

WORKSHOP

Homebot
Co-Sponsorship:
The key to your
new listing machine

Learn how to ...

- ✓ **Secure** a lender co-sponsor
- ✓ **Build** your database
- ✓ **Generate** new listings
- ✓ **Engage** clients with video
- ✓ **Customize** client home search

DISCLAIMER: *Specific features like access to Buyers and Power Ups require lender sponsorship. For questions or support related to this, contact customersuccess@homebot.ai and they will assist you.*



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Meet Holly Homeowner

Holly just bought a new home for \$385,000. Follow her journey as she uses Homebot to build wealth over time.



\$ 102,000

HOME EQUITY

HOME DIGEST

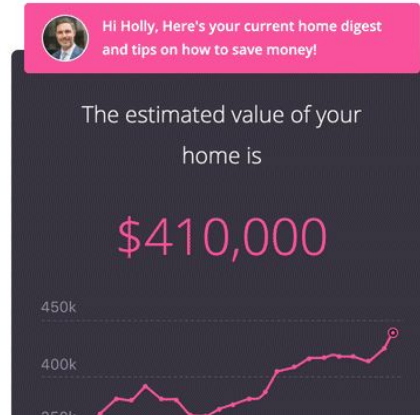
Holly receives Homebot from her loan officer or real estate agent



Personalized home financial data



Track home value and equity

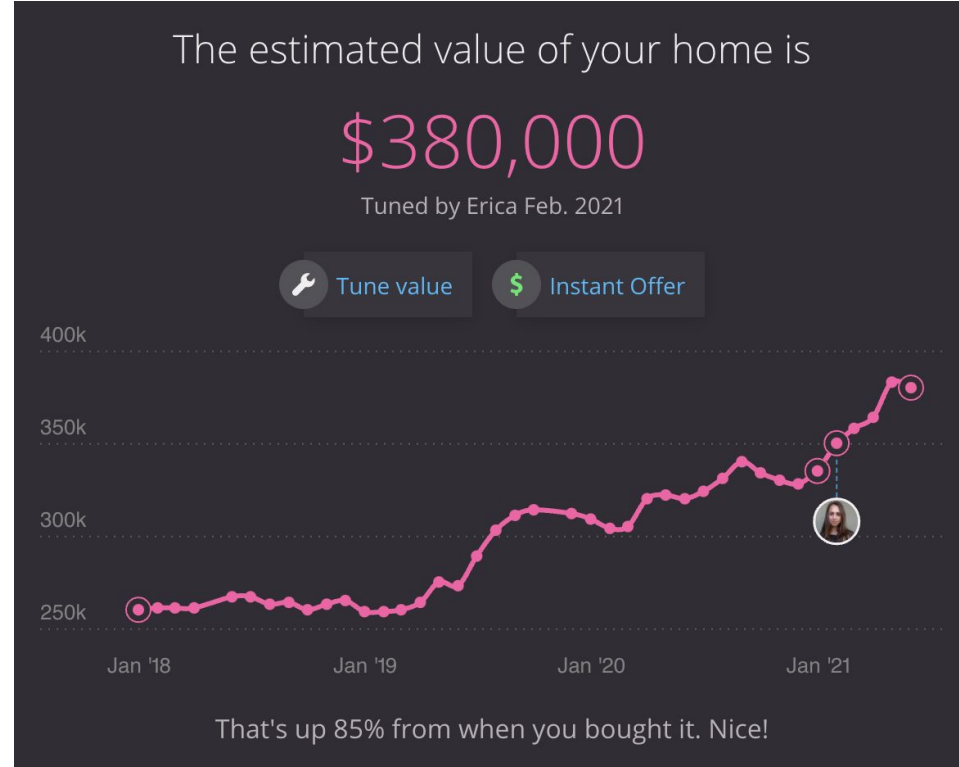


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Keep Clients Safe & Informed in Your Sphere

Homebot delivers personalized content to every Homeowner & Buyer you add!

