

# HOMES PRO QUICKSTART GUIDE

## Get the most out of Homes Pro

All the tools agents need to manage and promote listings, collaborate with clients, search real-time MLS data, create CMAs, and more.



Homes **PRO**



# Your Listing, Your Lead.



At Homes.com, we believe it's **Your Listing, Your Lead**. But other portals sell your leads to other agents, how is that agent-friendly? Homes.com is preferred by agents because:

1. Your name, photo, and brokerage are always displayed on all of your listings.
2. You are always shown as the true listing agent. Think of us as your 24/7 online open house.
3. Your leads are never sold and our Agent Directory helps you win new business.



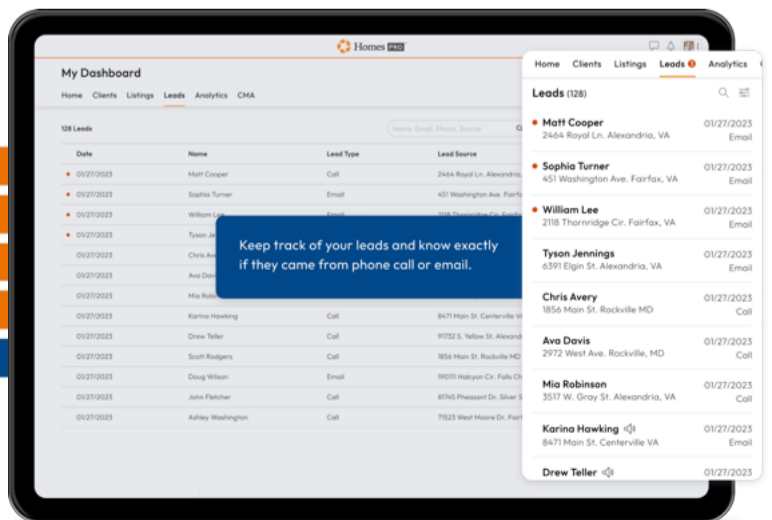
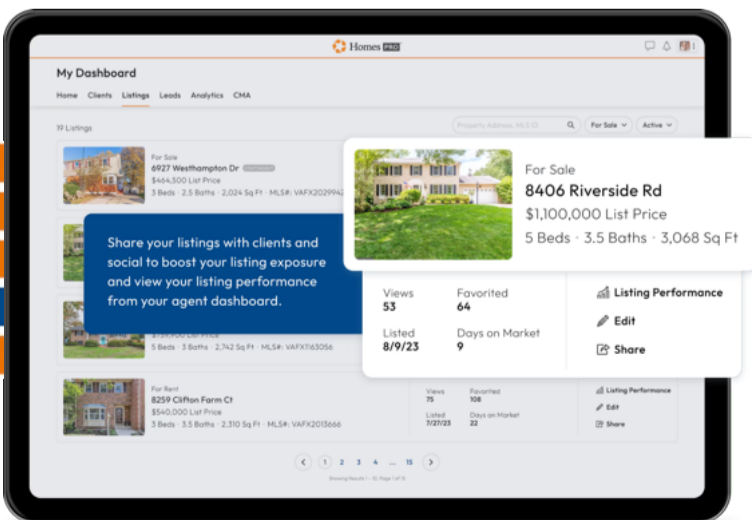
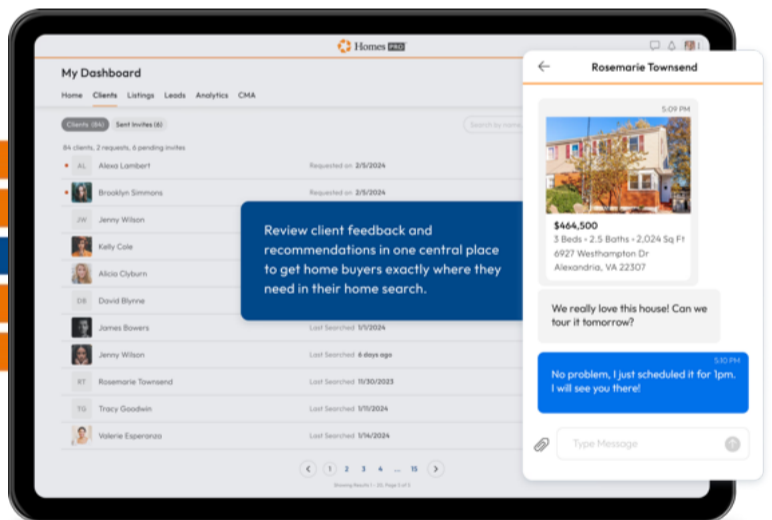
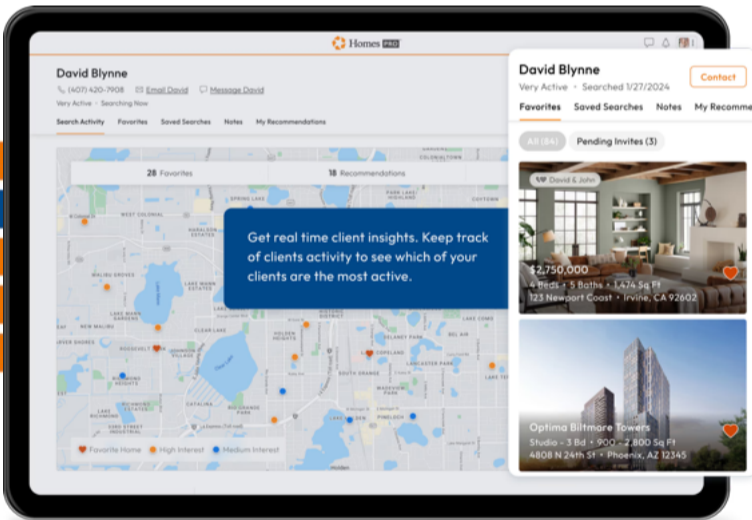
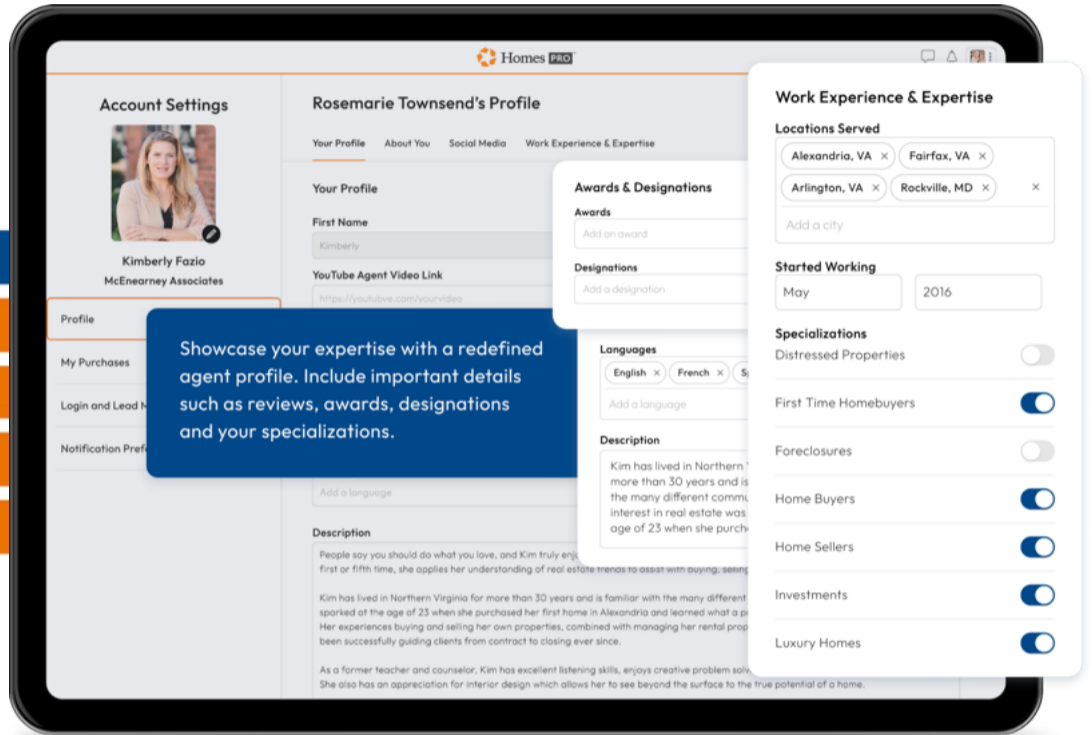
# The agent's portal on Homes.com

Free for all agents



## Your Homes.com Agent Dashboard

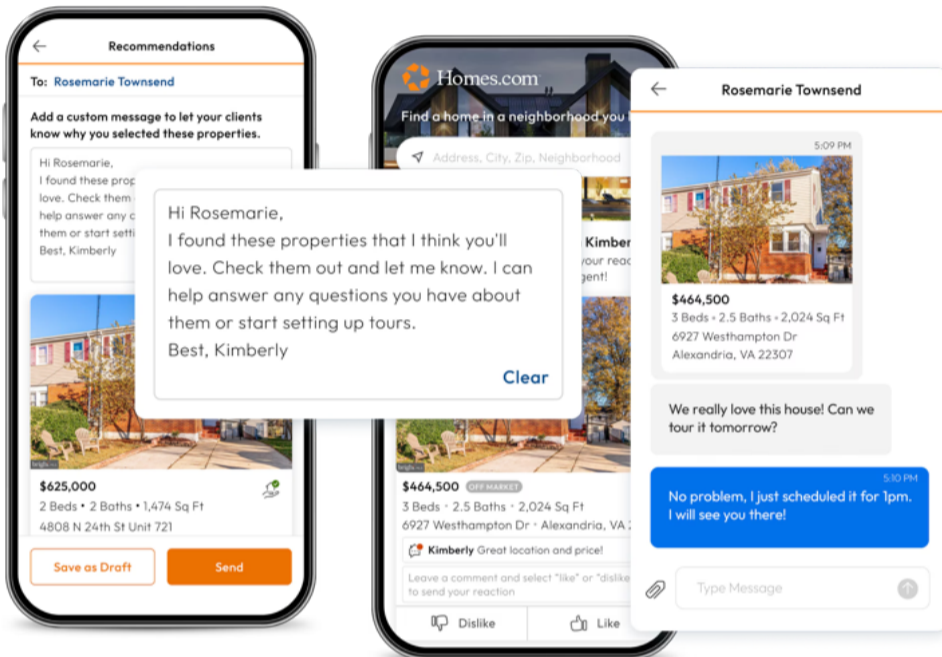
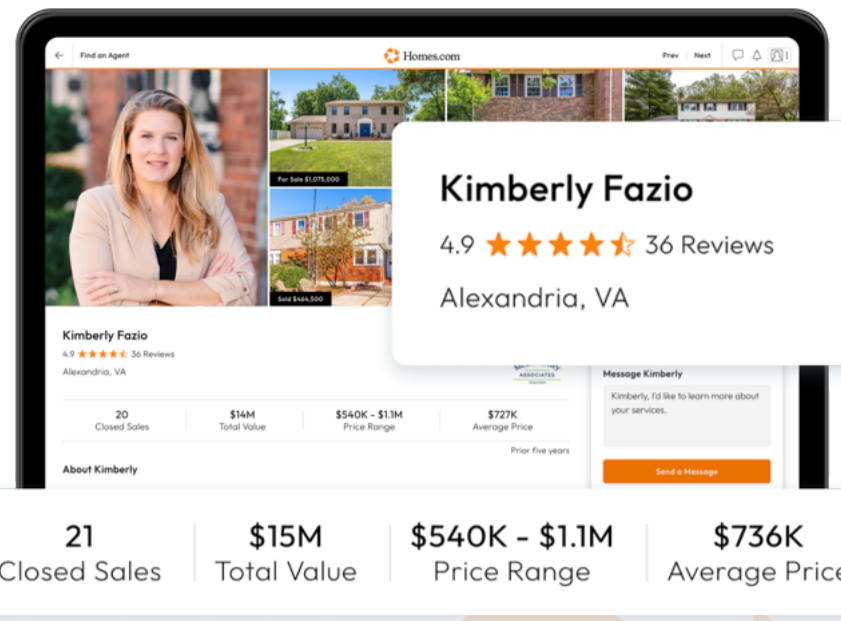
- Build Your Profile
- View Client Insights
- Review Client Feedback
- Track Your Listings
- Track Your Leads



## Agent profiles to help you win new business

Your agent profile on Homes.com is a way for you to build your brand and win new clients based on your experience and expertise.

Enhance your profile with a professional headshot, detailed bio, awards, videos, and more to stand out to new homebuyers and sellers.



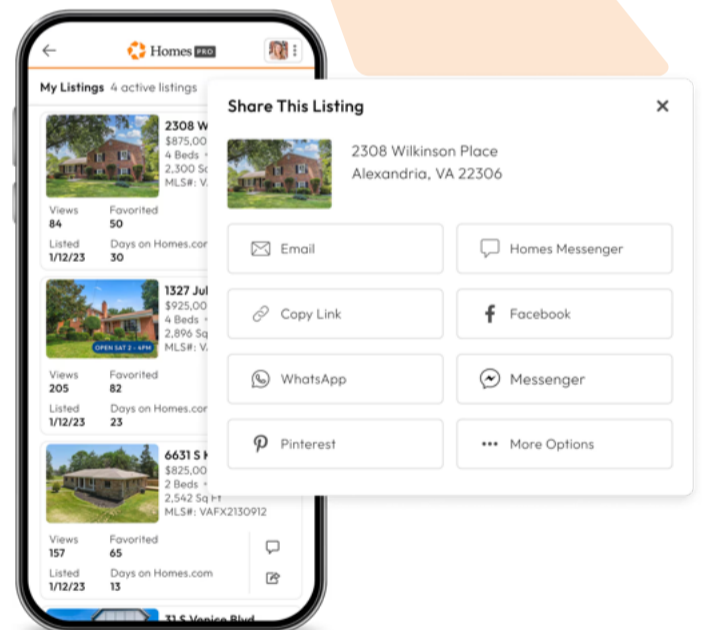
## Collaborate like a Pro

Move beyond the chaos of email, text messages, and PDF attachments. Connect with your clients, manage all your communications, and stay their main point of contact throughout their home search.

Everything you need to provide exceptional service and wow your clients. Saved searches, personalized property recommendations, share comments and feedback, get real time insights on their search activity and favorite homes.

## Promote your listings on social media

With just a few clicks, you can instantly share your listings and drive demand:



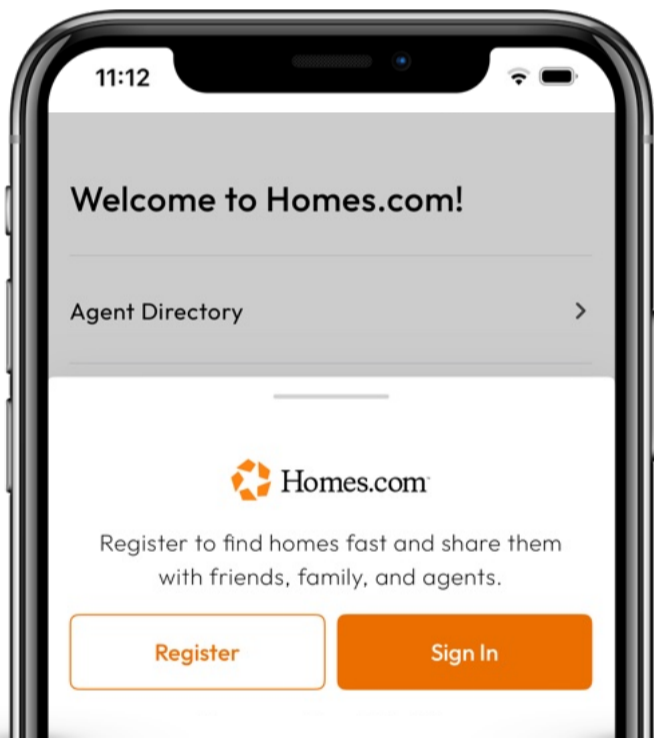
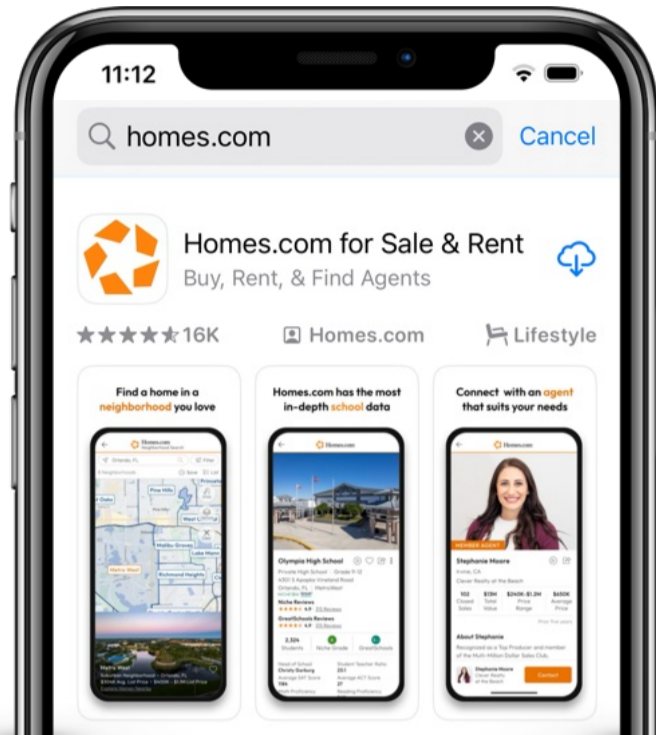
## Take a photo for full listing details

Help your clients find everything they need to know about a home they're interested in and more on the Homes.com app. Use your phone's camera to identify a property and pull up the listing detail page instantly.

