

AVM & Buyer Market Analysis

OUR NEW WHAT'S MY
HOME WORTH? &
SELLER/BUYER TOOL

**YOUR
COMPLETE
GUIDE**

agent toolkit



**GET STARTED &
GENERATE LEADS
TODAY**

CONTENTS



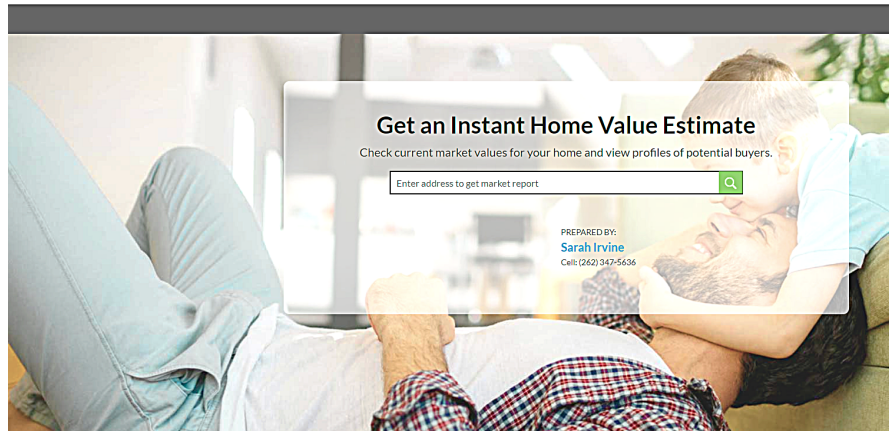
Page 3

INTRO

Page 4

GETTING STARTED

- 4 WHAT IS AN AVM?
- 4 DO I HAVE THIS TOOL IF I DON'T HAVE A WEBSITE?
- 5 WHAT IS A BUYER MARKET ANALYSIS OR BMA?
- 5 WHEN SHOULD I USE A BMA?



USE THIS TABLE OF CONTENTS TO FIND & SCROLL TO THE RESOURCES YOU NEED

Page 6

HOW DO I

- 6 AVM HOW DO I
- 6 KNOW YOUR AVM LINK
- 7 AVM DASHBOARD
- 8 AVM LEADS
- 9 BUYER MARKET ANALYSIS HOW DO I
- 10 BMA - VIDEO DEMO

Page 11

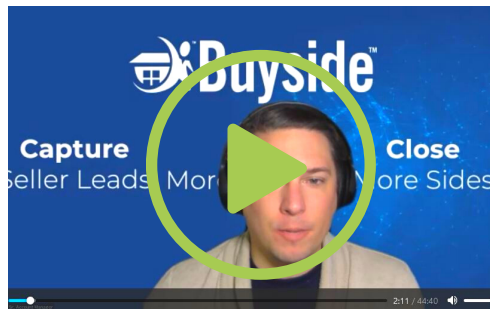
BRANDING & MATERIALS

- 11 EMAIL CAMPAIGNS
- 12 POSTCARDS
- 13 SOCIAL SHARE IMAGES
- 14 QR CODES
- 15 BOOST CAMPAIGNS & VIDEO

Page 16

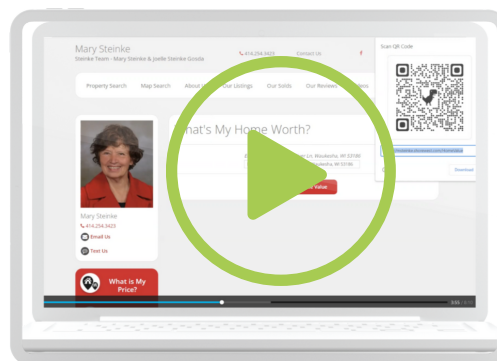
SUPPORT & RESOURCES

WATCH



RECORDED LAUNCH VIDEO

WATCH ERIC FROM BUYSIDE DEMO THE PRODUCT FROM OUR MEETING APRIL 19TH



HOW TO CREATE A QR CODE

This is the hottest marketing tool out there now - learn how to create one here & why it's relevant to marketing your AVM.

SO WHAT IS THIS ALL ABOUT?

