



homebot

Real Estate Agent Presentation


DECEMBER 2025





Today's Agenda

- What is Homebot?
- Homebot Digest + Search
- Client Engagement Portal
- Lead Generation
- Video Functionality
- Pricing + Sign Up

 **Stay up to date**
View new listings you might like

 **12 equity opportunities!**
Put your equity to work

The estimated value of
your home is

\$582,500

▲ 39% since you bought in 2020!

675k

Tap + hold on graph

2023

That means the net worth of the
home to you is

\$253,711

If you sold your home today, this is approximately
how much you would put in your pocket.



Own



Buy



Search





What is Homebot?

Help your clients build wealth through their biggest asset.

Homebot engages Real Estate Agent's clients every single month **AUTOMATICALLY** to generate more listing opportunities.





A Home Digest email your clients look forward to.

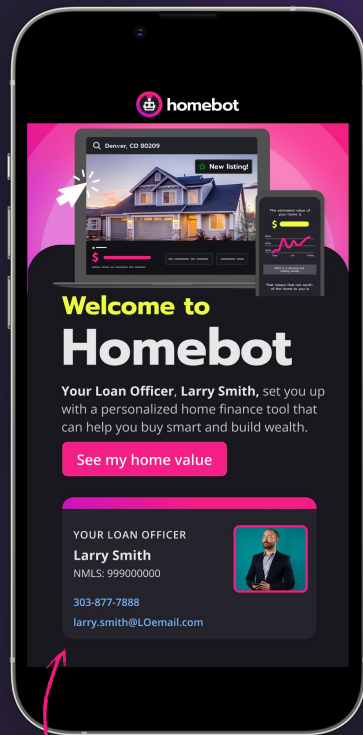
Your clients get personal home insights straight to their inbox, all branded to you.

Welcome Email

Monthly Home Value Digest

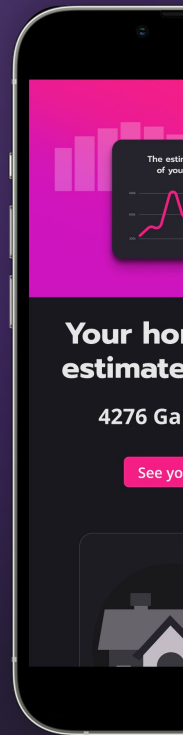
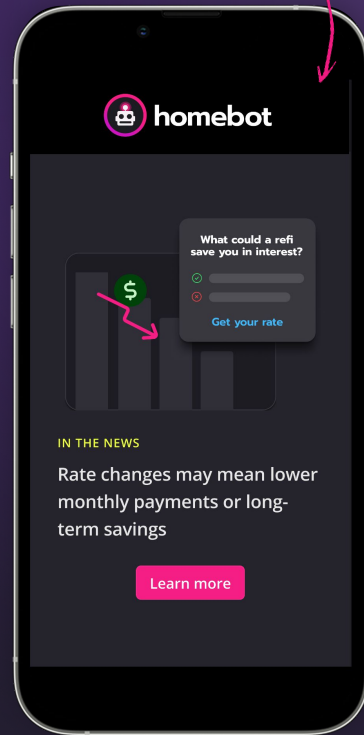
Monthly Market Report

Listing Alerts & Saved Search



Your brand

Interactive insights

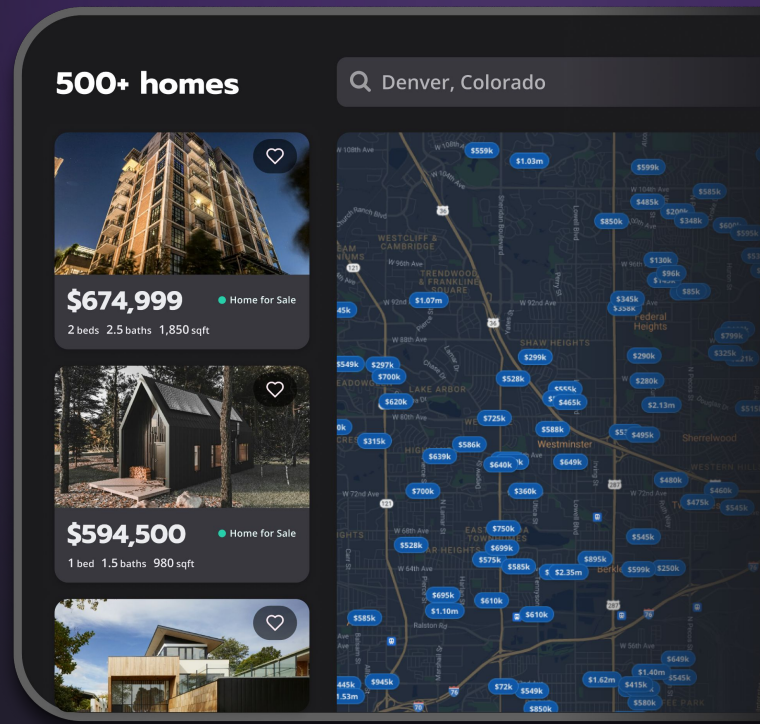




Homebot Search

A Nationwide Home Search with Live MLS Access for your Prospects.