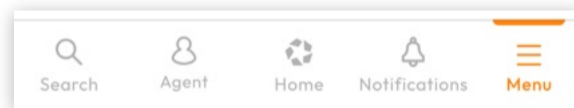
# 01 | Getting Started



- 1 **Download Homes.com** from the App Store (iOS) or Google Play (Android)
- 2 **Enable location services and notifications** when prompted



- 3 **Tap the Menu button** in the lower right to setup your account

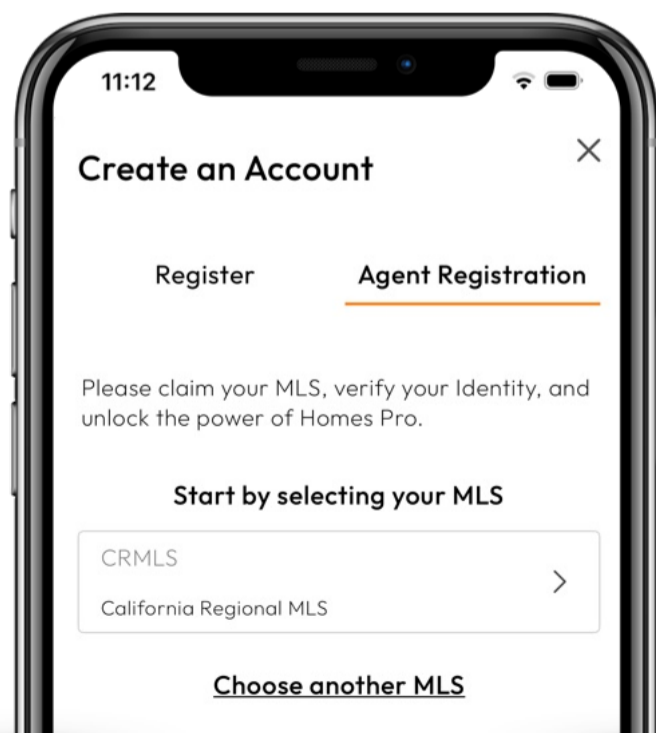


- 4 **Click Register** and then select the agent registration option

- 5 **Verify your MLS** is displayed correctly on the screen

- or -

- 6 **Choose the correct MLS** by clicking the 'Choose another MLS' link

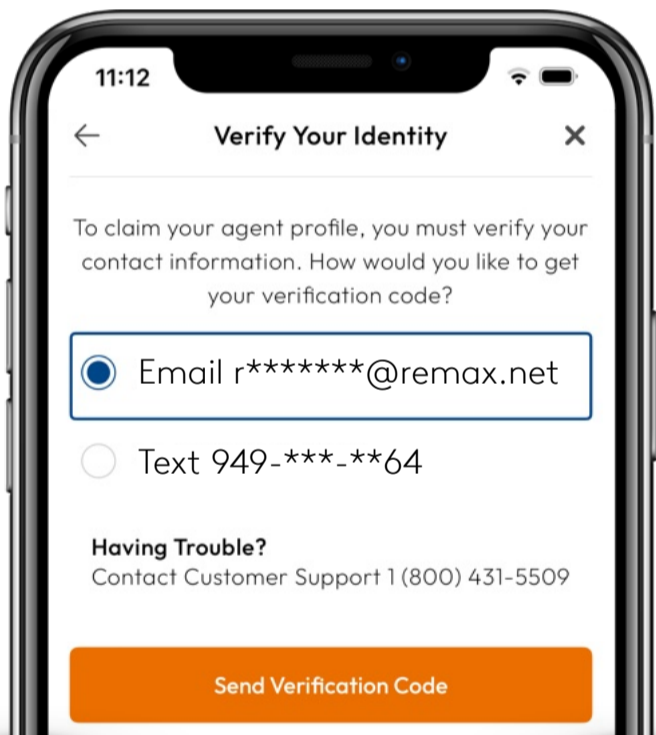
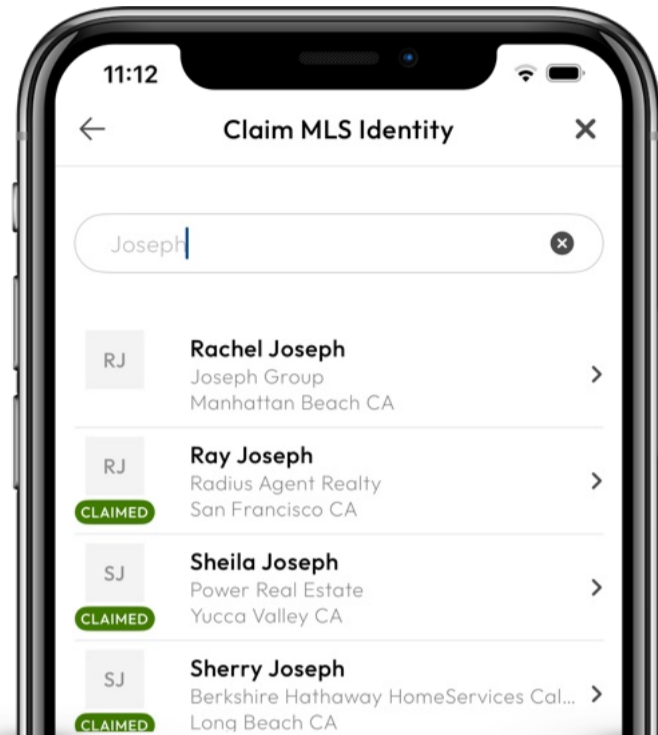


7

**Claim your MLS Identity** by searching your name, email, or MLS ID

8

**Select your name** from the search results



9

**Verify your MLS Identity** by choosing either an email or text message

10

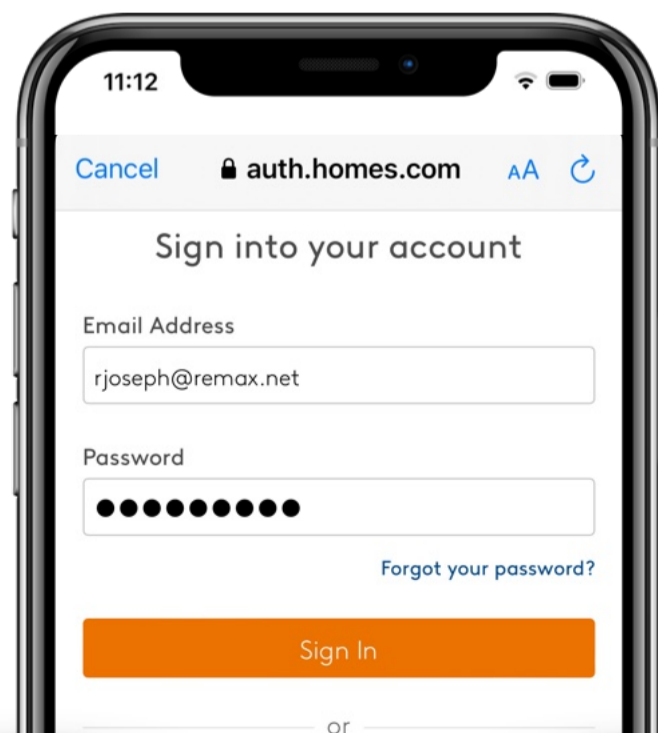
**Click Send Verification Code** then follow directions in the message

11

**Setup your password** following directions in the verification message

12

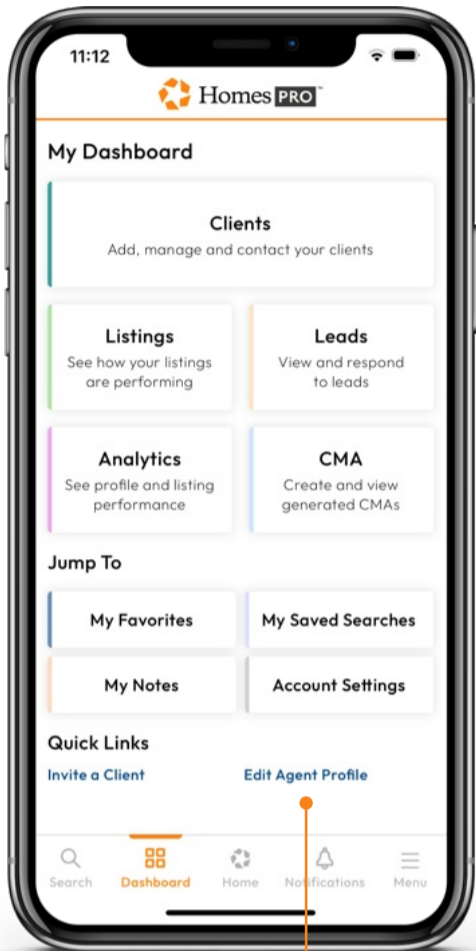
**Sign into your Homes Pro account** using your email address and password



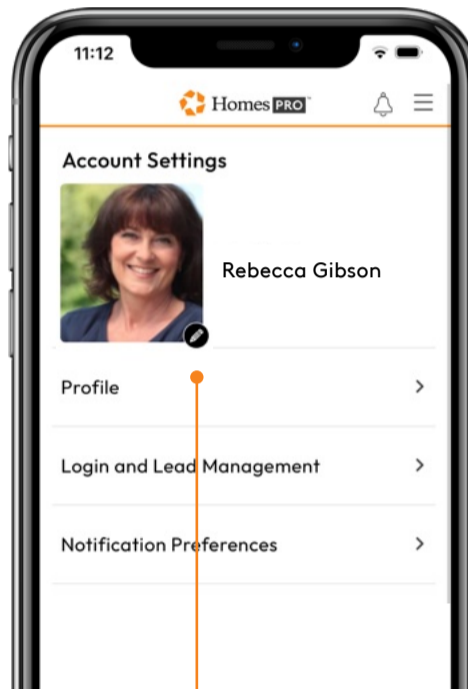
# 02 | Setup Your Profile



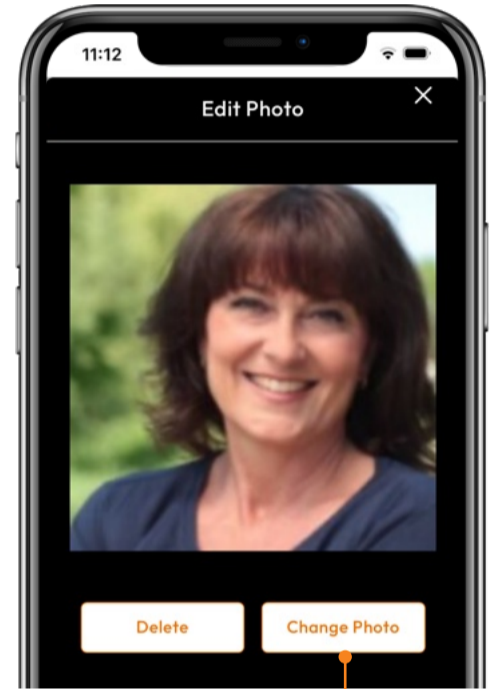
## Agent Profile Setup



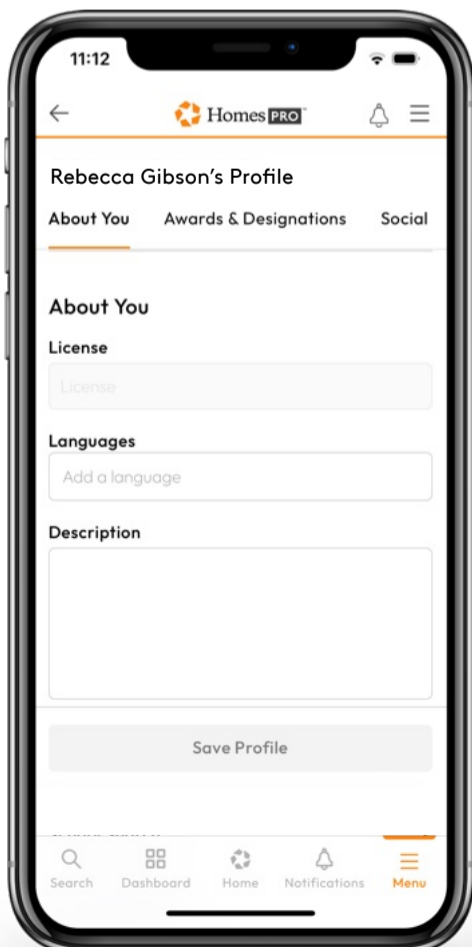
From the Dashboard click Edit Agent Profile to setup your profile



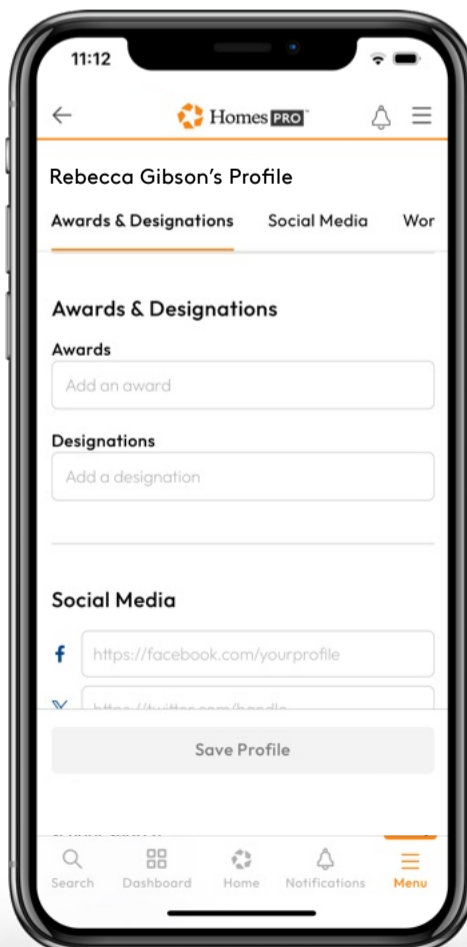
Click the photo edit button to add or change your headshot



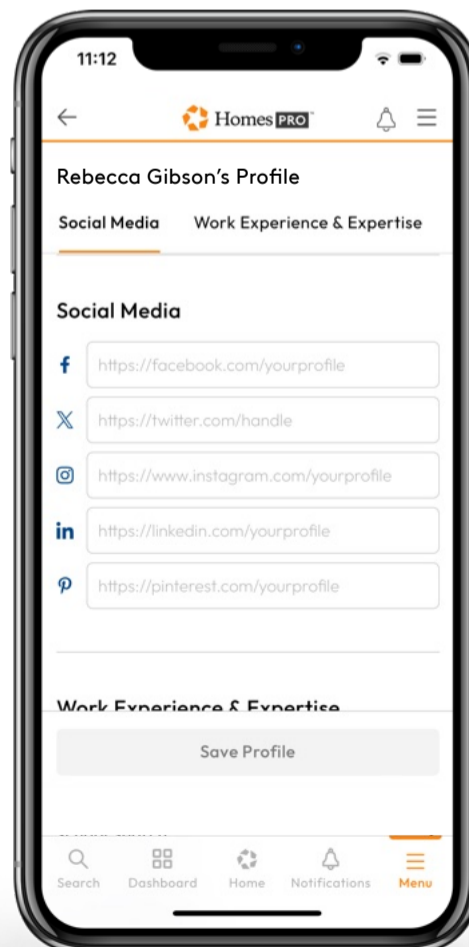
### About You



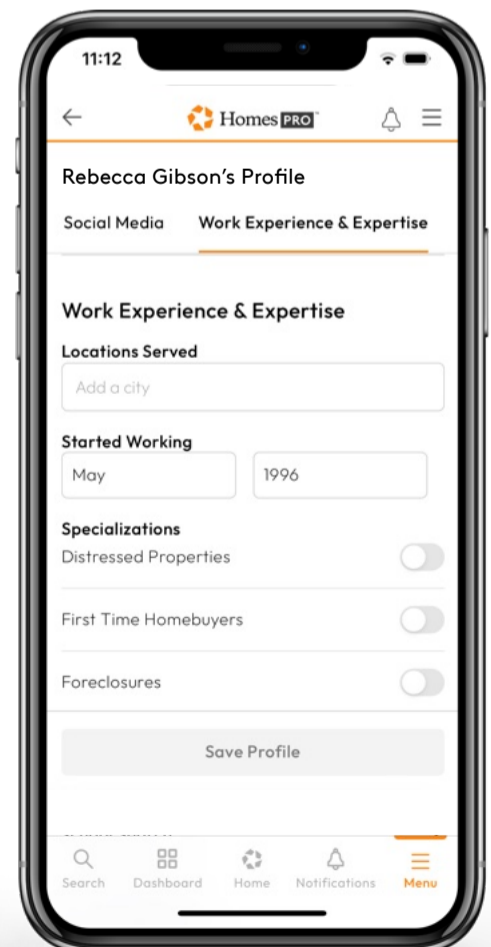
### Awards & Designations



### Social Media

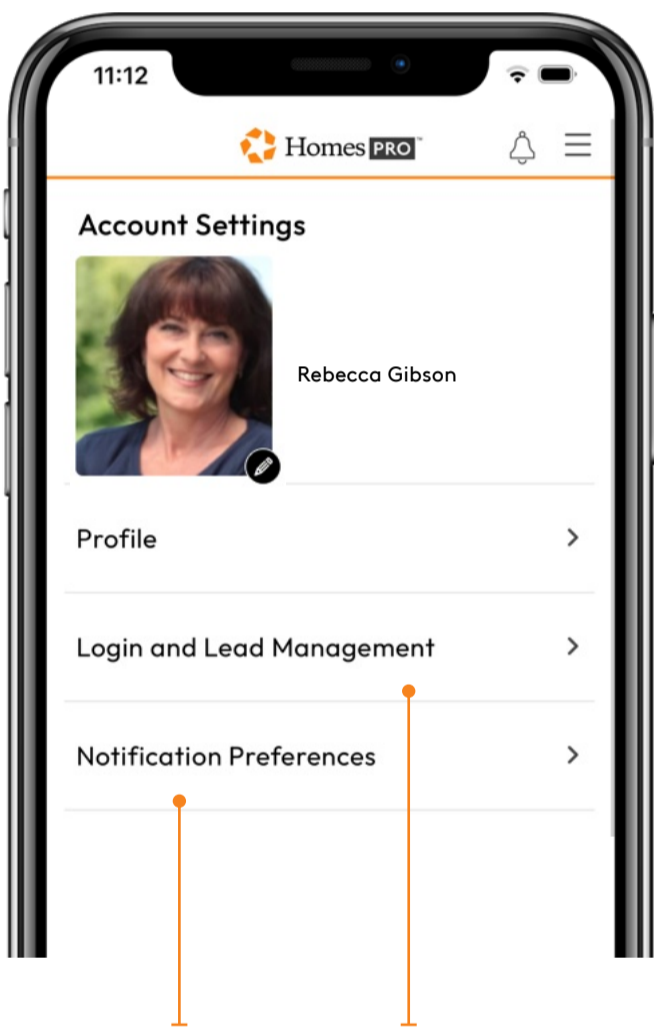


### Experience & Expertise

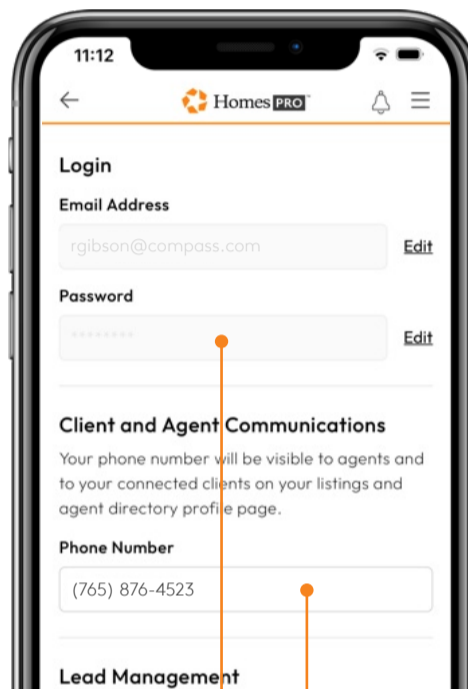


## Your Listing, Your Lead

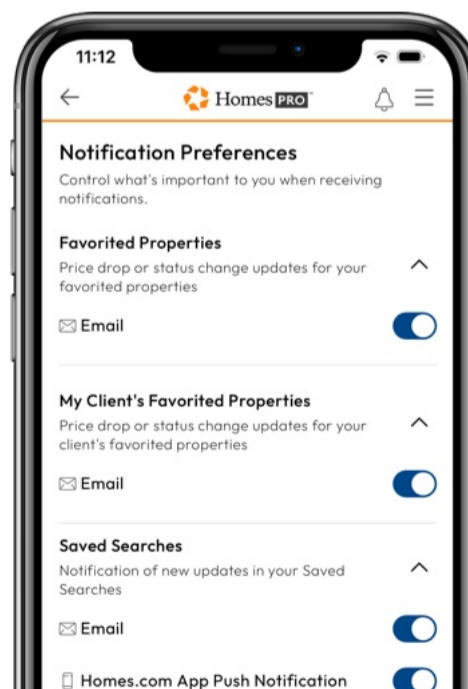
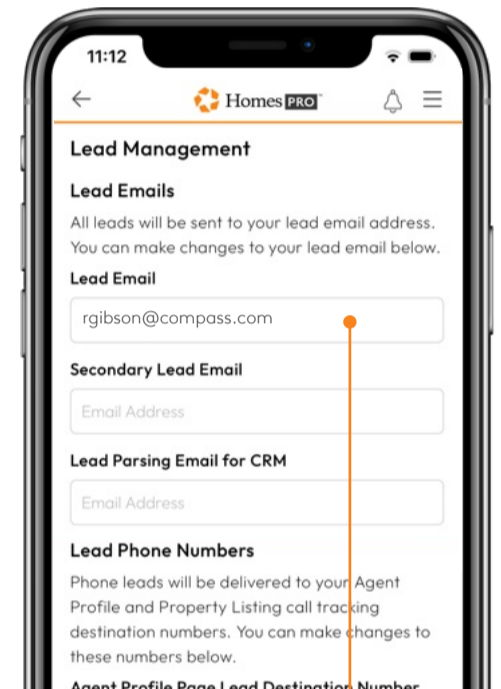
Homes.com is built on the principle of “Your Listing, Your Lead,” which means you are always featured on your listings. We enhance your brand and help you build your business by prominently showing your name and logo on all your listings and agent profile—because that’s how it should be. Your leads go directly to you. We never sell your leads to other agents. We never take a commission.



