AGENT
QUICKSTART
GUIDE

Get the most out of Homesnap Pro in minutes

Homesnap, the industry's preferred home search platform, provides accurate, real-time MLS data to consumers and a suite of top-rated productivity and marketing tools for agents.

homesnap PRO

Tech Forward

Homesnap Pro is a real estate platform that provides a suite of productivity and marketing tools that empower agents to manage, run, and grow their business — whether in the office or on the go. This industry-backed platform is like no other portal, app, or technology in real estate because its mission is to always put the agent first.

With Homesnap Pro, agents like you:

- Find seller leads before your competition.
- Create a safe haven to work with clients.
- Leverage MLS data to view accurate, real-time market information.
- Employ marketing solutions that get and keep your business front of mind with consumers.
- Provide clients a better, more efficient home showings experience with Homesnap Showings, the leading showing management solution.

Homesnap Pro is designed to ensure agents remain at the center of every transaction, from providing free leads to agents to guaranteeing third-party advertisements will never appear on your listings.

Best of all, Homesnap Pro comes at no cost to you, as it is included as part of your MLS subscription.

Download the app by visiting homesnap.com/get. Activate your Homesnap Pro account by signing up as an agent.

For technical support, please contact support@homesnap.com or call 1-800-431-5509.

Training questions? Email trainingteam@homesnap.com.

The Homesnap Platform

Advanced consumer-facing tools to search accurate MLS data, view property information, and contact agents, family, and friends.
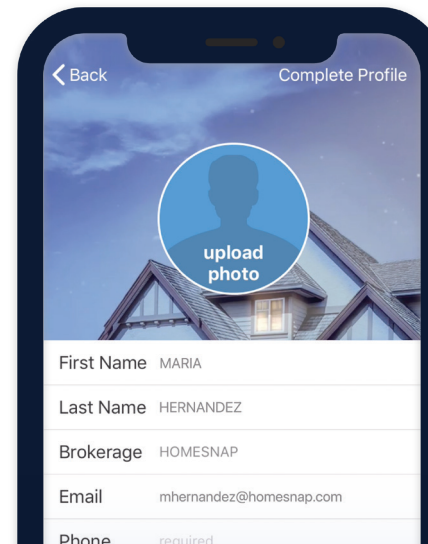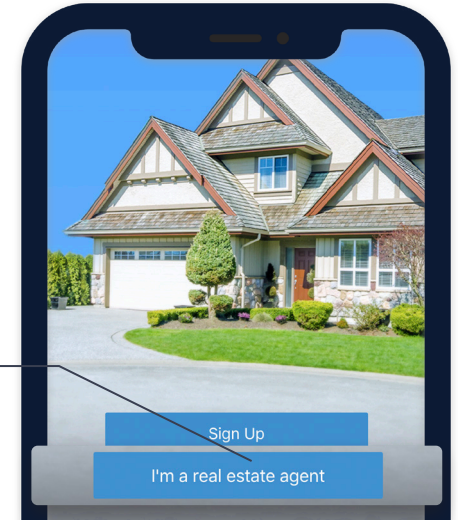

Agent-only suite of productivity and marketing tools, available completely for free as an MLS benefit.

Premium membership that includes additional marketing and productivity tools that complement your free Homesnap Pro membership.

Account Setup

1 **Download Homesnap** from the App Store (iOS) or Google Play (Android)

2 **Enable location services** when prompted

3 **Tap "I'm a real estate agent"**

Sign Up

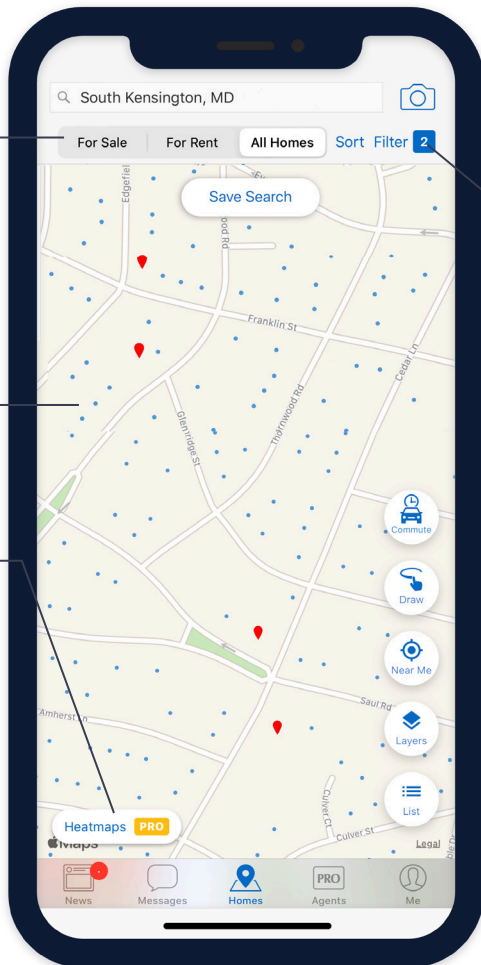I'm a real estate agent

4 **Confirm your primary MLS** membership and verify your identity

5 **Follow the on-screen prompts** to complete your profile

6 **Navigate to the "Pro Agents" icon** on the bottom of your screen to access all Homesnap Pro features

Back   Complete Profile

upload photo

First Name   MARIA
Last Name   HERNANDEZ
Brokerage   HOMESNAP
Email   mhernandez@homesnap.com
Phone   required

PRO TIP: Want a bigger screen for prospecting? Once you download the app and activate your free account, log in to the desktop version at Homesnap.com.

