AGENT
FIELD GUIDE

to mastering Homesnap Pro in minutes

Homesnap is the industry's preferred search platform, featuring accurate and real-time property information, straight from the MLS.

AGENT FIRST,
TECH FORWARD

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

By creating a safe-haven to work with clients, providing leads for free to the listing agent, offering marketing solutions that get in front of consumers first, and partnering directly with MLSs to offer real-time and accurate market data, Homesnap Pro ensures agents remain at the center of the transaction.

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 1-866-855-2622.

Training questions? Email training@homesnap.com.

THE

HOMESNAP PLATFORM

THREE SERVICES

HOMESNAP

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

HOMESNAP PRO

PRO Agent productivity and marketing toolkit, made available for free by your MLS.
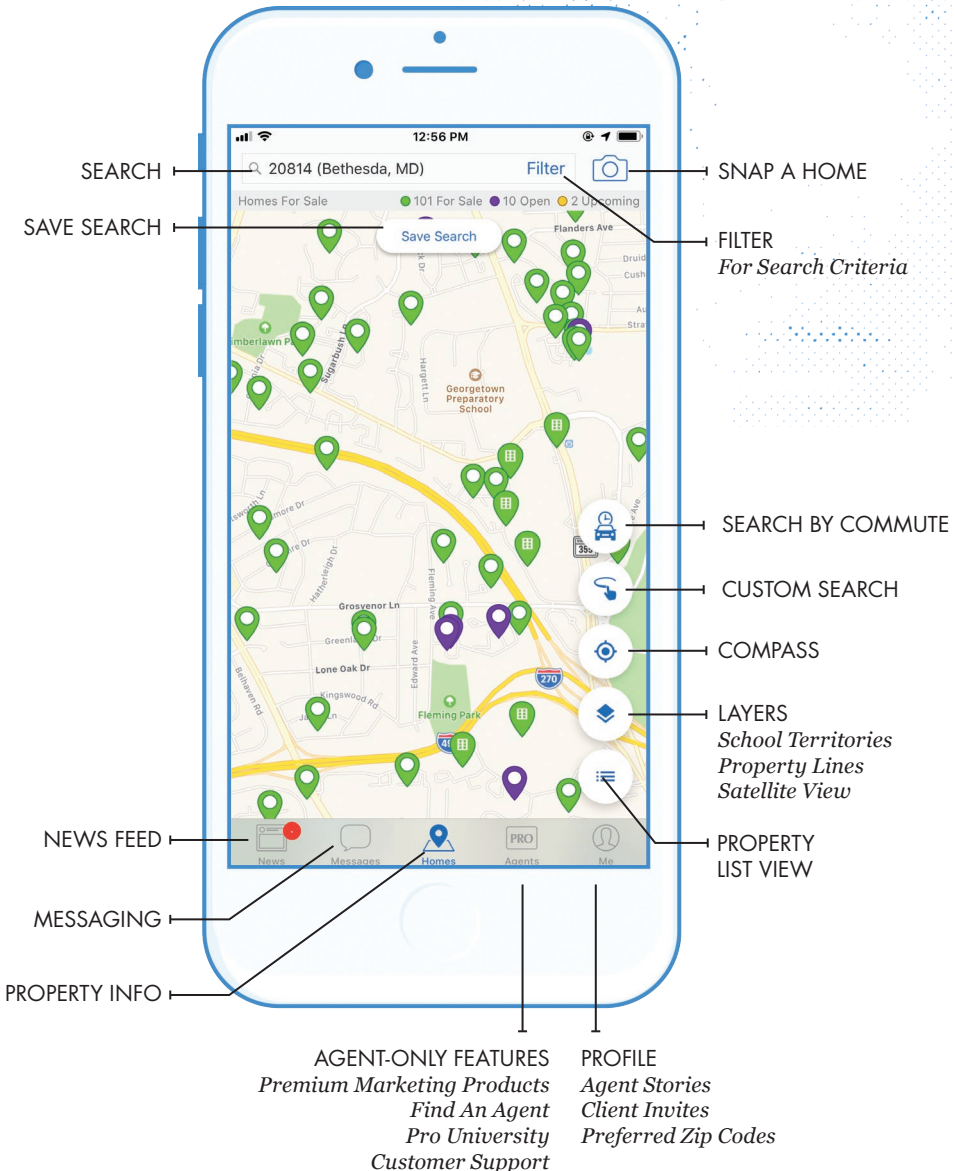
HOMESNAP PRO+

PRO + Agent advanced marketing and productivity services which complement your Homesnap Pro toolkit.

