by real estate professionals, so it can provide products that help brokers and agents.
- MoxiWorks understands the need to provide benefits for everyone involved in a real estate transaction that goes beyond just the technology. They aim to deliver a smart, cohesive, and productive workflow that helps to simplify the home-ownership lifecycle.
- MoxiWorks is also a perfect fit for Anywhere as it is built as an open technology ecosystem. Their technology philosophy is in sync with Anywhere strategy.
- MoxiWorks is already an established partner and has an impressive footprint within our Anywhere family of brands and brokers. As such, we've seen impressive success with various applications. Some notable data points\*:
  - Agents & teams who used MoxiPresent earned \$47K more.<sup>1</sup>
  - Agents & teams who used MoxiPresent earned 1.5x more.<sup>1</sup>
  - Agents & teams who used MoxiPresent to create a buyer presentation had 1.4x more buy-side units.<sup>2</sup>
  - Agents & teams who used MoxiPresent to create a seller presentation had 1.4x more list-side units.<sup>3</sup>

1. *Based on average commission amount of active agents and teams with production that created a buyer, seller, and/or generic presentation in MoxiPresent between January 1st, 2021 and December 31st, 2021. Results are not guaranteed*
2. *Based on average commission amount of active agents and teams with production that created a buyer presentation in MoxiPresent between January 1st, 2021 and December 31st, 2021. Results are not guaranteed*
3. *Based on average commission amount of active agents and teams with production that created a seller presentation in MoxiPresent between January 1st, 2021 and December 31st, 2021. Results are not guaranteed.*

### 2. What are some of the key benefits and features that brokers and agents will get right away from MoxiWorks?

- MoxiWorks is built specifically for real estate and provides benefits that go beyond the tech tools themselves.
- MoxiWorks delivers a smart, cohesive, and productive workflow that truly improves an agents' quality of life by having all the essential tools integrated and sharing data.
- The specific offerings that will be included are:
  - [MoxiEngage](#) – A CRM built specifically for real estate agents, so it aligns with an agent's workflow, leverages property data, and encourages long-term lead nurturing.
  - [MoxiImpress](#) – Professional marketing tools to help agents impress their clients, reach more people, strengthen relationships and build their brand.
  - [MoxiPresent](#) – An ultra-versatile real estate presentation builder.
  - [MoxiTalent](#) – A recruiting tool that helps managers recruit and retain agents for their brokerage.
  - [MoxiWebsites](#) – An easy-to-use website builder for brokerage, agent and teams, that makes it easy to grow their brand.

### **3. Why is MoxiWorks considered one of the best platform offerings in the real estate industry?**

- Brokerages automatically get access to all five of the MoxiWorks products with enrollment
- Brokers will have the option to enable only certain products, if they wish.
- MoxiWorks products have dependencies. When selecting products to enable, brokers must consider:
  - MoxiEngage: Some MoxiEngage functionality is removed if MoxiPresent is not enabled. While not required to use Moxi Engage, we highly recommend enabling MoxiPresent, to gain the full benefit of the product.
  - MoxiImpress: Okay as a standalone product.
  - MoxiPresent: Okay as a standalone product.
  - MoxiTalent: Requires MoxiEngage.
  - MoxiWebsites: To gain the full benefit of MoxiWebsites lead capturing, enabling MoxiEngage is highly recommended. With MoxiEngage, leads will go directly to the agent's CRM; without MoxiEngage, leads are emailed to the agent.

### **4. Will MoxiWorks use Single Sign-On (SSO)?**

- Yes, MoxiWorks will have SSO and will be accessed via brand extranet sites.

### **5. To what extent are agent teams supported?**

- The MoxiWorks team capabilities are quite robust across the product suite, and, contingent upon product, can be managed by brokers and admins, or the agents themselves.
  - MoxiEngage: Team leads can view their team Engage activity in an easy to read, at-a-glance, dashboard. The dashboard includes aggregate information of team member goals, sales flow transactions, as well as a more detailed breakdown of each member's activity. Team leads can also see all the activity for their team - how many transactions they have in flow, their personal goals, and touchpoints. While team members are not able to share the same exact contact record with another team member, all agents can send a copy of a contact to another agent within the same company.
  - MoxiPresent: Agents who are members of a team will see a Team Presentation tab on their dashboard, allowing them to create and share presentations with their team members, add them as co-presenters, grant them access to the presentation and including their agent profiles in the presentation content. The team itself can be added as a presenter to include a team profile page with a team photo, contact information and bio, and team branding can be applied to their presentations to feature the team logo. A team presentation can be saved as a team template and can be edited by all team members.
  - MoxiWebsites: Agents can add team members to their agent website. Once added their information can be automatically fed to the agent website, including their listings and roster data. They can create Profile pages with their roster information and social media profiles, as well as Properties pages with their listing information. Their social media information can also be added. Once team members are added, agents can change their Site Type to a Team Website.
  - MoxiTalent: Talent does not have a multiuser view. It is assigned as a product to a single user as it is connected to their email as a contact source. It is possible to delegate access to another person within the same company.