INTRO

What? Why? How? Where? When? I'm confused... I think this new tool sounds cool, but I don't know where to find the info, demo, faq, recordings, materials & I don't even know where to start.

We totally get it. So, we have you covered! Instead of sending separate emails and having you hunt for everything high and low, up and down and sideways, **WE ARE GIVING YOU EVERYTHING IN ONE PLACE!** Buckle Up Pals! Well, ok, yes, this info will "LIVE" in the normal places as well, but we want you to be confident using this new tool to help you **GET LEADS,**



INCREASE your web traffic, and **OBTAIN** listing appointments - you want those things right? Let's keep it simple - use this toolkit to get yourself there. Oh, and it's interactive, you'll see. SI

"We want you to be confident using this new tool... Use this toolkit to get yourself there"



What will I gain by using this new AVM (What's My Home Worth) tool?



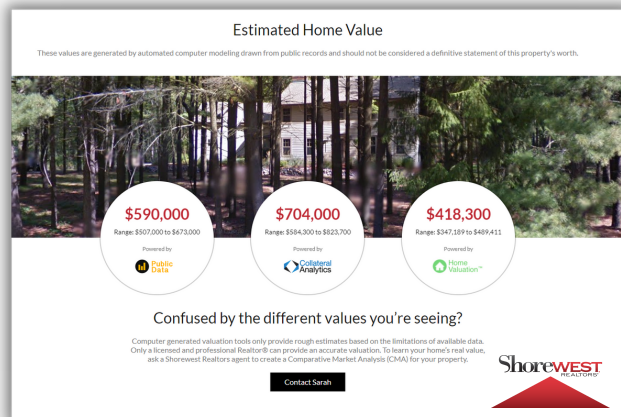
- Increase Lead Opportunities
- Better Listing Presentation Information that's Data Driven
- Increase Online Visibility (if you have a website)
- Talking Points with Buyer Clients or Potential Customers about the State of the Market

AVM/WHATS MY HOME WORTH:

GETTING STARTED

When a consumer visits shorewest.com or my agent website, what does What's My Home Worth (aka AVM) feature do?

An "AVM" or Automated Value Model is an auto computer generated estimate of a properties value. This is taken from a range of sold data in the nearby area obtained through public sources and displayed immediately after the request is made.



When a consumer fills this out, will I know who they are?

Well, not exactly, not at this point in their actions at least. A consumer has the option to request an AVM on any address they choose. After submitting the address, the AVM will generate up to 3 data estimates for them to view. Each time a consumer completes an AVM, it will be added to your Buyer Market Analysis/ AVM dashboard. Is this the homeowner you ask? We don't know for sure, but often times yes.

What are the Lead Generation opportunities for the Consumer to reach out to me?

This is where this digital solutions tool really shines and we are excited for you to use it. There are numerous places where strong CALL TO ACTIONS ask the consumer if they want more info. For instance, they can request a monthly update, or ask to speak to you about the evaluation. In BOTH cases, you will receive lead details emailed to you immediately, the customer will appear in your leads on the Buyer Market Analysis/AVM Dashboard AND yes, yes, yes - the lead will be captured in AgentPro CRM.

[CLICK HERE TO VIEW CONSUMER EXPERIENCE](#)

Where can I access my Buyer Market Analysis/AVM Dashboard?

In AgentPro.com you silly goose. It's #04 in the shortcuts on the home page. We've eliminated the need for you to remember yet another password, so our partnership allows you to access the dashboard from there, unlocking your ability learn and brand faster.

Can I use any part of this tool if I don't have an agent website?

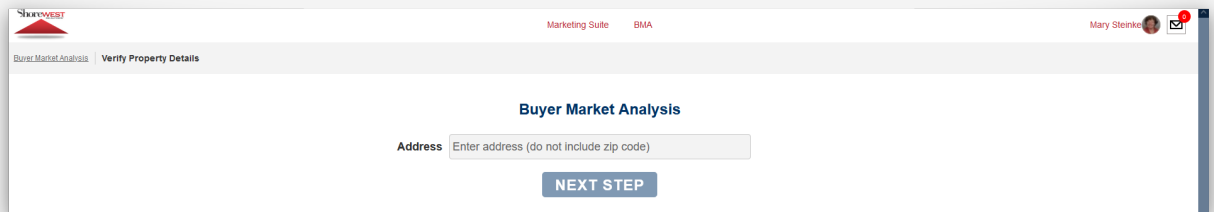
Yes, you can. It is available to all Shorewest Agents at no additional cost through the dashboard. However, for MAXIMUM benefit, having an agent website will give you the opportunity to drive traffic and create better online visibility using the tool.