Lay of the Land

SEARCH FOR OFF-MARKET PROPERTIES

TOGGLE BETWEEN ACTIVE AND OFF-MARKET LISTINGS

FILTERS
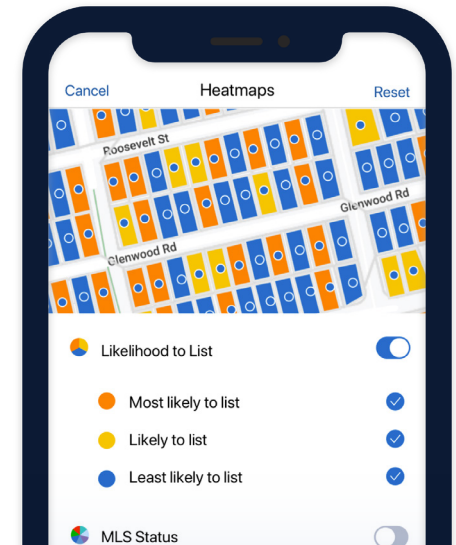*For off-market search criteria*

OFF-MARKET PROPERTIES

HEATMAPS
Likelihood to List
MLS Status
Last List Date
Ownership Time
Cash Buyers Only
Mortgage Age
Mortgage Rate
Distressed **PRO +**
Ownership Type **PRO +**
Home Equity **PRO +**
Loan Balance **PRO +**

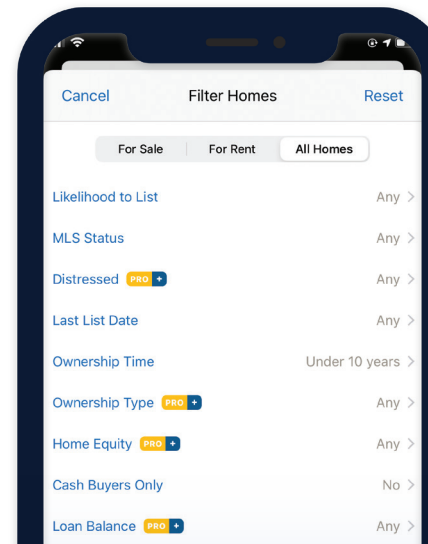Zoom in to show properties outside search criteria
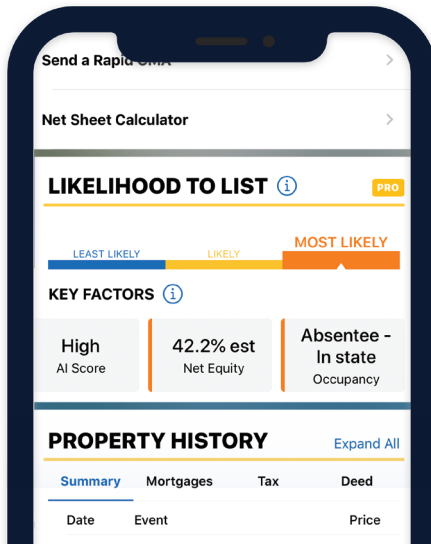
Property Heatmaps ›

Find seller leads by layering one of 11 new heatmaps onto your off-market searches to better visualize prospecting opportunities.
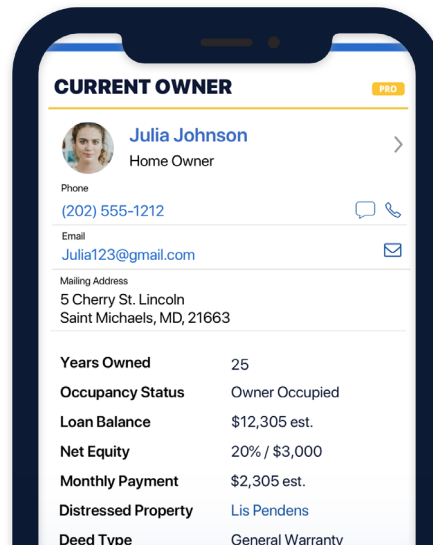
‹ Off-Market Filters

Apply additional search filters to further narrow your results for more targeted prospecting.
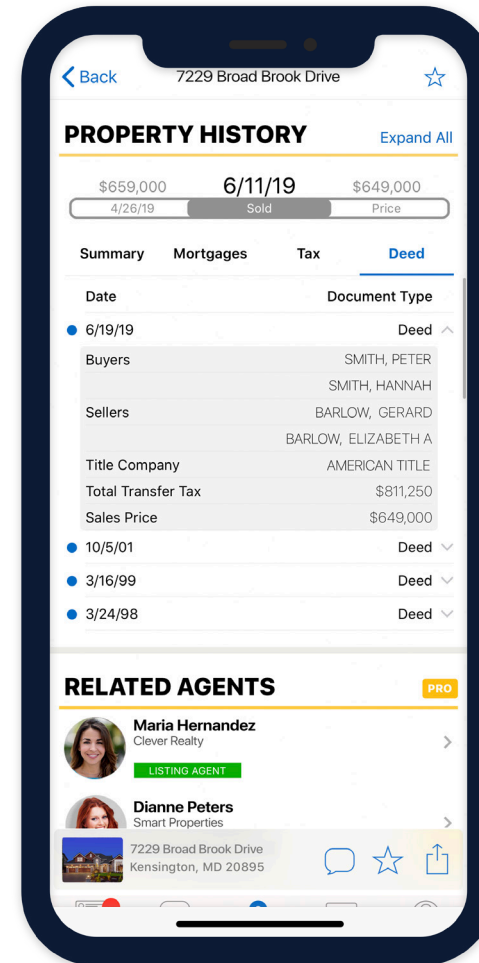
Likelihood to List Score

Our proprietary machine learning algorithm predicts which homes are most likely to list in the next 12 months.

