

TOP 10 HOMEBOT HACKS

HOW TOP PRODUCERS
ARE MAXIMIZING
THEIR USE OF
HOMEBOT



be proactive & use the data

FIND A CLIENT & SORT BY INTEREST RATE

While Homebot is a set-it and forget-it tool (and that's a great way to use Homebot!), it's even more powerful when you use your client list to gain insights, such as:

- Who has the highest interest rate gap?
- Who has the most estimated equity?
- Who has the highest purchasing power?

All222

Needs CMA32

Shared Clients

Q

Search name or address...

×

CLIENT	VALUE	EST. EQUITY	EST. BALANCE	RATE
Nguyen, Timothy 518 Addy Ave <div>Sent 11/27</div>	\$761,000	\$561k • 73.8%	\$200k	8.25%
McNeal, Todd 3416 Victoria Dr <div>Sent 1/14</div>	\$222,000	\$123k • 55.5%	\$99k	8%
Down, Sarah 253 Sotheby Ct <div>Sent 1/21</div>	\$518,000	-\$67.7k • -13.1%	\$586k	6.88%
Damon, Dustin 26410 SW Peter Mountain Rd	\$755,000	\$156k • 20.6%	\$599k	6.5%

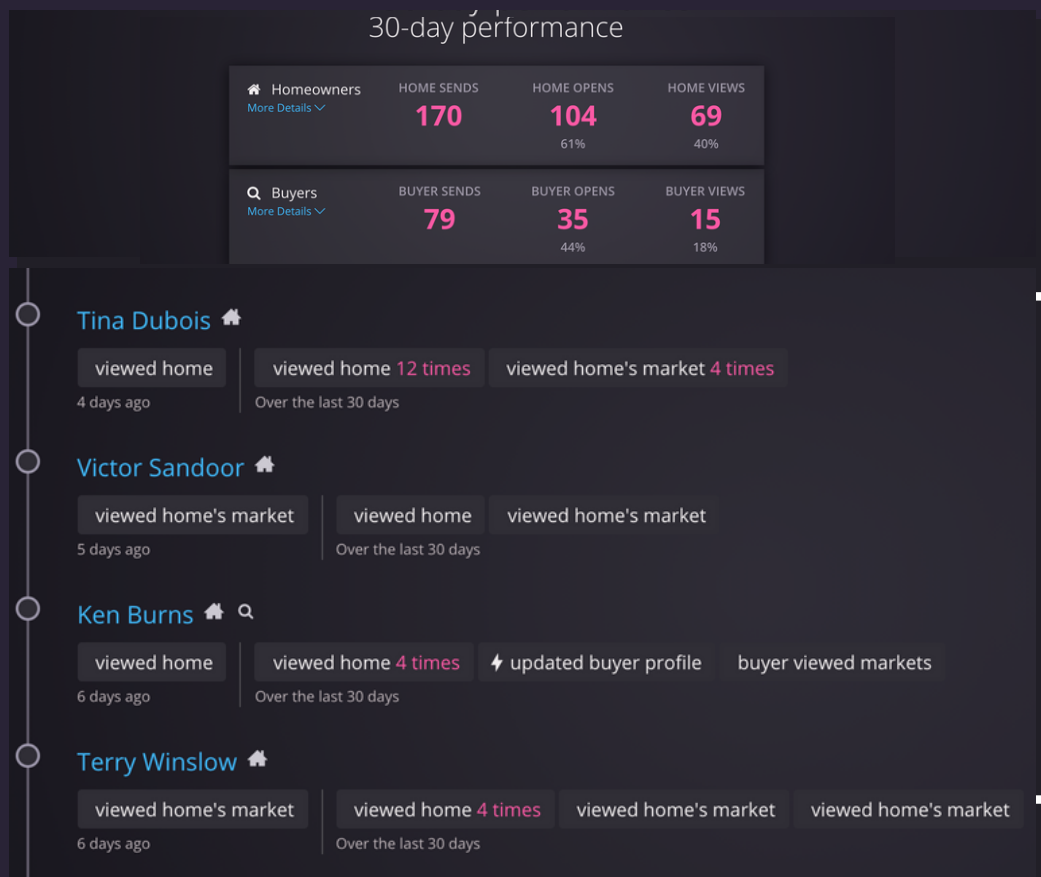
2 behavioral targeting approach

LEVERAGE THE POWER OF BEHAVIORAL TARGETING WITH HOMEBOT'S ACTIVITY FEED

With Homebot's timeline-style activity feed, you can get to know which of your clients are most engaged in their Homebot digest with behavioral insights (i.e. how many times they are opening the email)

Top producers are often victims of their own success. With thousands of clients, how do you figure out who to reach out to? We recommend carving out an hour a day (or an hour a week) to scroll through the feed. Target your outreach based on behavior, and follow up with a simple call to your clients. All you have to say is "Hi Maggie, I was just checking out your Homebot, how've you been?"

One of two things will be happen: Either you'll spark a conversation with your client and identify an area that you can help out. Or, your client will be so impressed by your timely outreach, that now you'll get your next referral.



a day ago

GIVE
MAGGIE
A CALL

Woohoo!

Respond to your
CMA right away!

3 expand your reach with agents

CO-SPONSOR AN AGENT GET YOUR BRAND IN FRONT OF THEIR CLIENTS.

The beauty of Homebot is that it's built around a co-sponsorship model. It is truly the best experience for the consumer, when agents and loan officers are on the same digest. Beyond the consumer experience, with little to no effort, you can double (triple / quadruple) your reach, and quickly scale the number of clients that have you listed as their trusted loan officer.

