

# AGENT GUIDE

## TO HOMESNAP DURING COVID-19

**Get the most out of Homesnap Pro in minutes**

Homesnap, the industry's preferred home search platform, provides accurate, real-time MLS data to consumers and a suite of top-rated productivity and marketing tools for agents.



broker public portal

WITH  homesnap

# How To Keep Your Business Running While Social Distancing

Homesnap was designed to ensure that agents and brokers remain front and center throughout every real estate transaction. At this critical moment, we are continuing to put you at the heart of Homesnap, adding features and sharing content to help you adapt to the changes brought on by the pandemic. Agents nationwide are turning to technology as a substitute for open houses, in-person meetings and many other necessary stages of the transaction.

This guidebook highlights how you, as agents and brokers, can leverage Homesnap Pro to get through the COVID-19 crisis. A strong digital presence will be crucial for agents who need to mitigate the impact of social distancing and replace traditional pieces of a real estate transaction like face-to-face meetings.

With Homesnap Pro, you can easily communicate important information to consumers and access prospecting and marketing solutions from your phone. These include virtual tours using Homesnap Stories; prospecting using heatmaps; marketing using Homesnap Pro Ads on Facebook, Instagram, Google and Waze; and maintaining a strong online presence through Homesnap Pro+, which includes Google business profiles and agent websites.

We invite you to read this guidebook and take advantage of the free and premium services that Homesnap offers to brokers and agents throughout the country.

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Get an inside look at your neighborhood and find new sellers and buyers.

**Connecting with Consumers** .....6  
Communication has never been so easy. Invite your clients and quickly share homes back and forth.

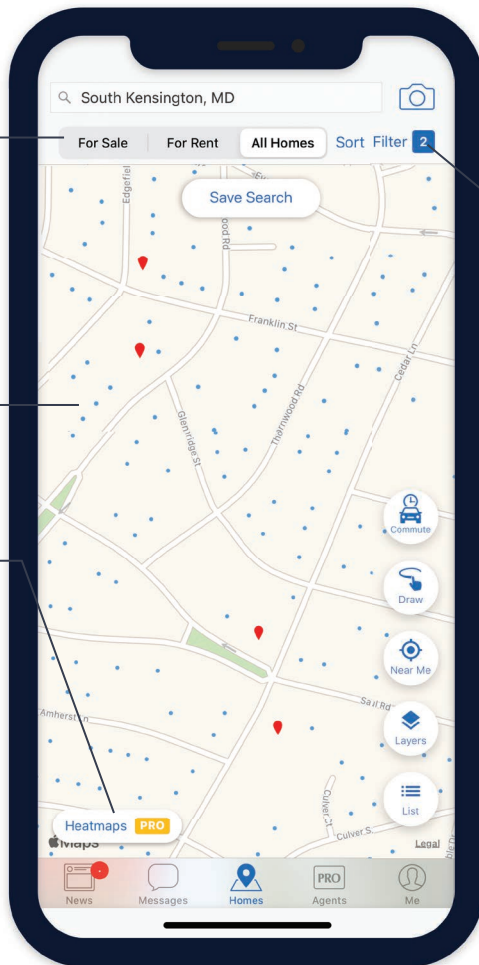
**Marketing Tools** .....10  
An online presence is more important now than ever. Powerful tools to market your listings and your personal brand.

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Homesnap is here for you! Learning tools and technical support available at your fingertips.



## Find New Clients

& SEARCH FOR OFF-MARKET PROPERTIES



TOGGLE BETWEEN ACTIVE AND OFF-MARKET LISTINGS

FILTERS  
*For off-market search criteria*

OFF-MARKET PROPERTIES

HEATMAPS

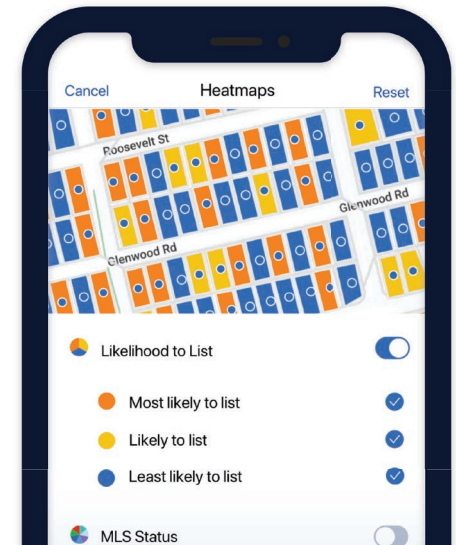
- Likelihood to List
- MLS Status
- Last List Date
- Ownership Time
- Cash Buyers Only
- Mortgage Age
- Mortgage Rate
- Distressed PRO +
- Ownership Type PRO +
- Home Equity PRO +
- Loan Balance PRO +