## **6. How are rental properties supported in MoxiWorks?**

- MoxiWorks can source rental listings from the MLS and display them on MoxiWebsites and MoxiPresent.

## **7. What is MoxiInsights?**

- MoxiInsights provides public records information of contacts in MoxiEngage.
- MoxiInsights is an agent direct add on (i.e., agents can purchase on their own).

# **MOXIENGAGE (CRM)**

## **1. What are some of the features of the new CRM from MoxiWorks?**

- The MoxiWorks CRM is called MoxiEngage and has a robust list of features and functionality, including:
  - Direct sync with brokerage email platform (or Gmail account).
  - Automated email marketing.
  - MLS integration.
  - Workflow management including task recommendations and coaching.
  - A dashboard for managers to identify training opportunities.
  - Email, phone and calendar integrations.

## **2. What will be done to drive leads into the new CRM system?**

- Leads will be routed through Leads Engine, the replacement product for LeadRouter which represents the future of routing leads.
- Leads Engine offers a simplified and modern user interface while behind the scenes lies a complex system of Sources, Rules, Conditions and Users that routes leads from consumer to agent.
- Leads come into Leads Engine from a variety of sources and are then routed to the appropriate agent based on rules and conditions set up within the product. It does not handle lead generation, rather it is a powerful routing tool that helps get leads to the right agents.
- Leads Engine empowers brokers and admin to adjust routing rules without the need to open a support ticket, allowing them to monitor their lead flow and make changes in real time.

## **3. How does contact syncing work and can it be turned off?**

- When a user sets up MoxiEngage, they must select an external Sync email for the account (i.e. Brokerage O365 or Google Workspace or free Gmail). Contact syncing will be done automatically between this account and MoxiEngage. The sync is real-time, continuous, and cannot be shut off. Contacts created in the synced email account will appear in MoxiEngage. Contacts created in MoxiEngage will appear in the synced mailbox.
- It can often take a minute or so to see the update. If any problems occur, the agent can also contact support who can initiate a manual sync of their MoxiEngage account.
- MoxiEngage is designed to only pull contacts from the main contact folder of a user's email. The main contact folder in an email is usually called Your Contacts or Contacts and is the default folder on an account. Any other folders will not be pulled to the MoxiEngage My People screen.

- If a user has contacts they do not wish to see in MoxiEngage, but don't want to delete them from their email, they can move those contacts to a new folder so MoxiEngage won't pull them over.
- Additionally, if contacts are already in MoxiEngage, they can be removed from MoxiEngage but will not be deleted. They will only be hidden from MoxiEngage, but will stay in the sync email provider. These contacts can be restored in MoxiEngage at any time from Manage Removed in MoxiEngage settings.

#### **4. Is there a limit on the number of emails an agent can send from Engage?**

- There is no cap on the number of emails agents can send from Engage.

#### **5. What are the processes/rules for contact syncing between MoxiEngage and MoxiImpress?**

- The synchronization of the contacts in MoxiImpress is only done for an agent if (1) they login, or (2) they have a future email or campaign running.
- The items synchronized are contacts, groups, and contact-group associations for your email platform.
- When an email is generated and sent to a MoxiEngage contact, the MoxiImpress platform makes an API call to add it to the action log.
- All contacts are read-only.

#### **6. Will the MoxiEngage CRM have texting capabilities?**

- Mass text and dialing capabilities are now available.
- This will be an upgrade to base services and may include an additional fee.
- You can find more information about what's included in the MoxiWorks Suite, and where additional fees may apply, [here](#).

## **MOXIWEBSITES**

### **1. Does the website offering include team sites?**

- Yes, the MoxiWebsite offering does include team websites.
- In fact, we think you'll find the team capabilities are quite robust and can be found across the entire MoxiWorks product suite.
- More information will be provided about team capabilities as we begin to roll out the products and trainings.