There are two primary reasons to co-sponsor an agent: expand your client audience reach and deepen the relationship you have with agents.

By co-sponsoring an agent, you will now be in front of their clients, in addition to your own clients. In some ways, you're buying access to their database.

Homebot can help you deepen the relationship to get more referrals. Now that you AND your agent are using the same technology, you can do events & masterminds together, and collaborate on new ideas. You can even lead workshops on continuing education, featuring Homebot.

Want your agent to learn more about Homebot? Just add them as a new client and send them a digest!

They'll get it.

Holly Homeowner



Nina the Loan Officer



Wendi the Real Estate Agent

send a personal video 4 via bombbomb

After you have reached out to your top clients from the insights you found in Homebot's activity feed, and (presumably) you left most of them a voicemail, next, you need to follow up with a personal video.

Do more than send a video! Use the Homebot < > BombBomb integration to both screenshare and create a face time recording. Your personalized play-by-play gives you so much more dimension to the branding you bring to Homebot ... you are your brand, and when you overlay your own video on Homebot, now you've made it yours.

As you walk through their digest during your recording, be sure to leave helpful tips and coach your clients on what they should be doing next.

The screenshot displays the Homebot app interface. At the top, a browser address bar shows the URL: <https://buyers.homebotapp.com/reports/home/5c8d963fbc1f4d0003ce0634>. Below the address bar, a navigation bar includes links for Apps, ONTRAPORT, News / Trade Pubs, Social Media Imag..., KPI Reporting, Planning, MOO sign in, and Breezy HR.

The main content area features a profile card for Hannah Shain, 1EG Mortgage, Inc., with contact information: 720-432-1115, hannah@homebot.ai, and NMLS #554455102. To the right, a video recording overlay shows a woman speaking, with a red circle indicating the recording area and a 'Close' button.

The central part of the screen displays a mortgage report. It includes a section for 'Your Current Mortgage' with details: \$428,311 - December 2018, 30 Year Fixed at 4.875% from AMERICAN FINANCING CORP. Below this, there's a section for 'Past Mortgages' with a link to 'view 3 other mortgages'.