Zoom in to show properties outside search criteria

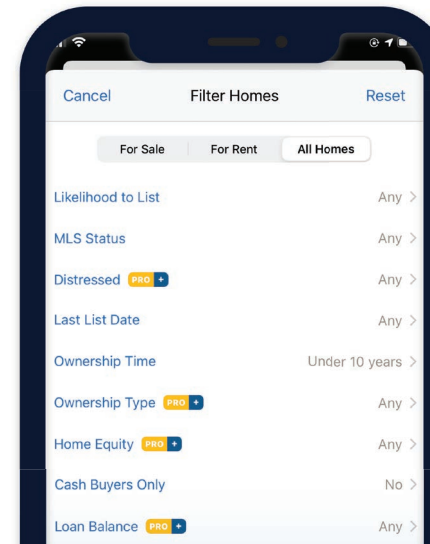
### Property Heatmaps >

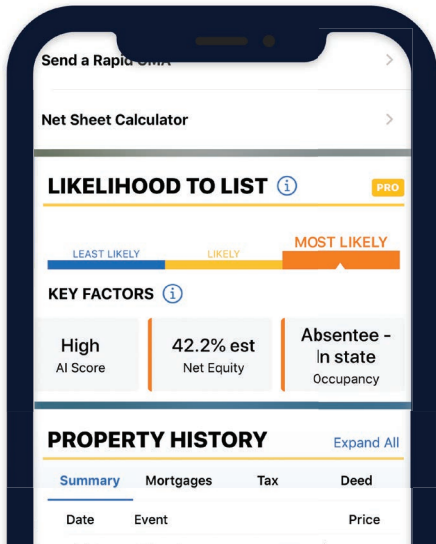
Find seller leads or off-market properties for your perspective buyers by layering one of 11 new heatmaps onto your searches to better visualize opportunities in the area.



### > Off-Market Filters

Apply additional search filters to further narrow your results for more targeted prospecting.



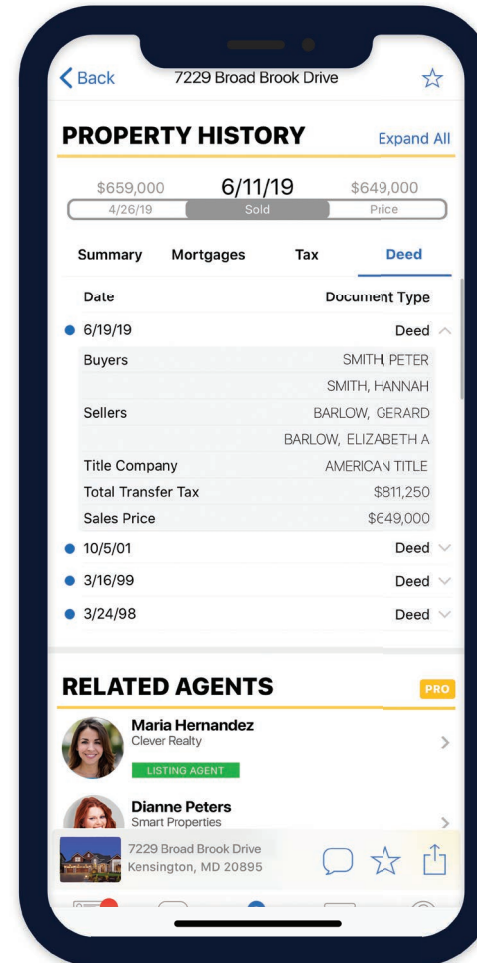
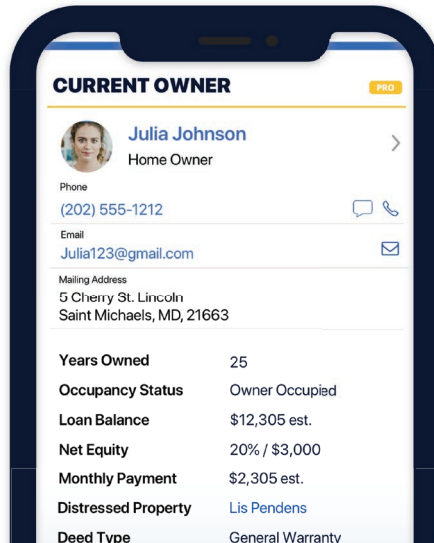


### ◀ Likelihood to List Score

Our proprietary machine learning algorithm predicts which homes are most likely to list in the next 12 months.