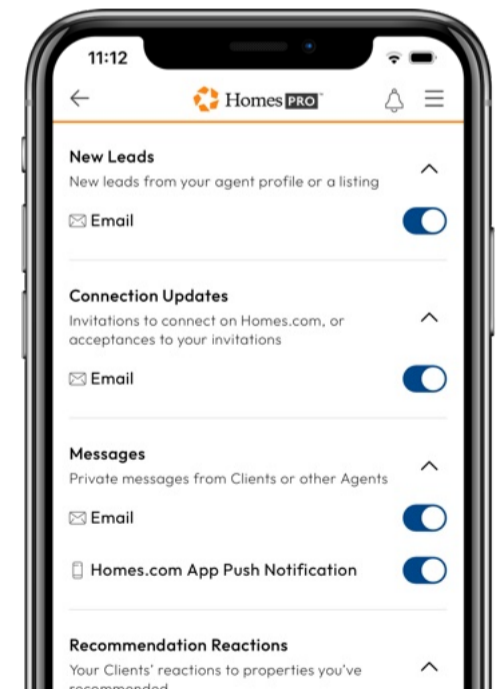
**Manage Login, Lead Management, and Notification Preferences**



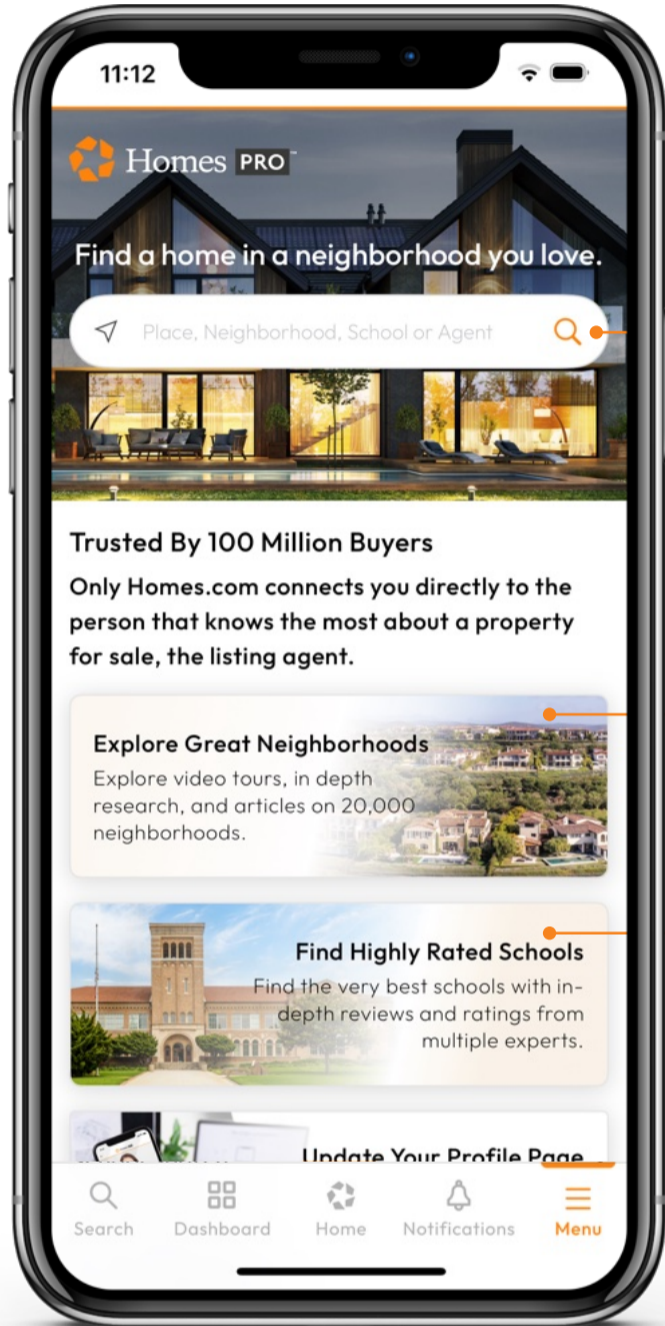
**Modify login info**, the phone number displayed on your profile, and lead notification email



**Setup notification preferences** to receive in-app alerts and email notifications related your client’s property search activity







## Search Features



### Universal Search Bar

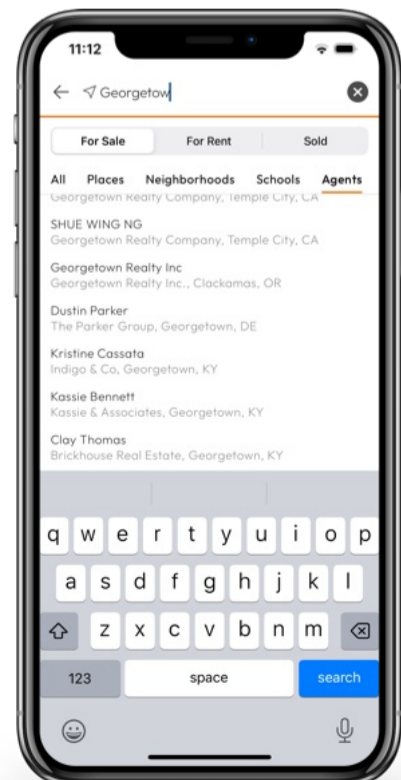
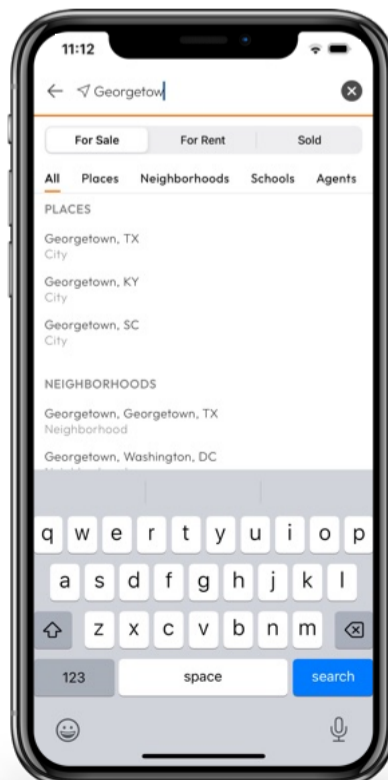
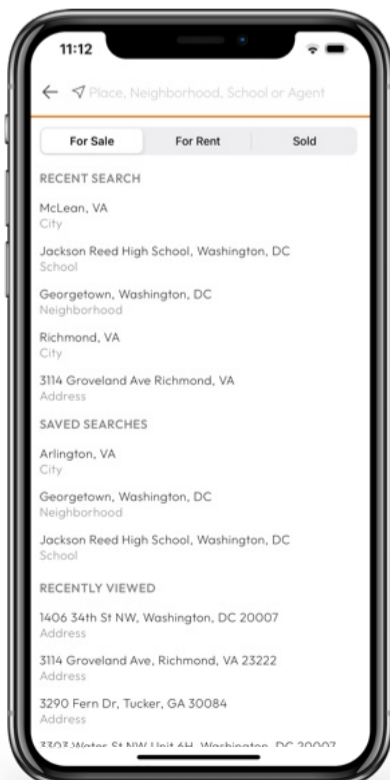
Single search for finding listings, agents, schools, neighborhoods, and residential buildings

### Explore Neighborhoods

Curated local content from over 41,000 neighborhoods

### Find Schools

In-depth school reviews and ratings from multiple experts

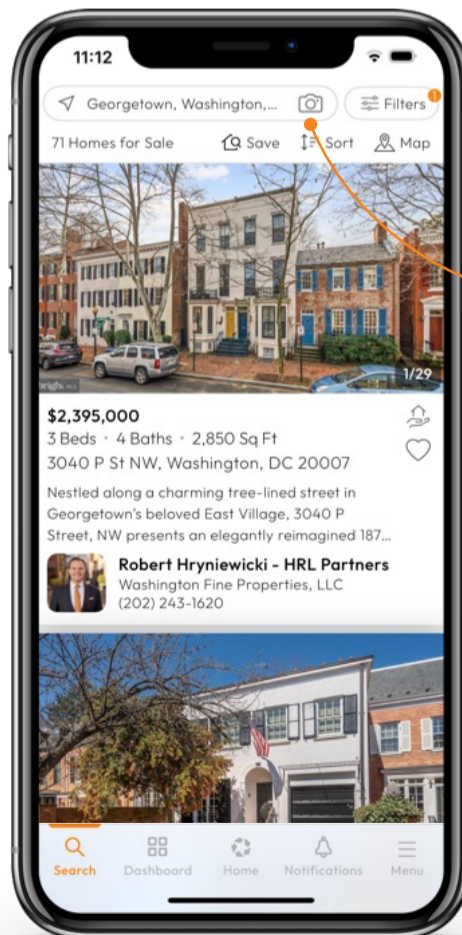
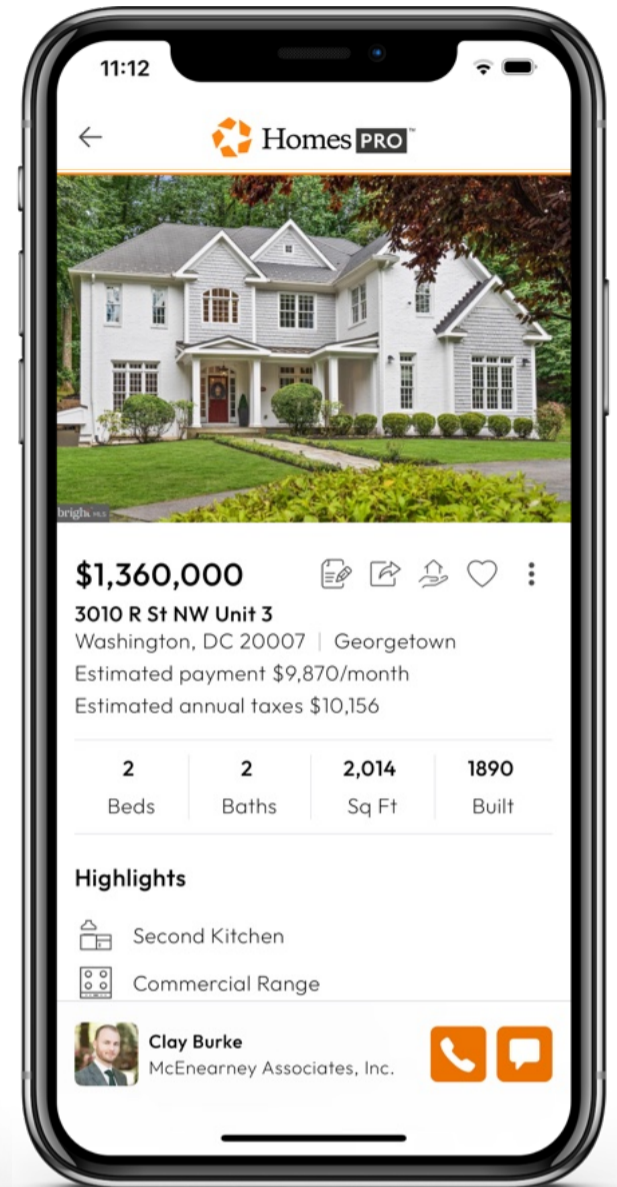
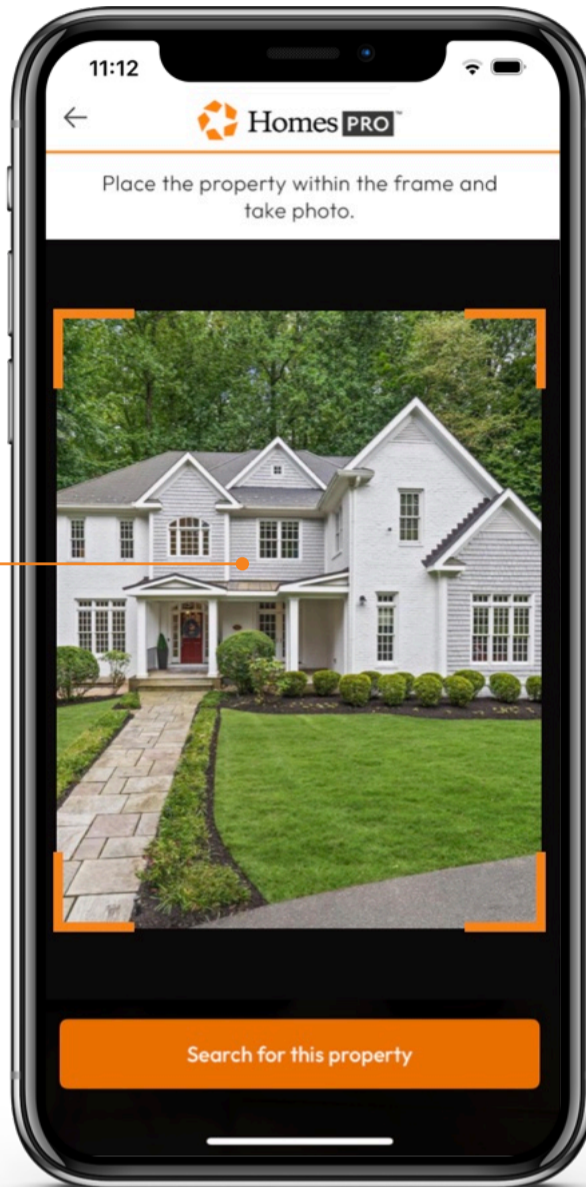




## Snap a Home

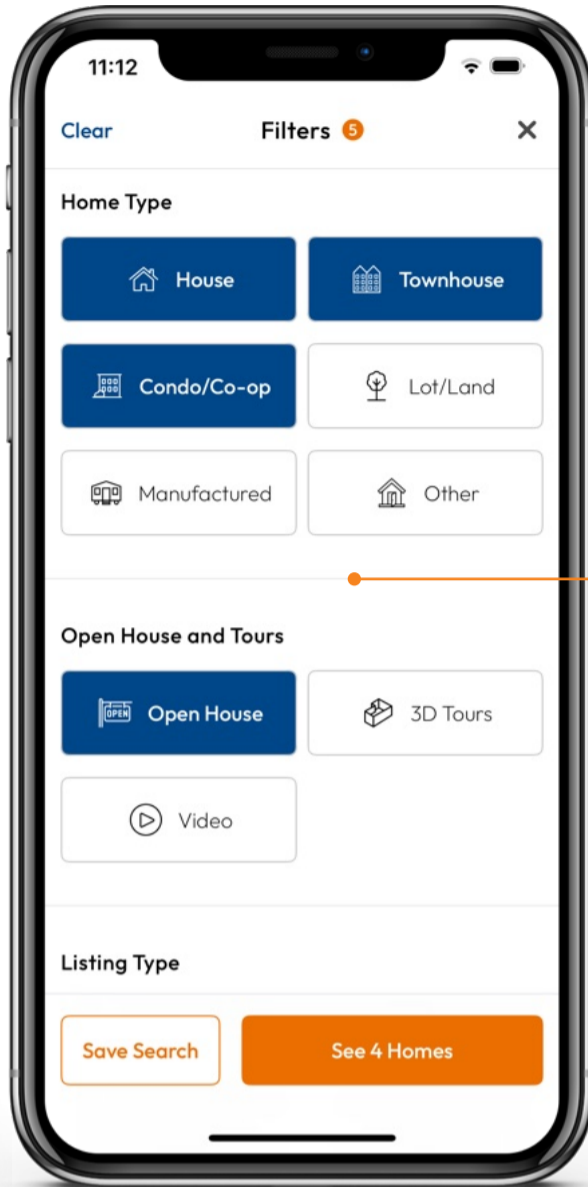
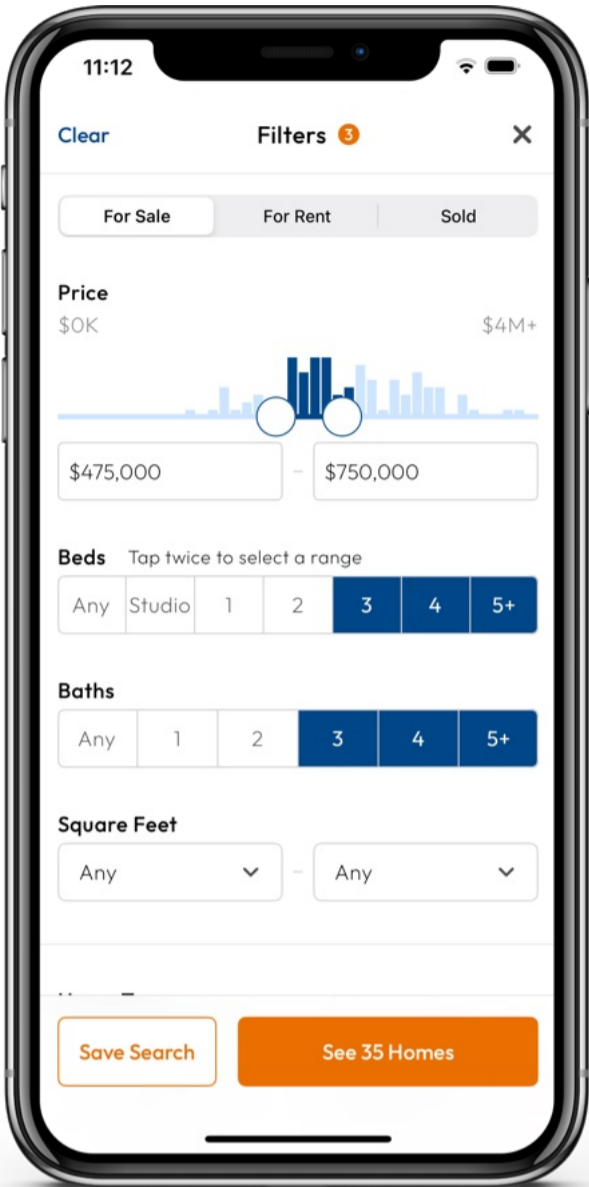
Snap a photo to access full listing details

Quickly access full listing details for any property while on the go just by snapping a photo with your phone.



