



A COMPLETE

FIELD GUIDE

mastering Homesnap Pro in minutes

Just · Homesnap · It

/just / homesnap / it (verb)

to open up the Homesnap Pro app because you need real-time real estate information.

e.g.: "Need property history? Just Homesnap it."



homesnap PRO

D O N ' T G E T L E F T B E H I N D

GET BACK

In a society where home search has gone mobile, Homesnap Pro provides agents with real-time MLS data and powerful tools that move with them, wherever they are, while providing their clients with an industry-grade collaborative real estate search tool.

“Sounds great. But what about all the other mobile real estate apps out there?”

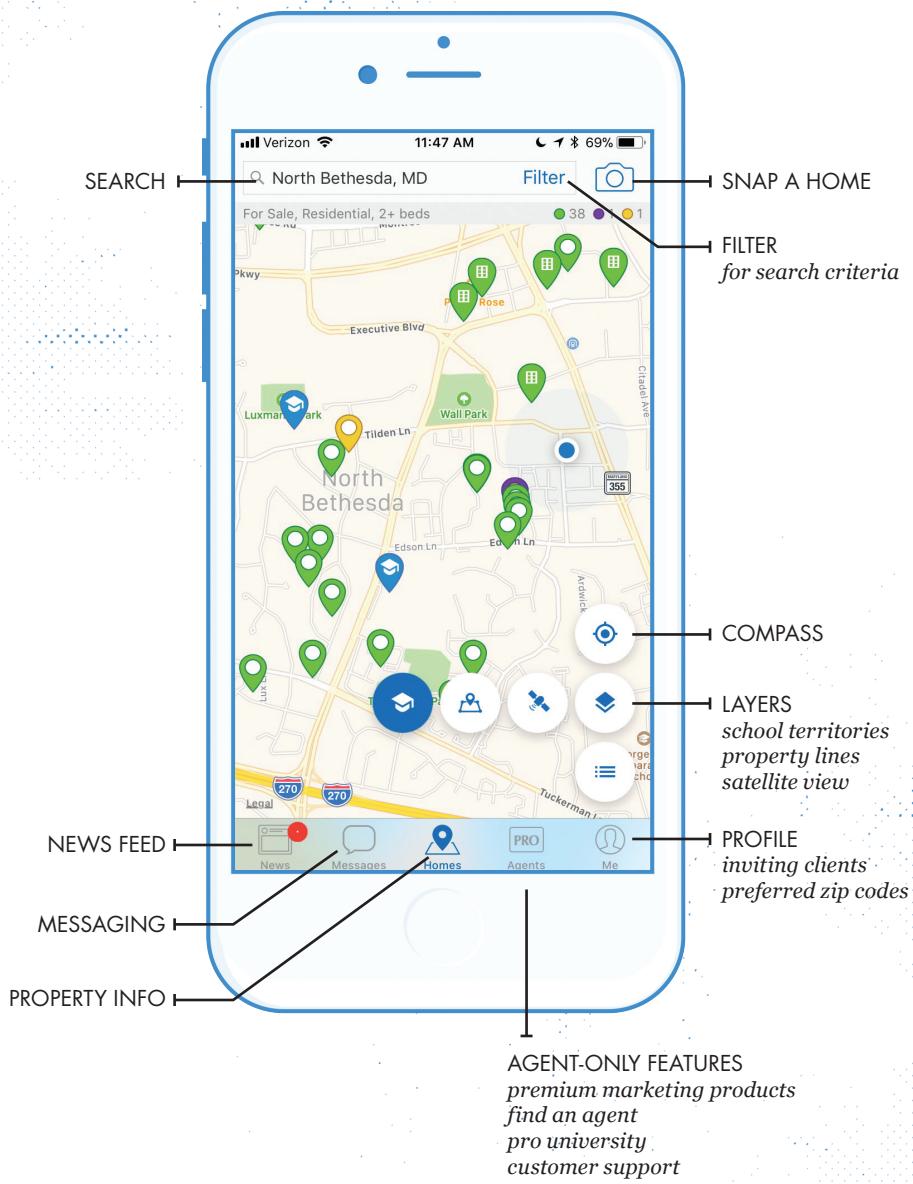
Homesnap is the public-facing brand of the Broker Public Portal, a national home search portal for consumers that follows Fair Display Guidelines. With Homesnap, you get back your listings and your leads — without paying for it.