### Homeowner Profiles ▶

Get access to unlimited homeowner contact information so you can reach out to homeowners with ease.



### ◀ Consolidated Property History

Get a comprehensive view of historical market activity for every home.

#### MORTGAGE HISTORIES

See if a homeowner's mortgage status signifies they're ready to sell.

#### TAX HISTORIES

Gain deeper insights into a property's taxes and assessment value.

#### DEED HISTORIES

See every time a property has changed hands.

**PRO TIP:** Find the homes most likely to list within the next 12 months with Homesnap's Likelihood to List heatmap, and start the conversation before your competition.

**PRO TIP:** Explore expanded historical property records to look for signals that a homeowner might be likely to sell soon — such as inter-family deed transfers.

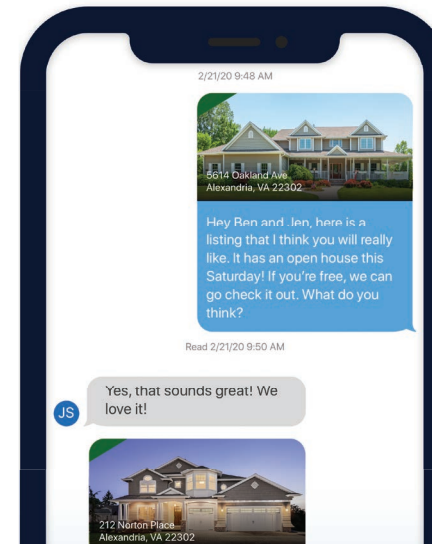
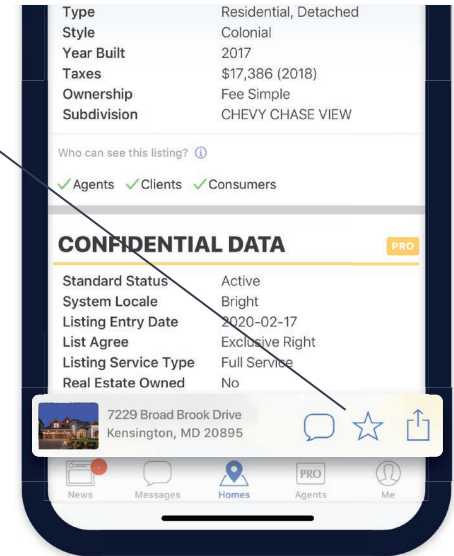
## Search, Save, and Share

MLS LISTINGS & RECENTLY SOLD HOMES



### Share and Favorite

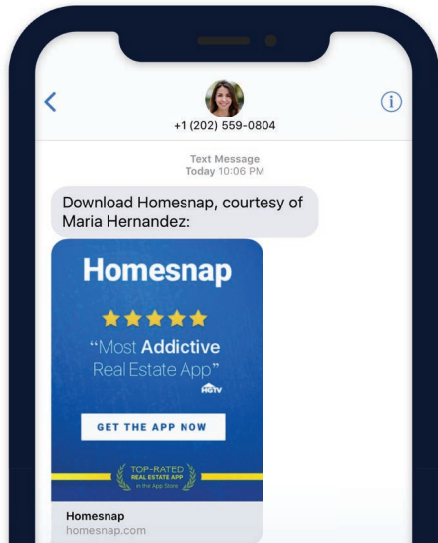
Easily favorite and share properties you and your clients are most interested in. If your client favorites a property, it will appear in your NewsFeed.



### In-App Messaging

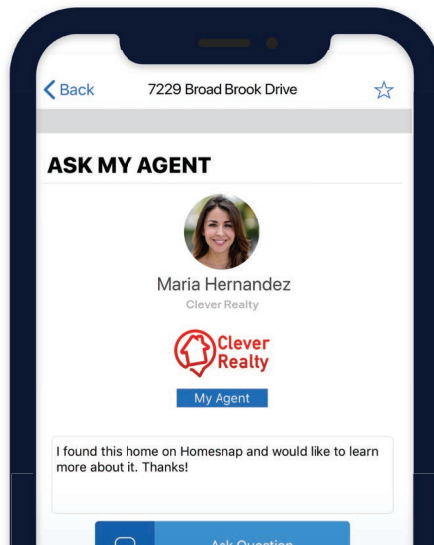
View all properties you and your client have shared with each other in a single thread, along with each property's current MLS status.