- The reports are dynamic, changing with the market each month keeping your clients informed and safe with you
- Stay top of mind by providing clients with educational and empowering content
- It works just as well with your friends, family, and neighbors



Why Partner with a Lender on Homebot

1. Reinforce the trusted triad between the Agent, Lender, and client
2. Create a listings machine with your database and the Buyer's Report
3. Keep clients in your sphere of influence by adding your Custom IDX
4. Maximize engagement with Homebot's video capabilities



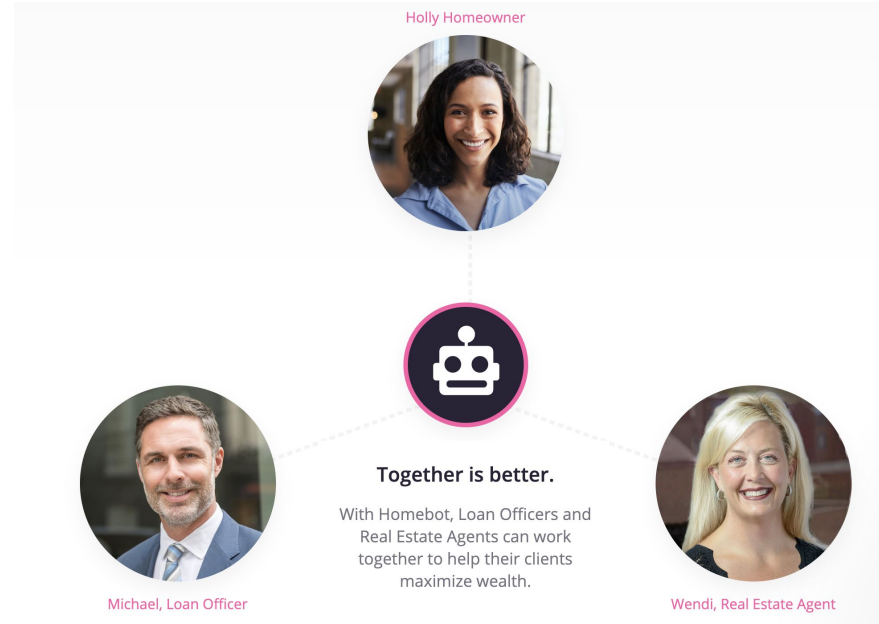
PART 1

Benefits of Co-Sponsorship

1. Reinforce the Trusted Triad

Build more business with your Lender Co-Sponsor while providing your clients access to the two most important people for building wealth through homeownership.

- Save time by allowing your clients to get their financial questions answered by an expert
- Create stronger client relationships
- Hand off leads with ease
- Cross-reference your databases for buyer and seller leads



Provide a Full Circle Experience

Be in the know of your clients refinance inquiries and prequalification requests

1. Both the Agent and Lender get notified of financially-focused questions
2. Call your client ASAP, find out if they're working with a Lender
3. Hand off the lead to your Lender Co-Sponsor or their preferred Lender

Holly Homeowner wants to know more about
Refinancing:

"What are my cashout options?"

[View client in Homebot](#)

2. Create a Listings Machine

Homebot breaks down each critical factor that goes into selling at the right time:




- Appreciation or depreciation
- Cash position
- Demand in the market

Clients can reach out for more information or you can use this data to start the conversation

- What are their intentions to sell?
- Would they like a professional CMA?
- Should they be added as a buyer?

THINKING OF SELLING YOUR HOME?

Now might be a good time - You have 3 strong selling signals

-  **High appreciation**
Your home value grew 8.7% / year
-  **Good cash position**
You've built around ~\$258k in equity
-  **In demand market**
Competition is high, inventory is low

[More details on this](#)



Leverage the Buyers Report Email

Homeowners who opt-in for the buyers side of Homebot will receive a separate monthly market report and access to investor-grade insights:

- Buyers compare zip codes of interest, explore active listings, and start the prequalification process.
- Every time prospects open the report, like a listing, or favorite a zip code, you'll be notified in the Activity Feed



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Hi Jean! Here's your latest home buying analysis to help you find the best market and get the most value for your money. Call or email with questions!