LAY OF THE LAND
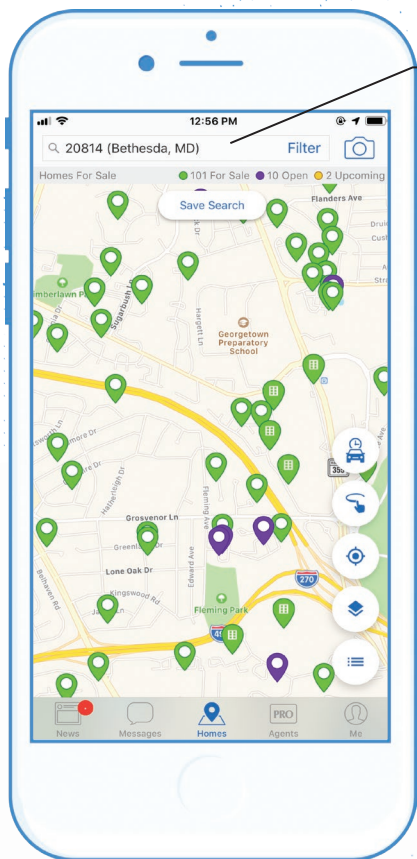
NAVIGATING THE APP

fig. 01

SEARCH

SAVE SEARCH

SNAP A HOME

FILTER
For Search Criteria

20814 (Bethesda, MD)   Filter

Homes For Sale   101 For Sale   10 Open   2 Upcoming

Save Search

SEARCH BY COMMUTE

CUSTOM SEARCH

COMPASS

LAYERS
School Territories
Property Lines
Satellite View

PROPERTY
LIST VIEW

NEWS FEED

MESSAGING

PROPERTY INFO

News   Messages   Homes   Agents   Me

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

PROFILE
Agent Stories
Client Invites
Preferred Zip Codes

01 | CLIENT SERVICES

MAP-BASED AND KEYWORD SEARCH
WITH FILTERS AND LAYERS

HINT: *Search by postal code, neighborhood, school, city, address, street name or MLS number.*

LEGEND

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

PRO NUGGETS OF WISDOM

On the map view, zoom out by pinching your fingers together. Property pins will turn into geographic clusters. 22

On the map view, zoom in by pinching your fingers together. Property pins will turn into property tags.

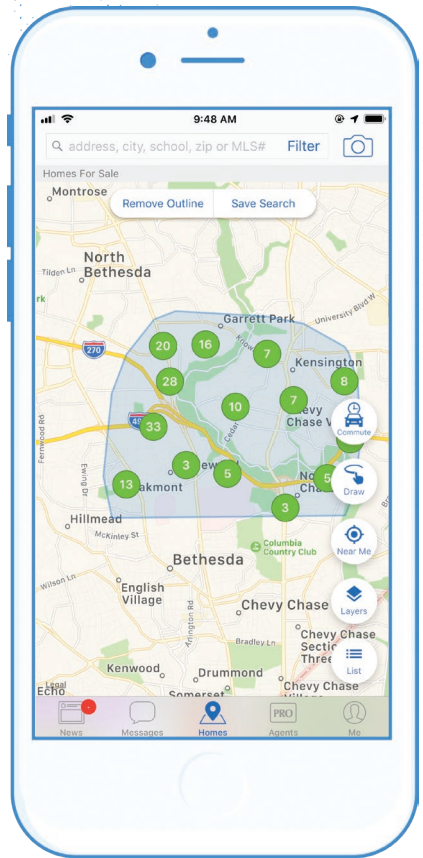Lost your location on the map? Tap on the compass icon. ◉

SNAP IT!
SEARCH WITH A PHOTO
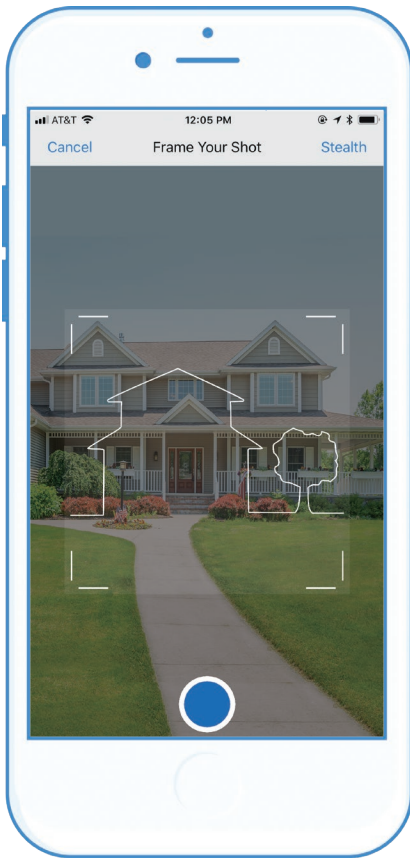
CUSTOM SEARCH
DRAW YOUR OWN SEARCH

Encourage your clients to snap properties they are interested in. You will be notified and can view all of their snaps in their Homesnap Profile.

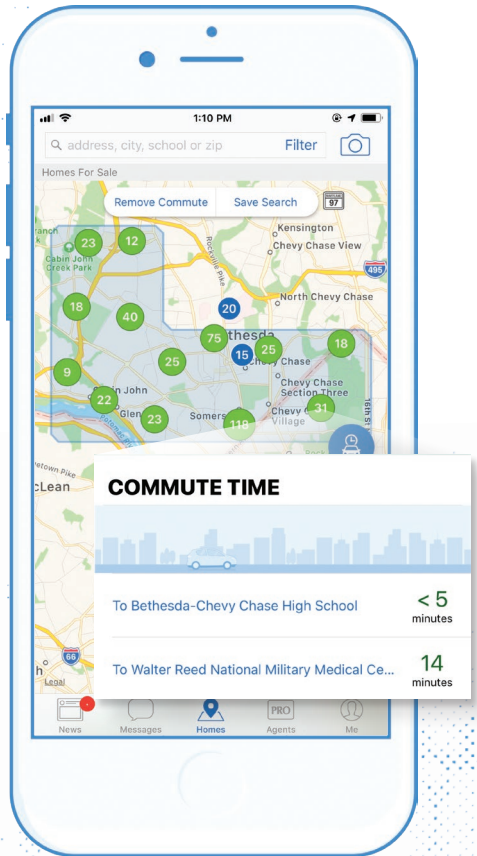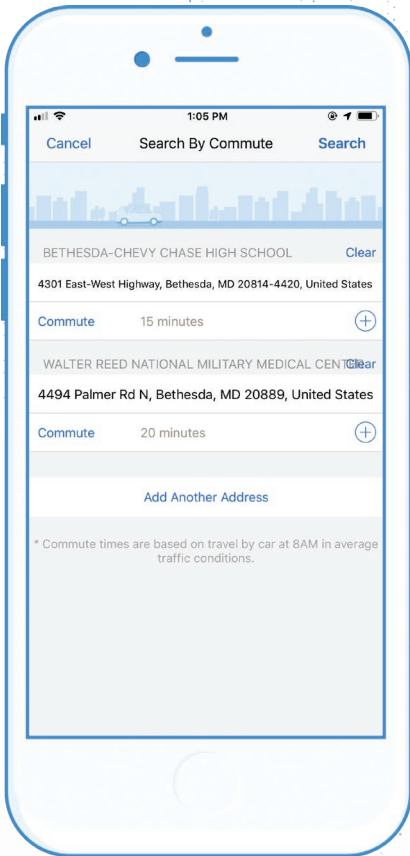Tap on the custom search icon 👆 to draw your search area with your fingers.