**PRO TIP:** Tap on your client's profile picture to see all their favorites and your recent discussions.



### ◀ Invite and Collaborate with Clients & Prospects

Invite your clients to work exclusively with you within Homesnap — the best tool available to search for real estate from home.



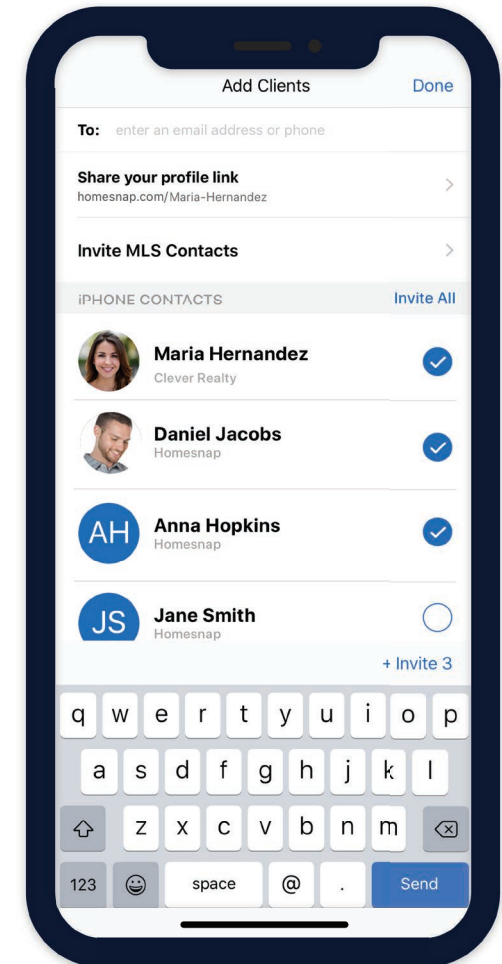
### Agent-Client Branding >

Ensure you are the only agent your client sees when logged into Homesnap.

**PRO TIP:** Homesnap automatically sends your clients a weekly report to help them establish and determine “top market value” of their home. The report includes your photo and branding.

### HOW TO INVITE YOUR CLIENTS:

- 1 **Go to the “Me” tab** in the bottom right of your screen.
- 2 Click on “Clients,” then **“Add More Clients.”**
- 3 **Invite clients** by their email address, phone number, clicking the circle to the right of their name, or clicking “Invite All,” which will invite all of your contacts in your device.
- 4 **Confirm** your client has accepted.



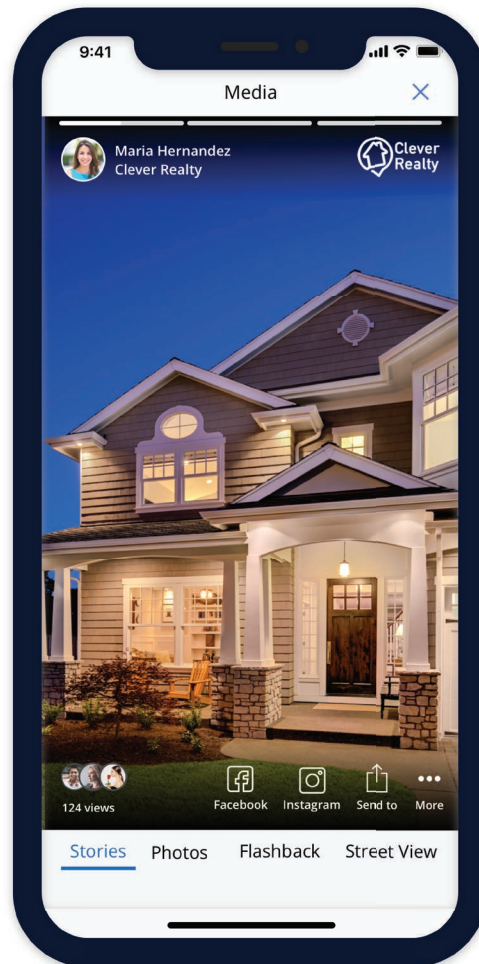
**PRO TIP:** Make sure you’re not just sending invitations, but encouraging clients to complete the signup process by accepting your invite and downloading Homesnap.