Be the go-to Real Estate Agent for your homeowners and homebuyers with Homebot's private listing search tool that notifies you when your database is searching.



Your Live Look at Who to Call on a Weekly Basis

Know the full range of actions your clients and prospects are taking at a glance including

Who's Likely to Sell

Prospects Thinking About Buying

Clients with High Equity

Direct Messages from Your Database

30 Day Performance Snapshot

Your Clients

412

▲ 15
Total

[Add clients](#)

Emails

Sends 394

Opens 81% • 320

Clicks 46% • 183

Messages 7% • 26

Sponsored Agents

4

▲ 1
Sponsored
agents

512

▲ 99
Additional
clients reached

[Find agents with Partner Intel](#)

[Invite an agent](#)

Highly Engaged Clients

These clients are more likely to do business with you soon.

CLIENT NAME	ACTIVITIES
Linda Smith	45
Randy Blythe	42
Kirsten Thompson	40
Damien Romero	37
Darius Wooten	32
Allison Vetrovs	30
Wilson Dorwart	29
Omar Westervelt	29
Emerson Franci	28
Tiana Septimus	26

Message Inbox 10

Call or email these clients to respond. Check them off to remove them from this list when you're done.

	CLIENT NAME	TIME	MESSAGE
<input type="checkbox"/>	Jim Thompson	31 mins ago	Should I sell now?
<input type="checkbox"/>	Emily Johnson	4 hours ago	What option is best for me?
<input type="checkbox"/>	Olivia Peterson	19 hours ago	Should I sell now?
<input type="checkbox"/>	Lucas Evans	1 day ago	What are my refi options?
<input type="checkbox"/>	Sophia Bennett	2 days ago	What option is best for me?
<input type="checkbox"/>	Damian Romero	4 days ago	What areas should I be looking at?
<input type="checkbox"/>	Ava Anderson	4 days ago	How do I get started?
<input type="checkbox"/>	Charlotte Hughes	5 days ago	Can I get pre-qualified?
<input type="checkbox"/>	William Cooper	6 days ago	Should I sell now?
<input type="checkbox"/>	Noah Mitchell	7 days ago	How do I get started?

Position Yourself as the Go-to Agent in Your Market

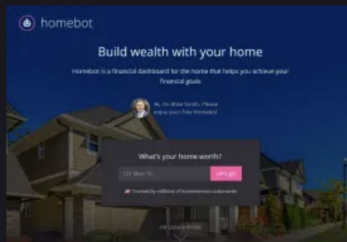
With custom Lead Generation pages for both homeowners and homebuyers

For Homeowners

Monthly updates on home value and equity

For Homebuyers

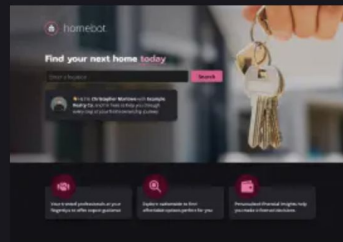
Private Search = Safe, trusted, and engaged



Get Homeowner leads


All signups will become clients and begin receiving monthly Home Digest and Home Search emails

 [Copy link](#) [Preview Page](#)



Get Buyer leads

All signups who complete onboarding will begin receiving monthly Home Search emails

 [Copy link](#) [Preview Page](#)

Some ways to use these links

- ✓ Email signature
- ✓ Social media posts
- ✓ New client intake resources
- ✓ Calls to action in emails
- ✓ Targeted Facebook ads
- ✓ QR code for door hangers, mailers, etc.



Video Functionality

Advise Your Clients w/Video Directly Embedded in Homebot.

Choose from 15+ videos you can send to either your clients or prospects through the Homebot platform to build your brand.

Thinking of selling?

Now could be a good time - you have 3 strong selling signals



Moderate appreciation

Your home value grew 2.4% / year



Good cash position

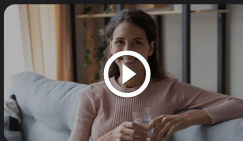
You've built around ~\$189k in equity



Strong seller's market

Competition is high, inventory is low

Strategy on selling now:



Scale your expertise through



Homeowner intro

Personally welcome new homeowners who are new to the area



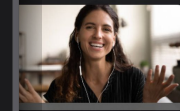
Pre-qualification

Help your buyer understand their strategy of getting into the market



Should you sell?

Educate clients on when to sell on reason



Investment property

Break down different ways of reinvesting in real estate





The Value of Co-Sponsoring



Partnering with a lender unlocks the additional features below and reduces your monthly cost to just \$25 per month.



Nurture buyers and provide a **safe nationwide search** with you positioned front and center on every listing.



Increase visibility and provide personalized guidance through the **Homebot Mobile App**.



Boost engagement and **embed your expert advice** using Video Email and Video Manager.



Trust your lender to answer finance-related questions so you can focus on other tasks.

Still unsure? Sign up for free through your lender. No credit card required.



VERY HIGH

Likely to sell



Lindsey viewed her home's market and selling signals



FOR SALE

123 Main St.

3 beds • 3 baths • 2,390 sqft



Getting Started on Homebot

1

Ask your loan officer to send you an invitation to sign up

2

Create your profile & select your plan

3

Confirm the co-sponsorship in your account

4

Add your clients & customize your profile

