

# Introducing the All-New Homesnap Pro

## The best app in real estate just got even better

Powered by deep integration with MLS data, Homesnap Pro has changed the way real estate agents manage, run, and grow their business. Now, our biggest update ever strengthens your ability to generate new leads and serve your clients — all completely for FREE, because Homesnap Pro is an included MLS benefit.

### WHAT'S NEW

#### • Likelihood to List

Uncover seller leads before anyone else.

Identify homes most likely to list before they hit the market using Likelihood to List, our predictive machine learning algorithm. Start the conversation early and beat your competition to the punch — 90% of sellers list their home with the first agent they meet.

#### Property Heatmaps

Visualize prospecting opportunities with ease.

View off-market properties using one of our 11 new heatmaps for key indicators like property status, ownership, equity, and mortgage age to discover new lead generation opportunities.

#### • Consolidated Property History

Learn more details on any property's history.

Have MLS, mortgage, tax, and deed history at your fingertips — and all in one place.

#### Homeowner Profiles

Get to know—and get in touch with—motivated sellers.

Leverage new homeowner profiles in Homesnap Pro to get a fuller picture of who your target homeowners are. Then use our free, unlimited contact information to reach out.

# Getting the Most Out of the All-New Homesnap Pro

## Tried-and-tested best practices for success

### 1. Buyers' agents: Don't overlook **Likelihood to List**.

What happens when there aren't any listings that satisfy your client's search criteria?

With Likelihood to List, simply use off-market filters to expand your search. If you find a fit and the property is marked as Most Likely to List, use homeowner profile information to contact the owner(s) and tell them you have an interested buyer.

### 2. Use both the app and desktop version of Homesnap Pro

The Homesnap app is the perfect on-the-go companion for agents. But when it comes to prospecting, nothing can beat the full picture of property heatmaps for your target farming areas and ZIPs available on the desktop version of the All-New Homesnap Pro.

### 3. Better understand your sphere

When you find homes that are Most Likely to List, upload homeowner profile information provided by Homesnap Pro into your database. You'll be able to identify high-intent prospects more accurately than ever and send more personalized emails and postcards—or knock on the door with complete confidence.

#### GET STARTED WITH THE ALL-NEW HOMESNAP PRO

Haven't claimed your free Homesnap Pro account or downloaded the app?  
Access the features of the All-New Homesnap Pro in just five easy steps.



### Don't forget: Homesnap Pro is **FREE!**

The All-New Homesnap Pro is **included as an MLS benefit**, so don't be shy about exploring off-market search filters and property pages.