

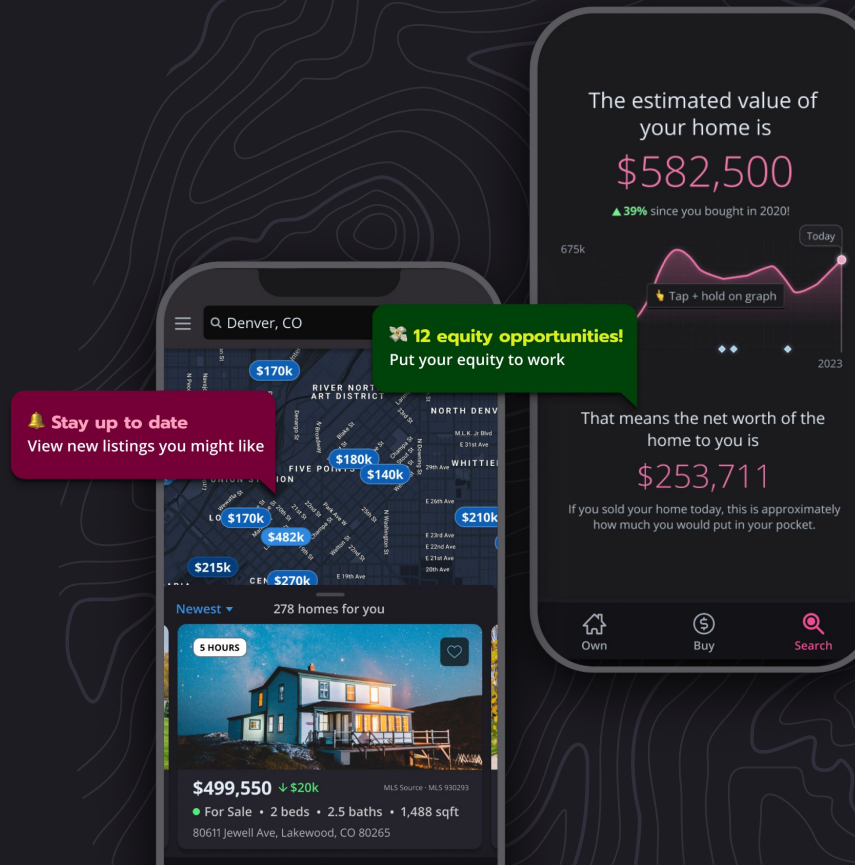


# Homebot for Real Estate Agents



# The Value of Homebot for Agents

1. Positions agents as the go-to expert
2. Listing generator
3. Turns homeowners into buyers
4. Streamlined prospecting
5. Set it & go get it



# 1. The go-to real estate expert

- Each interaction positions you as the consultant and expert, not a salesperson
- Branding is displayed at the top and throughout
- Easily reached through DM's or by phone

## Want to learn more?

Ask your expert from Demonstration Real Estate, Inc. to help answer what's on your mind.

Should I sell now?



How's my neighborhood doing?



Ask a question...