Homesnap does all this (and more) with the mission of offering innovative tech solutions that benefit all parties — agents, brokers and consumers — through one unified platform.

LAY OF THE LAND

NAVIGATING THE APP

fig. 01



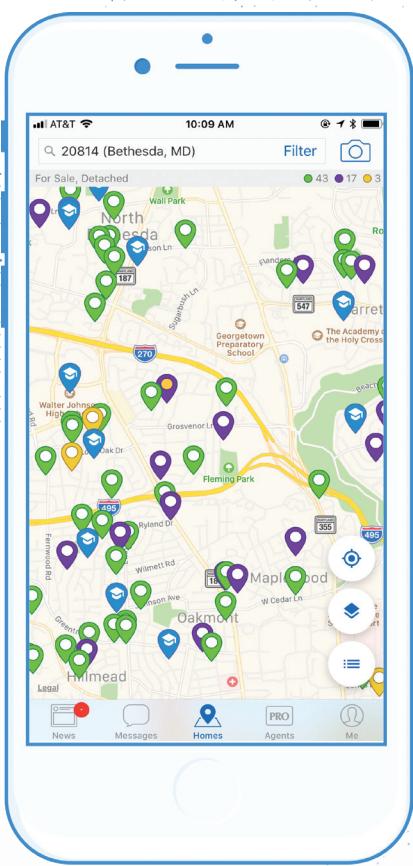


01 | PROPERTY SEARCH

REAL-TIME SEARCH RESULTS

MAP-BASED SEARCH

WITH FILTERS AND LAYERS



LEGEND

- ACTIVE LISTING
- OPEN HOUSE
- COMING SOON
- UNDER CONTRACT
- SOLD
(within 365 days)
- PUBLIC RECORD
(not currently in the MLS)
- SCHOOLS



PRO NUGGETS OF WISDOM

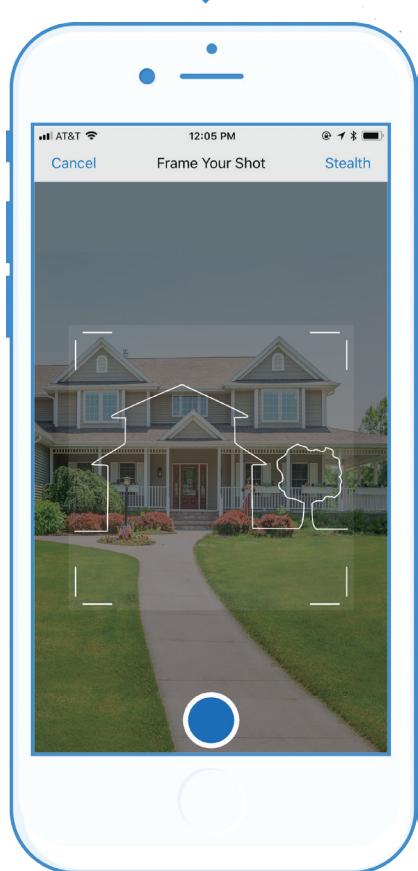
Zoom out by pinching your fingers together on your map view.

Zoom in by pushing your fingers apart on your map view.

Lost your location on the map? Tap on the compass icon.

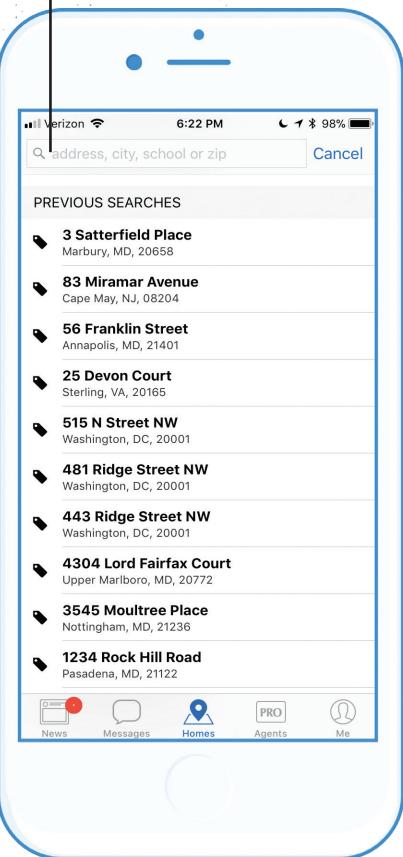
SNAP IT!

SEARCH WITH A PHOTO



KEYWORD SEARCH

FIND A PROPERTY



Search by postal code, neighborhood, city, address or MLS number.