## Snap a Home Access

Quickly access snap and search from the camera icon in the search bar or by holding down the Homes Pro icon on your phone home screen, and choosing Snap a Home



## Search Filters

Easy access, big buttons

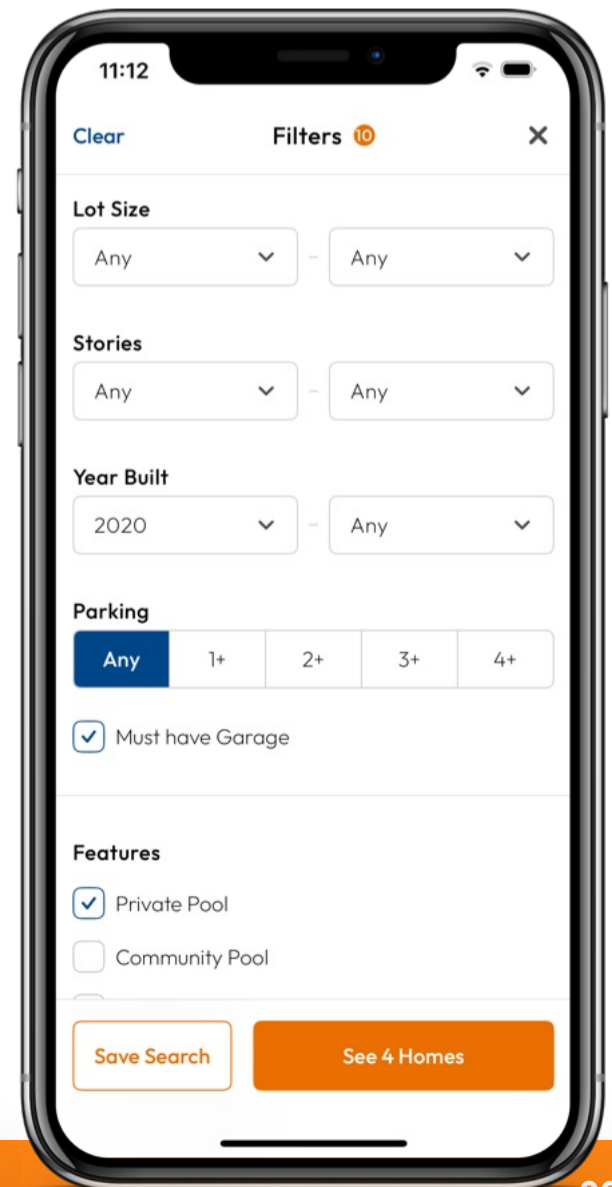
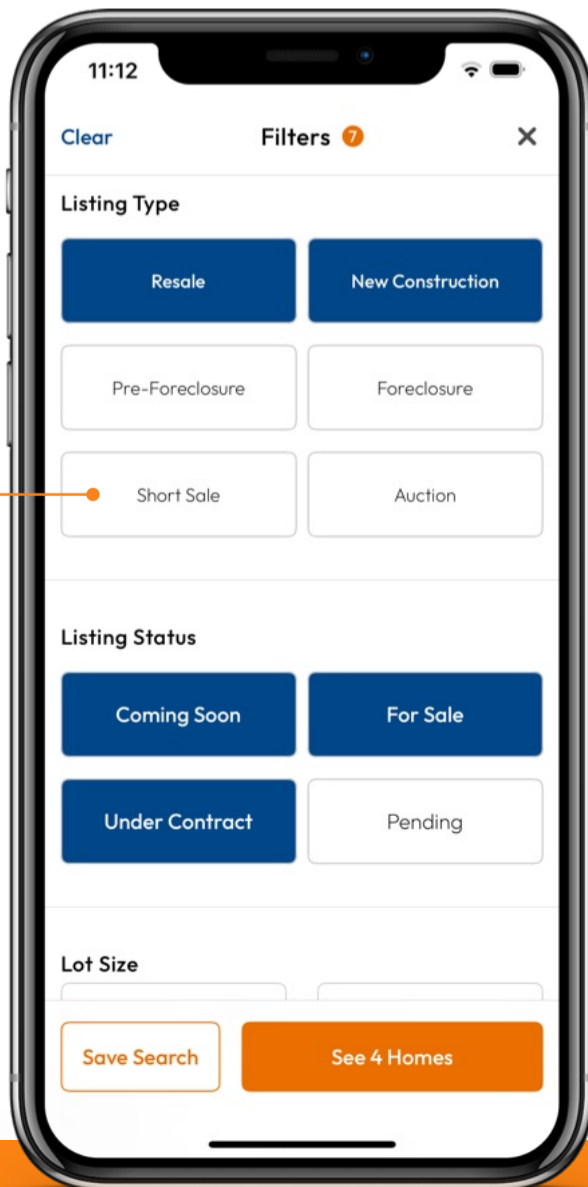
Modify search filters to quickly and easily zero in on specific types of properties, designed to be easily adjusted even on small screen mobile devices.

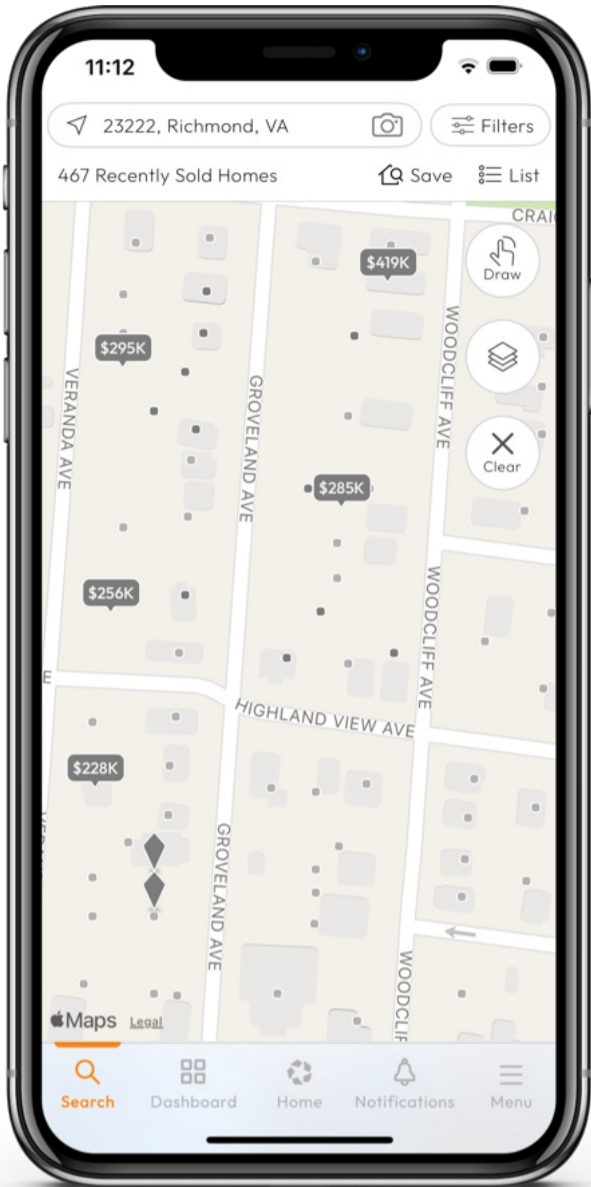


### Search all listing types and statuses

In addition to real-time MLS information, you can also search rentals from Apartments.com and new construction listings from over 1,200 home builders.

*In some MLS markets, listings are limited to status types available in IDX.*





## Search Off Market Properties

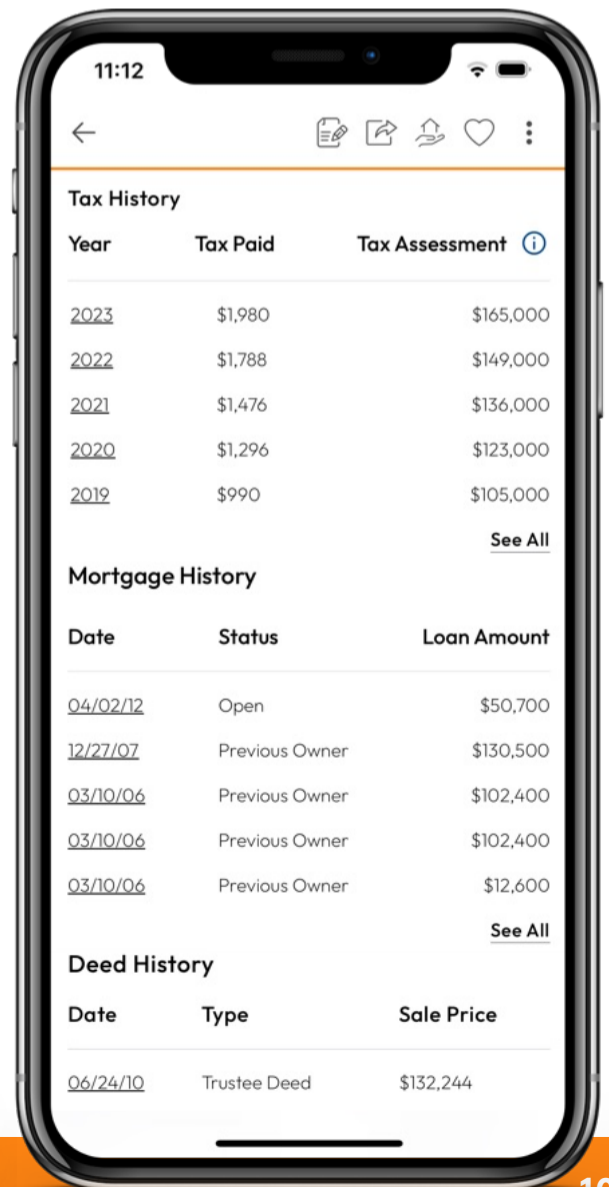
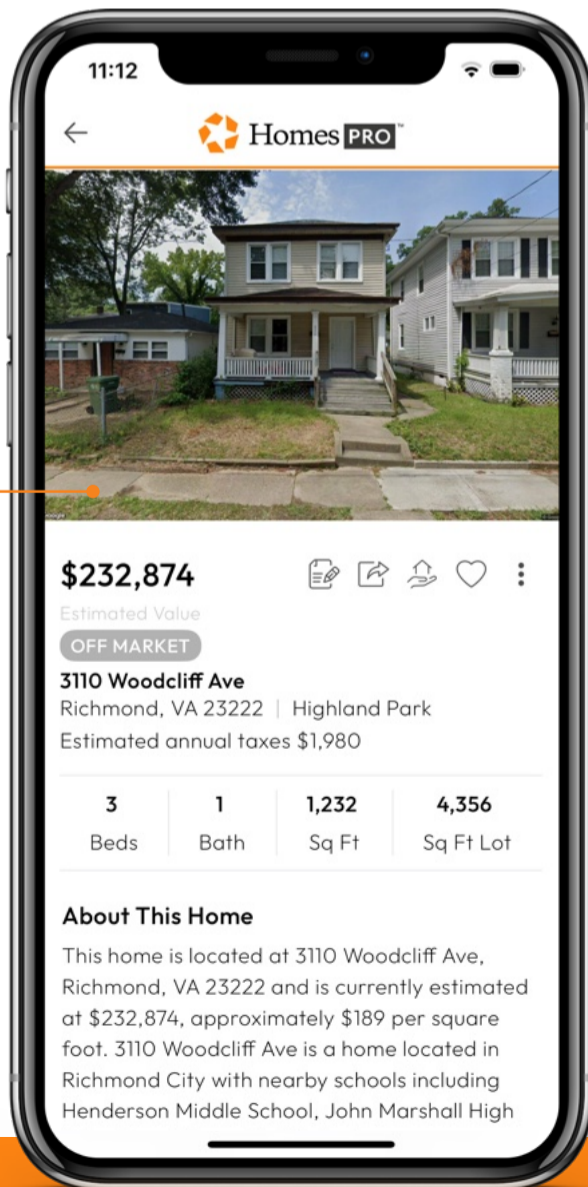
Click on any map marker to view history

Price flag markers show recent MLS sales. Zoom in closer to see map pins for every property. Click on price flag or map pin to access full property details.



### Off market property detail shows MLS and public record history

View full property history, including prior MLS transactions, tax, mortgage, and deed history. Click history to view buyer, seller, mortgage information, and lien details.



#### Tax History

Year	Tax Paid	Tax Assessment
2023	\$1,980	\$165,000
2022	\$1,788	\$149,000
2021	\$1,476	\$136,000
2020	\$1,296	\$123,000
2019	\$990	\$105,000

[See All](#)

#### Mortgage History

Date	Status	Loan Amount
04/02/12	Open	\$50,700
12/27/07	Previous Owner	\$130,500
03/10/06	Previous Owner	\$102,400
03/10/06	Previous Owner	\$102,400
03/10/06	Previous Owner	\$12,600

[See All](#)

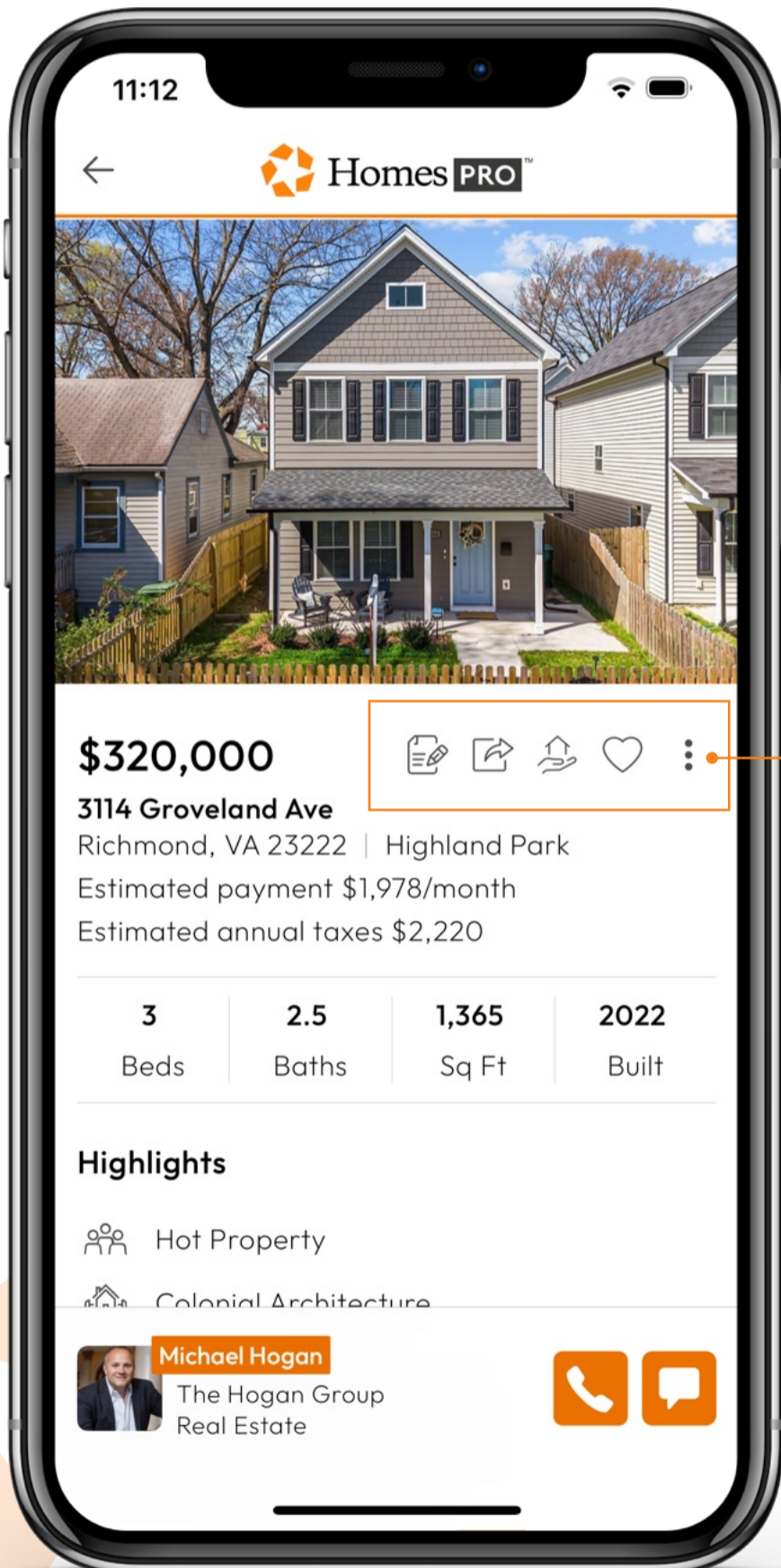
#### Deed History

Date	Type	Sale Price
06/24/10	Trustee Deed	\$132,244

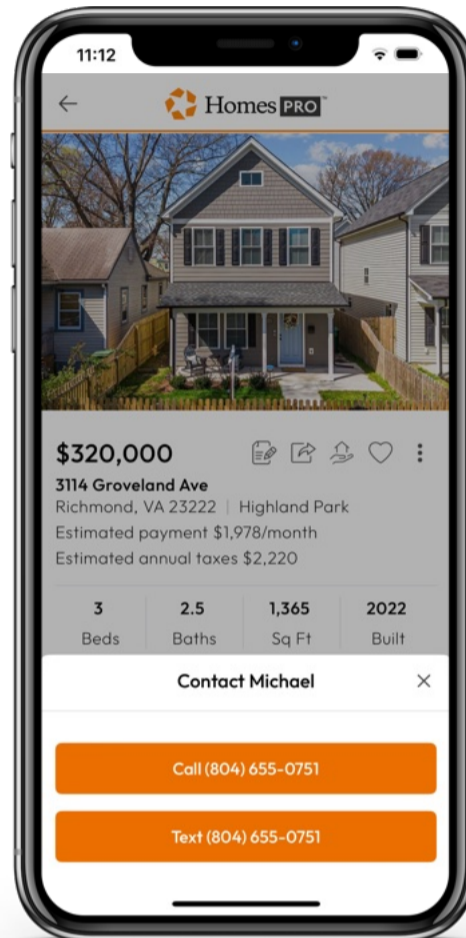
# 04 | Listing Detail Features



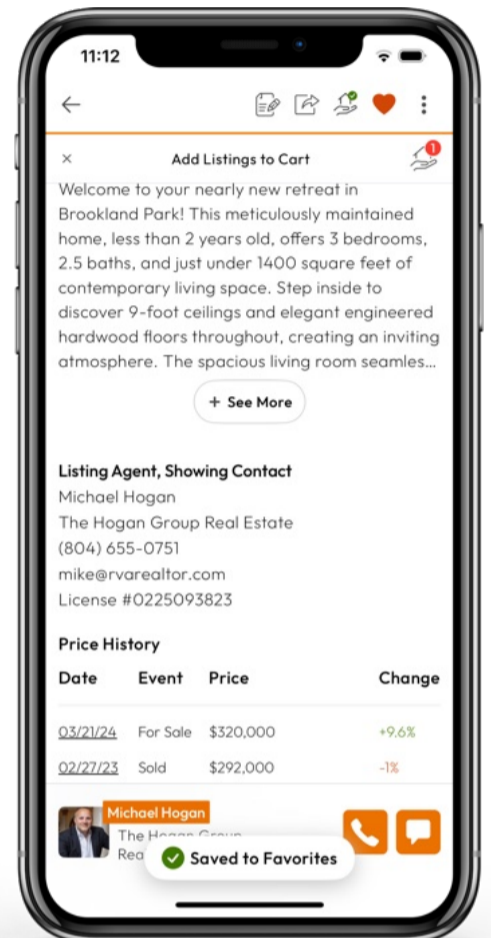
Helpful tools for adding notes to listings, sharing on social media, saving multiple listings to a cart, and marking favorites.



