

Home Valuation System

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WHAT IS THE HOME VALUATION SYSTEM?

- **Exclusive** set of seller prospecting tools
- Goal is to **Generate Leads:**
 - web traffic
 - seller inquiries
 - listings
- **Personalized** version of each element for the agents
- Extensive market-wide **promotion online and offline**

The screenshot displays a web interface for a home valuation tool. At the top, the heading "What's your home worth?" is followed by the instruction "Get three independent estimates of your home's worth immediately. Fill in your address below to get started." Below this is a search input field with the placeholder text "Enter address to get market report" and a green search icon. To the right of the search field is a subscription form titled "Get this report monthly - straight to your inbox" with fields for "First Name", "Last Name", and "Email Address", and a blue "Subscribe" button. Below the search field, the text "RESULTS INCLUDE" is centered. Underneath, there are three numbered cards: 1. "HOME VALUE ESTIMATES" with a sub-heading "HOME VALUE ESTIMATES" and a description: "An automated value estimate can give you a rough estimate of the value of your home. This can be a useful starting point, before you talk to one of our licensed real agents." 2. "BUYER BREAKDOWN" with a sub-heading "BUYER BREAKDOWN" and a description: "Using a proprietary algorithm, you can see how many people are looking for homes like yours. If you are thinking of selling your home, this is the best way to get a feel for the market." 3. "REAL ESTATE MARKET CONDITIONS" with a sub-heading "REAL ESTATE MARKET CONDITIONS" and a description: "Just the facts. Comparable sales and active listings can give you the edge in understanding what else is out there and what you can expect if you want to sell your home."



HOME VALUATION SYSTEM

What's your home worth?

HOME VALUATION

INSTANT WIN GAME & SWEEPSTAKES

We are awarding \$25,000 in Visa Gift Cards!

IT'S EASY TO PARTICIPATE:

1

SHOW UP & WATCH

For each day you log into your ARC dashboard, you will earn an Instant Win game play. You will also earn a Sweepstakes entry for watching the featured video below.



2

SHARE & ENGAGE

Share your Home Valuation System with customers and prospects using the icons below. Earn one Sweepstakes entry per social channel, per day. For each eProperty Watch subscription, you will earn one Instant Win game play.



Or copy and share the URL below.

<http://shr-me.com/share.aspx?promotionId=5078&shareGuid=8e49cfe6-6cae-4aa7-9e0d-18c48e29484b>

3

ANSWER & PLAY

Earn an Instant Win game play each week for completing the Weekly Quiz below.

WEEKLY QUIZ

The Valuation dashboard displays showings by price range around the property in question?

Yes

No

Answer

95 SWEEPSTAKES ENTRIES

Note: Your Sweepstakes Entries will not populate until Monday of each week.

81 INSTANT WIN GAME PLAYS REMAINING

Play Now

WEEKLY WINNERS

Kimberly, Mark

TOP 10 AGENTS OVERALL

JOSEPHS, MYRNA

TOP 10 OFFICES OVERALL

Allentown

»» HVS PROMOTION

1



Email Signature

Insert your personalized link in your email signature:

Learn how on ARC > HVS Marketing page

Link: <http://valuations.foxroach.com/agents/rajeevsajja>

Example:

Rajeev Sajja

Vice President, Digital Innovation

Berkshire Hathaway HomeServices Fox & Roach, Realtors
and The Trident Group

E: Rajeev.Sajja@foxroach.com

O: 610-889-7724

[What's Your Home Worth? Get 3 Estimates Instantly!](#)

HVS PROMOTION

2

Send ARC Virtual Postcards to your prospects



Your personalized HVS dashboard is linked to the cards within your ARC account. Your prospects will get immediate valuation results from you!



Marketing > Virtual Postcards > Gallery

Gallery

Select Listings

Select Recipients

Review

Next

My Postcards

2

Listing

21

Birthday/Anniversary

17

Commercial

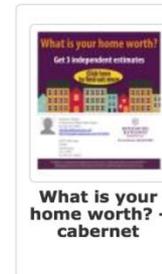
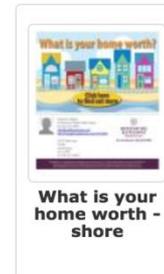
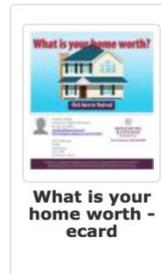
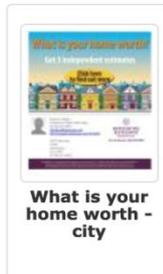
3

Holidays

227

Home Valuation System

6



»» HVS PROMOTION

3



Share on Social Media



Post your personalized valuation dashboard on your social media accounts and collect the leads!