### **2. Do MoxiWorks websites provide rental functionality?**

- Yes. MoxiWorks allows consumers to search for rentals, while allowing agents to be able to add consumers to their CRM that are only looking for rentals.

### **3. Do MoxiWebsites support reviews?**

- Yes. MoxiWorks supports several popular reviews systems automatically and users can decide to enable or disable them (toggle them on or off) via settings.
  - Zillow Reviews will appear on the agent profile
  - Testimonial Tree can be added via widget in the admin
  - Real Satisfied can be added via widget in the admin

#### 4. Can we see examples of MoxiWebsites?

- Sample Broker Websites:
  - [c21.ca](http://c21.ca)
  - [cbgreatlakes.com](http://cbgreatlakes.com)
- Sample Agent Websites:
  - [carltorres.com](http://carltorres.com)
  - [marcybazzani.com](http://marcybazzani.com)

## MOXIIMPRESS

### 1. Does MoxiImpress allow companies to integrate their own local printers into the program, or do they need to use the existing print vendors?

- Moxi does not offer any custom integrations with non-integrated or approved print partners.
- Brokers/agents will need to use the current print vendor, XpressDocs, to take advantage of automation in sending/printing a file.
- Print quality files are available to download for all items, enabling the ability to either print at home or through an agent's preferred local printer.

## MOXIWORKS COSTS AND FEES

### 1. What is the retail cost of the MoxiWorks suite?

- MoxiWorks typically only works with brokers with 150 or more agents, which would limit the majority of the brokers within the Anywhere network.
- The standard retail price for the MoxiWorks suite of applications is \$45 per agent per month. Furthermore, MoxiWorks typically won't work with a brokerage for under \$50,000 per year.
- In addition, it would cost \$12,500 per brokerage to set up:
  - MoxiEngage
  - MoxiPresent
  - Agent / team websites
  - Broker website
  - MoxiTalent
  - + \$3,750 for MoxiImpress

### 2. What is the brokerage cost for the MoxiWorks suite?

- The base offering from MoxiWorks will be included as a part of their existing franchise fees
- The only cost to brokers will be the cost required to access local MLS data\*, which is standard for any platform and typically varies by market and MLS.
- With the Anywhere/MoxiWorks partnership, the fee to set up configuration and content (typically \$12,500+) is covered through the franchise agreement.
- Each brokerage will receive all the initial brand look and materials, so we are not charging each brokerage a setup fee.
- Brokerages will be able to add administrative rights to add, change and supplement locally in MoxiEngage and MoxiPresent for a fee.

- If brokers want to add additional local content, above and beyond what they can or choose to do via the admin, there are additional costs. For example, for MoxiImpress, the contract includes two listing automation packages for each brand (typically standard and luxury). Any additional listing automation packages or individual templates will be charged per the MoxiImpress fee schedule.
- Additional fees apply to the following, and the cost of each will have to be discussed with MoxiWorks on a case-by-case basis:
  - Office websites
  - SMS/MMS Texting & Dialer
  - Insights (Consumer Intelligence)
  - Integration and Development Service

*\*There is the potential for up to three different MLS agreements required by broker/MLS: (1) Front-office feed for Agent and Broker websites; IDX data (MLS may require an IDX form for each agent and may charge each agent for their feed. Anywhere will do all that we can to negotiate a blanket agreement.); (2) Back-office feed for MoxiEngage, MoxiPresent and MoxiImpress (One back-office feed can serve for all three products); (3) Recruiting-level agreement for MoxiTalent (MLS may require additional paperwork or they may deny the request. If denied, the MLS Integration team will work with the Broker to lobby for the data.)*

### **3. What if I want to upgrade the MoxiWorks base offering from my brand?**

- Thanks to the partnership between your brand and MoxiWorks, each brokerage will benefit from MoxiWorks' full featured product suite, including virtual listing presentation tools, recruitment tools, CRM, websites, and more.
- There are optional products that are not included in your brand's offering, and, over time, MoxiWorks may develop additional services outside of the existing agreement.
- Your brand has negotiated what is known as "most favorable nation" or "best pricing" available to ensure that brokers who choose to add additional services on, benefit from the best rates available.

### **4. If we are already using these products, will you take over the payments for us? Do we have to cancel our subscription and go to yours?**

- Existing MoxiWorks agreements will be subsumed in the Anywhere contract. Your brand began paying effective April 1, 2021. After that date, the brokerage was no longer responsible for monthly software fees related to MoxiEngage, MoxiPresent, Moxi Agent Websites, Moxi Broker Websites, MoxiImpress or MoxiTalent. The brokerage will still be responsible for any MLS fees.
- For new franchisees with existing MoxiWorks agreements, when a company's status is changed to "Open" in Dash (aka the Impact Date), those contracts will convert to the Anywhere contract. The user contract ends after this day, and any future payments will be absorbed by Anywhere. The brokerage will still be responsible for any MLS fees.