BUYER MARKET ANALYSIS:

GETTING STARTED

What is a Buyer Market Analysis?

Our new Buyer Market Analysis or "BMA" is a tool for you to use as a presentation piece for a buyer or a seller/homeowner. The BMA metrics are measuring the digital footprint for real estate in the area. Meaning, who is looking for homes online within the same zip code/area by that price range along with a few other metrics within the last 90 days. "Online" simply means online real estate sources - our vendor partner has access to see metrics of real estate websites search activity.

A screenshot of a web application interface for a Buyer Market Analysis tool. The interface is clean and modern, with a white background and a blue header. The header includes the 'Slackvest' logo on the left, 'Marketing Suite' and 'BMA' in the center, and a user profile for 'Mary Stenke' on the right. Below the header, there is a navigation bar with 'Buyer Market Analysis' and 'Verify Property Details'. The main content area is titled 'Buyer Market Analysis' and features a text input field labeled 'Address' with the placeholder text 'Enter address (do not include zip code)'. Below the input field is a blue button labeled 'NEXT STEP'.

Where can I go to use/start a Buyer Market Analysis BMA?

Again, it's in AgentPro.com. This is available through your Buyer Market Analysis/AVM dashboard, Shortcut #4. After you create the AVM/BMA it can be shared digitally, uploaded and added to your CMA, OR PRINTED. You don't need a password either - we've got this dialed in already for you.

Who would I give the BMA to?

This is a great piece because it can be used to your advantage in so many ways AND it's really easy to create. Use it for showing buyers how hot the market is if you need a little oomph to get them to be more aggressive. Try adding part or all of it to a Real Estate review or drop by as a way to reach out to your sphere. Of course, it could be added as a complimentary piece to your round out a robust CMA / Listing Prez.

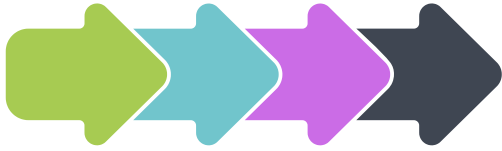
EXAMPLE
BMA
HERE

TRY IT
NOW

Scroll to page 7 for
the How do I guide.

AVM/WHAT'S MY HOME WORTH?

HOW DO I?



Use the Step by Step Guide to give you the knowledge you need to confidently use your AVM to capture lead generation for buyers, sellers, your farm, database AND consumers. Scroll to page 4 of this toolkit for a full explanation of what the AVM is and how lead generation works.

1

Determine what your brandable link is to use for all social, digital, and print/QR code marketing:

Do you have an Agent Website?

YES OR NO

[yoursite.shorewest.com/HomeValue](#)

ex: sarah.shorewest.com/HomeValue (NO WWW)

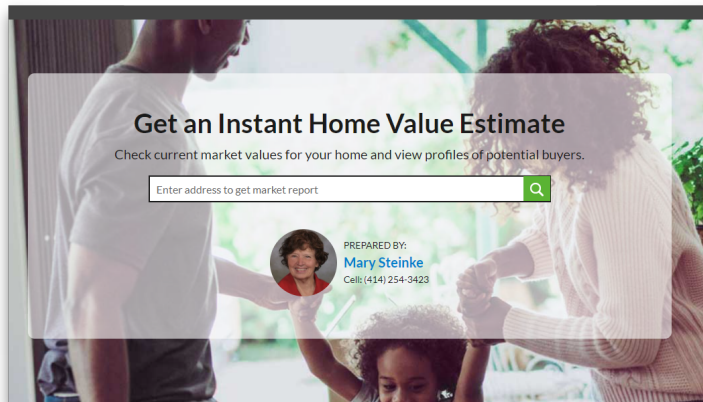
[yourhomevalue.shorewest.com/email@shorewest.com](#)

ex: yourhomevalue.shorewest.com/sirvine@shorewest.com

*Both of these links will end up at your personal AVM, the difference is if you have a website, you add the ability to drive traffic and help your online visibility too!!