REAL ESTATE AGENT

**Erica Stern**

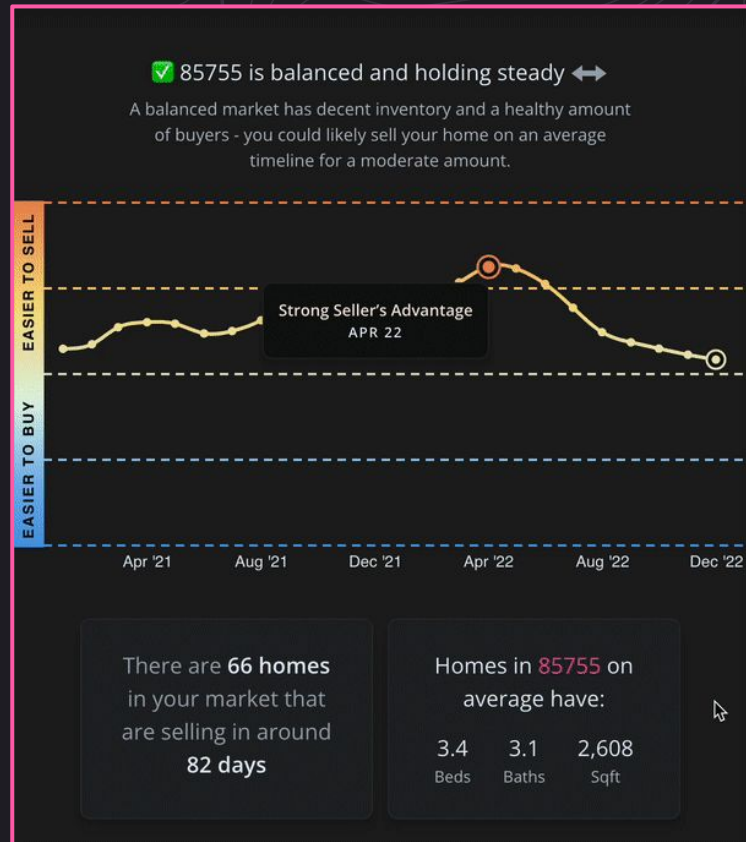
Erica+REA@Homebot.ai

Phone

720-432-1115

## 2. Generate new listings





- Homeowners understand their selling position
- Display active listings throughout
- Homeowners can adjust their estimated value and request a CMA




### 3. Turn homeowners into buyers

- Educate homeowners on their purchase potential
- Quick onboarding process to understand their preferences.
- Alerts when someone favorites a listing, updates their budget, & more
- The Homebot mobile app for clients to take home search and homeowner experience on the go

If you bought another home, how much could you afford?

 Purchase a new home \$541K <a href="#">More details on this</a>	 Buy an investment property \$12K <a href="#">More details on this</a>
 Rent your home & buy another \$164K <a href="#">More details on this</a>	 Sell & pocket the cash \$108K <a href="#">More details on this</a>

 Do you have any questions?

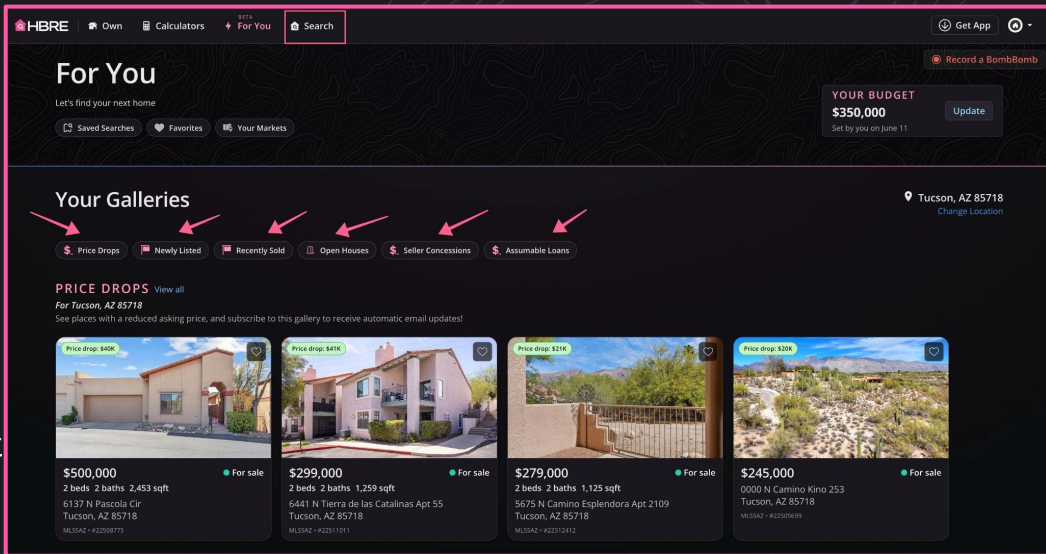
What option is best for me? [Send](#)

Or you can [schedule a call](#)