01 | CLIENT SERVICES

CUSTOM SEARCH

SEARCH BY COMMUTE TIME (BASED ON GOOGLE MAPS)

Calculate the estimated commute time from a specific property to multiple locations.

Screen 1 — Search By Commute

Cancel	Search By Commute	Search

BETHESDA-CHEVY CHASE HIGH SCHOOL — Clear

4301 East-West Highway, Bethesda, MD 20814-4420, United States

| Commute | 15 minutes | ⊕ |

WALTER REED NATIONAL MILITARY MEDICAL CENTER — Clear

4494 Palmer Rd N, Bethesda, MD 20889, United States

| Commute | 20 minutes | ⊕ |

Add Another Address

* Commute times are based on travel by car at 8AM in average traffic conditions.

Screen 2 — Commute Time results

address, city, school or zip — Filter

Homes For Sale

Remove Commute — Save Search

COMMUTE TIME

To Bethesda-Chevy Chase High School	< 5 minutes
To Walter Reed National Military Medical Ce...	14 minutes

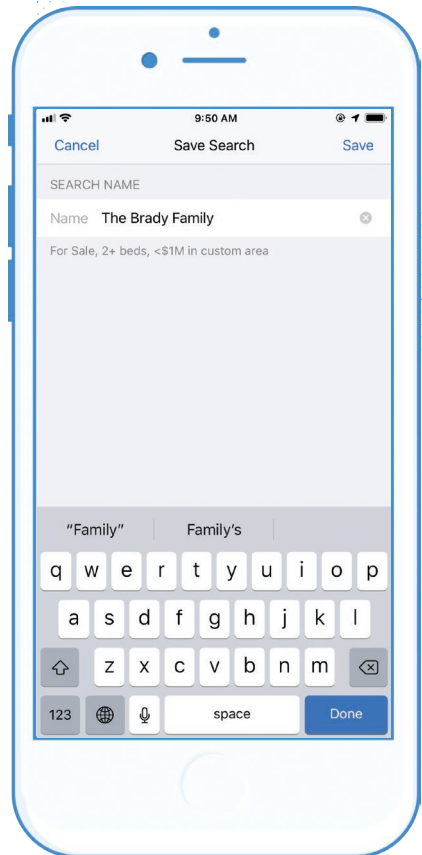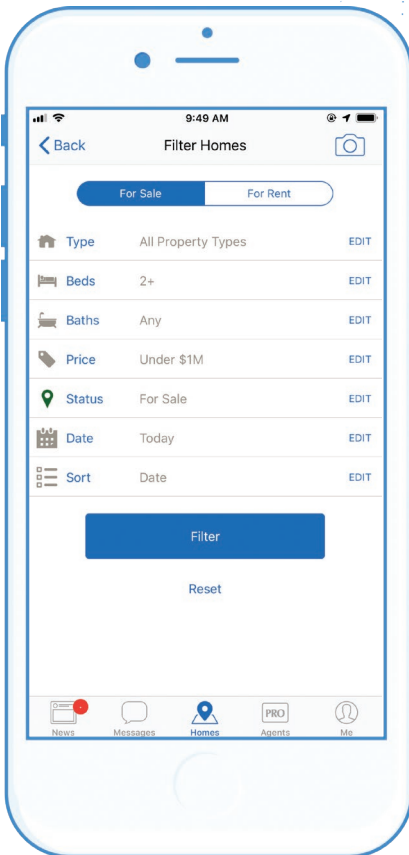News Messages Homes Agents Me

PRO NUGGETS OF WISDOM

Tap on the car icon 🚗 and add up to 5 addresses to search by commute time.

Estimated commute time assumes travel by car, departing the property during normal rush hour (8am).

SAVED SEARCHES
WITH CLIENT-CENTRIC FILTERS

Filter Homes (screen)

‹ Back   Filter Homes   📷

| For Sale | For Rent |

🏠 Type	All Property Types	EDIT
🛏 Beds	2+	EDIT
🛏 Baths	Any	EDIT
🏷 Price	Under $1M	EDIT
📍 Status	For Sale	EDIT
📅 Date	Today	EDIT
≣ Sort	Date	EDIT

Filter

Reset

News   Messages   Homes   PRO Agents   Me

Save Search (screen)

Cancel   Save Search   Save

SEARCH NAME

Name   The Brady Family

For Sale, 2+ beds, <$1M in custom area

"Family"   Family's

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123   🌐   🎤   space   Done

Save clients' preferred criteria to quickly scan the market for the perfect property.