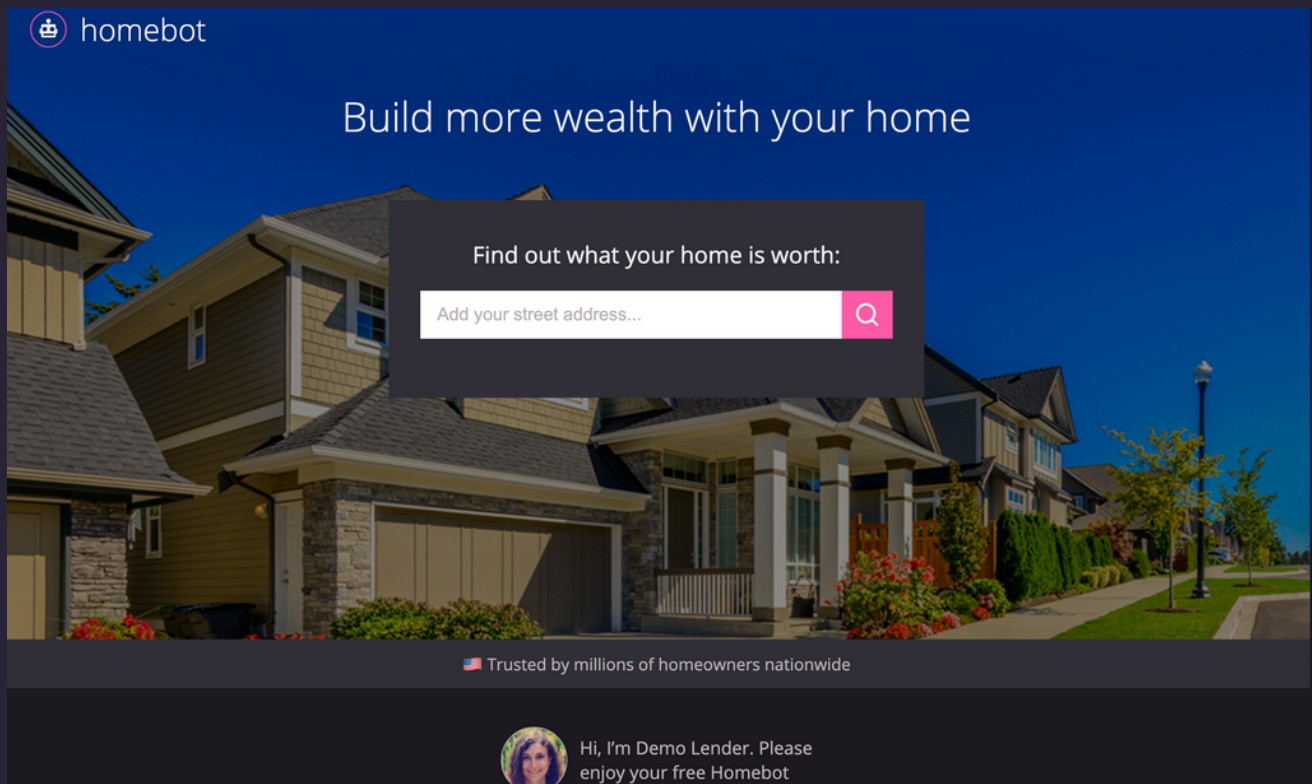
The report also features a line graph titled 'The estimated value of your home is' showing a value of \$476,000 (marked 'Not verified yet'). A button 'Want to verify this?' is present. The graph shows a line fluctuating between 450k and 500k from Jan '18 to Apr '19. Below the graph, it states 'That's up 59% from when you bought it. Nice!' and 'That means the net worth of the home to you is \$49,808'. At the bottom, it says 'If you sold your home today, this is approximately how much you would'.

5 share your lead gen page

GET MORE LEADS AND LINK TO YOUR "PURL".

Bookmark this page and have it ready at all times for people to enter their address and immediately receive their first Homebot

(P.S. PURL STANDS FOR "PERSONAL" URL).