Homeowner Profiles ❯

Get access to unlimited homeowner contact information so you can reach out to homeowners with ease.

Consolidated Property History

Get a comprehensive view of historical market activity for every home.

MORTGAGE HISTORIES
See if a homeowner's mortgage status signifies they're ready to sell.

TAX HISTORIES
Gain deeper insights into a property's taxes and assessment value.
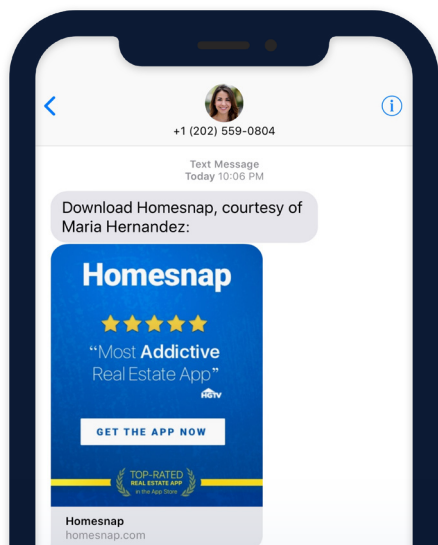
DEED HISTORIES
See every time a property has changed hands.

💡 **PRO TIP:** Find the homes most likely to list within the next 12 months with Homesnap's Likelihood to List heatmap, and start the conversation before your competition.
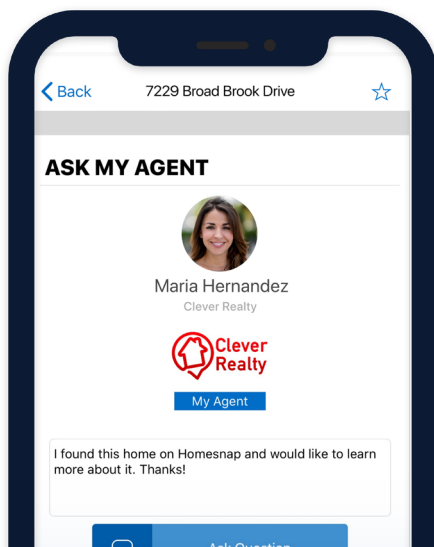
💡 **PRO TIP:** Explore expanded historical property records to look for signals that a homeowner might be likely to sell soon — such as inter-family deed transfers.

Provide Your Buyers a Happier Home Search

‹ Invite and Collaborate with Clients & Prospects

Invite your clients to work exclusively with you within Homesnap.

Agent-Client Branding ›
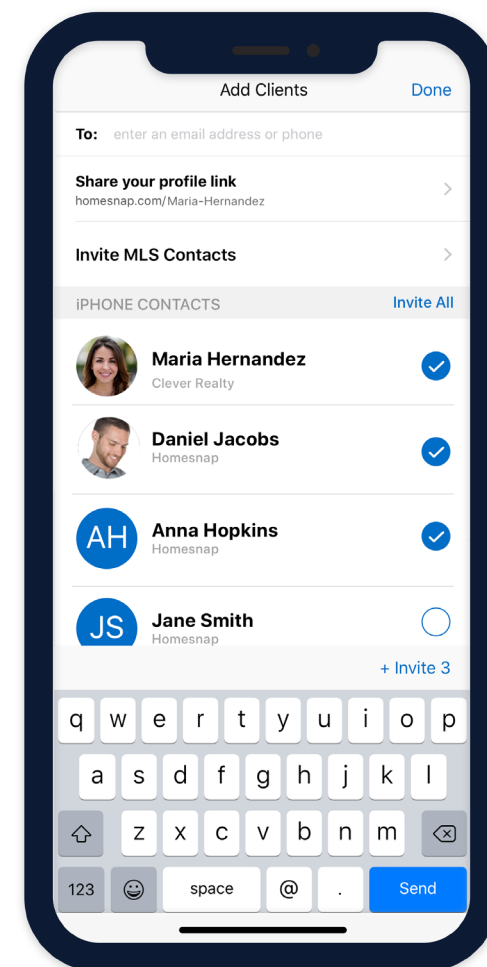
Ensure you are the only agent your client sees when logged into Homesnap.

HOW TO INVITE YOUR CLIENTS:

1 **Go to the "Me" tab** in the bottom right of your screen.

2 Click on "Clients," then **"Add More Clients."**

3 **Invite clients** by their email address, phone number, clicking the circle to the right of their name, or clicking "Invite All," which will invite all of your contacts in your device.

4 **Confirm** your client has accepted.

PRO TIP: Homesnap automatically sends your clients a weekly report to help them establish and determine "top market value" of their home. The report includes your photo and branding.