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

01 | CLIENT SERVICES

PROPERTY INFORMATION
ACCESS THE FOLLOWING:
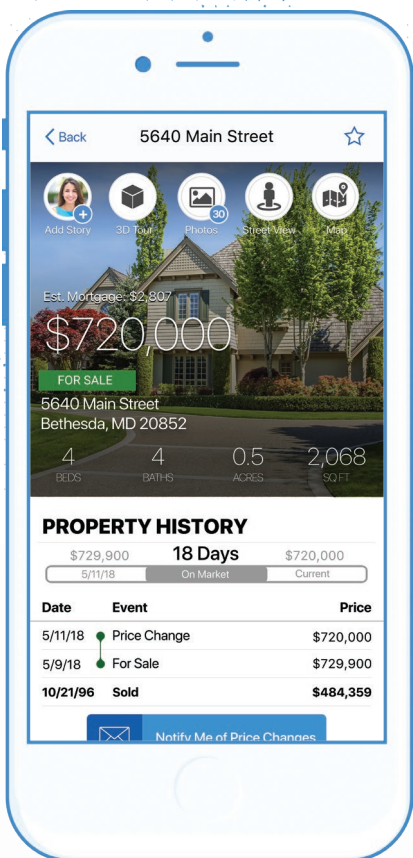
MORTGAGE CALCULATOR

LISTING MEDIA *(Stories, Photos, 3D Tours, Street View)*

STAY SAFE AT SHOWINGS `PRO`

RAPID CMA `PRO`

PROPERTY HISTORY

RELATED AGENTS `PRO`

LISTING SUMMARY

CONFIDENTIAL DATA `PRO`

CONFIDENTIAL DOCUMENTS `PRO`

LISTING DETAILS

LOCAL SCHOOLS

COMMUTE TIME

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.*

Phone screen content

‹ Back — 5640 Main Street — ☆

Add Story · 3D Tour · Photos 3D · Street View · Map

Est. Mortgage: $2,807

$720,000

FOR SALE
5640 Main Street
Bethesda, MD 20852

4 BEDS | 4 BATHS | 0.5 ACRES | 2,068 SQ.FT

PROPERTY HISTORY

$729,900 — **18 Days** — $720,000
5/11/18 | On Market | Current

Date	Event	Price
5/11/18	Price Change	$720,000
5/9/18	For Sale	$729,900
10/21/96	**Sold**	**$484,359**

✉ Notify Me of Price Changes

PRO NUGGETS OF WISDOM

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

Tap the Stories icon 🎞 to view agent-created video content.

Apple Users: Tap estimated mortgage to access mortgage calculator. **Android Users:** Tap line under estimated mortgage payment to access mortgage calculator.

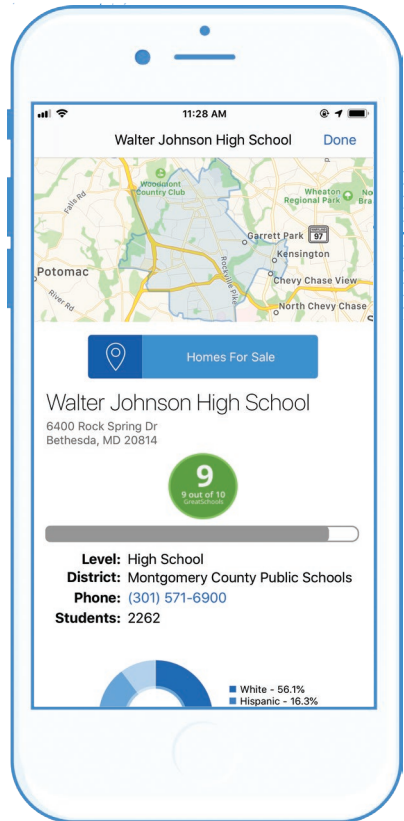## WALK PROPERTY LINES
WITH OPTIONAL AUGMENTED REALITY

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

LOCAL SCHOOLS
(FROM GREATSCHOOLS.ORG)

*View the attendance zones for each property,
as well as school information.*

Property lines are not meant to be used in lieu of an official survey, but they give your clients a sense of where the property boundaries begin and end.
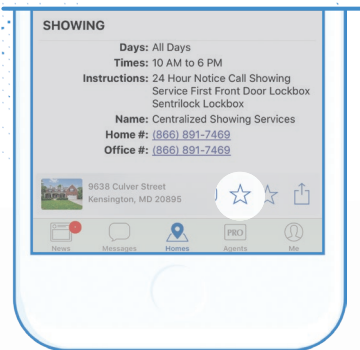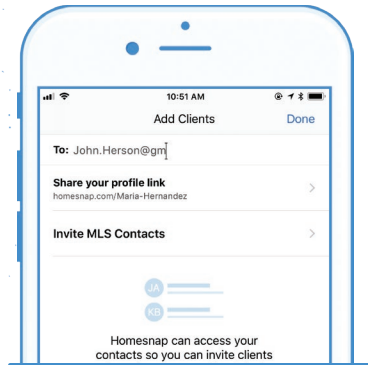
Apple Users: View real-time physical property boundaries using augmented reality *(iPhones 6s or newer only)*.

02 | CLIENT COLLABORATION

INVITING CLIENTS ▶

When your contacts accept your invite and create a Homesnap account, a 1:1 relationship is established. Your client works exclusively with you within Homesnap!