## Homesnap Stories

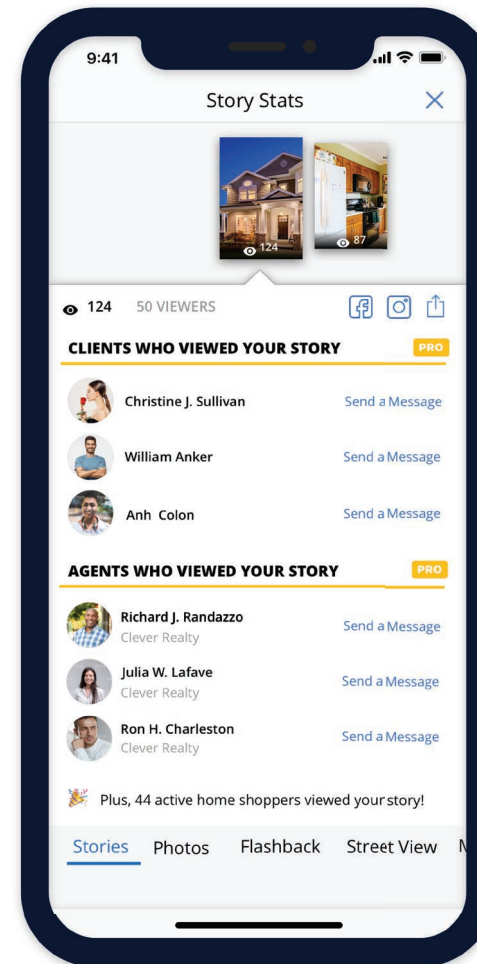
A FREE BUILT-IN MARKETING TOOL

### Bring Your Listings to Life >

Stories are an easy and free way to add a unique, engaging virtual tour right to your active listings! Add text, emojis, and even use augmented reality to create a one-of-a-kind video to highlight your listing's top features. Stories will be visible to consumers and agents alike.



**PRO TIP:** Stories are a great way to showcase your personality and add flair to your listings while social distancing.



**PRO TIP:** Once a story is created, it can quickly be shared through Facebook and Instagram.

### < Story Stats

After your story is published, you can see when your branded clients and connected agents have viewed it. It's a great way to follow up with clients who might be interested in your listing.

## Virtual Open Houses

ATTEND AN OPEN HOUSE RIGHT FROM YOUR PHONE

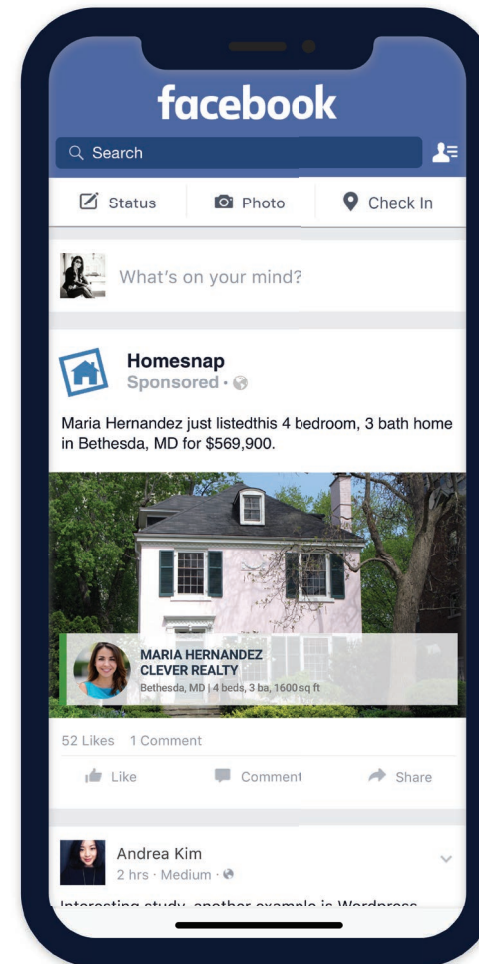
Homesnap now supports virtual open houses. If your MLS supports virtual open houses, you can go to your data feed where you would normally mark a regular open house and designate it as virtual. Homesnap will then tag the listing as having a virtual open house, and consumers will be able to access it directly through the site and app. A calendar reminder can be set up for open houses in the future.