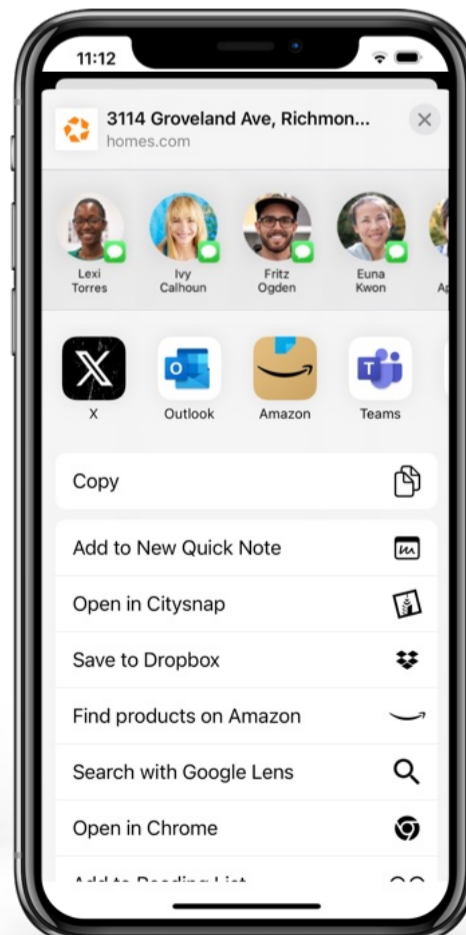
Call or Text Listing Agent



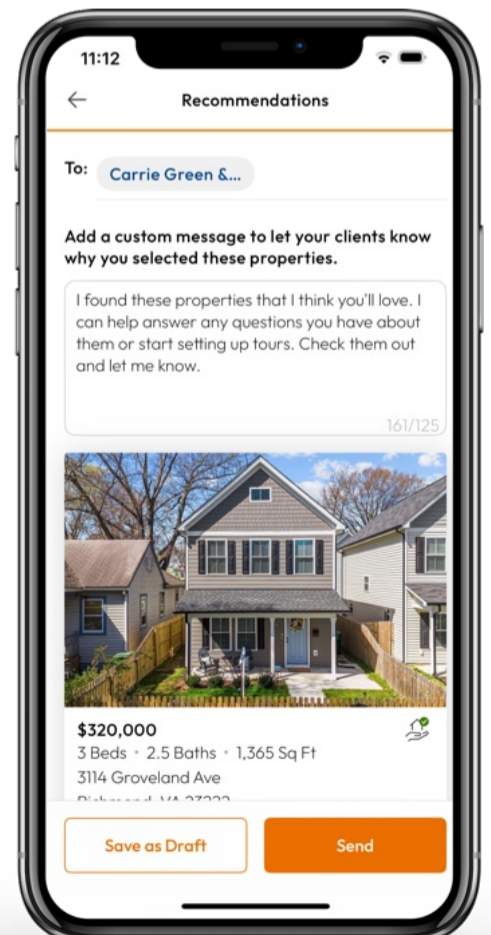
Save Favorite Listings



Post Listings on Social Media

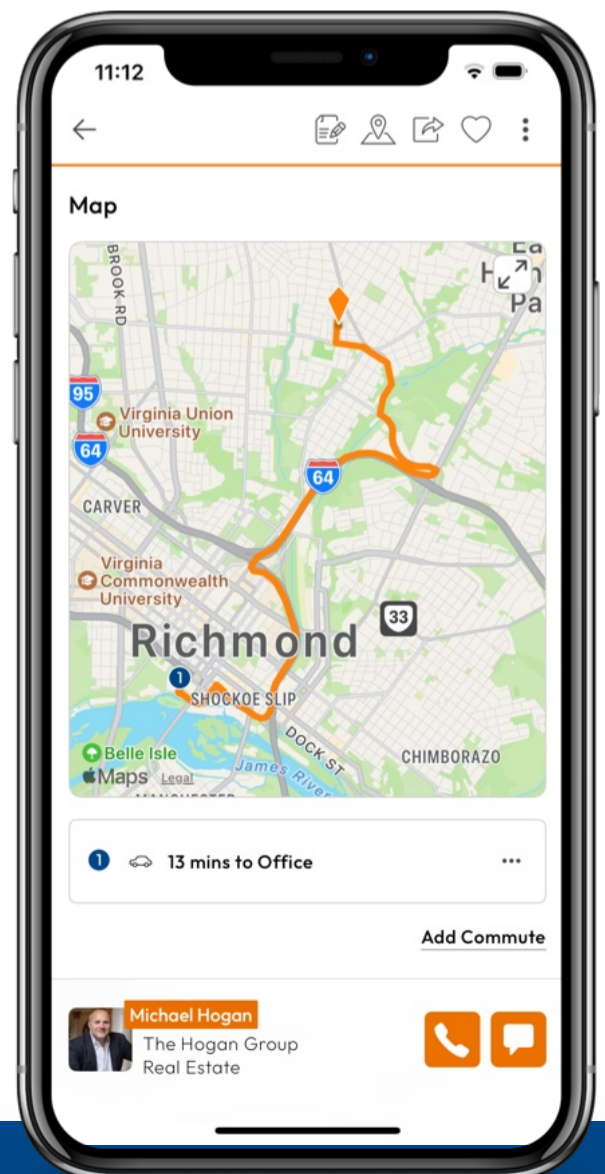
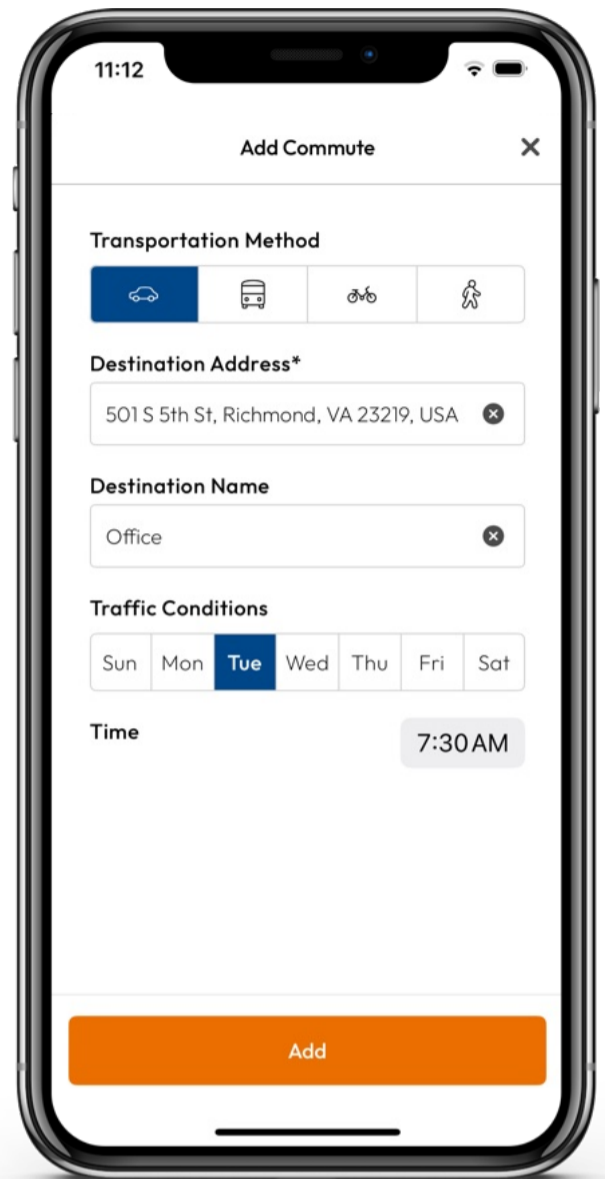
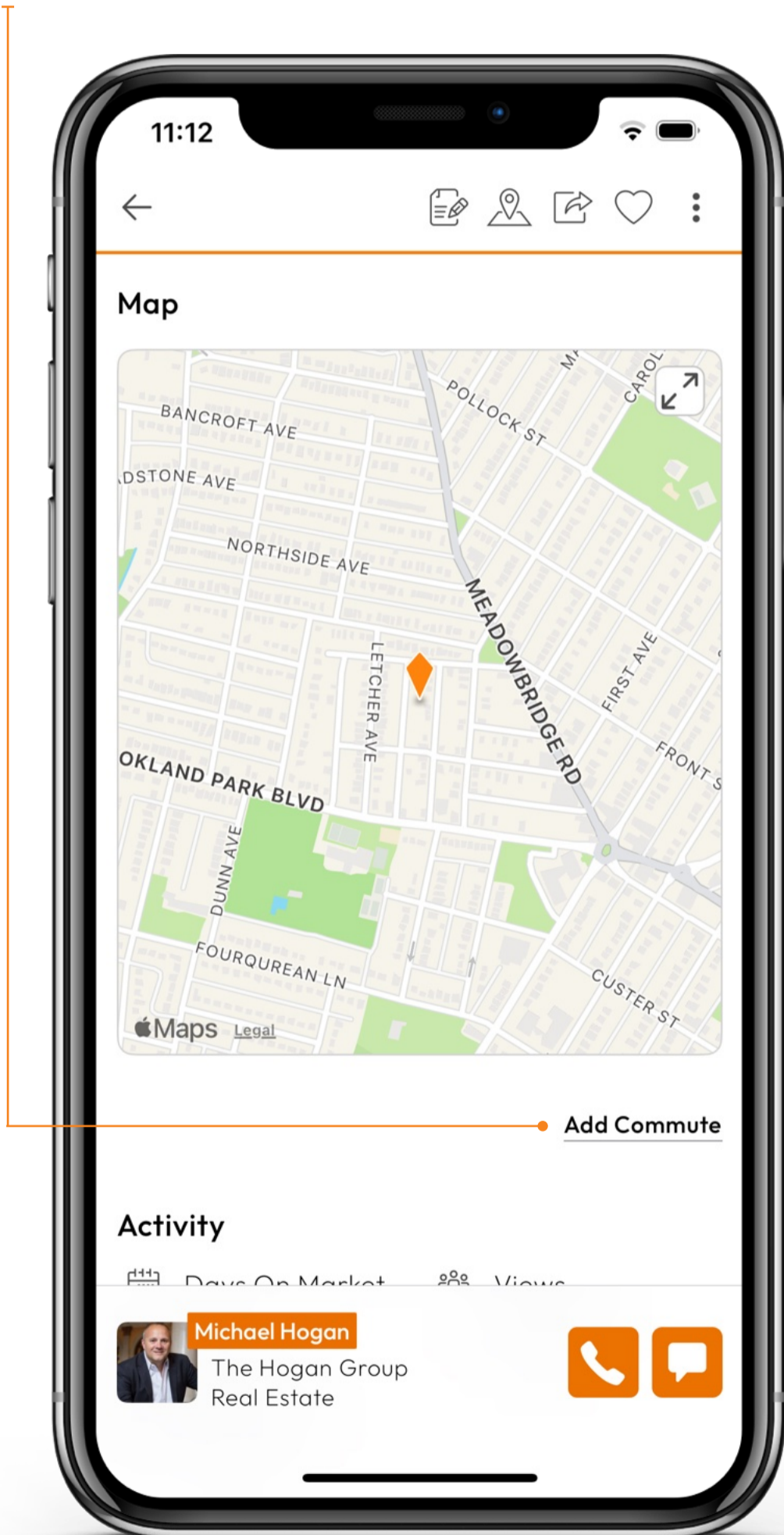


Recommend to Clients

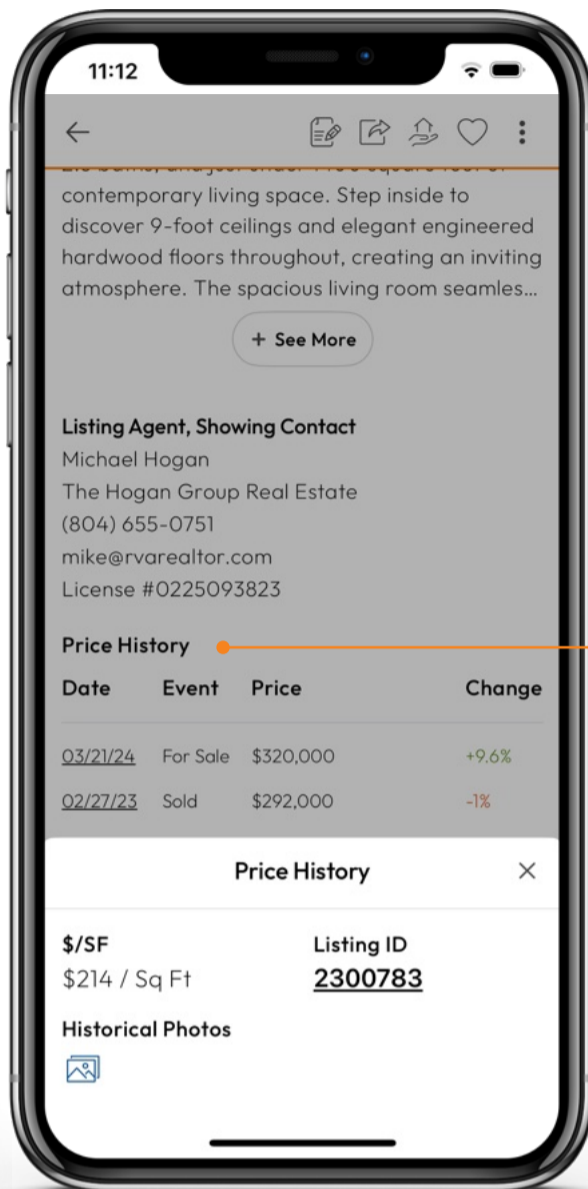
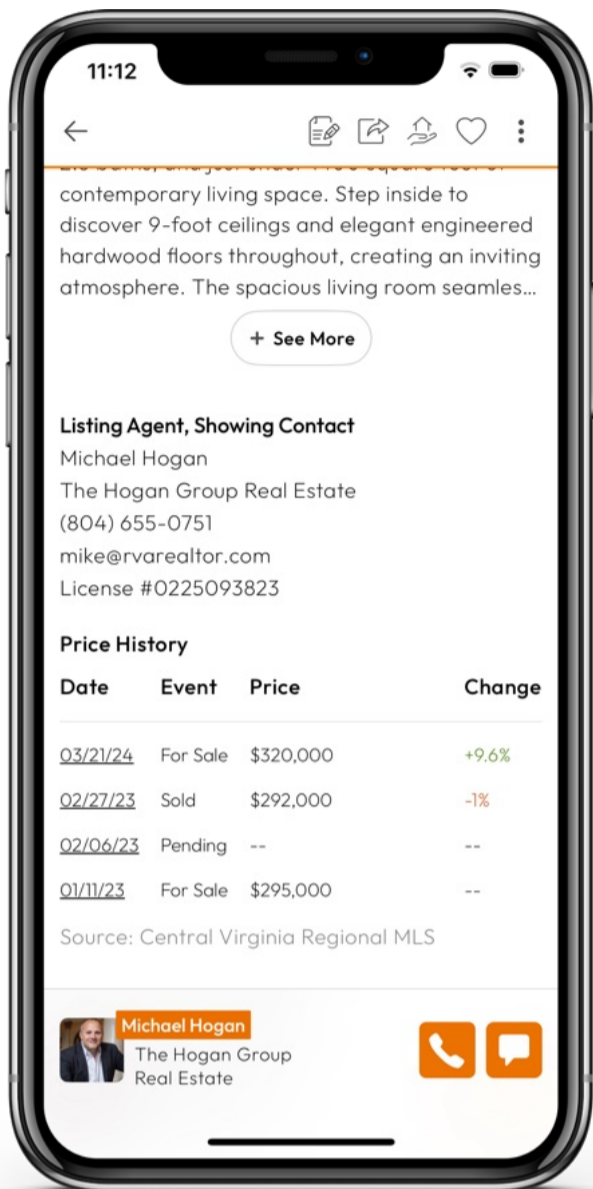


## Add Commute to Map

Help your clients understand their commute time, based on various transportation methods and traffic conditions. Set it up once and the commute time will show on the map for every listing detail page.