◀ SHARE & FAVORITE

Favorite and share properties you or your clients are most interested in for future reference.
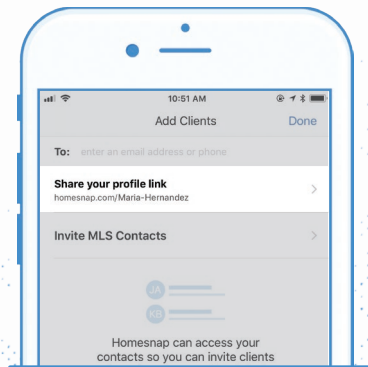
SHARE ON SOCIAL ▶

Share your profile link to increase your sphere and broadcast your brand. Post on any social media platforms.

PRO NUGGETS OF WISDOM

Paste your profile link on your website, email signature, and business cards.

Invite your clients via email so they receivae your branded Homesnap Weekly Market Update.

Encourage your connected clients to favorite properties they are interested in. You will get notified in your News Feed and can view their favorited properties in their Homesnap Profile.

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.
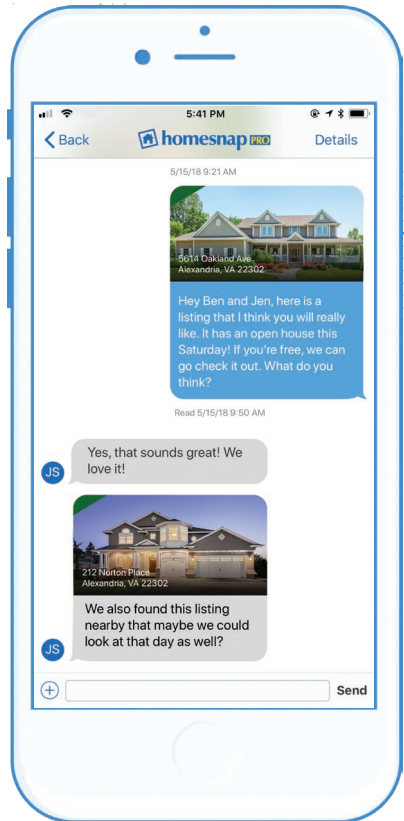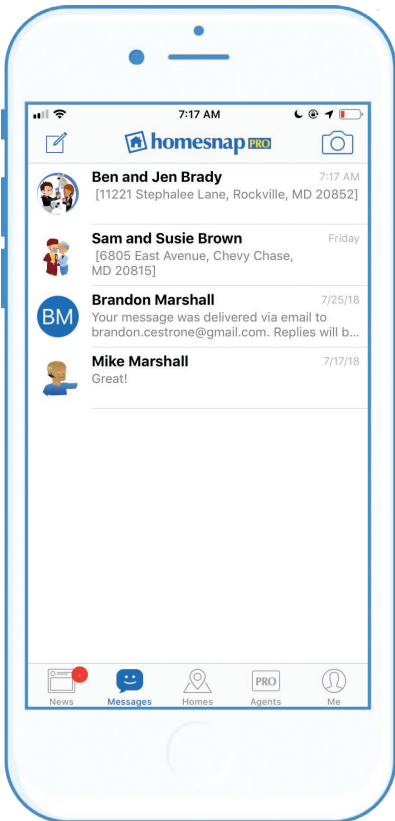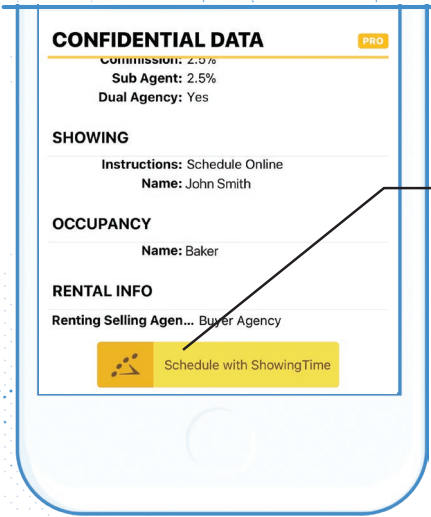

Tap on 'Details' in the top right corner of your client conversation to view all shared homes in a consolidated view or map view.

Refer to the colored tag in the top left corner of each property in your message thread. This indicates the latest MLS status of the property.
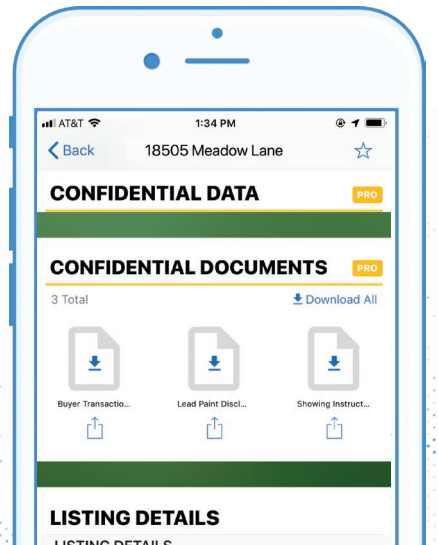
02 | CLIENT COLLABORATION

CONFIDENTIAL DATA `PRO`

Commission: 2.5%
Sub Agent: 2.5%
Dual Agency: Yes

SHOWING

Instructions: Schedule Online
Name: John Smith

OCCUPANCY

Name: Baker

RENTAL INFO

Renting Selling Agen... Buyer Agency

Schedule with ShowingTime

SCHEDULE A SHOWING
WITH SHOWINGTIME OR CSS

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

CONFIDENTIAL DATA ▶

Download and share all listing documents from your app or computer (available in select markets).

📶 AT&T 🛜　　　1:34 PM　　　@ ✈ 🔋

‹ Back　　18505 Meadow Lane　　☆

CONFIDENTIAL DATA `PRO`

CONFIDENTIAL DOCUMENTS `PRO`

3 Total　　　　　　　　　　⬇ Download All

⬇　　　　　⬇　　　　　⬇
Buyer Transactio...　Lead Paint Discl...　Showing Instruct...