6 host an event & open house



Open houses can be a drag, because most people that walk through are just lookie-loo neighbors. Now with Homebot, you can turn them into prospects.

Turn your open houses into farming events that are within your target neighborhood. Make sure you have Homebot up and ready to go!

Host a variety of events like workshops, happy hours, classes and networking events.



7 FOLLOW UP LEADS & REFERRALS

HOMEBOT DIGESTS HAVE A VIRAL TENDENCY.

Homebot will help you generate new leads and referrals that will come in through the PURL. Leads are created either through direct sharing, social sharing, or from your existing clients referring them, and they will automatically start receiving Homebot digests.

You can wait, and let Homebot send them monthly updates. Homebot will keep them warm with monthly engagement, and when the time is right they will send you a direct message or CMA request.

OR GO ABOVE AND BEYOND: You can start to reach out right away and introduce yourself. Top producers actively farm their list of leads to find new clients.

Woohoo!

Client Referrals &
Leads, Automatically
Nurtured

HOMEOWNERS

BUYERS

LEADS

ISSUES

ADD CLIENT

NEW

Generated leads

These are your homeowner and buyer leads who have expressed interest in Homebot through your lead capturing channels.

NAME

EMAIL

PHONE

LEAD SOURCE

Rice, Drew

drew.rice@yourleadpage.com

Your Lead Page

Homeowner

Messmer, Anthony

anthony.messmer@yourleadpage.com

Your Lead Page

Buyer

Diggs, Taylor

taylor.diggs@yourleadpage.com

Your Lead Page

Buyer

Baskin, Lucy

lucy.baskin@yourleadpage.com

Your Lead Page

Homeowner

Buyer

convert more website visitors

8

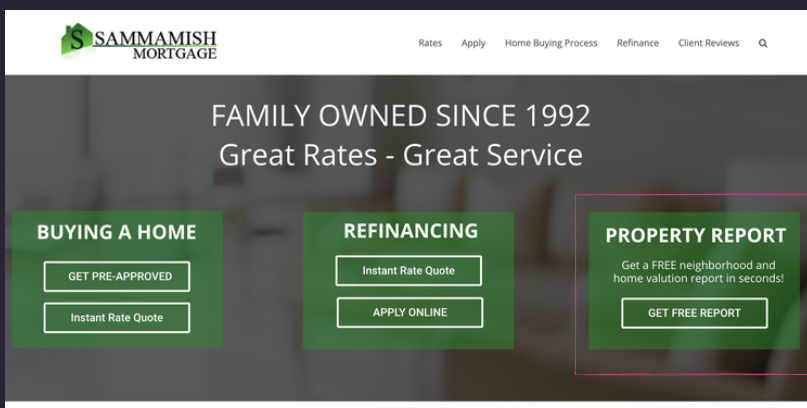
PLACE HOMEBOT'S LEAD GEN WIDGET ON YOUR WEBSITE, CONVERT MORE VISITORS

You can place the Homebot lead gen widget on any landing page to convert more of your website traffic into leads. Remember these leads will automatically start receiving monthly updates from Homebot, so you can sit back and wait for them to engage with you!

A/B Test Different Calls to Action to determine which work best for you:

- Get Your Free Property Report
- What's your home worth?
- How much can you rent your home for on Airbnb?
- How much equity has your home built?

Not a marketer? No worries, just use the PURL page in any of your performance marketing strategies.