PRO TIP: Once invited, clients have to accept. Make sure you're not just sending invitations, but encouraging clients to complete the signup process.
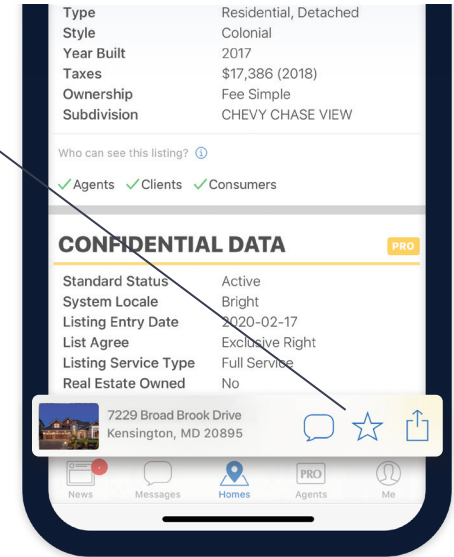
Lay of the Land

SEARCH FOR MLS LISTINGS & RECENTLY SOLD HOMES

SNAP A HOME

SEARCH
City
Address
School
Zip
MLS#

FILTER
For Search Criteria

SORT

SAVE SEARCH

ACTIVE LISTING

$425K

$490K

SEARCH BY COMMUTE

CUSTOM SEARCH

COMPASS

HOMES OUTSIDE SEARCH CRITERIA

LAYERS
School Territories
Satellite View

PROPERTY LIST VIEW

NEWS FEED

PROFILE
Client Invites
Preferred Zip Codes

MESSAGING

AGENT-ONLY FEATURES
Premium Marketing
Find An Agent
Pro University
Customer Support

PROPERTY SEARCH

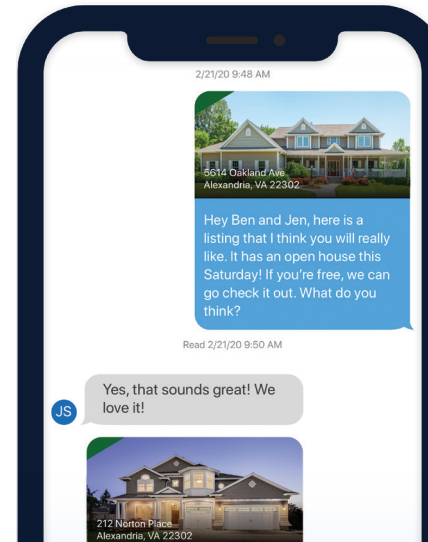Push apart to zoom in for this view

Share and Favorite ❯

Easily favorite and share properties you and your clients are most interested in. If your client favorites a property, it will appear in your NewsFeed.

Type	Residential, Detached
Style	Colonial
Year Built	2017
Taxes	$17,386 (2018)
Ownership	Fee Simple
Subdivision	CHEVY CHASE VIEW

Who can see this listing?
✓Agents ✓Clients ✓Consumers

CONFIDENTIAL DATA PRO

Standard Status	Active
System Locale	Bright
Listing Entry Date	2020-02-17
List Agree	Exclusive Right
Listing Service Type	Full Service
Real Estate Owned	No

7229 Broad Brook Drive
Kensington, MD 20895

❮ In-App Messaging

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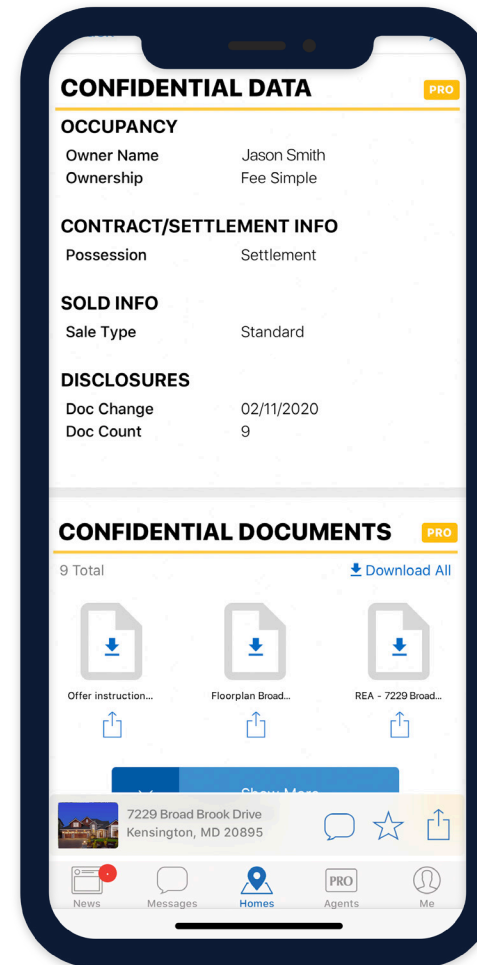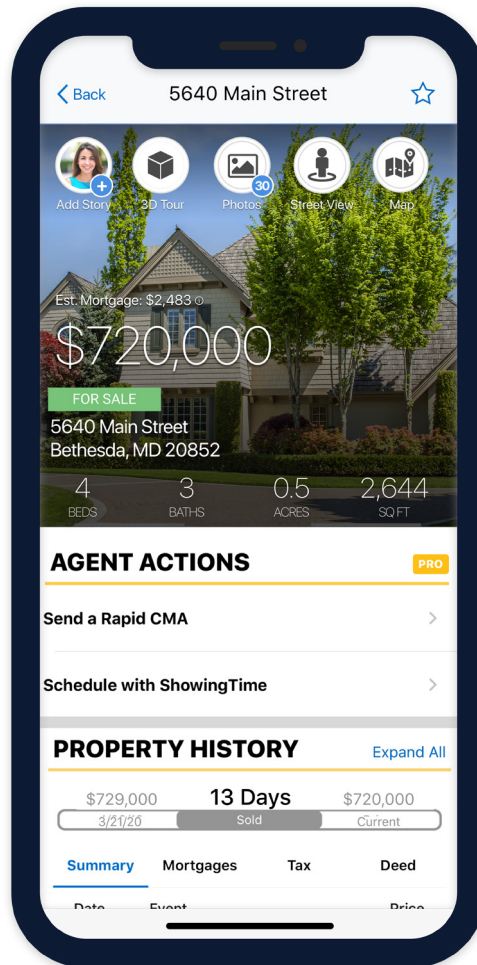

PRO TIP: Tap on your client's profile picture to see all their favorites and your recent discussions.