LISTING DETAILS
LISTING DETAILS

💡 PRO NUGGETS OF WISDOM

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

Access home disclosures while showing a property to the client. Download and share them with your client right from your Homesnap app.

SAFETY TIMER

Ensure your safety when at showings. Simply choose the expected duration of your showing and add an emergency contact. You can easily add more time for your showing, dismiss the timer or send an immediate distress alert.

Start — Safety Timer — **Done**	‹ **Back** — 20308 Seabrook Drive — ☆
HOW LONG DO YOU PLAN TO BE HERE?	**SAFETY TIMER** PRO
20 / 25	**10:10**
0 hours 30 min	Stop Timer Add Time
1 / 35	**Distress Alert**
2 / 40	
PICK YOUR EMERGENCY CONTACTS Add	**PROPERTY HISTORY**
Dan (555) 123-4567	$599,000 **34 Days** $590,000
Maria Hernandez (555) 123-4578	7/14/17 On Market Current
Jane Smith (555) 123-4578	

Property History table:

Date	Event	Price
8/1/17	Price Change	$590,000
7/14/17	For Sale	$599,000
4/5/12	**Sold**	**$545,000**
2/4/12	For Sale	$579,500

Start Safety Timer

Send in a Message

You can add multiple emergency contacts, but you must add a mobile number for each contact.

You will receive a warning when there are 60 seconds left on your timer. Don't forget to tap 'Stop Timer' when leaving the property.

03 | BOOST YOUR BRAND

HOMESNAP LISTING STORIES

Create engaging video stories for each of your listings to generate more interest by highlighting the hidden gems about the home.
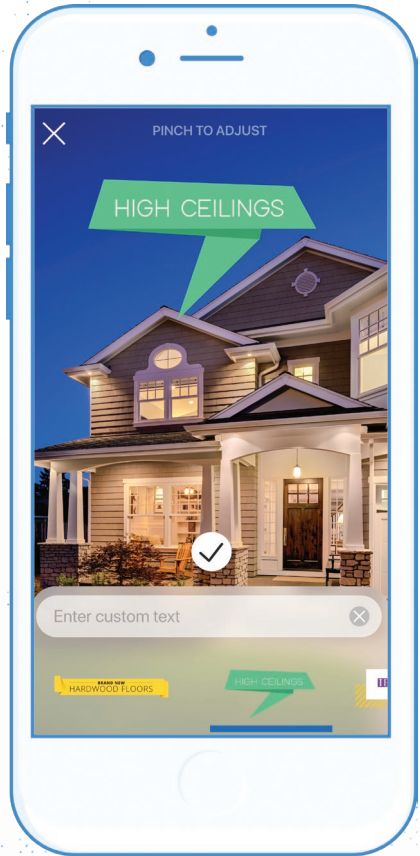
PRO NUGGETS OF WISDOM

Create multiple video stories for each of your listings. They are a great way to immerse potential buyers into the home before stepping foot in it.
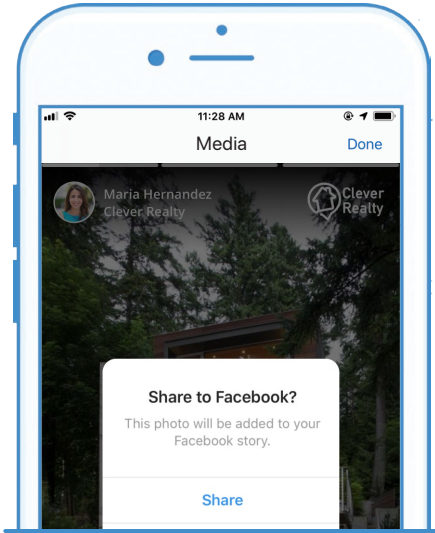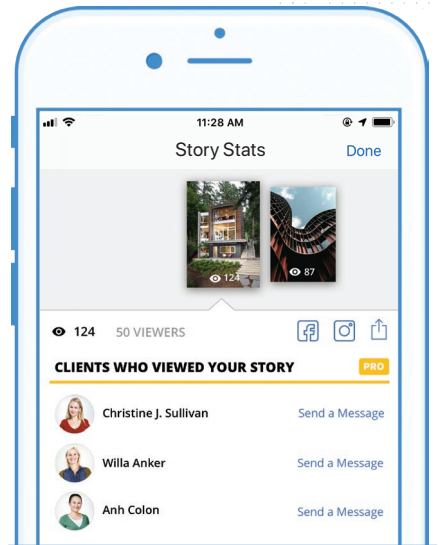
◀ SHARE YOUR STORY

*Reshare your Homesnap Stories across your personal social media accounts for increased exposure.*

STORY STATS ▶

See who has viewed your stories and easily message them in Homesnap to discuss their interests or needs.

Make a story to promote an upcoming open house or price reduction, highlight unique features, and showcase the local neighborhood.

03 | BOOST YOUR BRAND
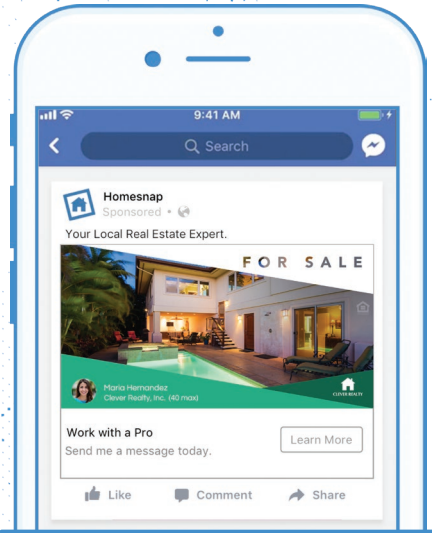
◀ GENERATE BUYER & SELLER LEADS

Turn all of your market activity (new listings, open houses, price cuts, and recent sales) into listing ads that help you win new clients. Advertise across four popular networks: Facebook, Google, Instagram, and Waze.