Wendi Miller • Demonstration Real Estate, Inc.
970-708-0277 • nina+rea@homebot.ai

Your price point: **\$650,000** [Change](#)

OCTOBER 2020

How do your favorite markets stack up?

0 **MARKET TEMPERATURE** 100

BUYER'S MARKET Better deals and less competition

SELLER'S MARKET Rising values but more competition

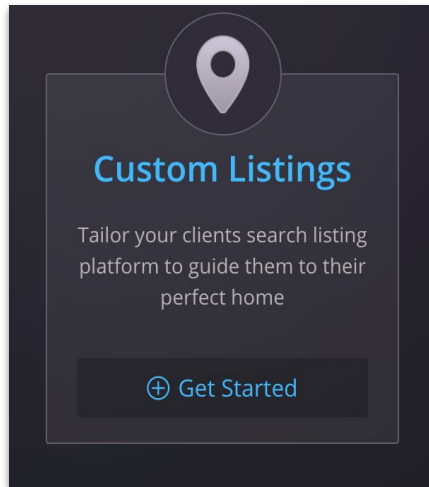
MARKET TEMPERATURE BUYING TIMELINE SQFT YOU CAN AFFORD AVERAGE PRICE

Hampden South, Southmoor Park, The Corridor, Hampden, Greenwood Hills... **81** 89 days 2,405 sqft \$586k [View](#)

[Show more](#)

3. POWER UP with Custom Home Search

Custom Listings allows you to sync your custom IDX with Homebot, keeping buyers in your sphere of influence while they browse properties:

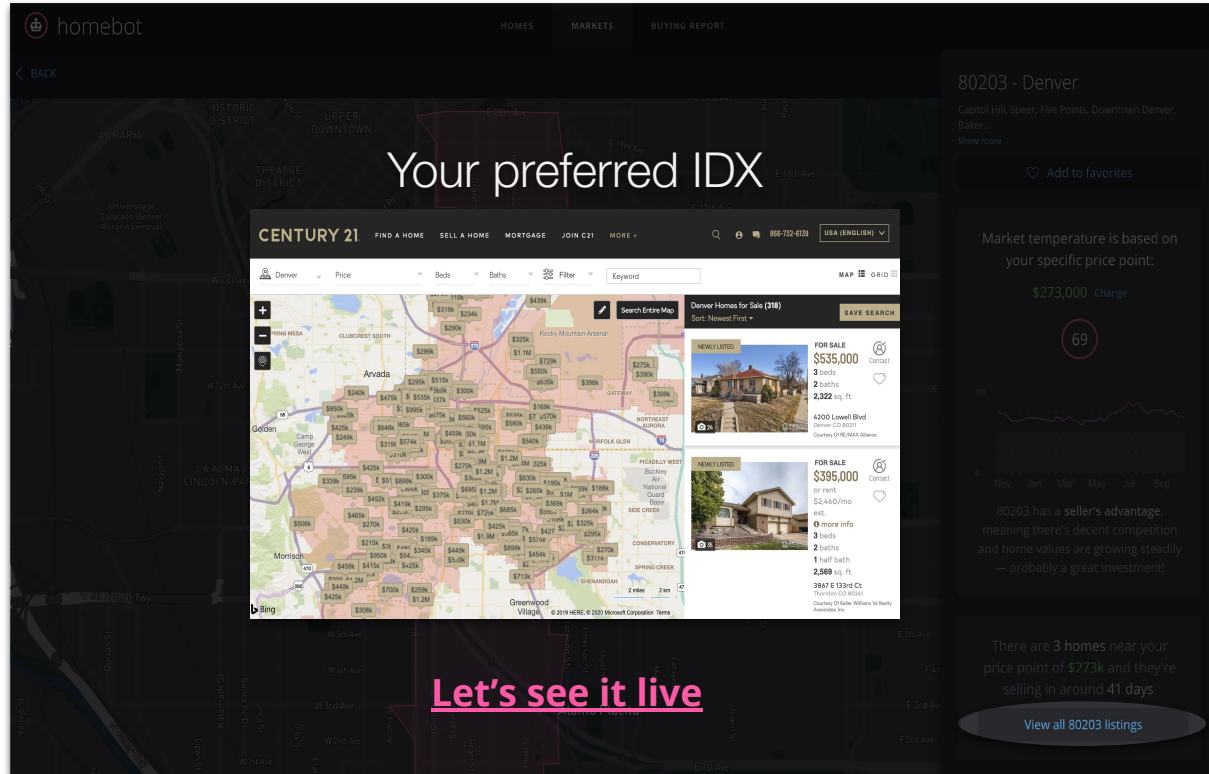


A dark blue graphic with a white location pin icon at the top. Below it, the text "Custom Listings" is written in a light blue font. Underneath, in a smaller white font, it says "Tailor your clients search listing platform to guide them to their perfect home". At the bottom, there is a white button with a plus sign and the text "Get Started".

Custom Listings

Tailor your clients search listing platform to guide them to their perfect home

[Get Started](#)



A screenshot of the Homebot real estate search interface. The background is a dark map of Denver with various neighborhood names like "Auraria", "Theatre District", and "Golden". Overlaid on the map is a white search bar and a list of properties. The text "Your preferred IDX" is written in a large, white, serif font across the top of the map area. At the bottom of the map area, the text "Let's see it live" is written in a pink, italicized font. On the right side, there is a sidebar with property details for "80203 - Denver", including a price of "\$273,000" and a "69" day-on-market indicator. Below this, there is a line graph showing market trends and a button that says "View all 80203 listings".

homebot HOMES MARKETS BUYING REPORT

BACK

YOUR PREFERRED IDX

CENTURY 21 FIND A HOME SELL A HOME MORTGAGE JOIN C21 MORE

Denver Price Beds Baths Filter Keyword

MAP GRID

Denver Homes for Sale (318) Sort: Newest First

NEWLY LISTED

FOR SALE \$535,000

3 beds

2 baths

2,322 sq. ft.

4200 Lowell Blvd Denver, CO 80202 Charles D'Elia, NMLS #1886

NEWLY LISTED

FOR SALE \$395,000

or rent \$2,450/mo est.

0 more info

3 beds

2 baths

1 half bath

2,569 sq. ft.

3847 E 139th Ct Thornton, CO 80241 Courtney O'Flaherty, NMLS #1886

80203 - Denver

Capitol Hill, Speer, Five Points, Downtown Denver, Baker... Show more

Add to favorites

Market temperature is based on your specific price point:

\$273,000 Change

69

Now Jan Mar May Jul Sep

80203 has a seller's advantage, meaning there's decent competition and home values are growing steadily — probably a great investment!

There are 3 homes near your price point of \$273k and they're selling in around 41 days.

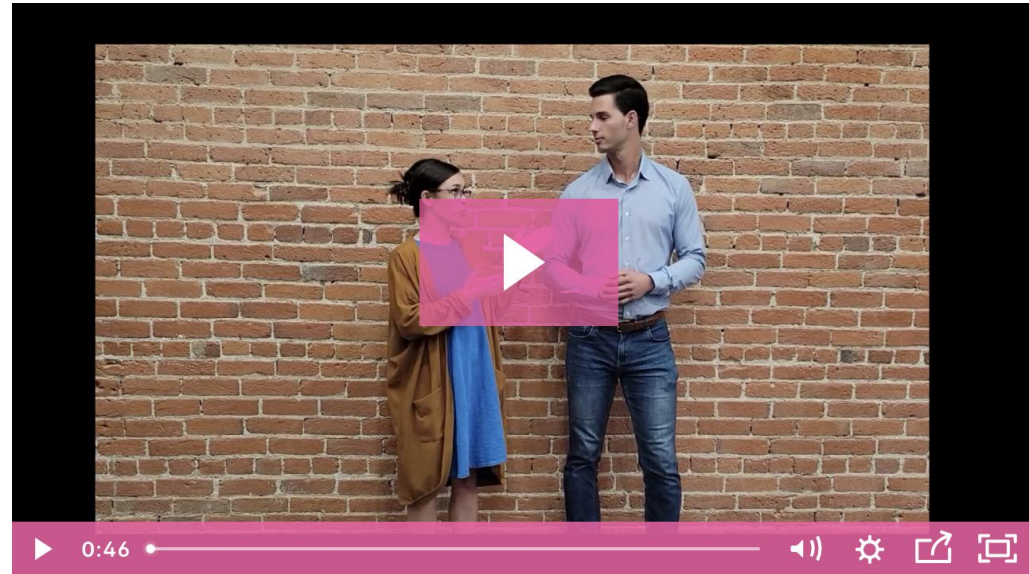
[View all 80203 listings](#)