**PRO TIP:** Adding Homesnap Stories alongside your virtual open house can give consumers a full glimpse into the property — even if they can't visit in person.

## Digital Advertising

ON FOUR POWERFUL NETWORKS



**PRO TIP:** Before choosing a platform, consider your specific marketing goals. Generating leads, for example, requires a different approach than building brand awareness.

### Four Powerful Networks

#### FACEBOOK

Generate multiple touchpoints, retarget promising leads, build brand awareness, and broaden your virtual presence.

#### INSTAGRAM

Attract a younger demographic by engaging millennials and Gen Z with stylish ads.

#### GOOGLE

Capture high-intent leads with search ads and expand your brand on the web.

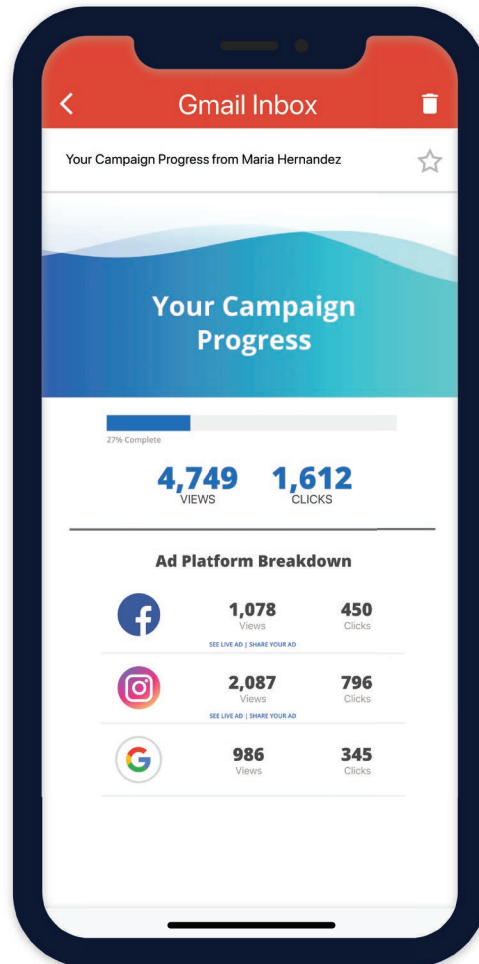
#### WAZE

Target nearby drivers to boost listing awareness.



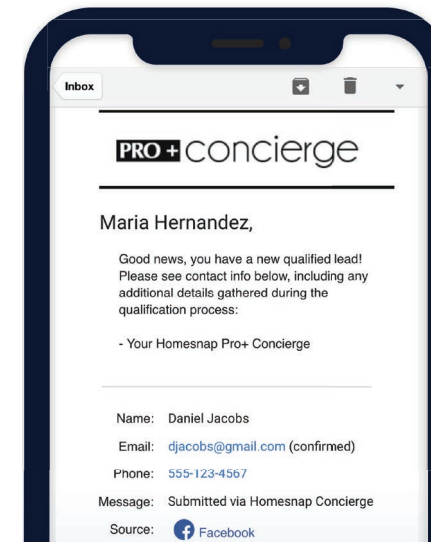
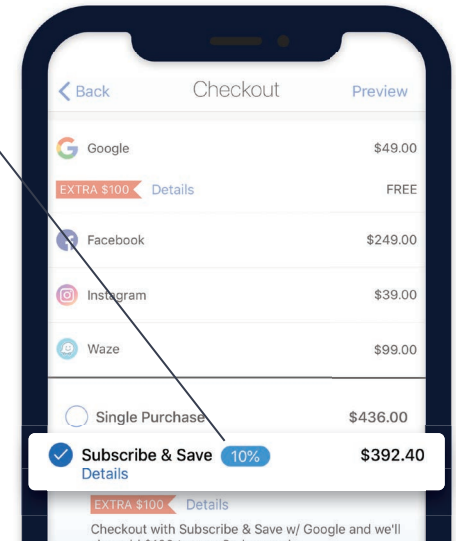
## Shareable Performance Reports >

With one click, keep your sellers in the loop throughout the selling process with easy-to-understand, automated marketing reports for active listing ads. Share key campaign performance metrics like views, clicks, and leads generated.



## Automate Your Ads & Save 10% >

Sign up for Subscribe & Save and we'll automatically create ads for you. Customize your program to fit your marketing needs.



## > Concierge

Promote your brand across the largest social media networks and sites. And with all leads immediately contacted and followed up by our team, Concierge will connect you with real buyers and sellers.