# Listing Detail Features



## Price History

Access full price history from listing details

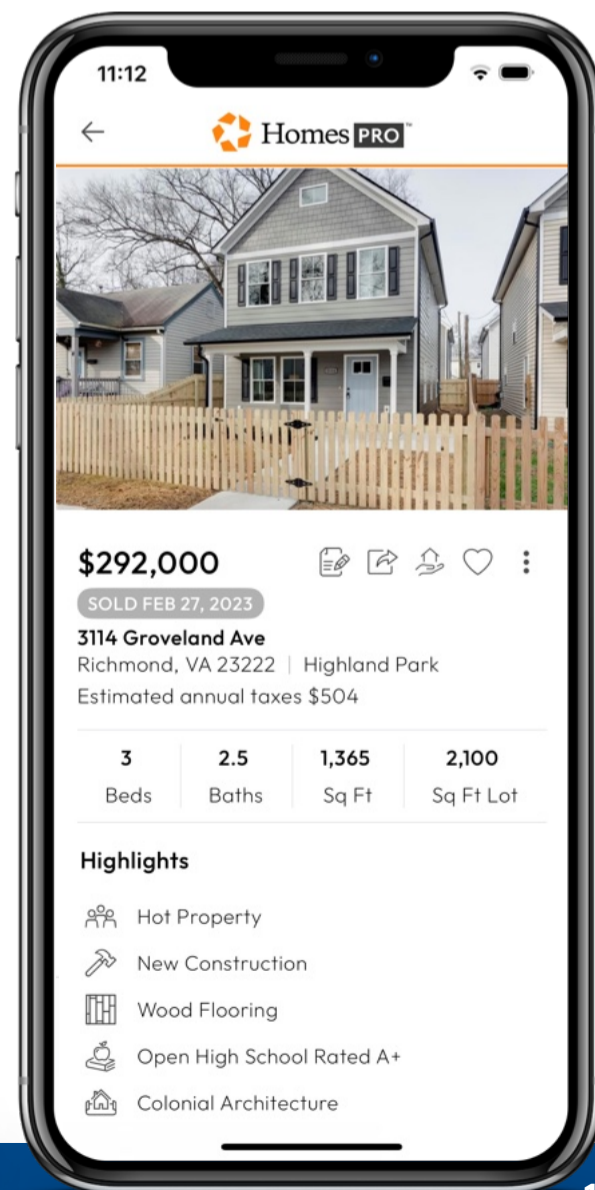
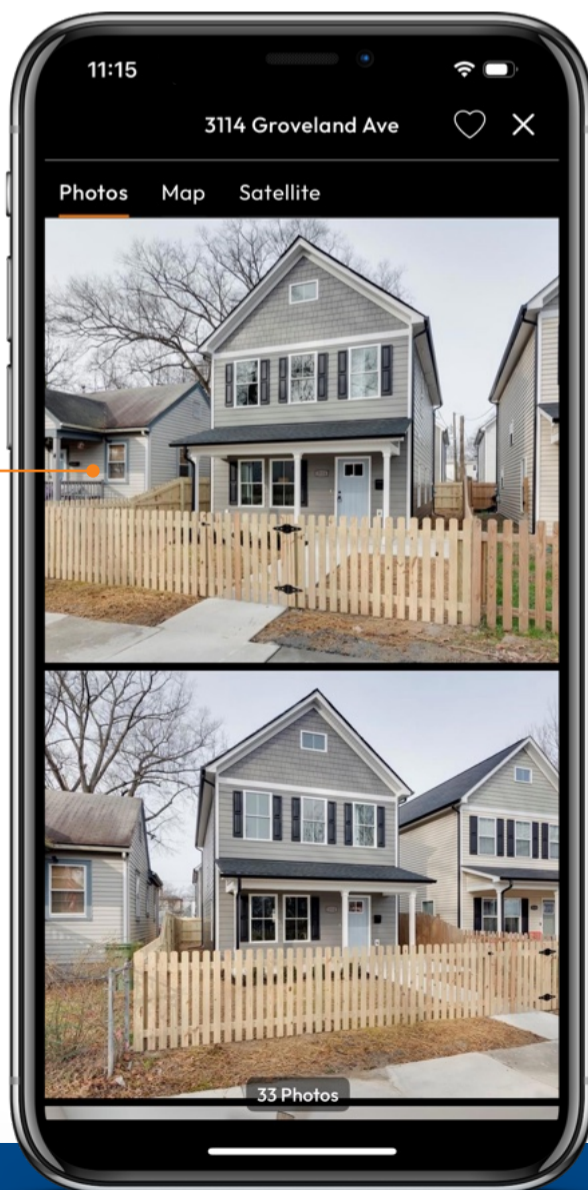
See history of list and sale prices for each property, click to view full details of each listing event.



### View historical photos

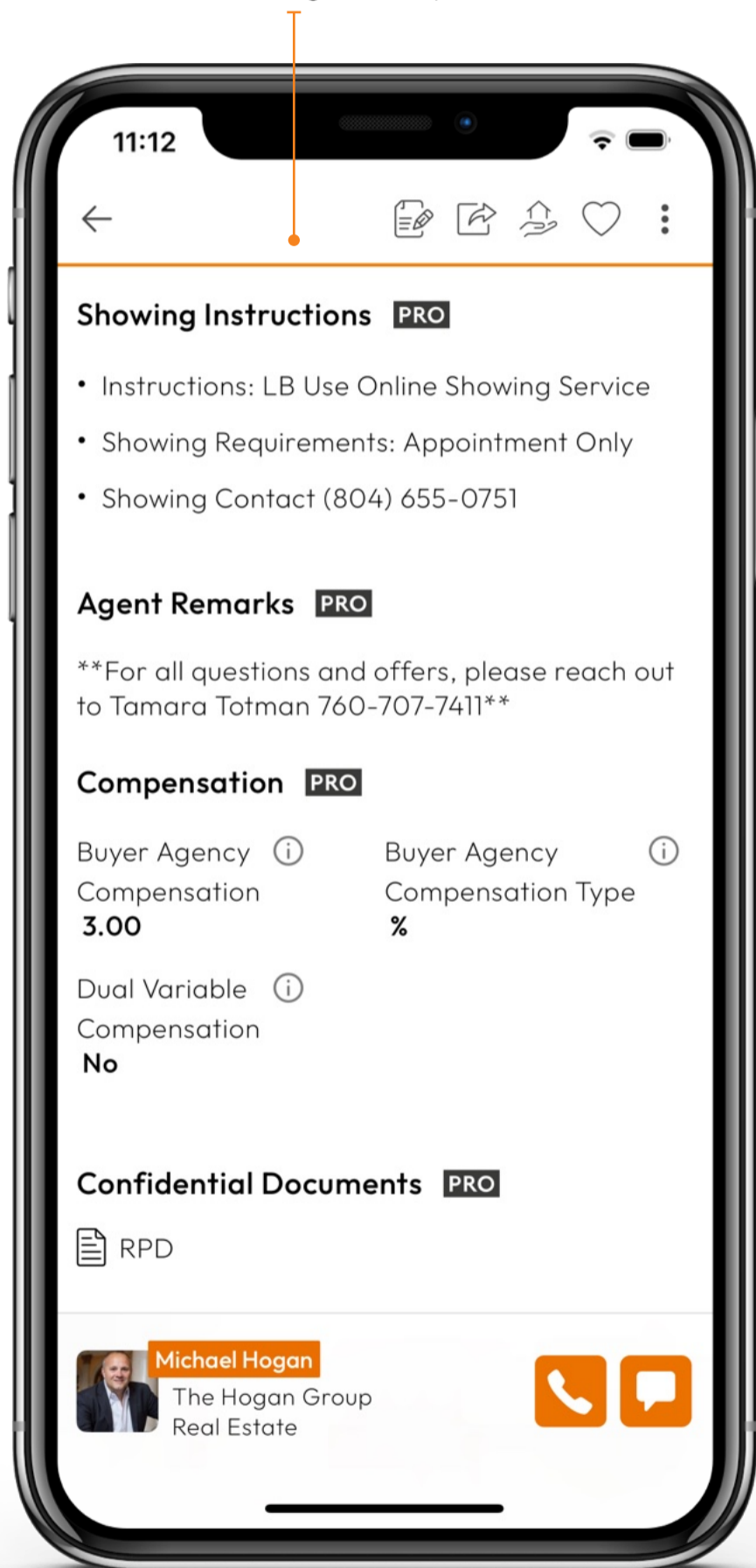
See historical photos from prior listing events to see what property characteristics have changed over time.

*In some MLS markets, rules restrict the number of photos available from prior listing events.*



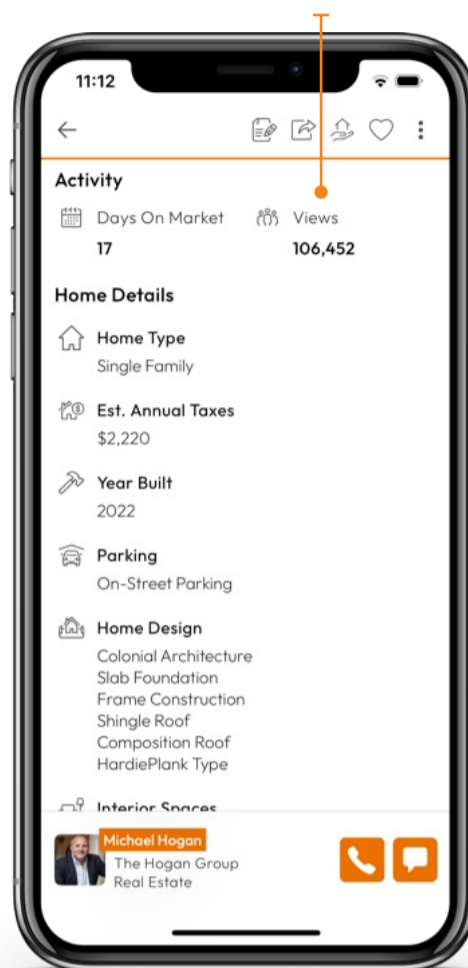
## Private Agent Details

The critical MLS information you need is at your fingertips. View confidential information for listings right in the app, including Showing Instructions and Agent Only Remarks.

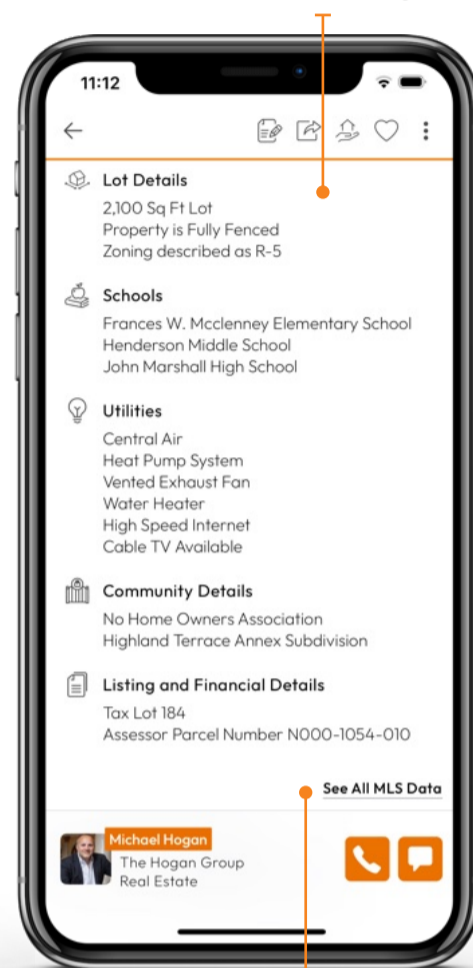


Availability of Confidential Information and Documents varies by MLS market.

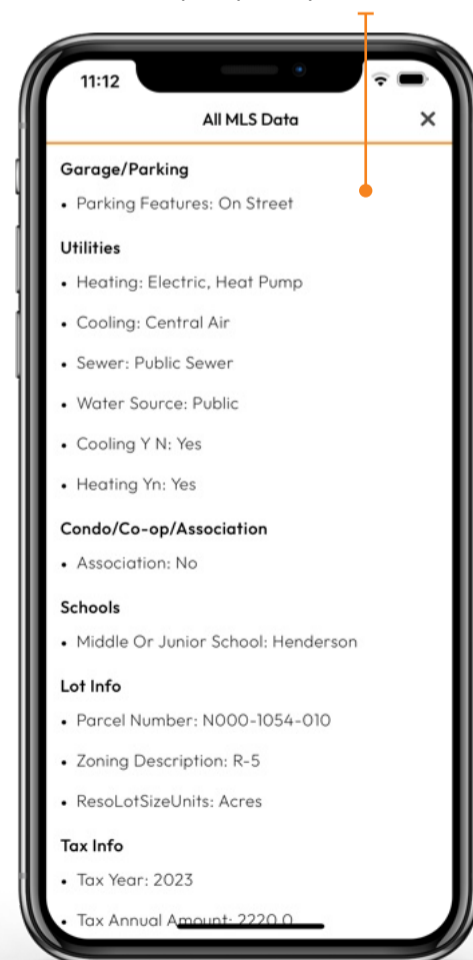
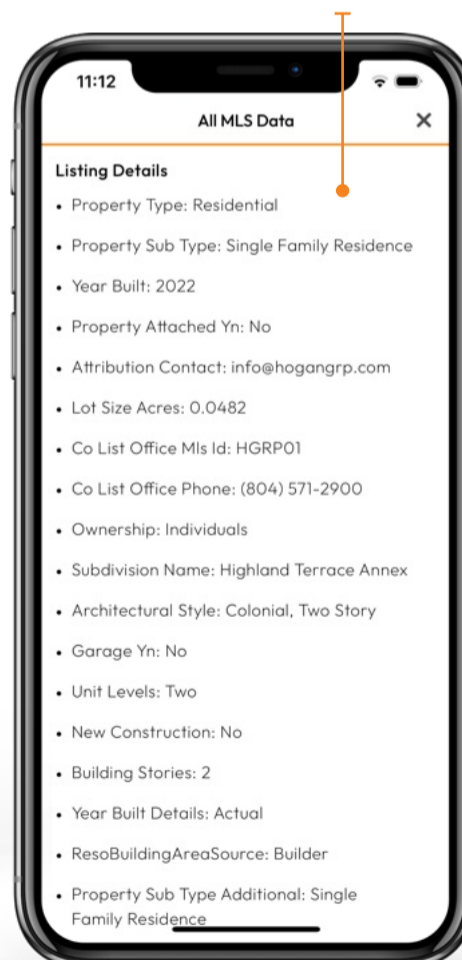
Activity shows number of views on Homes.com



Listing details organized into easy to read categories



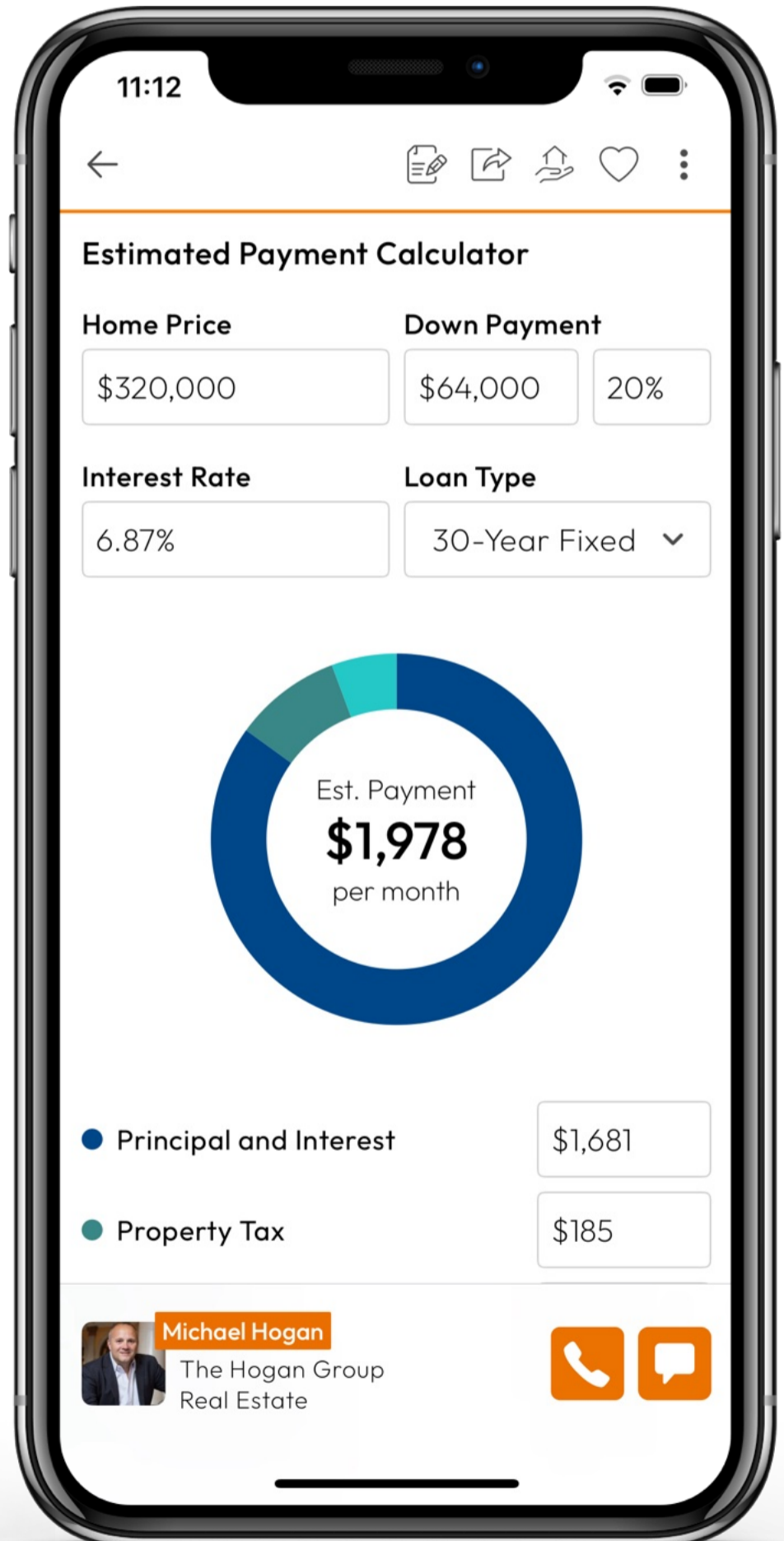
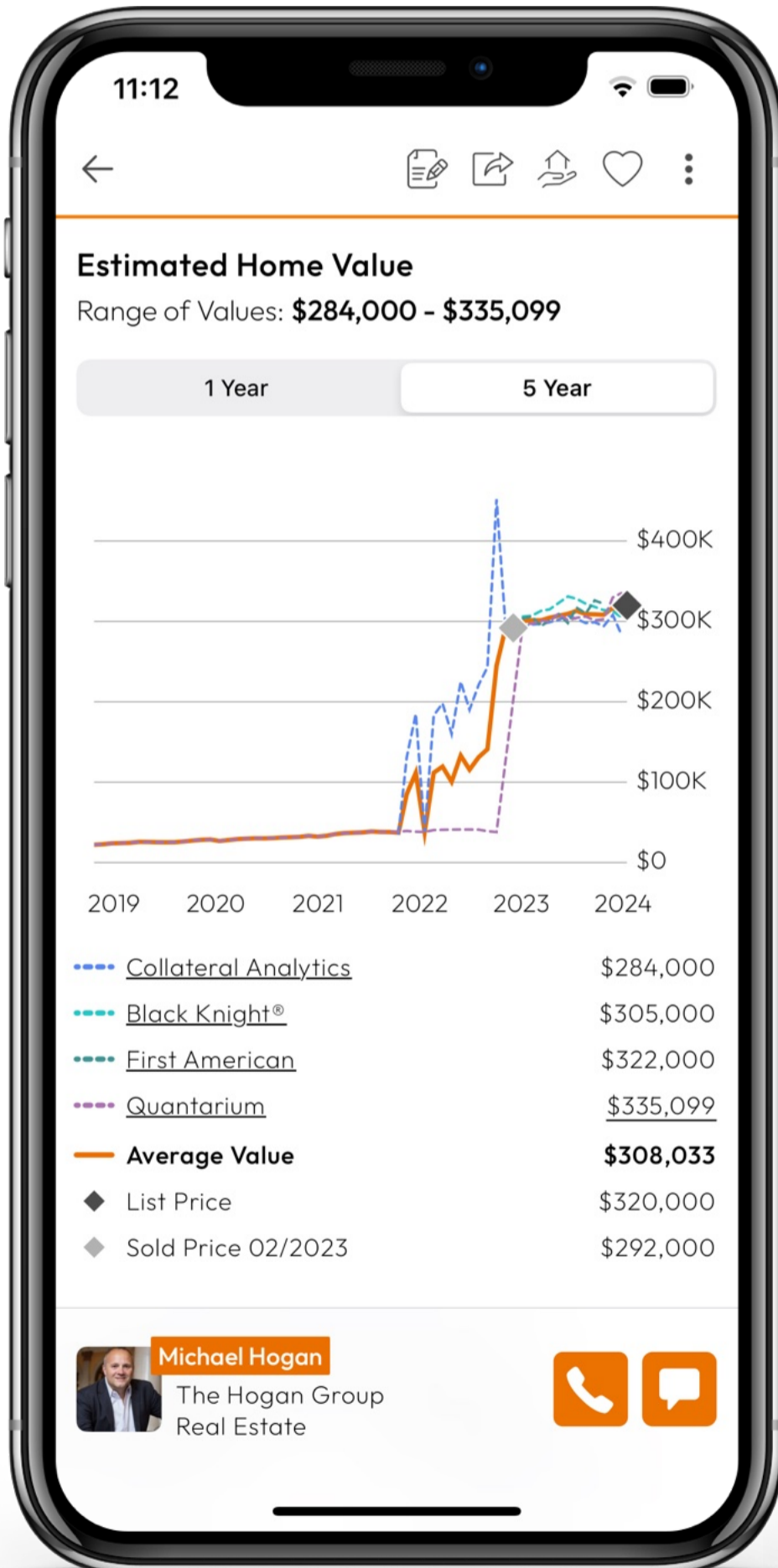
Click See All MLS Data link to view all property details