2

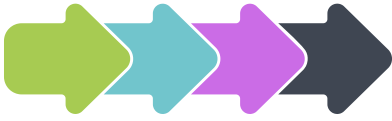
Use your brandable link to start engaging your sphere, farm, social groups, buyers, etc. For any print pieces, we recommend creating a QR Code - [Learn More about QR codes here.](#)



Scroll to page 11 for breakdown of all your options for marketing this tool & materials to use.

AVM/WHAT'S MY HOME WORTH?

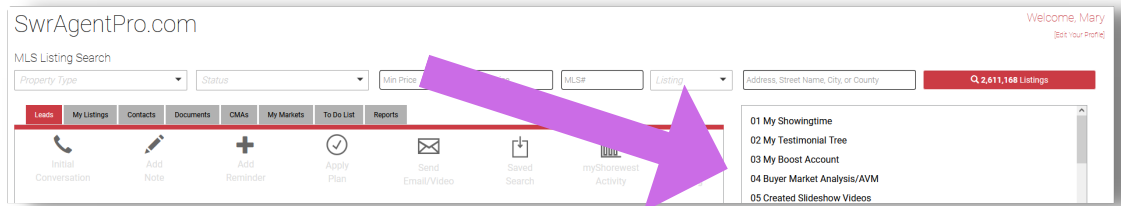
HOW DO I?



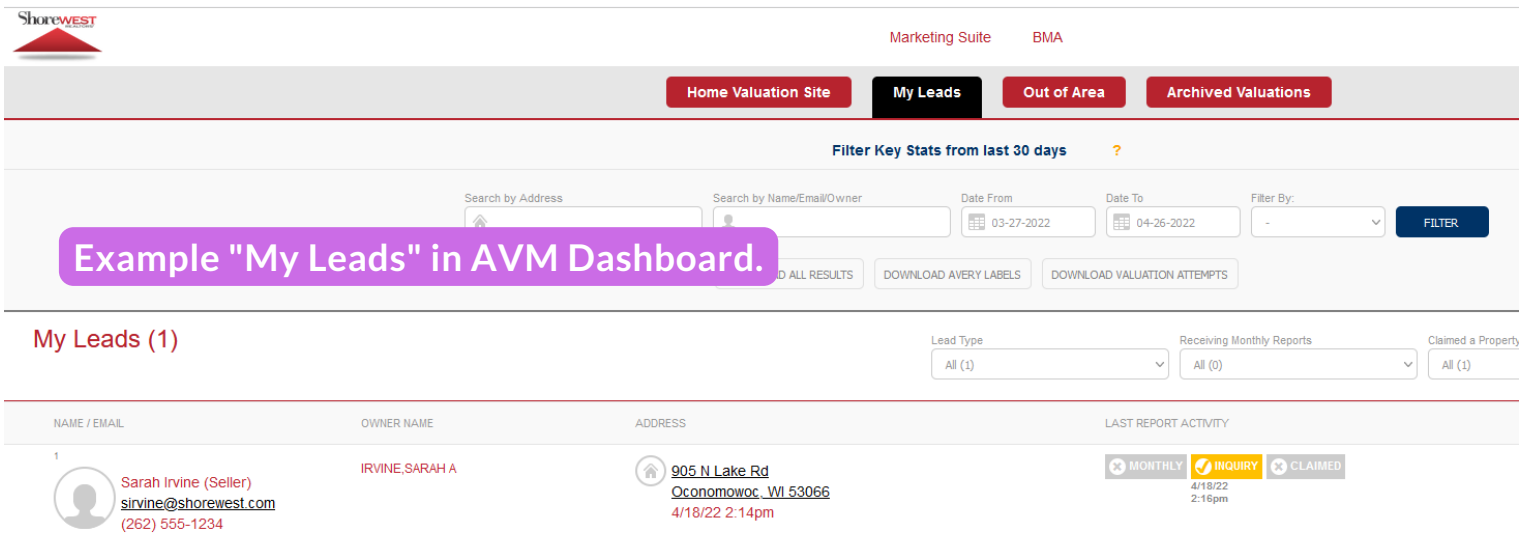
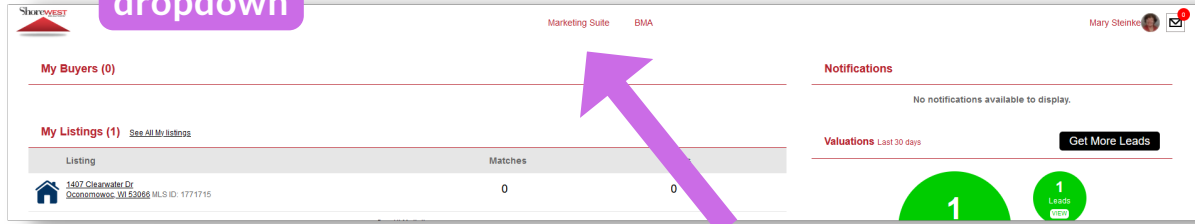
3