**PRO TIP:** Marketing reports aren't just for sending to clients; they're also great in helping to win more business when used in listing presentations.



**PRO TIP:** A Concierge membership comes with a free year of Homesnap Pro+, which gives you access to even more premium features.

## Homesnap Pro+ Membership

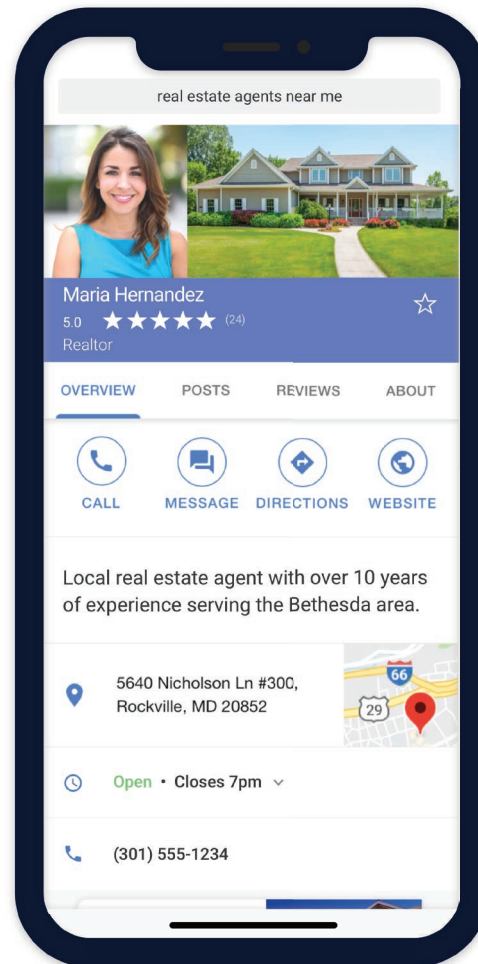
### FEATURES AND BENEFITS

#### Be a Part of Google's Agent Marketplace **PRO+**

An online presence is more important now than ever. Having a verified, high-performing Google business profile ensures that you will be in the best position possible when demand for homes surges back.

With a Homesnap Pro+ membership, we will manage your profile and ensure the following benefits are available to you:

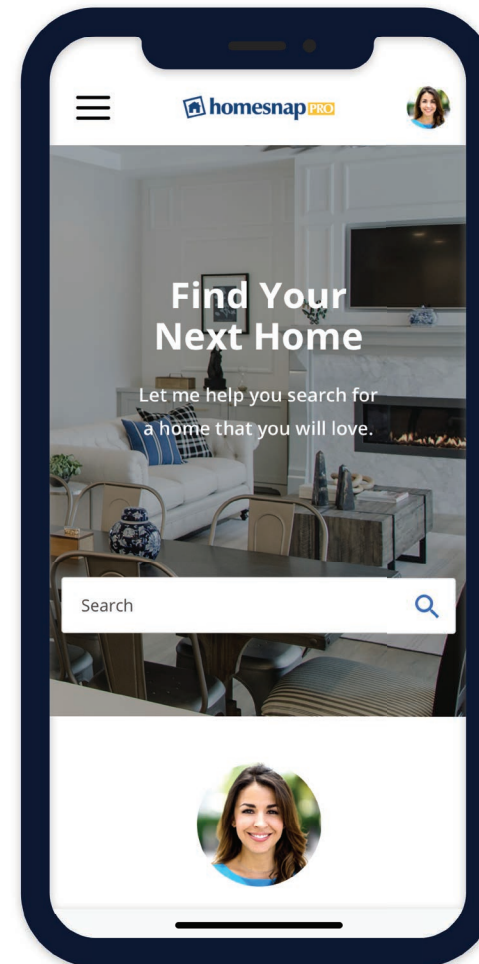
- ✓ Automated Posts
- ✓ One-Click Review Tool
- ✓ Listing Lead Pages



**PRO TIP:** You can get reviews from more than just clients. Ask your neighbors, other agents, and friends and family to give you a review on Google.

#### Real Estate Websites **PRO+**

Reserve a custom domain and unlock a professionally designed personal website. Your website will be powered by Homesnap search, which makes the most accurate and real-time data that agents use available to your clients and prospects.



**PRO TIP:** A Pro+ membership also unlocks additional heatmaps, extended homeowner profiles, and listing lead pages.