A LEAD PAGE FOR EVERY LISTING ▶

Homesnap Pro+ members enjoy unlimited, professionally designed lead pages. Impress your sellers by instantly sharing and marketing custom landing pages for each of their properties.
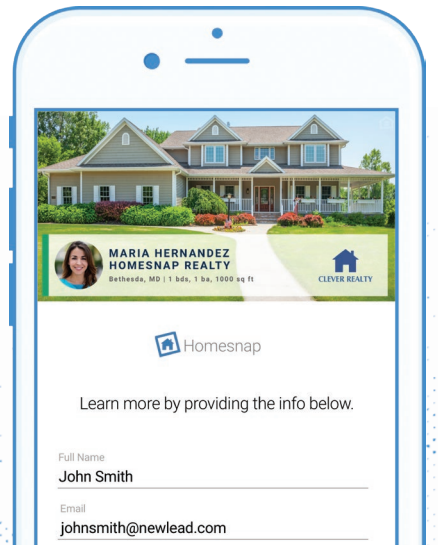
💡 PRO NUGGETS OF WISDOM

Be sure to advertise open houses. Open houses are the most popular type of ad agents run. Google has seen a 137% increase in searches for "open house today" over the past year.

SHAREABLE PERFORMANCE REPORTS

Impress your seller with eye-popping ad performance by sharing reports.
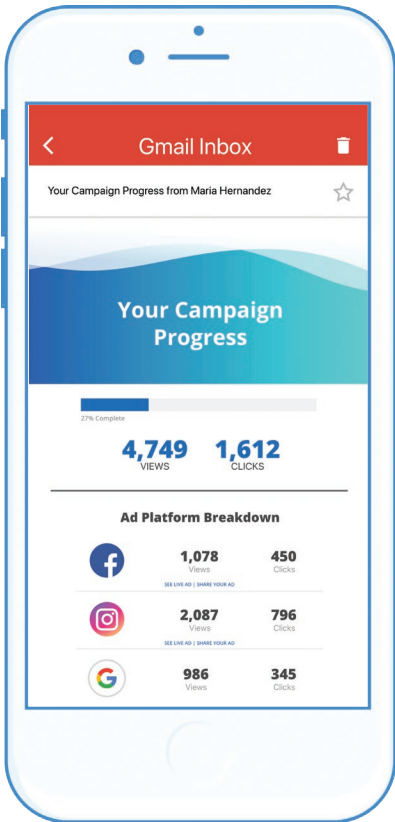
AUTOMATE YOUR ADS & SAVE 10%

Sign up for Subscribe & Save and we'll automatically create ads for you. Customize your subscription to fit your marketing needs.
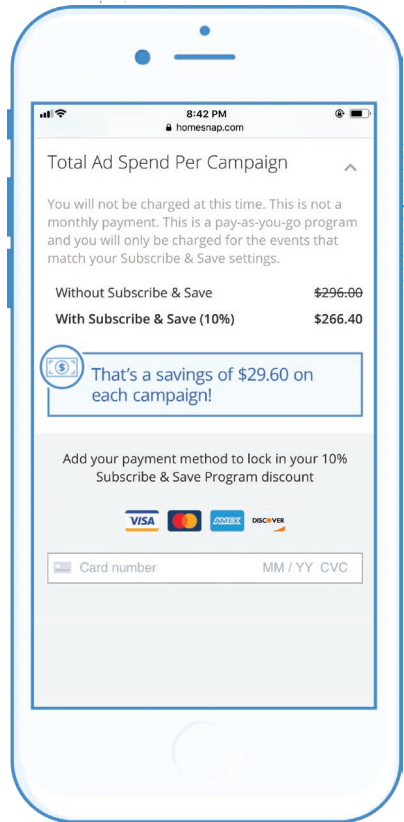
You can customize your subscription to meet your marketing needs. Using the Subscribe & Save Wizard takes less than five minutes, and you can choose which types of listings to advertise and on what networks.

03 | BOOST YOUR BRAND
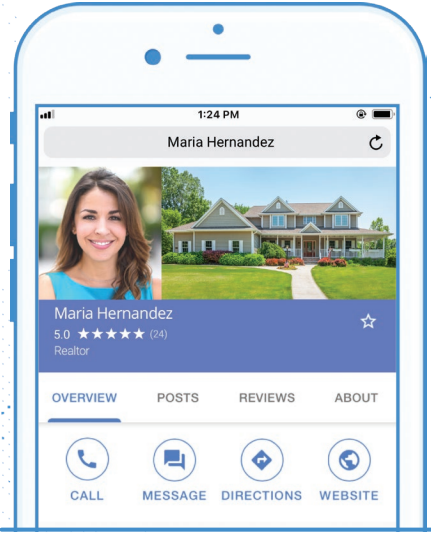
◄ SECURE THE MOST PROMINENT REAL ESTATE ON GOOGLE

A Google Business Profile is essential for maintaining a high-performing presence online. Homesnap Pro+ instantly claims and automates your profile management so you get see results without lifting a finger.