After you start to engage consumers to use your branded link, Find your AVM/Buyer Market Analysis Dashboard to see real time results of consumer activity.

In AgentPro.com Shortcut - Buyer Market Analysis/AVM

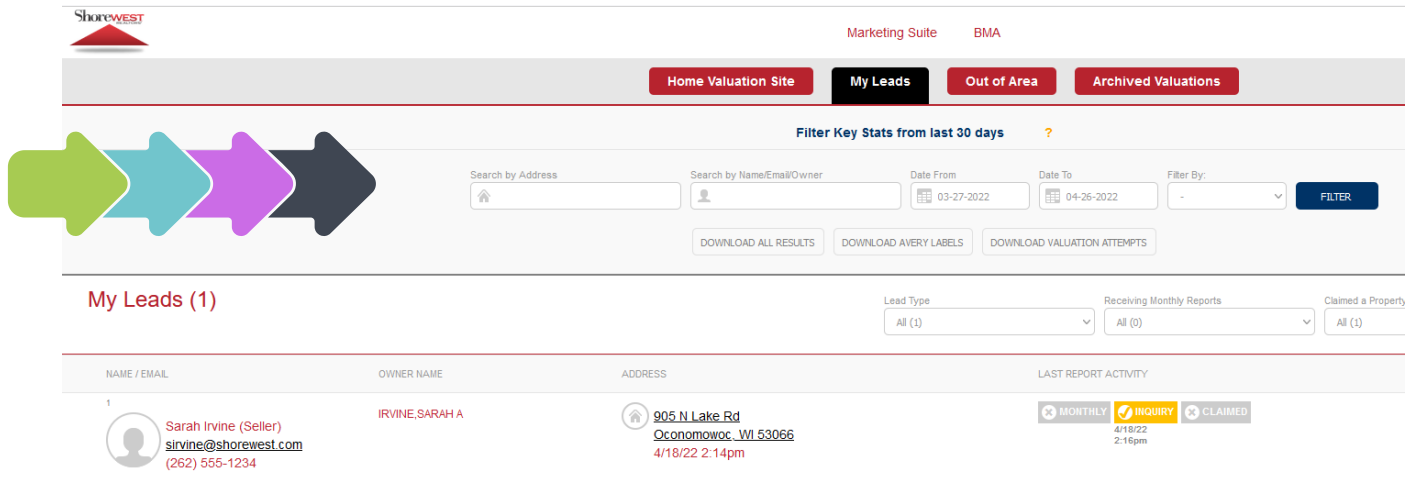


Then hover over "Marketing Suite", and choose "My Leads" from dropdown



AVM/WHAT'S MY HOME WORTH?

HOW DO I?