Let's see it live

4. Maximize Engagement with Video

Engage with client's and scale your expertise using Homebot's video functionalities:

- Provide a personal touch that helps your clients feel connected to you
- Promote your brand through timely and powerful content
- Remind clients that you're the expert to turn to



Empower Clients with Video Manager

Stay in front of clients with embedded messages throughout their Homebot reports

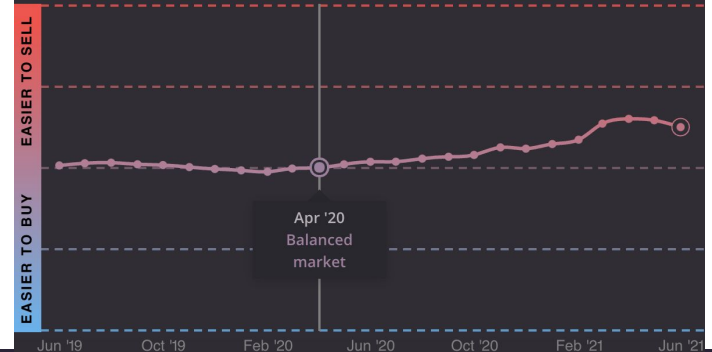
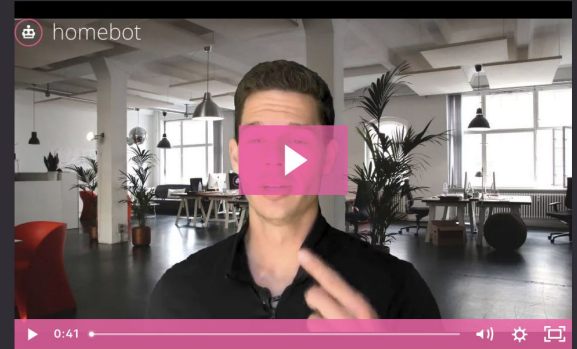
- Welcome new Homebot users with an introductory video
- Promote active listings in the purchase module
- Help clients understand their estimated home value and how they can manage it
- Let clients hear directly from the Lender about pre-quals and refinancing

The most asked question on Homebot is, "Should I sell?"



📈 85755 is in demand but cooling down a bit 🐦

An in demand market means you may be able to sell your home faster and for more money

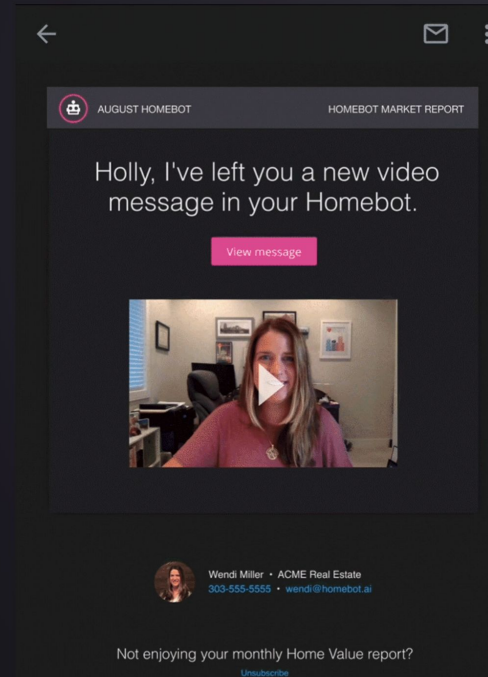


Deliver Market Updates & Trends with Video Email

Use **Video Email** to empower your clients to make the most of Homebot:

1. Feature upcoming listings or buyers needs to connect sellers & buyers in your database
2. Call attention to relevant features to capture your client's interest
3. Show how they can use various features to discover important information
4. Follow up with weekly or monthly market trends to keep clients up-to-date

Video Email






Video Email

Create a video with BombBomb, PitchHub or YouTube to send to all your clients. You can send up to **one** video each week for homeowners or buyers.

Your clients will view your video in their Homebot.

CHOOSE YOUR AUDIENCE

 Homeowners Send to all your clients who own a home Get Started	 Buyers Send to all your clients who have a buyer profile Get Started
 Ripe for Refi Send to all your clients with homes possibly eligible for a refi Get Started	

5. Generate Leads and Build Your Database

Available in your Share tab are lead capture pages. Use them to add prospects into Homebot.

- Homebot's lead capture pages are great for open houses, social media, email signature, and more!
- Use them as calls-to-action in a lead-generation campaign



Get Buyer leads

All signups who complete onboarding will begin receiving monthly buyer reports

<https://hmbt.co/bzHT7F>

copy



Get Homeowner leads

All signups will become clients and begin receiving monthly home digests

<https://hmbt.co/RkWTPPL>

copy

Land a Lender Co-Sponsor

If you aren't yet partnered with a Lender on Homebot, we've made it easy for you to invite your preferred Lender:

- Send an invite through Homebot
- Share one of our short Homebot Overview videos via email

If your preferred Lender isn't on Homebot:

- Search by zip code or email address to connect with an alternative
- Create an [Intro Video](#) to send along with your Lender invite



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[Live demo](#)

Find a lender to co-sponsor you

Search: @homebot.ai

Not seeing who you searched for?

Lender first name*






Lender last name*

Lender email address*

Lender phone number

+1 888-777-6666

Invite

 <p>Connor Parsons</p> <p>NMLS #0000</p> <p>Demo Mortgage, Inc. connor@homebot.ai</p>	 <p>Lisa Howard (DEMO)</p> <p>NMLS #00000000</p> <p>Demo Mortgage, Inc. lisa@homebot.ai</p>	
 <p>Talya Reynolds</p> <p>NMLS #0001110010101</p> <p>Demo Mortgage, Inc. talya@homebot.ai</p>	 <p>Max Kipling</p> <p>NMLS #96204</p> <p>1EG Mortgage, Inc. ux2@homebot.ai</p>	 <p>Erica Stern</p> <p>NMLS #0000</p> <p>Demo Mortgage, Inc. erica@homebot.ai</p>

INTRO VIDEO

Homebot Learning Center for Agents

Find everything you need to become a master of your Homebot account. Don't have an account yet? [Get started!](#)

Bookmark our [Learning Center](#) for easy access to resources, shareable content, and best practices!



Getting Started

New to Homebot? Learn how to set your account up and get clients added.



Best Practices

Ready to make the most of Homebot? Discover top producers Homebot hacks.



Manage Clients

Stay on top of email issues and managing your client data.



Lender Partnership

Gain access to loans and learn more about



Integrations + Tools

Power up your Homebot by integrating it



Account & Billing

Need to update your account? Learn how to



homebot

Have additional questions?

For support with your account - customersuccess@homebot.ai

To upgrade, sign-up, or see a demo - sales@homebot.ai

DISCLAIMER: Specific features including Agent Sponsorship and Power Ups may vary due to your company's compliance standards. For more information on what is specifically available for your account, please contact customersuccess@homebot.ai and they will assist you.



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