Lay of the Land
PROPERTY INFORMATION

Access the Following ❯

- MORTGAGE CALCULATOR
- LISTING MEDIA *(Stories, Photos, 3D Tours, Street View)*
- STAY SAFE AT SHOWINGS **PRO**
- SCHEDULE WITH SHOWINGTIME **PRO**
- RAPID CMA **PRO**
- EDIT LISTING **PRO** *(for eligible MLSs)*
- PROPERTY HISTORY
  - *MLS History* **PRO**
  - *Mortgage History* **PRO**
  - *Tax History* **PRO**
  - *Deed History* **PRO**
- RELATED AGENTS **PRO**
- RELATED PEOPLE **PRO**
- LISTING SUMMARY
- CONFIDENTIAL DATA **PRO**
- CONFIDENTIAL DOCUMENTS **PRO**
- LISTING DETAILS
- LOCAL SCHOOLS
- COMMUTE TIME
- PROPERTY LINES
- SIMILAR LISTINGS
- RECENT SALES

❮ Confidental MLS Data

Download and share all listing documents from your app or computer.
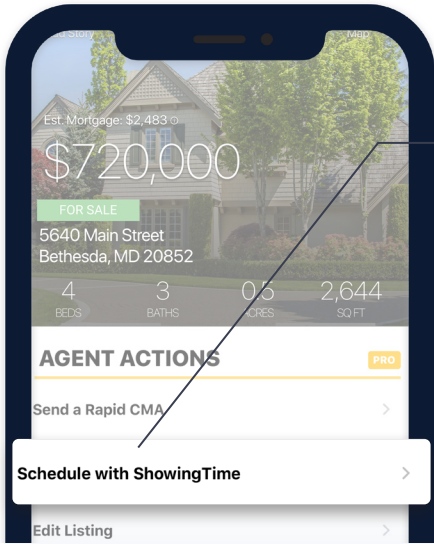
LISTING DOCUMENTS
Stay informed and view documents like lead-based paint disclosures, property disclosures, tax documents, sign-off forms, renovation documentation, health permits, and service records.

CONSOLIDATED MLS HISTORY
Get a comprehensive view of historical market activity for every home.

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

💡 **PRO TIP:** Tap "Historical Listings" to see all the all the historical listing's details, including photos, confidential data, and related agents.
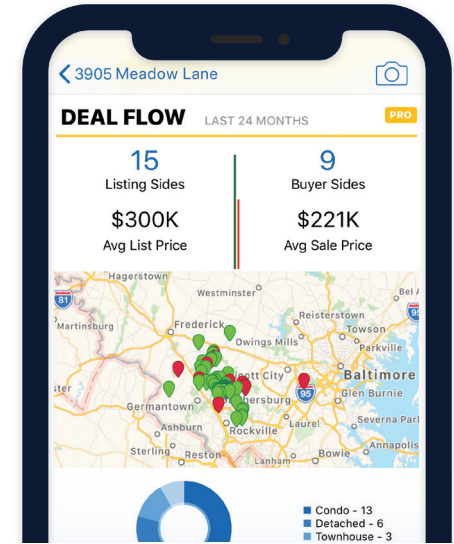
Schedule a Showing with ShowingTime Or CSS

Schedule a Showing is available for properties where the listing agent uses ShowingTime or CSS.
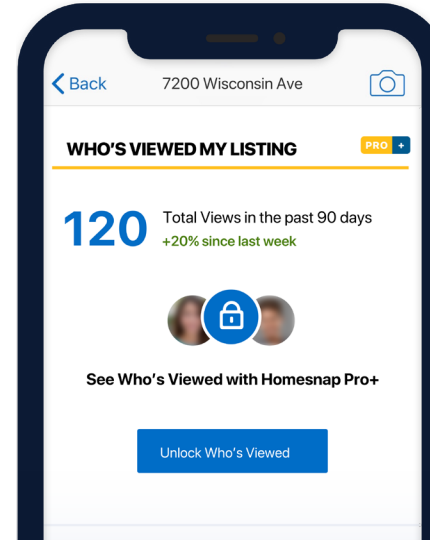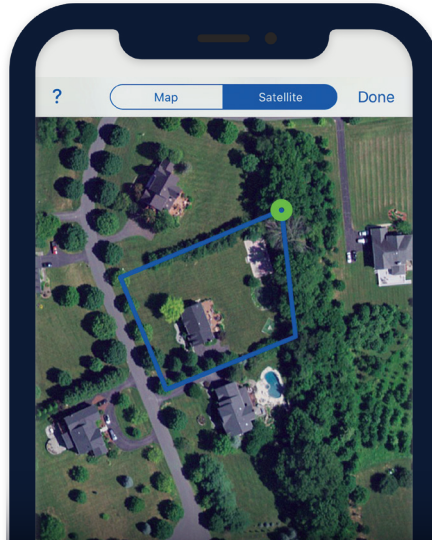
Agent Deal Flow ❯

View an agent's historical transactions from the last 24 months.

Walk Property Lines ❯

with Optional Augmented Reality (on iOS)

View the property's lot boundary, and watch your current location move as you do.

Who's Viewed My Listings And Profile

See how many consumers have viewed your listings in the last 90 days, as well as how many agents have viewed your profile and listings.

PRO TIP: Homesnap school data also includes rankings, attendance, number of students, and student-teacher ratio.