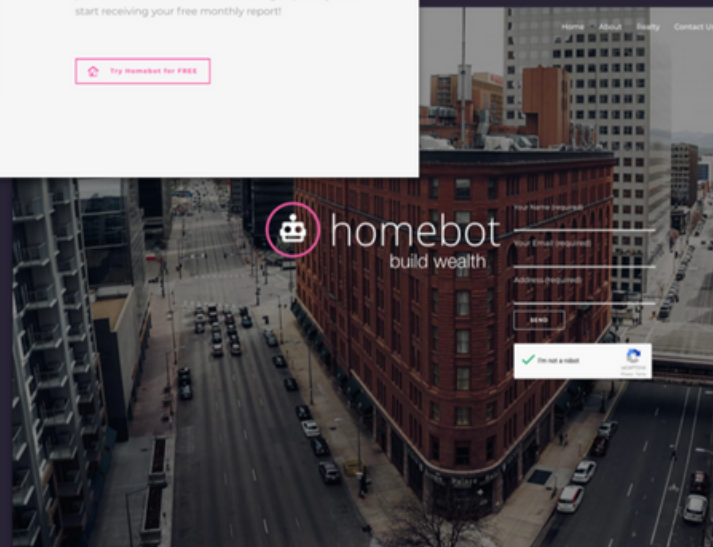
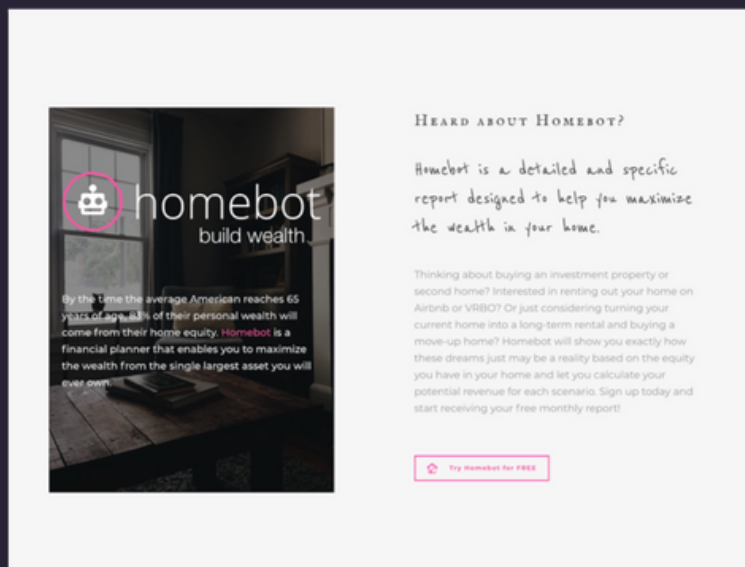
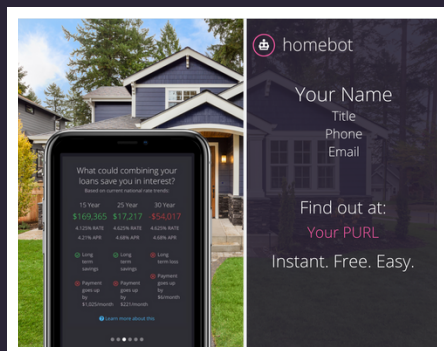
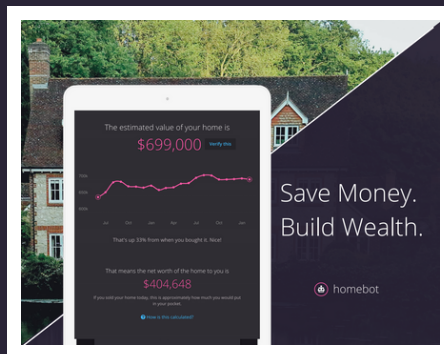
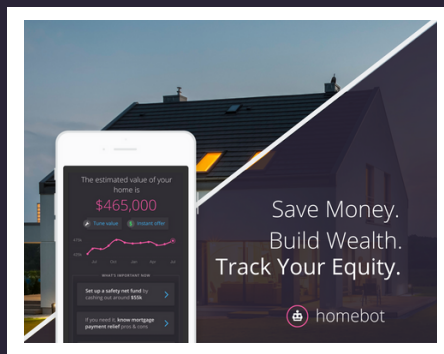
PRO TIP: Link to your lead gen page in your email signature

9 create content

LANDING PAGES, POST CARDS, FLYERS

Time to get creative, and feature Homebot in your next print campaign. Make sure you create a custom URL for print such as:

ERNIESELLSDENVER.COM/BUILDWEALTH

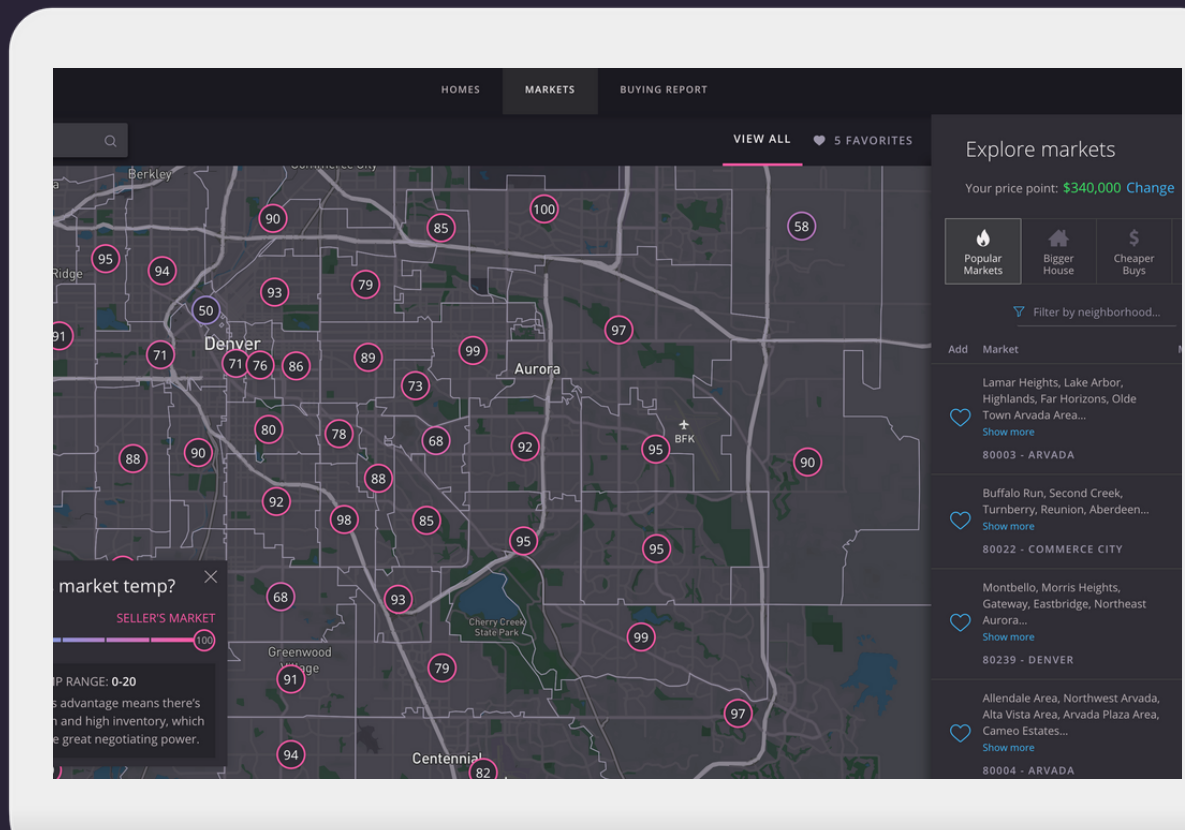


10 import your prospects

BUYERS LOVE THE DETAILED AREA STATISTICS

Do you already acquire new leads from a different source? Drop them into Homebot and start converting more. Homebot is a perfect solution for Renters, Pre-Quals, and First-Time Homebuyers. Homebot is an engagement tool.