## **MOXIWORKS DATA & INTEGRATIONS**

### **1. Is it possible to integrate MoxiWorks products with other 3rd party applications?**

- MoxiWorks is built to be an open platform, meaning that they are able to integrate with other vendors. MoxiWorks has a list of preferred vendors that they integrate with currently.
- With some, there are full API back and forth integrations and with others, it is SSO (single sign-on) access.

- Please visit MoxiWork's list of integrated products for more information: <https://moxiworks.com/how-it-works/integrated-tools-services>

## **2. How will MoxiWorks work for brokerages in areas where MoxiWorks doesn't have MLS partnerships today?**

- Anywhere tech and product teams will be setting these up individually as brokers sign up.

## **3. How will agent Profile/Bio information be populated in MoxiWorks?**

- The agent profile fields will be locked down directly in the MoxiWorks admin (i.e. making them Read Only). APIs will be used to pull this data from MDM which contains data from Dash.
- For Coldwell Banker and Century 21, updates made through APM (Agent Profile Manager) will make their way to MoxiWorks via the MDM APIs.

## **IMPACT ON EXISTING BRAND PRODUCTS**

### **1. Once we launch MoxiWorks, will we still have access to Zap?**

- MoxiWorks is an added choice within our open ecosystem, and it is Anywhere paid offering.
- As companies are onboarded to the new suite, they will transition away from Zap.
- While Zap may still be available until the end of 2022, it will no longer be Anywhere preferred choice offering, and MoxiWorks will be the platform that new franchisees will use.

### **2. Will data be transferred from our current Zap platform into MoxiEngage and MoxiWebsites?**

- Yes, you will have the opportunity to migrate some of your core data from Zap into your new MoxiEngage account via an in-product migration tool. You will not be able to automatically migrate data from any other CRM system that you might be using. Website content from Zap will not be migrated to MoxiWebsites.

### **3. Will MoxiTalent replace iProspect for recruiting?**

- No, MoxiTalent will not replace iProspect, it is simply another choice that is being offered to agents and brokers within Anywhere open ecosystem.
- There are some key differentiators, for example, iProspect shows more historical data around agent production (4-5 years vs 3 years). MoxiTalent offers a guided recruiting pipeline and integration with the full MoxiWorks Suite, including MoxiEngage, to offer comprehensive campaign management. Anywhere brokers and agents are being given the choices that can help them work the way they want to work, so it is up to them to decide which competing products they want to use.
- There is a comprehensive gap analysis document that compares MoxiTalent to other recruiting tools, like iProspect, where you can see how they stack up.

## **OPEN ENROLLMENT PROCESS**

### **1. If I choose to delay opting in during open enrollment, whether due to timing restrictions or any other reason, will I be able to launch MoxiWorks later?**

- There is no time limit on when a broker can sign up for MoxiWorks.



## **2. When can we see a demo of MoxiWorks?**

- Product demos and training will be made available as part of the rollout process. In the meantime, we recommend watching these promo videos on each of the products within the MoxiWorks suite:
  - [MoxiEngage](#)
  - [MoxiPresent](#)
  - [MoxiWebsites](#)
  - [MoxiImpress](#)
  - [MoxiTalent](#)
- Join a Meet MoxiWorks session that provides a complete overview of the features and benefits of each of the products in the MoxiWorks suite. [Registration Info Here](#).

## **3. Where can we go to sign up for MoxiWorks?**

- Your Brand will be sending out a communication with more information and a link to the Open Enrollment sign up form.
  - Join a Meet MoxiWorks session that provides a complete overview of the features and benefits of each of the products in the MoxiWorks suite. [Registration Info Here](#).

## **4. We submitted our Open Enrollment form but did not receive confirmation. How can we be sure we are registered, and who do we reach out to for more information?**

- After submitting your Open Enrollment sign up form, you should receive immediate confirmation from the Anywhere Product Marketing Team.
- Within 1-2 business days after submitting your form, you should receive a welcome email from the Anywhere Product Marketing Team with information on next steps.
- Any questions, please reach out to [moxiworkslaunch@anywhere.re](mailto:moxiworkslaunch@anywhere.re).