PRO TIP: If you have Homesnap Pro+, the premium version of our free app, you can also see who those agents are.
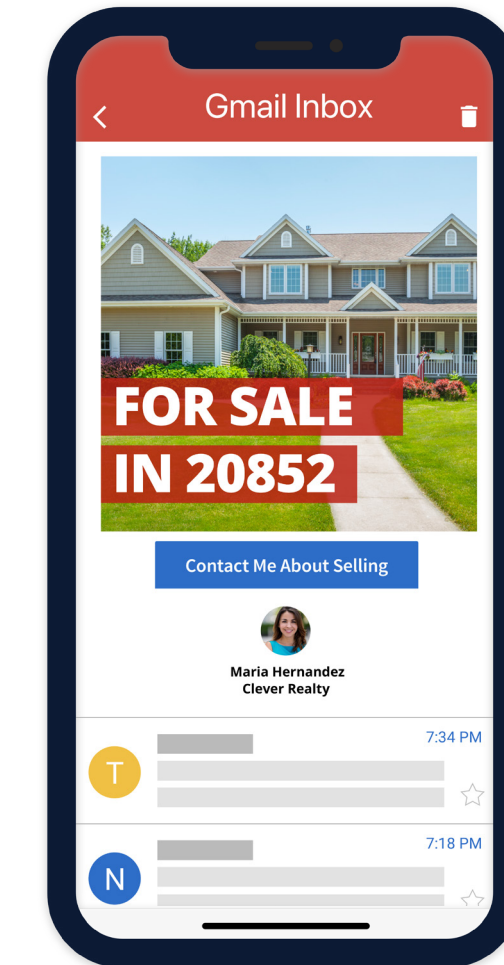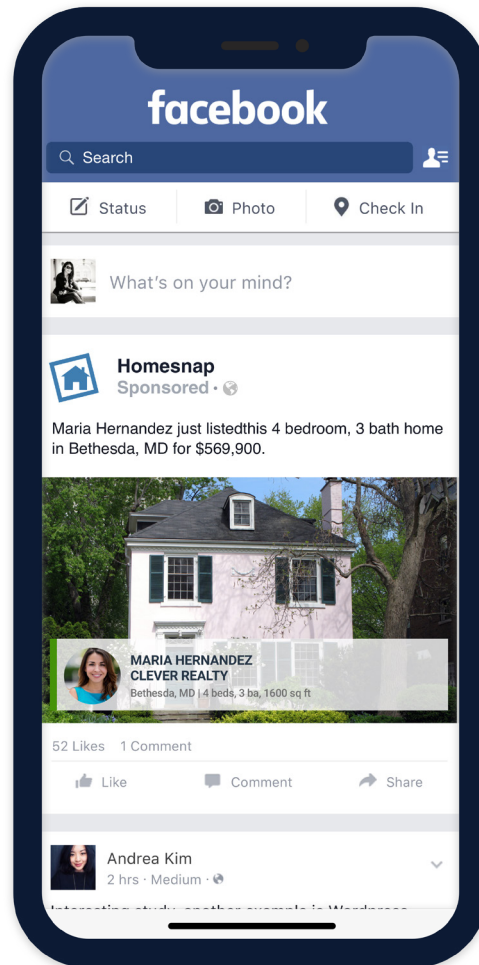
Four Powerful Networks

FACEBOOK

Generate multiple touchpoints, retarget promising leads, build brand awareness, and broaden your presence within your sphere.

INSTAGRAM

Engage millennials and Gen-Z with stylish ads and attract a younger demographic.

GOOGLE

Capture high-intent leads with search ads and expand your brand on the web.
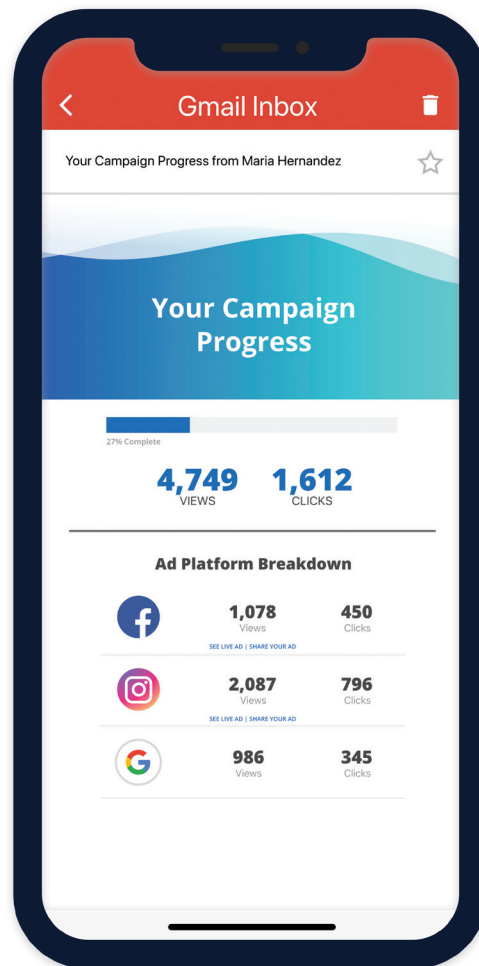
WAZE

Target nearby drivers to boost listing awareness and foot traffic.