Select 'Filter' to apply your filter criteria.

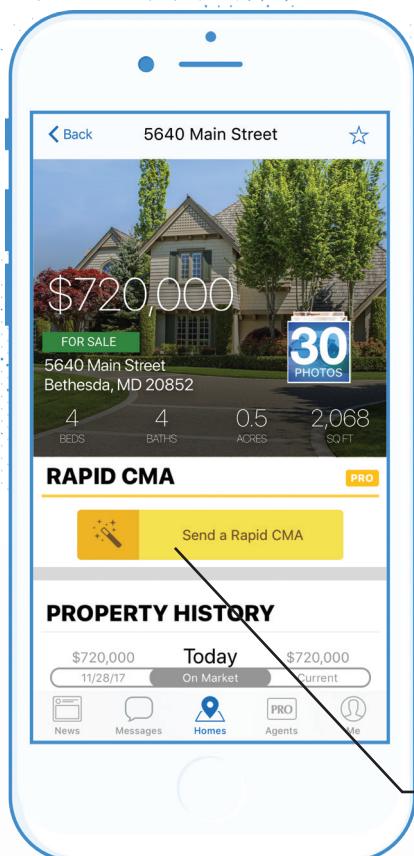
Select 'Reset' and 'Filter' to remove all filter criteria.

Save snaps that you'd like your clients and colleagues to see. They will be associated with your public profile and News Feed.



02 | PROPERTY LISTINGS

COMPREHENSIVE DATA ACCESS



PROPERTY INFORMATION

ACCESS THE FOLLOWING:

STAY SAFE AT SHOWINGS **PRO**

RAPID CMA **PRO**

CONFIDENTIAL DATA **PRO**

RELATED AGENTS **PRO**

PROPERTY HISTORY

LISTING SUMMARY

LISTING DETAILS

LOCAL SCHOOLS

PROPERTY LINES

SIMILAR LISTINGS

RECENT SALES



HINT: Agent-only sections are indicated with a yellow **PRO** label and are not visible to clients, the public or agents outside your MLS.



PRO NUGGETS OF WISDOM

Favorite your listings so they appear on your public profile; your connected clients will see your listings on their News Feed.

Apple Users shortcut menu - swipe right on the rectangular property view.

Android Users shortcut menu - select the three dots in the top-right corner on the rectangular property view.

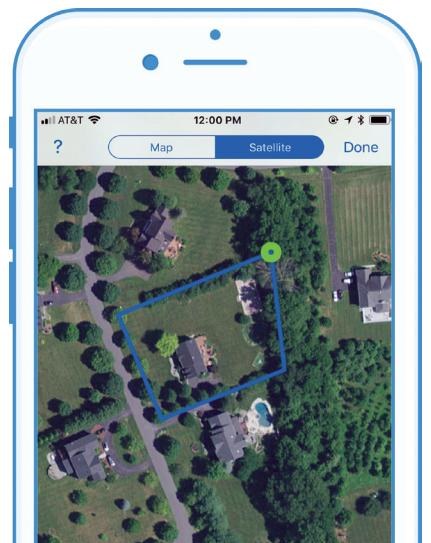
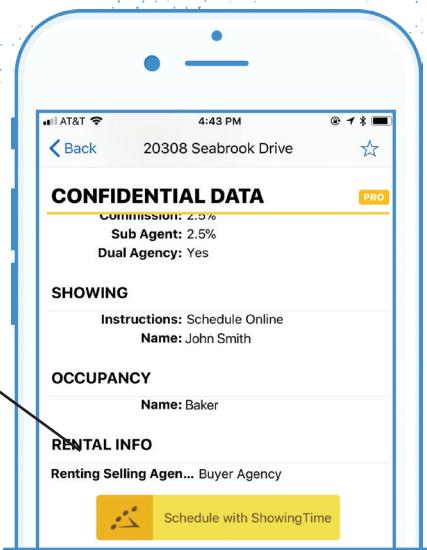


03 | SHOWINGS & TOURS

EASY SCHEDULING

SCHEDULE A SHOWING ▶ WITH CSS OR SHOWINGTIME

Scheduling a Showing is available for properties where the listing agent utilizes ShowingTime or CSS.



◀ WALK PROPERTY LINES WITH OPTIONAL AUGMENTED REALITY

View the property's lot boundary, and watch your current location move with you! Plus, view real-time physical property boundaries using augmented reality (iPhones only).