The screenshot shows the Shorewest AVM dashboard. At the top, there are navigation tabs: Home Valuation Site, My Leads (selected), Out of Area, and Archived Valuations. Below the tabs is a search bar with filters for 'Filter Key Stats from last 30 days'. The search bar includes fields for 'Search by Address', 'Search by Name/Email/Owner', 'Date From' (03-27-2022), 'Date To' (04-26-2022), and 'Filter By'. There are also buttons for 'DOWNLOAD ALL RESULTS', 'DOWNLOAD AVERY LABELS', and 'DOWNLOAD VALUATION ATTEMPTS'. Below the search bar, there is a section for 'My Leads (1)'. On the right side of this section, there are dropdown menus for 'Lead Type' (All (1)), 'Receiving Monthly Reports' (All (0)), and 'Claimed a Property' (All (1)). Below this is a table with columns: NAME / EMAIL, OWNER NAME, ADDRESS, and LAST REPORT ACTIVITY. The table contains one entry for Sarah Irvine (Seller) with contact information, owner name IRVINE, SARAH A, address 905 N Lake Rd, Oconomowoc, WI 53066, and last report activity on 4/18/22 at 2:16pm. The activity column shows 'MONTHLY', 'INQUIRY', and 'CLAIMED' buttons.

4

Anything that shows in this dashboard is all consumer activity using your AVM. **These are LEADS** & reasons for you to reach out - you earned it NOW work it!

If You See:

A Name and or Email in the First Column

"Monthly" Highlighted under "LAST REPORT ACTIVITY" Column

"INQUIRY" Highlighted under "LAST REPORT ACTIVITY" Column

"CLAIMED" Highlighted under "LAST REPORT ACTIVITY" Column

It Means:

Consumer filled out the "Ask Sarah" Button on your AVM (you will get an email as well to notify you)

Consumer is requesting an automated Monthly Subscription! This will come from you email each month to them with current AVM of their home.

Consumer filled out an Address on the AVM. If you don't see Name/Email filled out, they didn't ask to be reached.

Consumer Updated their AVM, and to do so need to verify they were homeowner by logging into google/facebook.

BUYER MARKET ANALYSIS

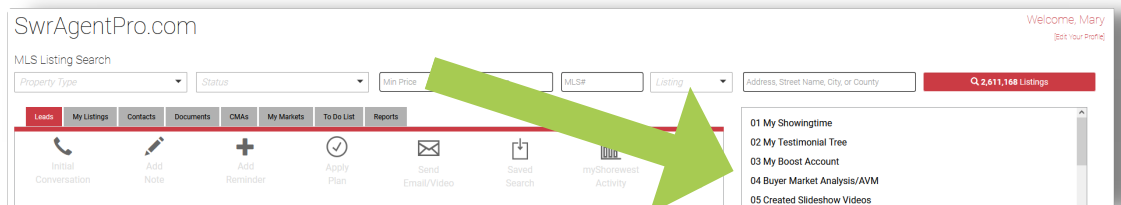
HOW DO I?



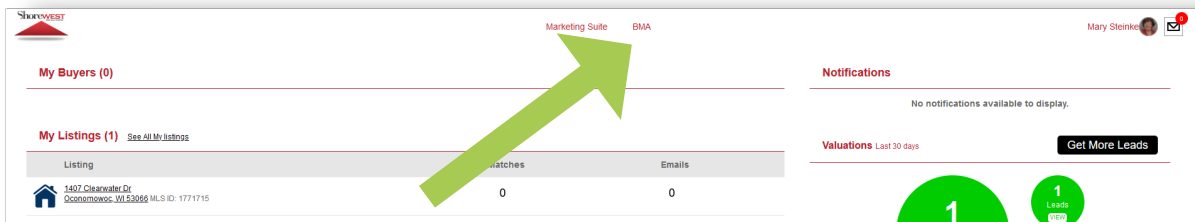
Use the Step by Step Guide to give you the knowledge you need to confidently use your Buyer Market Analysis Report. These reports ARE PRINTABLE and accessible to you through your Buyer Market Analysis/AVM Dashboard. See page 5 of this toolkit for a full explanation of what this report is and what opportunities you have to use it. [See Example Here.](#)

1

Find Your Report Generator - AgentPro.com Shortcuts - Buyer Market Analysis/AVM:

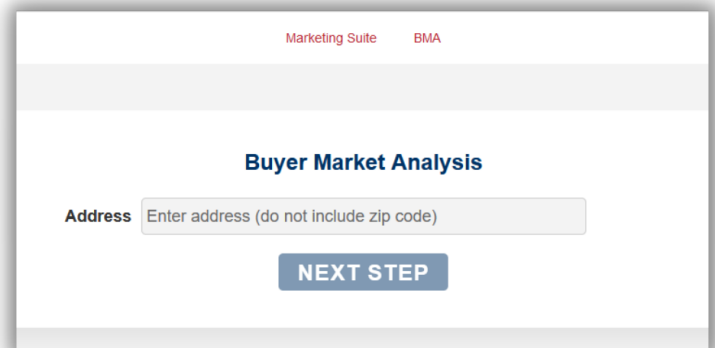


Then select "BMA" at the top



2

Fill out address you want to create the report for. This will include buyer heat map, AVM estimates, buyer search patterns.



BUYER MARKET ANALYSIS

HOW DO I?



Details

Values

Verify / Edit Property Details

Address: N10W31646 Phyllis Pkwy Delafield, WI 53018-2630

Edit property details as applicable.

Beds Please Select

Baths Please Select

Living area (sq ft)

Lot Size (sq ft)

51,401

Property Type

Single Family Detached

Next

Set Property Estimates

Address: N10W31646 Phyllis Pkwy Delafield, WI 53018-2630

Select up to Three Valuations to be Shown

\$640,000

Range \$550,000 to \$730,000



\$704,000

Range \$584,300 to \$823,700



\$418,300

Range \$347,189 to \$489,411



\$648,303

Range \$522,370 to \$674,235



Include Your Own Personal Estimate (Optional)

Low Estimate

High Estimate

Generate PDF

Choose up to 3 property estimates by clicking on them.

You may also optionally choose to put your own low/high estimate in for the property.

3

Select "Generate PDF". You may choose to save as pdf OR print these pieces. Here are some ideas:

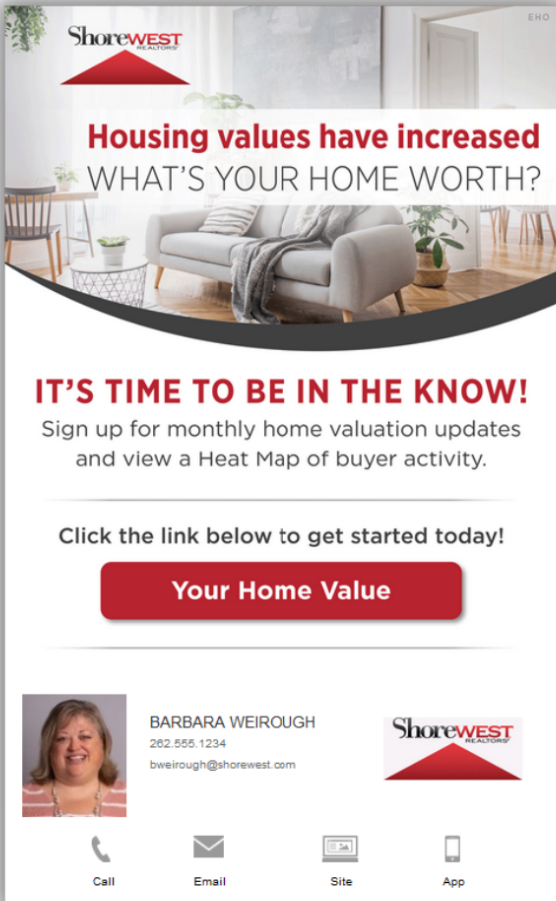
- Add to RE Reviews
- Upload/Add to CMA
- Give to Buyers for State of Market
- Clients who have own home a few years / or paying PMI still

[Watch Video Demo](#)
[Skip to time 24:50](#)

GET THE WORD OUT, HERE'S HOW:

BRANDING & MATERIALS

#1. Email Campaign to Contacts within AgentPro.com CRM*



WHERE & HOW:

Find it AgentPro.com in CRM - Send Email - "Miscellaneous" Category Labeled "What's Your Home Worth"

- Your Home Value "button" is set up and will automatically drive to agent website
- Strong Call to Action
- You will know if someone fills it out in your AVM Dashboard

*requires Agent Website

Advantages:

Immediate | No Cost | Trackable

[HOW DO I
Send eCard
Here](#)



Like we always say, start with your sphere, they already like you... I mean, they should if you contact them with good info now and then :)

GET THE WORD OUT, HERE'S HOW:

BRANDING & MATERIALS

FRONT OF CARD

#2. Postcard Campaign thru AgentPro.com



BACK OF CARD



WHAT:

Loaded with **great action calls**, this one is a hot one!