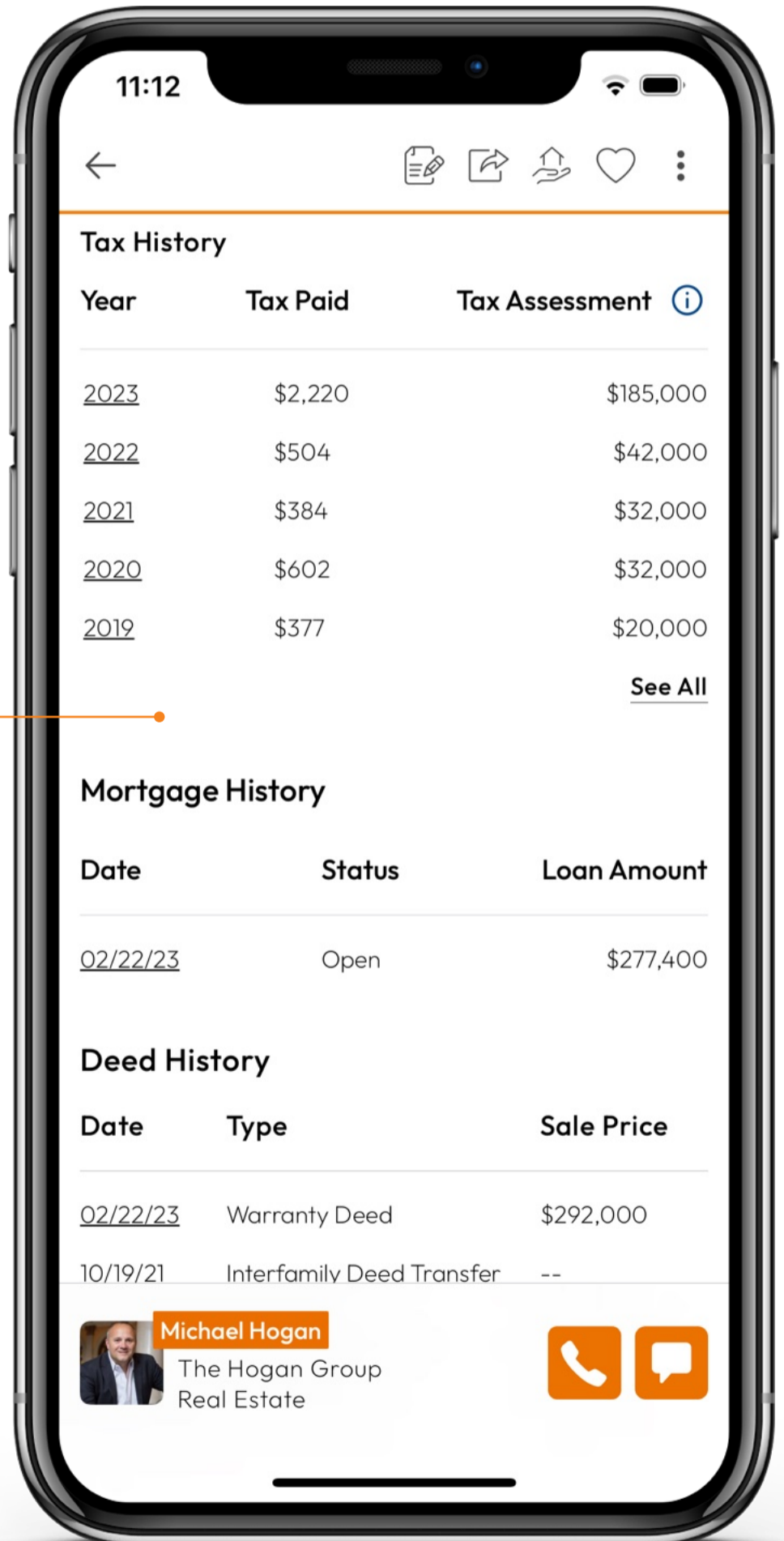
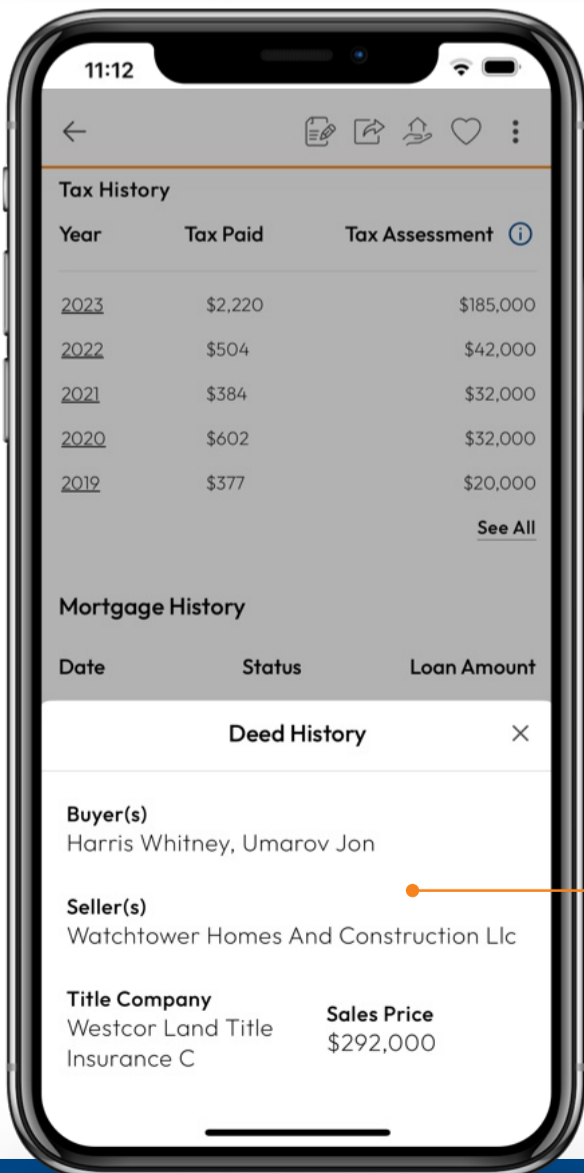
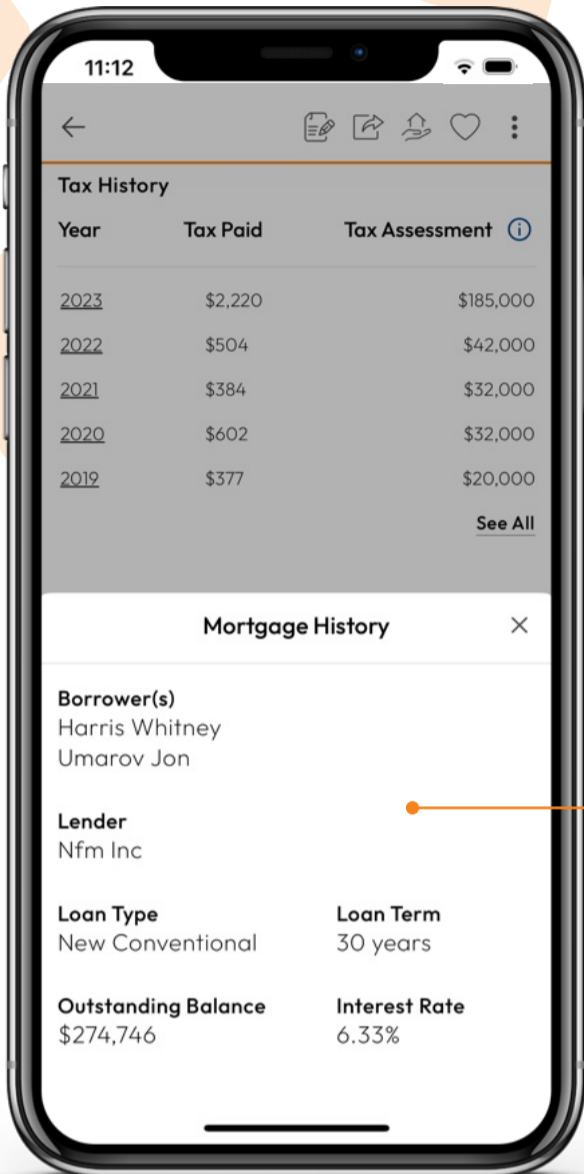
## Multiple Valuations and Customizable Payment Calculator

Four separate automated valuations and an average of the four to help agents establish their local expertise in valuing properties. Estimated Payment Calculator with customizable variables.



## Tax, Mortgage, and Deed History

Full tax, mortgage, and deed history is available on every listing detail page. Mortgage history shows borrower and lender details. Deed history shows buyer and seller information from public records.



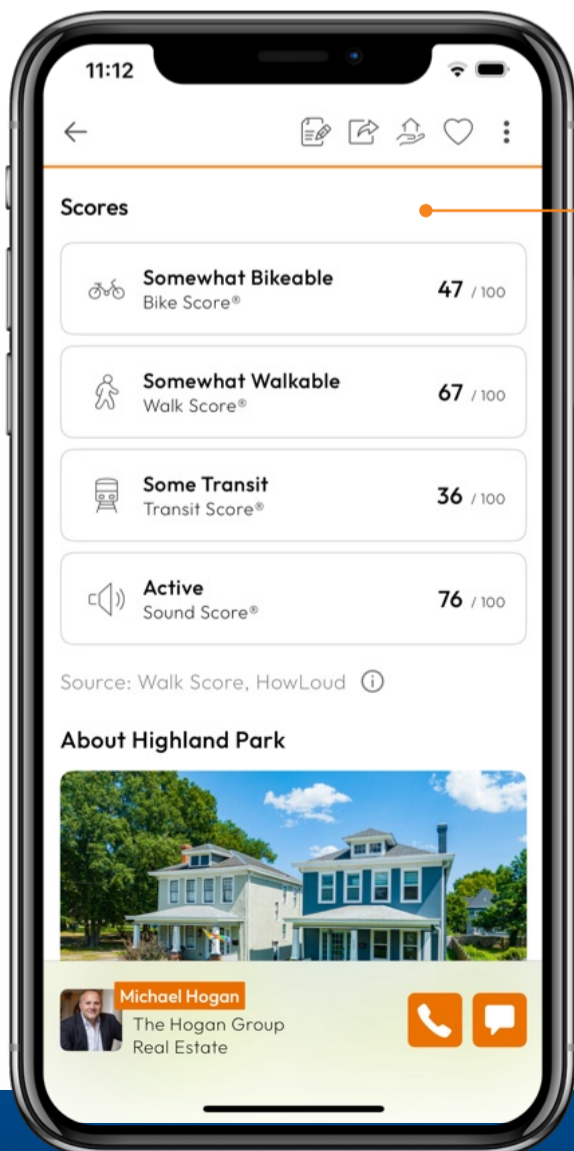
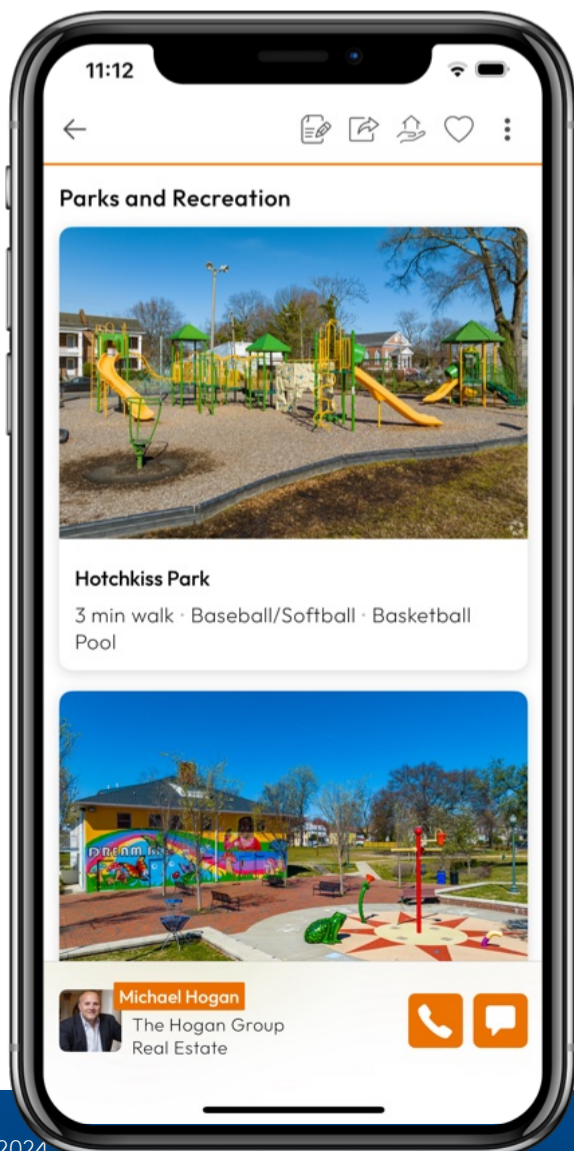
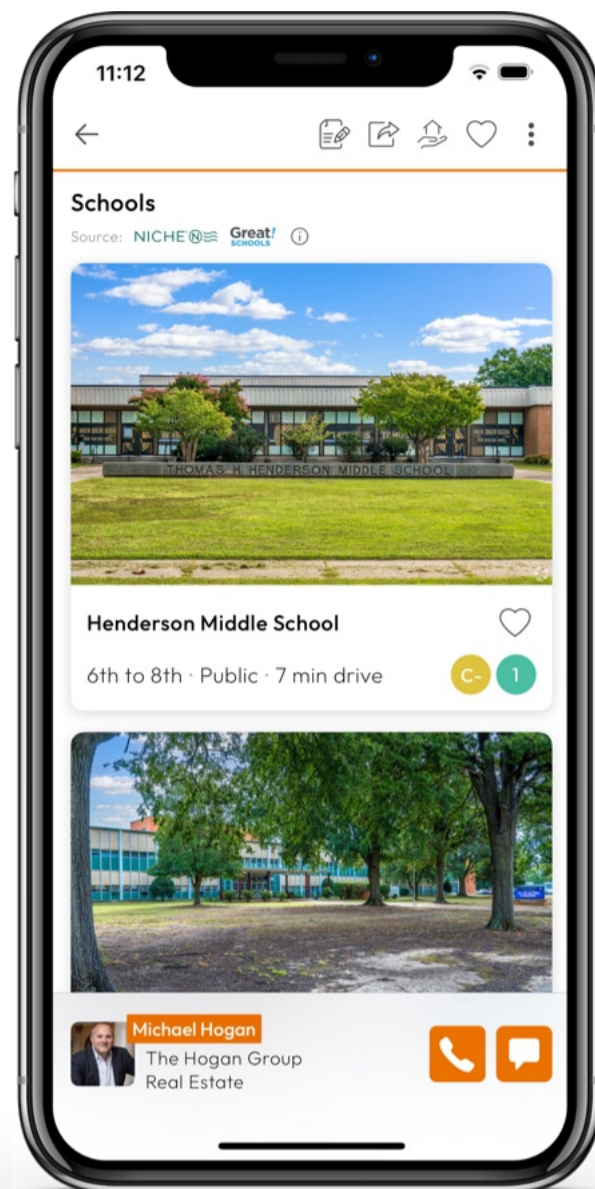
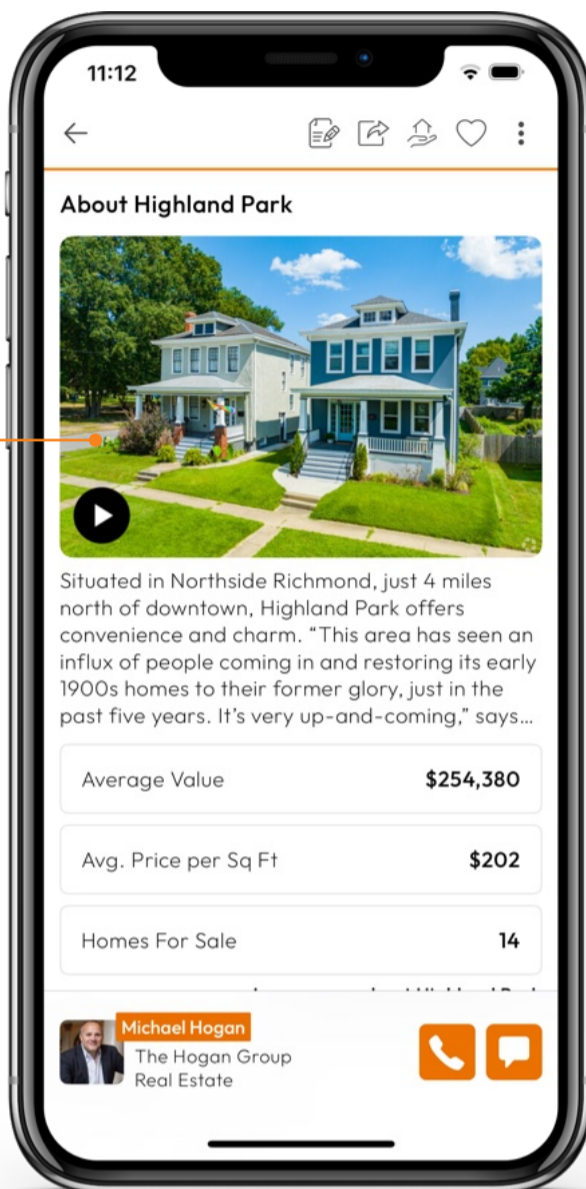