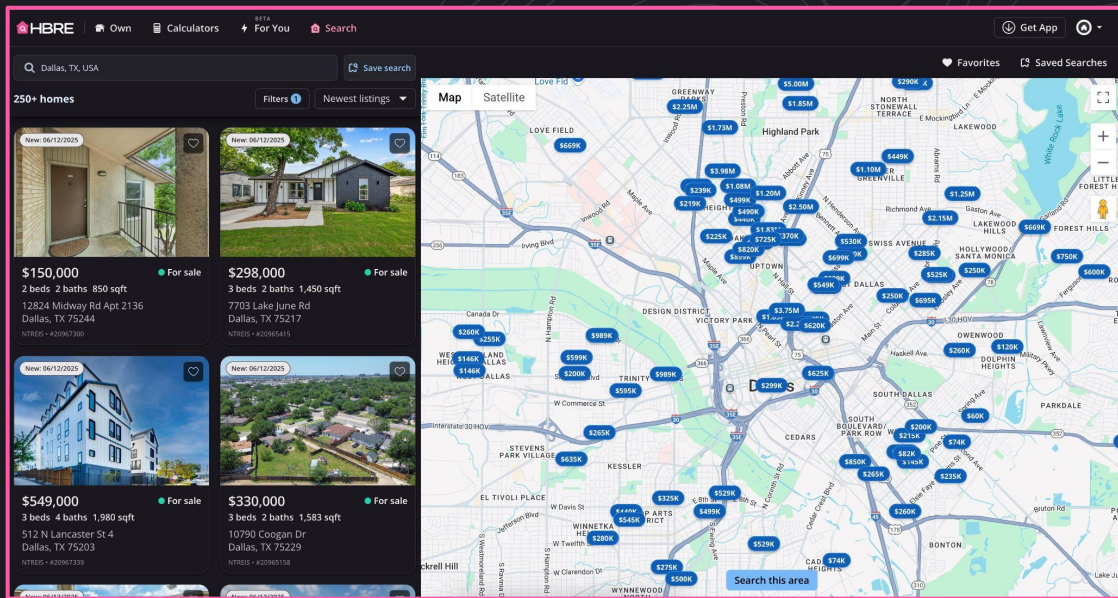
# Home search experience

- Safe, private, and nationwide
- Works in conjunction with preferred listing website or IDX
- Curated galleries of listings done for t buyer



# Home search experience

- Unique filters for assumable loans and seller concessions
- Financial calculators to understand affordability
- All inquiries sent to the agent on Homebot, not the listing agent





## 4. Streamlined prospecting

- Client engagement neatly organized into call lists or add to external email campaigns
- Use client activity to inform conversations
- Easily target clients with high Likely to sell scores or high equity to purchase their dream home
- Use video email to deliver timely market updates & trends

### Client Opportunities

Reach out to the clients in these curated lists to find out more and provide guidance.

#### Featured Key Client Lists



##### Needs CMA

These clients requested a CMA for their home.

11 CLIENTS



##### Highly engaged

These clients' situation and activity indicate that they are likely to transact soon.

9 CLIENTS



##### Likely to sell

These clients have a high likelihood of selling within 9 months.

8 CLIENTS



##### Email issues

These clients may not be getting all of their email reports.

4 CLIENTS

[Explore all Key Client Lists](#)

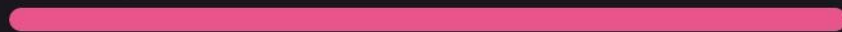


## 5. Set it & go get it

- Average 40-50% view rate
- Nurtured automatically month over month
- Agents notified via email, no need to login every day

### Email Engagement ?

Sends ? 42



Open rate 95% • 40



Click rate 31% • 13




## Generate leads

- Personalized landing pages unique to your account
- To be used at open houses, on social media, or in email campaigns
- Can add as a widget on a website or turn it into a QR code

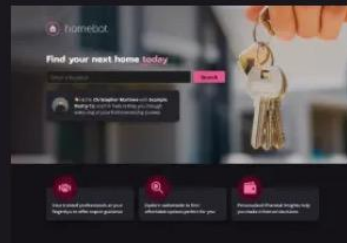


### Get Homeowner leads

All signups will become clients and begin receiving monthly home digests


 Copy link

Preview  
Page



### Get Property Search leads

Start capturing buyers who are actively searching for a home

 Copy link

Preview  
Page

## Agent data is private information

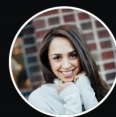
- Loan officers do not have access to database
- Loan officers can view # of clients and monitor email engagement (\$ of opens and views)
- Loan officer notified on financially focused questions only, with agent cc'd

### Co-Sponsor

Sponsored Agents

Pending Requests

Invite



**Brooke McGarvey**

Erica+REA@Homebot.ai  
(720) 432-1115

### 30 Day Snapshot

Total clients

20

Emails

Sends 20

Opens 65% • 13

Clicks 25% • 5

[BACK](#)

Refi Options

15 Year Fixed

<

\$5,140

>

RATE 5.875% • APR 6.092%

...

You could potentially save \$5k over 15 years but pay **\$1,011/mo** more each month with a refi

✓ A fixed rate means your principal & interest payments will never change

ⓘ 5.875% is an estimated rate based on national trends

Get your rate



Learn more about refinancing from **Erica Stern**, a lender Brooke trusts.

Estimated savings over 10 years:  
\$5,140

Year 1

Year 15

You might recoup closing costs by **2032**, assuming average fees of \$5,000.

How much does refinancing cost?


Erica is happy to walk you through their specific fee structure. Your mortgage estimate depends on market rates, your current financial situation, home occupancy status, and refi goals.

Refinancing comes with costs, but you can sometimes roll those refi costs into your loan instead of bringing cash to the closing.

ⓘ Disclaimers

[BACK](#)

Refi Options



Want to learn more?

Ask your expert from Demo Mortgage, Inc. to help answer what's on your mind.