By doing this you WILL have measurable results in your dashboard; you will be able to see what addresses were added in real time!

WHERE IS IT:

Brand New Postcard Available!

Go to AgentPro.com

Order Postcards under "Non Listing Postcards" / What's My Home Worth

**ORDER
POSTCARDS
TODAY**

ADVANTAGES:

Can Send to Farm or Not | Low Cost | QR Code will Capture Curiosity

GET THE WORD OUT, HERE'S HOW:

BRANDING & MATERIALS

#3. Post it to Social Media
with Engaging Social
Share Images



Housing values have increased

ShoreWEST REALTORS®
shorewest.com

DOWNLOAD & SHARE THIS VERSION NOW

WHAT'S YOUR HOME WORTH?



Housing values have increased

ShoreWEST REALTORS®
shorewest.com

DOWNLOAD & SHARE THIS VERSION NOW

WHAT'S YOUR HOME WORTH?

How much is my **HOME WORTH?**



Find out now with a **FREE HOME VALUATION**

ShoreWEST REALTORS®

DOWNLOAD & SHARE THIS VERSION NOW



Housing values have increased

ShoreWEST REALTORS®
shorewest.com

DOWNLOAD & SHARE THIS VERSION NOW

WHAT'S YOUR HOME WORTH?

ADVANTAGES:

Immediate | No Cost | Easy

*more image options available in AP.com
Marketing Materials - Social Share Images

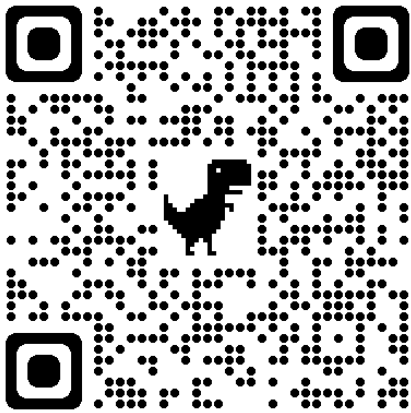


Don't forget the most important part! Add text that includes your unique link to allow easy click thru to your trackable AVM - Head to Page 14 for Link info.

GET THE WORD OUT, HERE'S HOW:

BRANDING & MATERIALS

#4. Create Your Unique QR Code that Drives Right to Your AVM



WHEN DO I USE a QR:

- Custom Postcard Campaign
- Back of Your Business Card
- Print on it's own, Keep/Laminate and Have handy for Open Houses, Local Events in Area, etc
- Basically, it can be added on any Print Piece !

Try Scanning This!

This is what it looks like as the consumer going to Shorewest.com for AVM... You would drive folks to **YOUR** personal AVM link instead.

YOUR PERSONAL AVM LINK:

DO YOU HAVE A WEBSITE?

If yes:

yoursite.shorewest.com/HomeValue

[substitute "yoursite" for the name of your website]

If no:

yourhomevalue.shorewest.com/email@shorewest.com

[substitute "email" with your email address]



ADVANTAGES:

Create it ONCE, Can be Used For Anything
PRINT | Easy for Consumers | No Cost |

NEW TO QR
CODES?
WATCH A
SHORT VIDEO
HERE & LEARN
HOW TO
CREATE ONE

Support Information:

support@getbuyside.com - Use this for general issues with AVM/BMA tool/dashboard

262.289.6256 - Innovations Helpline - Use this for Agent Website Questions, QR Code Questions, How to Marketing Yourself, login issues, etc.

OR: Book a Complimentary 1 to 1 Innovation Solution Session with a Member of Your Agent & Consumer Innovations Team

Success Resources:

Help Center: support.getbuyside.com

Learn Tips & Share Successes @ [Buyside Facebook Insiders Group](#) Here

Start Small, Start Now!