GENERATE & MANAGE REVIEWS ►

Google reviews are the most trusted source of online reviews, and a single review nets you 250% more appearances in Google search results. Homesnap Pro+ helps you solicit reviews and minimize the impact of negative reviews.
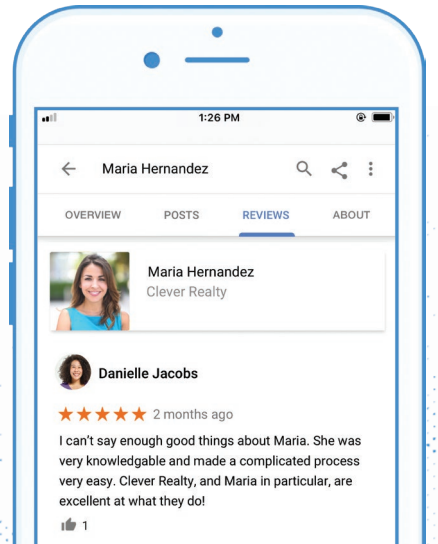
PRO NUGGETS OF WISDOM

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.

BE A PART OF GOOGLE'S AGENT MARKETPLACE

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

Having a Google Business Profile also means that Google lists your office as a location on Google Maps. Make sure it's easy for clients and prospects to find you.
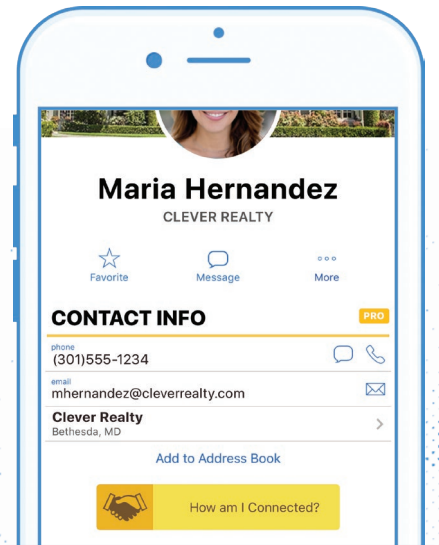
04 | AGENT INSIGHTS
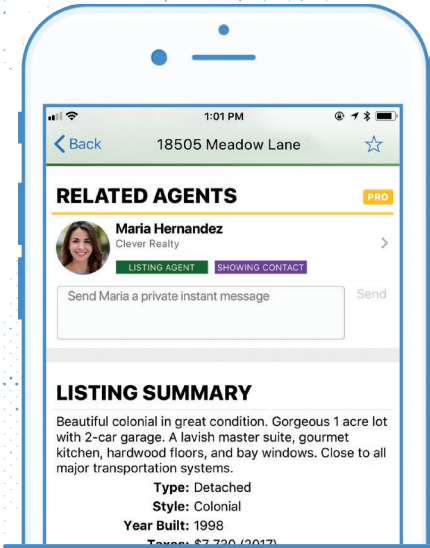
MESSAGING

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

HOW AM I CONNECTED ▶

Jog your memory on how you are connected with an agent (e.g.: historical transactions) or find a colleague who knows that agent.
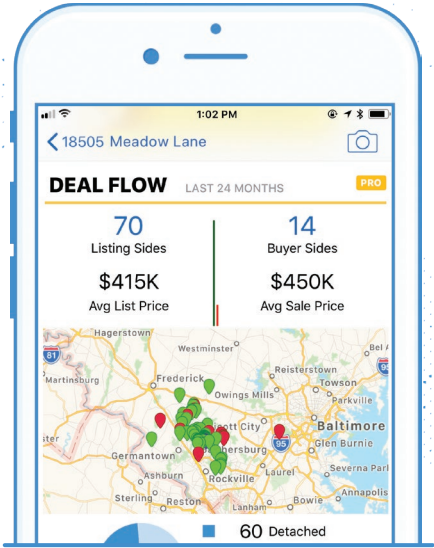
PRO NUGGETS OF WISDOM

Utilize Homesnap to contact other agents in your MLS. If they haven't activated their Homesnap Pro account yet, they will receive your message as an email.

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 useable way, and only to agents within your MLS.

DEAL FLOW ▶

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

DEAL FLOW   LAST 24 MONTHS   PRO

70	14
Listing Sides	Buyer Sides
$415K	$450K
Avg List Price	Avg Sale Price

■ 60 Detached

◀ ANALYZE LISTING

Select Analyze Listing Sides to see the average days on market and average list price of the agent's previous deals.

PRODUCTION   LAST 8 QUARTERS   PRO

RECENT LISTING SIDES   PRO

Analyze Listing Sides
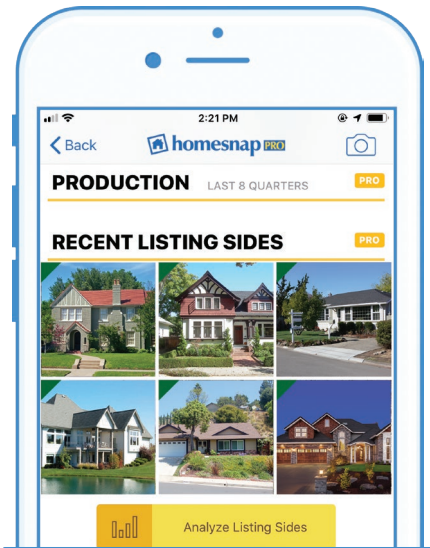
Look up any agent in your MLS through the Pro Agents Tab PRO to view their activity over the past 24 months.

Provide guidance on an offer price by examining how often the Listing Agent sells above or below list price.

homesnap

homesnap.com
training@homesnap.com
support@homesnap.com
866-855-2622