What's your home worth?

GET YOUR ESTIMATES

BERKSHIRE HATHAWAY HomeServices
Fox & Roach, REALTORS®

Erica Lundmark of Exton

Contact Fox and Roach's Erica Lundmark of Exton to learn more about the fantastic homes for sale in the area.

VALUATIONS.FOXROACH.COM | BY BUYSIDE

»» HVS PROMOTION

4



Widget for your Website

Promote your website and invite users to find out what their home is worth! The widget can be placed on the ARC agent websites or a site from an outside vendor. Get the widget code from ARC on the HVS Marketing page.

EXAMPLE

HVS PROMOTION

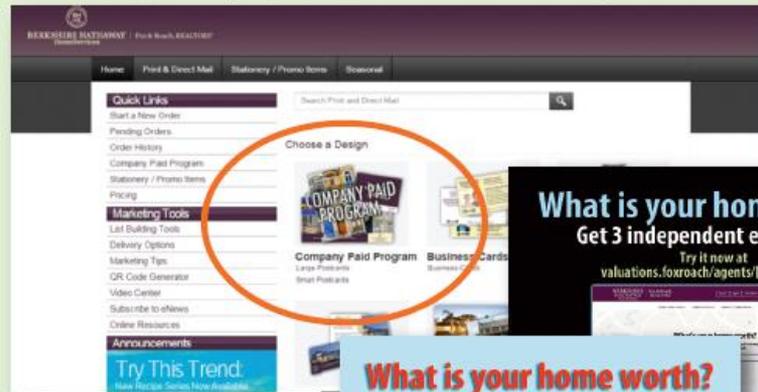
5



Print Prospecting

Don't have email addresses for your prospects? Want to farm an area? No problem! In the **company-paid section** of Xpressdocs, you will find a series of large postcards inviting the homeowner to try out your personalized valuation dashboard.

You can even use your banked credits or a Just Listed/Just Sold transaction to help with the mailer cost.



What is your home worth?
Get 3 independent estimates

Try it now at
valuations.foxroach/agents/[agent name]

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DIGITAL BILLBOARDS

What's your home worth?

Find out at

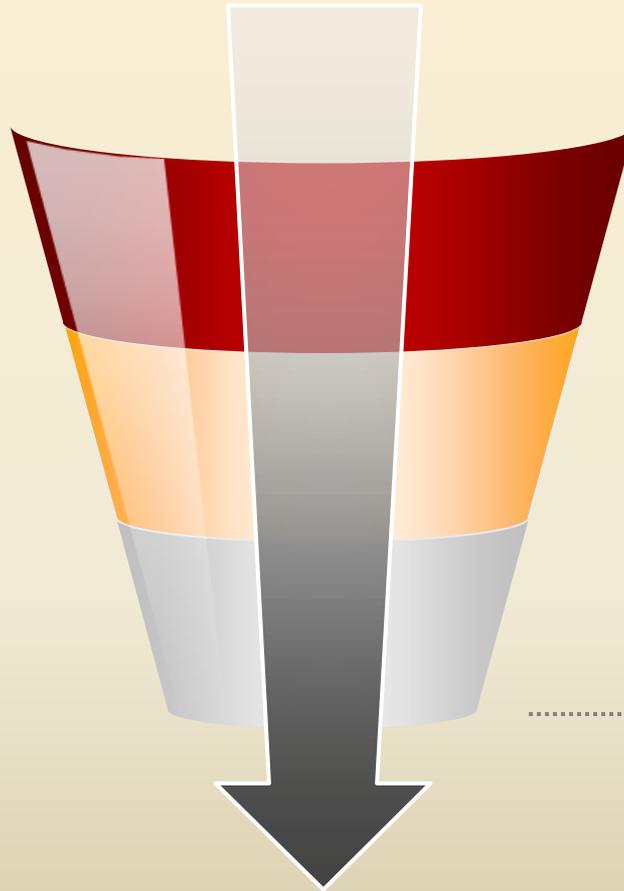
foxroach.com



**BERKSHIRE
HATHAWAY**
HomeServices

Fox & Roach, REALTORS®

OUR MARCH NUMBERS



Valuation Attempts:
38,598

Email Subscriptions:
1606

Contact Agent:
223