PRO NUGGETS OF WISDOM

If ShowingTime or CSS are not available for a listing, refer to the Confidential Data for showing instructions.

Property lines are not meant to be used in lieu of a survey, rather it gives your clients a sense of where the property boundaries begin and end.

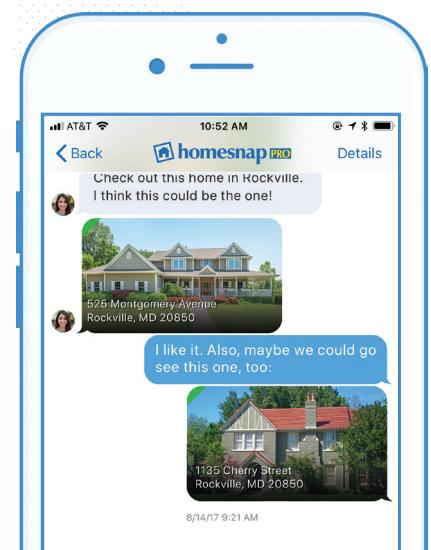
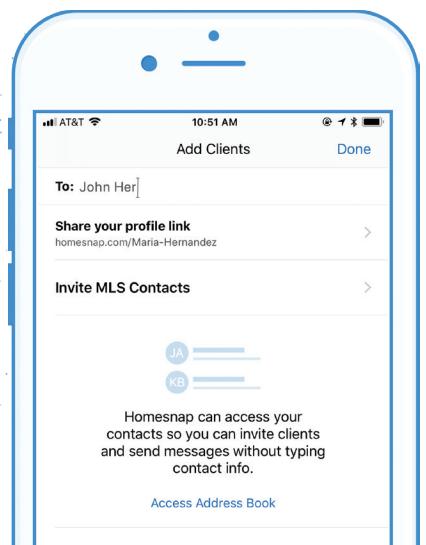


04 | COMMUNICATION

IN-APP CLIENT COLLABORATION

INVITING CLIENTS ▶

Upon accepting your invite and creating a Homesnap account, a 1:1 relationship is created. Your client works exclusively with you within Homesnap!



◀ IN-APP MESSAGING

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



PRO NUGGETS OF WISDOM

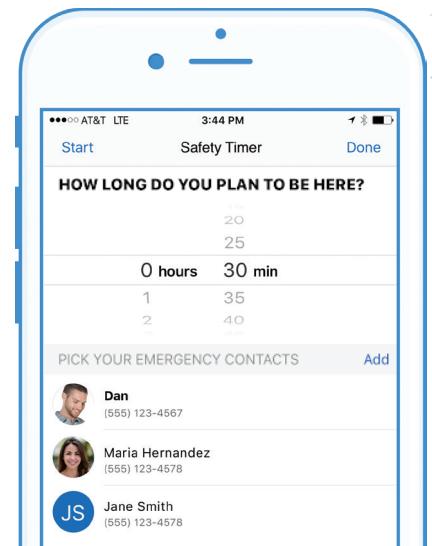
Add a profile picture within the 'Me' tab to provide a more personalized touch for your existing clients and potential leads.

Invite your clients via email so they become eligible to receive Homesnap's Weekly Market Update. Clients love this!



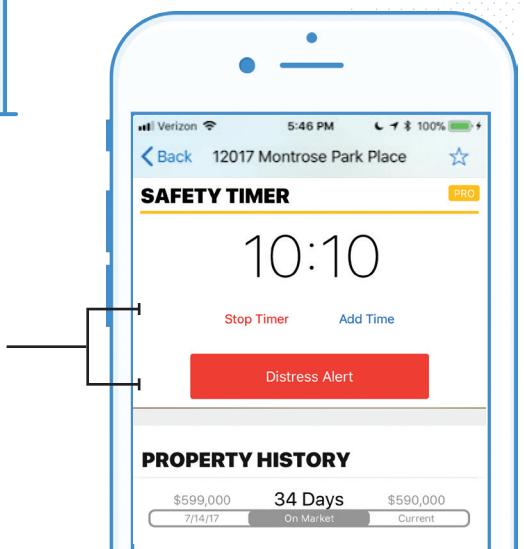
05 | SAFETY TIMER

GIVING AGENTS PEACE OF MIND



◀ TIMER SETUP

Setting an emergency timer is easy! Simply select the expected duration of your showing and add an emergency contact.