PRO TIP: Before choosing a platform, consider your specific marketing goals. Generating leads, for example, requires a different approach than building brand awareness.
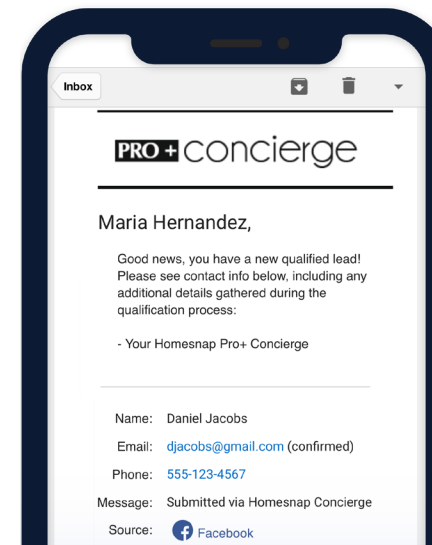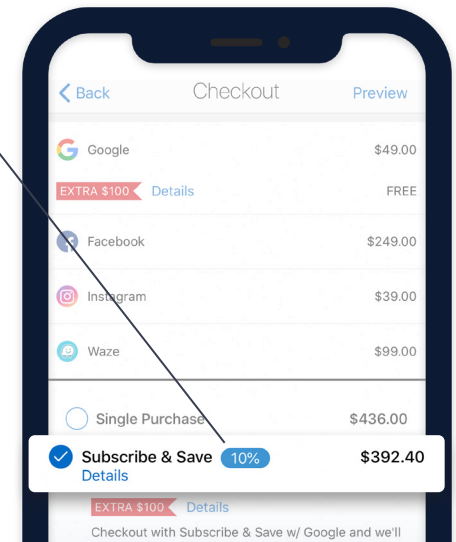
Automate Your Marketing

Shareable Performance Reports ›

With one click, keep your sellers in the loop throughout the selling process with easy-to-understand, automated marketing reports for active listing ads. Share key campaign performance metrics like views, clicks, and leads generated.

Automate Your Ads & Save 10% ›

Sign up for Subscribe & Save and we'll automatically create ads for you. Customize your program to fit your marketing needs.

‹ Concierge

Promote your brand across the largest social media networks and sites. And with all leads immediately contacted and followed up by our team, Concierge will connect you with real buyers and sellers.

PRO TIP: Marketing reports aren't just for sending to clients; they're also great in helping to win more business when used in listing presentations.

PRO TIP: A Concierge membership comes with a free year of Homesnap Pro+, which gives you access to even more premium features.
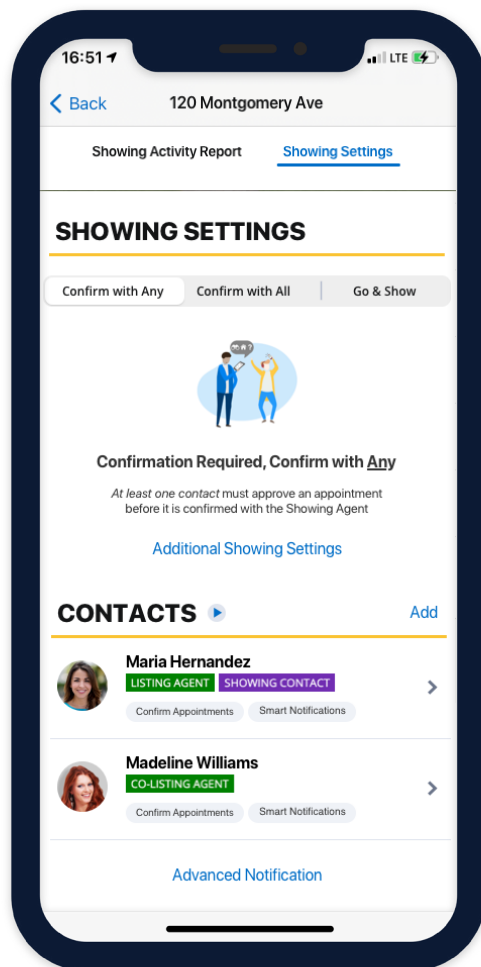
Use Leading Showing   Management Tool

Homesnap Showings makes for better, more efficient showing management and keeps your clients' information safe. **Homesnap Showings is completely free to agents, included with your free Homesnap Pro account, courtesy of your MLS.**
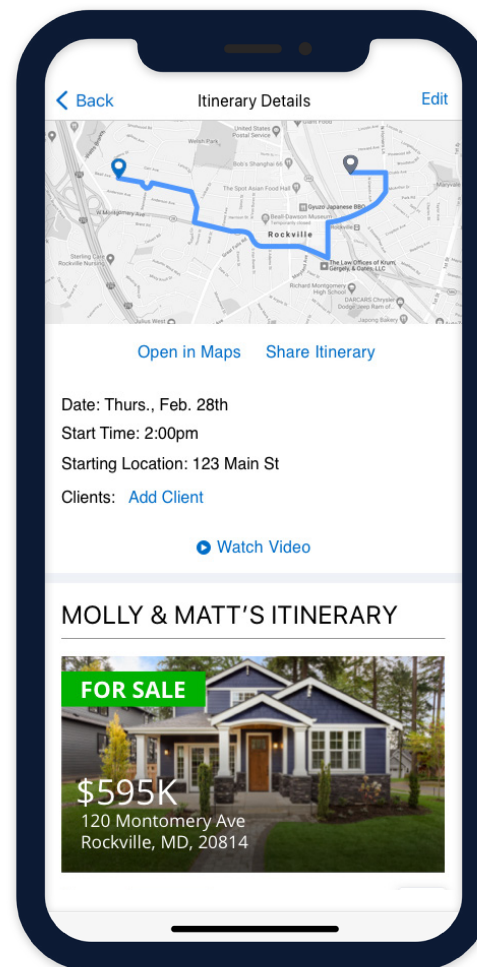
FAST & EASY-TO-USE
Customize each listing to meet seller needs. Set your availability, confirmations, notifications, and access settings in one place. Go live in one click and manage approvals from anywhere.