Brooke speaks highly of Erica Stern, a lender that is happy to help answer questions for Brooke's clients and show how scenarios can save money.

Any questions for Erica?

What are my cash-out options?

How long until I recoup closing costs?

Ask a question...



NMLS #241570

**SENIOR LOAN OFFICER**  
**Erica Stern**  
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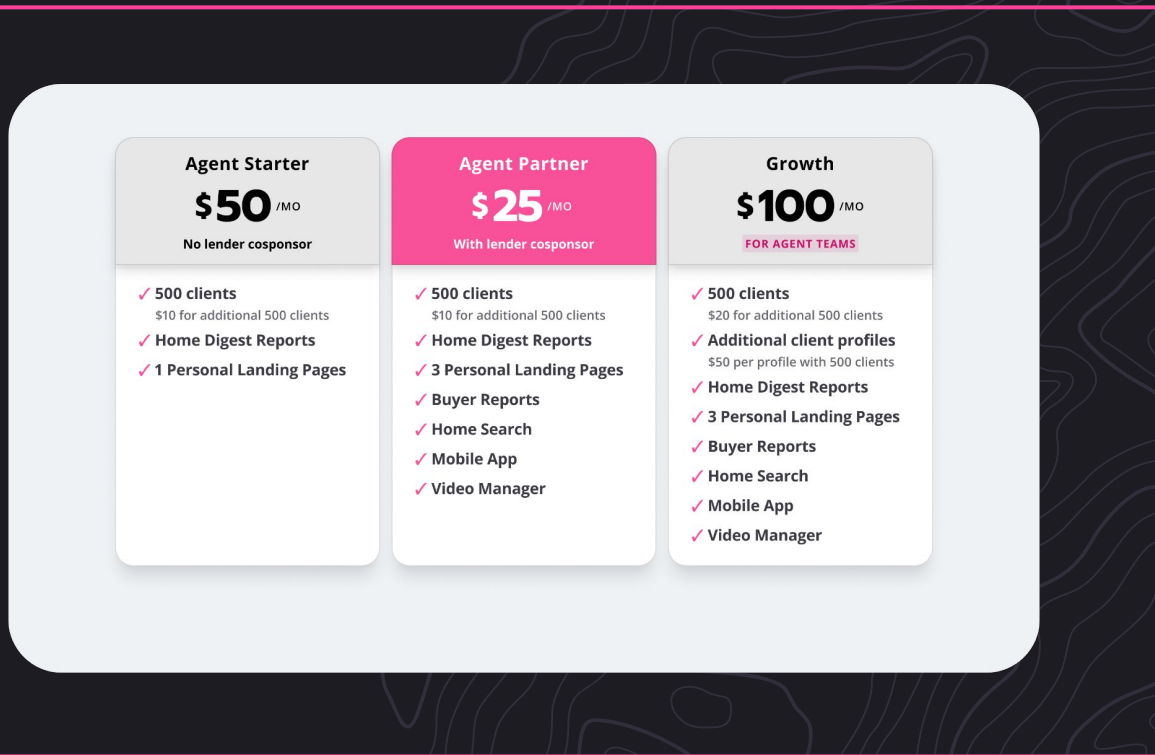
Phone  
720-432-1115

Website  
<https://homebot.ai>

## Plans & pricing

### With a Lender, Agents can:

- Nurture Buyers
- Provide Listing Search
- Utilize video features
- Offer the Homebot Mobile App
- Sign up on Freemium



Agent Starter	Agent Partner	Growth
<b>\$50</b> /MO	<b>\$25</b> /MO	<b>\$100</b> /MO
No lender cosponsor	With lender cosponsor	FOR AGENT TEAMS
<ul style="list-style-type: none"><li>✓ 500 clients \$10 for additional 500 clients</li><li>✓ Home Digest Reports</li><li>✓ 1 Personal Landing Pages</li></ul>	<ul style="list-style-type: none"><li>✓ 500 clients \$10 for additional 500 clients</li><li>✓ Home Digest Reports</li><li>✓ 3 Personal Landing Pages</li><li>✓ Buyer Reports</li><li>✓ Home Search</li><li>✓ Mobile App</li><li>✓ Video Manager</li></ul>	<ul style="list-style-type: none"><li>✓ 500 clients \$20 for additional 500 clients</li><li>✓ Additional client profiles \$50 per profile with 500 clients</li><li>✓ Home Digest Reports</li><li>✓ 3 Personal Landing Pages</li><li>✓ Buyer Reports</li><li>✓ Home Search</li><li>✓ Mobile App</li><li>✓ Video Manager</li></ul>