MORE OPTIONS ▶

With just one touch, you can easily add more time for your showing, dismiss the timer or send an immediate distress alert.



PRO NUGGETS OF WISDOM

Add emergency contacts with a cell phone number only.

Contacts are notified if timer runs out to 0.

After selecting 'Distress Alert' you have up to five seconds to cancel before your emergency contact(s) are notified.

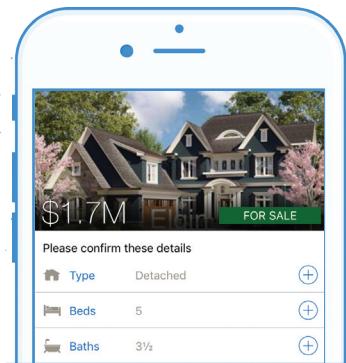
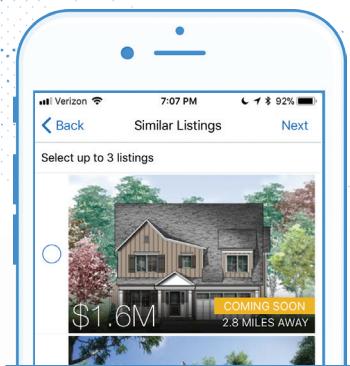


06 | RAPID CMAS

PROVIDE CLIENTS COMP GUIDANCE IN MINUTES

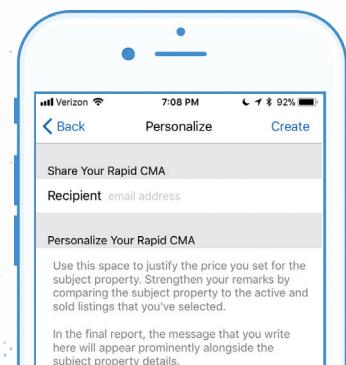
ADJUST VALUES ►

Create and share a professional CMA right from your phone! Access the CMA tool from your property listing page, and adjust the subject property details to reflect your desired comparables.



◀ SELECT SIMILAR HOMES

Choose up to three comparable active listings and up to three recent sales.



PERSONALIZE ►

Add a personal message and create! Rapid CMAs are great for a quick-and-dirty CMA, ahead of a comprehensive CMA.



PRO NUGGETS OF WISDOM

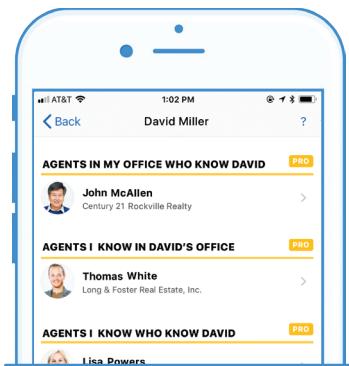
Review each recommended sold property to ensure the comp being selected is not too seasoned.

By leaving the recipient list blank, you will receive the generated report and can pass it along to your client to ensure it doesn't end up in their spam or junk folder.



07 | RELATED AGENTS

STREAMLINED CONNECTIONS WITH OTHER AGENTS

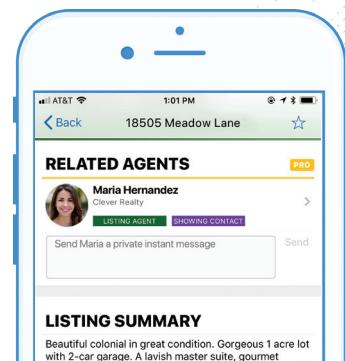
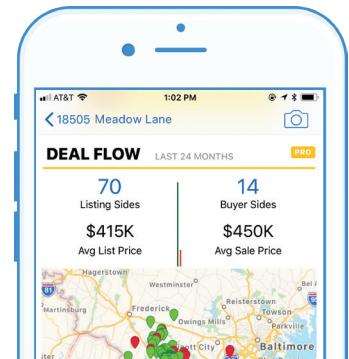


◀ HOW AM I CONNECTED

Jog your memory on how you are connected with an agent (e.g.: historical transactions, through colleagues, etc.).

MESSAGING ▶

Instantly message a listing agent directly from the property listing page.



◀ DEAL FLOW

Get insights into an agent's historical deals so you're as prepared and informed as possible when working with them for the first time.



PRO NUGGETS OF WISDOM

Leverage deal flow data to better acquaint yourself when working with agents for the first time. All this data is available in your MLS. Homesnap simply presents it in a more meaningful way, and only to agents within your MLS.



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