BETTER FOLLOW-UPS AND REPORTING
Buyer's agents are sent strategically timed, automatic reminders. When feedback on the property comes back, you know instantly. You can also track your overall showings performance with easy-to-read reports.

INSTANT BOOKINGS & SEAMLESS COMMUNICATION
Instantly book and have time your calendar blocked when a showing time works for you and your client. Use Homesnap Messages to communicate with the listing agent regarding any changes.

CUSTOM ITINERARIES & SMART ROUTING
Plan the perfect day for your buyer, with all the necessary information in one place. Then, share with your client the suggested best route, so you both find your way.

COLLABORATE TO GIVE FEEDBACK
After your showing, you and your client receive automatic notifications to provide feedback that demonstrates your interest.
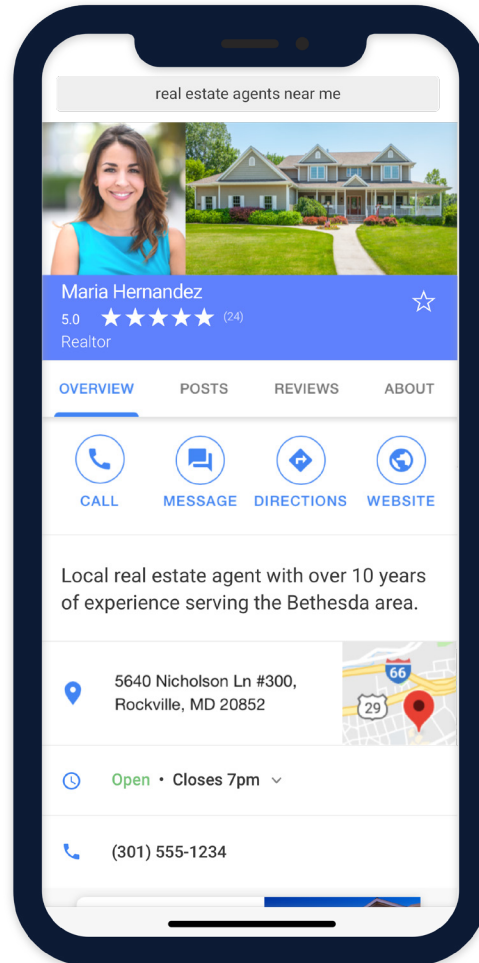
Be a Part of Google's   Agent Marketplace

A verified, high-performing Google Business Profile ensures Google refers you as a top agent when buyers and sellers search for terms like "top real estate agents near me."

AUTOMATE POSTS

Build trust with Google and prospects. We'll automatically manage your profile and publish relevant posts and listings, ensuring your Google presence is always up to date and accurate.
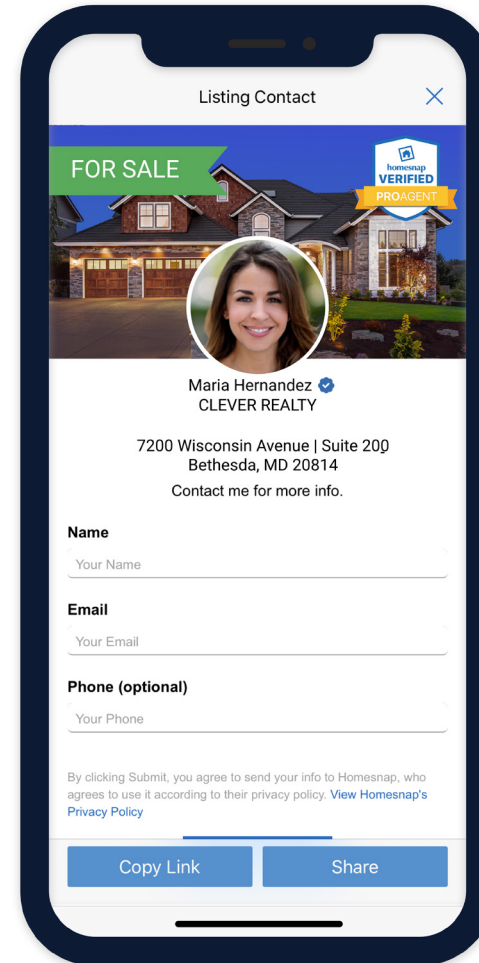
ONE-CLICK REVIEW TOOL

Google reviews are the most trusted source of online reviews, and a single review can net you 250% more appearances in Google search results. With just one click, Homesnap Pro+ lets you solicit reviews and minimize the impact of negative reviews.

❮ Listing Lead Pages

Access custom websites optimized for lead capture for every one of your listings. Get contact information from consumers with a dedicated interest in your property.

ADDITIONAL HOMESNAP PRO+ UPGRADES

- ✓ Premium Off-Market Heatmaps & Filters
- ✓ Premium Who's Viewed My Listings & Profile
- ✓ Enhanced Homesnap Agent Profile
- ✓ Flashback Photos
- ✓ Agent Websites

💡 **PRO TIP:** You can get reviews from more than just clients. Ask your neighbors, other agents, and friends and family to give you a review on Google.

💡 **PRO TIP:** Custom agent websites include a professionally designed personal website with IDX search, lead capture, reviews, and much more.

Want to learn more?

homesnap.com/university

homesnap PRO

homesnap.com
trainingteam@homesnap.com
support@homesnap.com
1-800-431-5509