HELP POTENTIAL BUYERS EXPLORE WHERE AND WHEN TO BUY WITH EASY TO UNDERSTAND HEAT MAPS IN THE NEIGHBORHOODS THEY RECOGNIZE



bonus tip

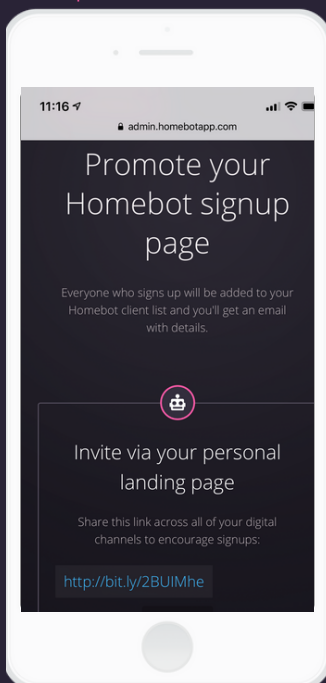
add your PURL to phone homescreen

HOMEBOT READY TO GO ON YOUR PHONE

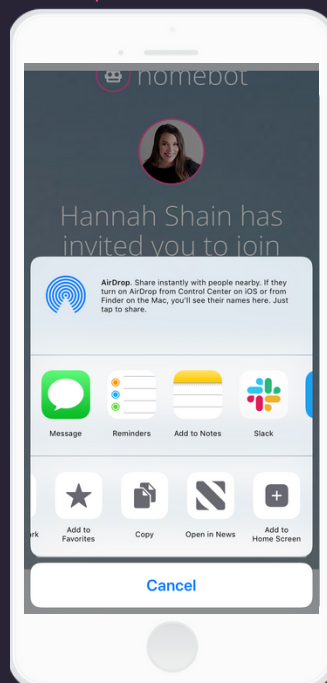
When someone finds out you are a lender, often the subject of the conversation leads to "how's the market doing? what are the rates doing?" ... And our human nature leads us to socialize around the generic. Switch that up, and bring Homebot into the conversation. Homebot lets you get personal.

Within 90 seconds, you can have your new friends quickly type in their address and they will receive their first Homebot digest. Now you have something to talk about!

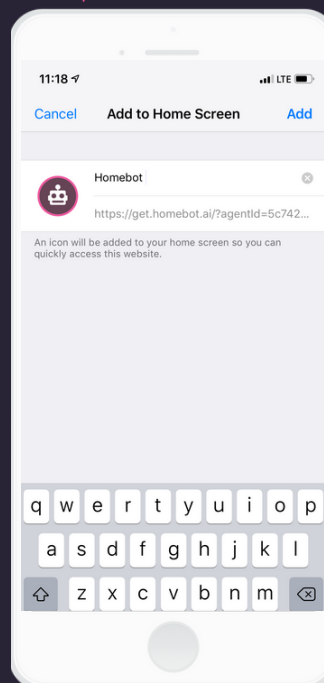
step 1



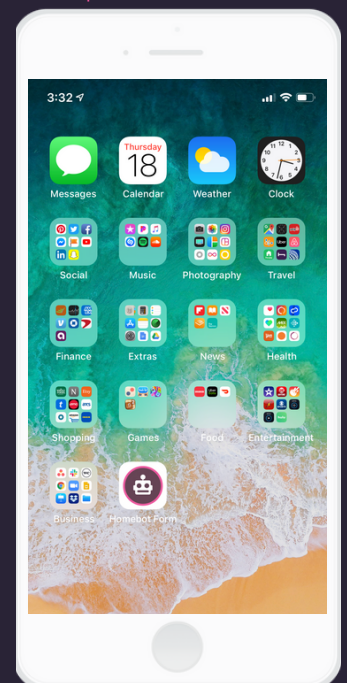
step 2



step 3



step 4





WE WOULD LOVE TO HEAR YOUR SUCCESS STORIES

SHARE YOUR TOP HOMEBOT
HACKS WITH US ON SOCIAL

[FACEBOOK.COM/HOMEBOTAPP](https://facebook.com/homebotapp)
[INSTAGRAM.COM/HOMEBOT.AI](https://instagram.com/homebot.ai)



homebot