## Extensive Neighborhood and School Details

Curated local content for every listing

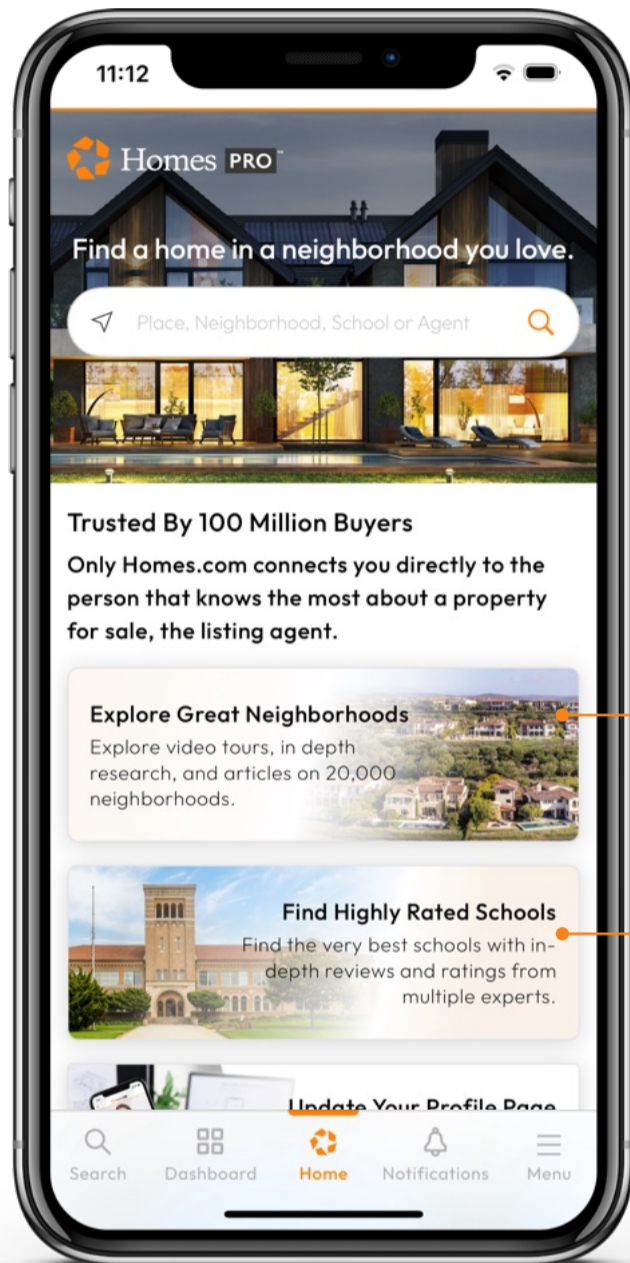
In-depth information about over 41,000 neighborhoods.

School reviews and ratings from multiple rating experts. Neighborhood videos you can share with clients.



## Neighborhood Scores

Bikeable, walkable, transit access, and sound/noise scores for every property.



## School & Neighborhood Search

### Explore Neighborhoods

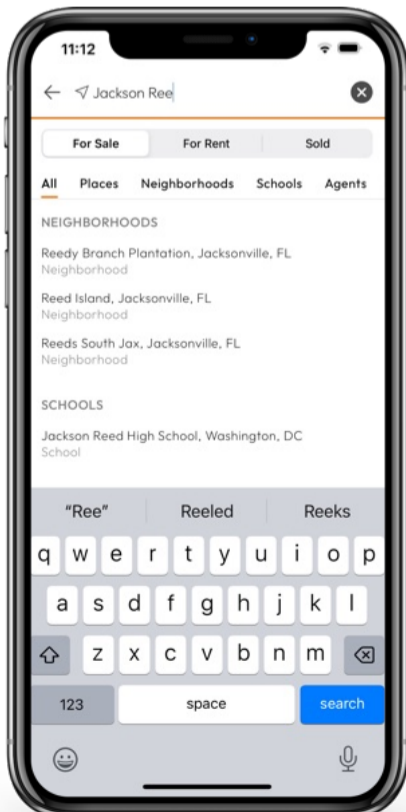
Curated local content from over 41,000 neighborhoods

### Find Schools

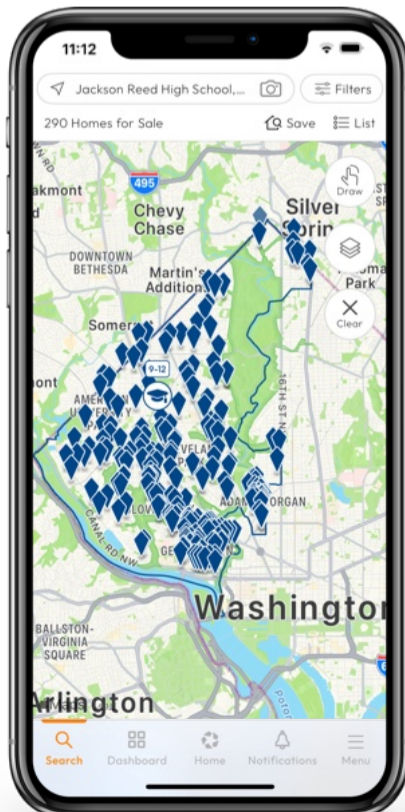
In-depth school reviews and ratings from multiple experts



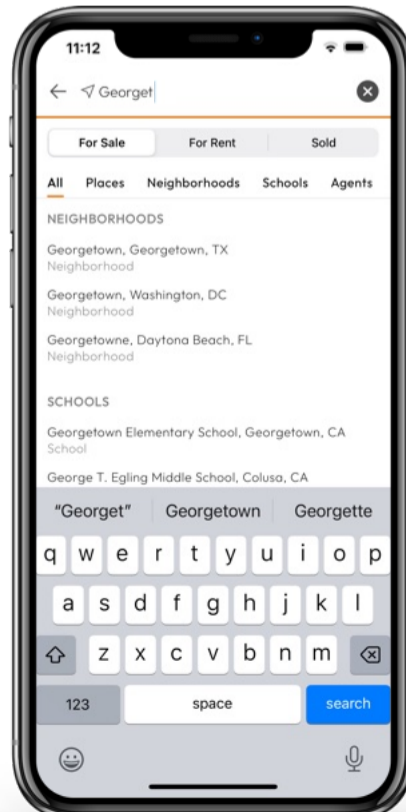
School Search



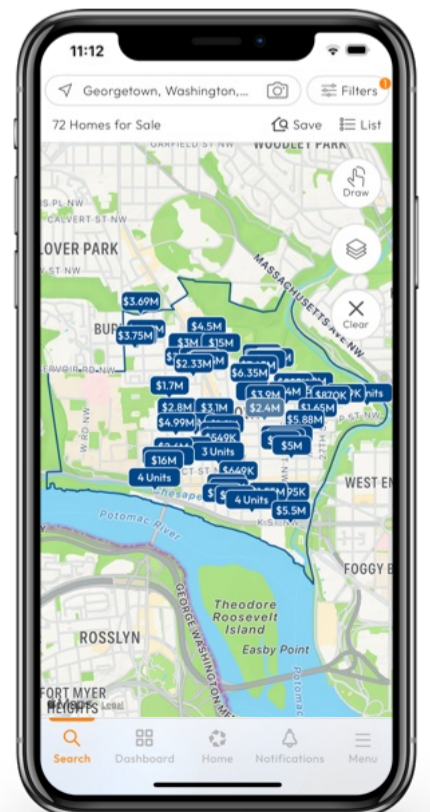
School Attendance Zones



Neighborhood Search

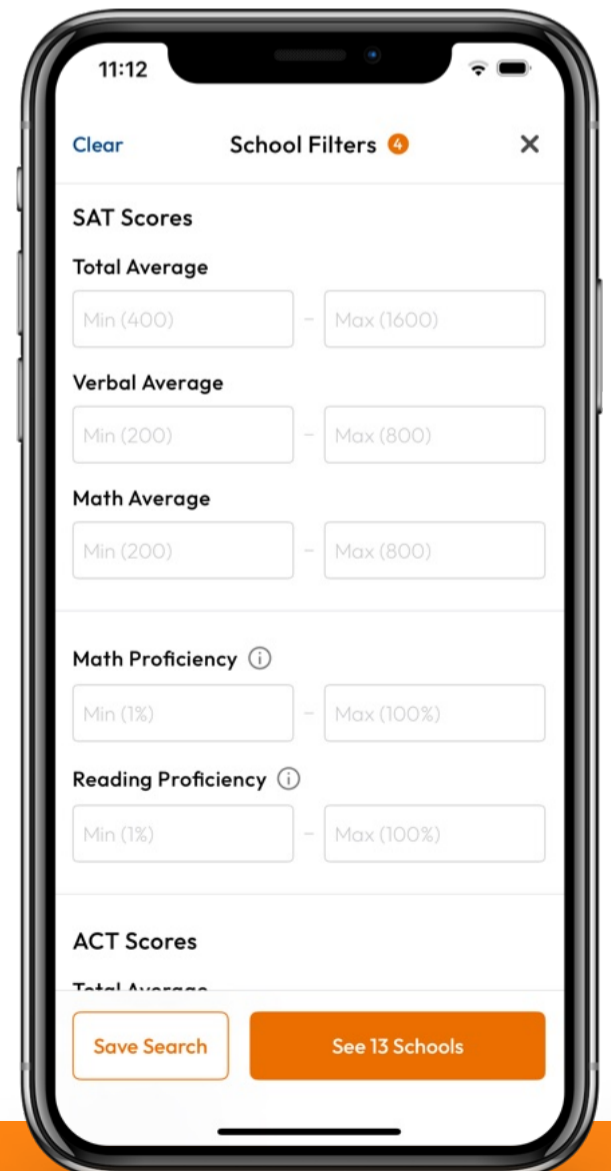
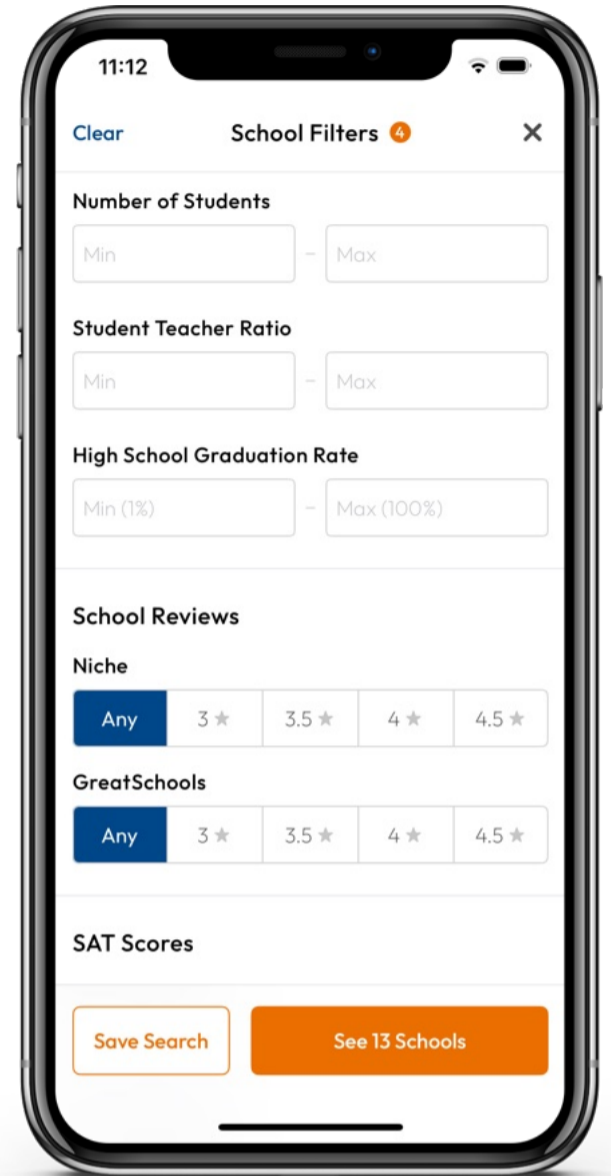
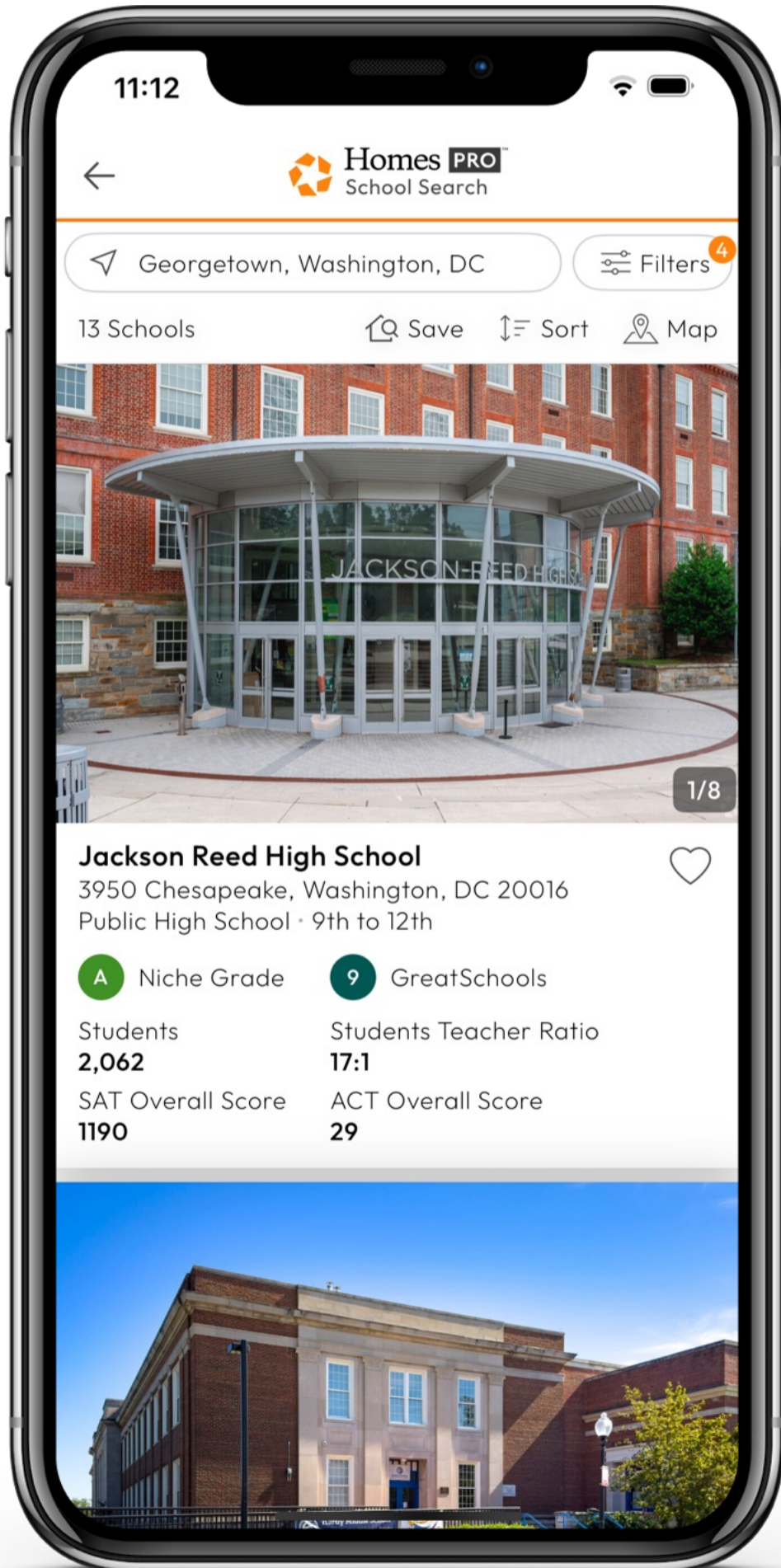


Neighborhood Boundaries



## Search local schools

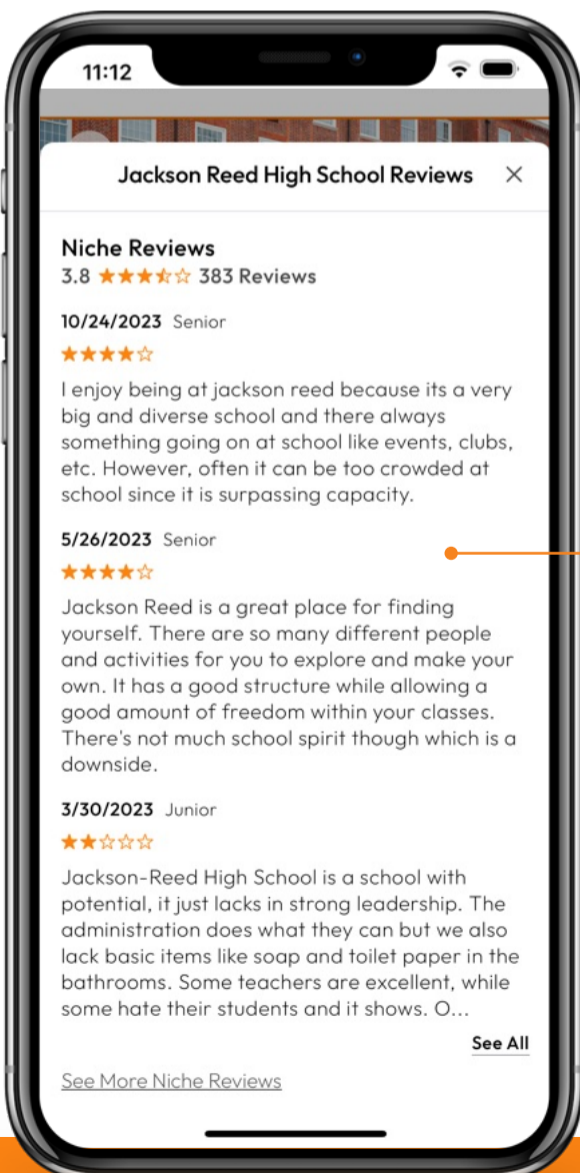
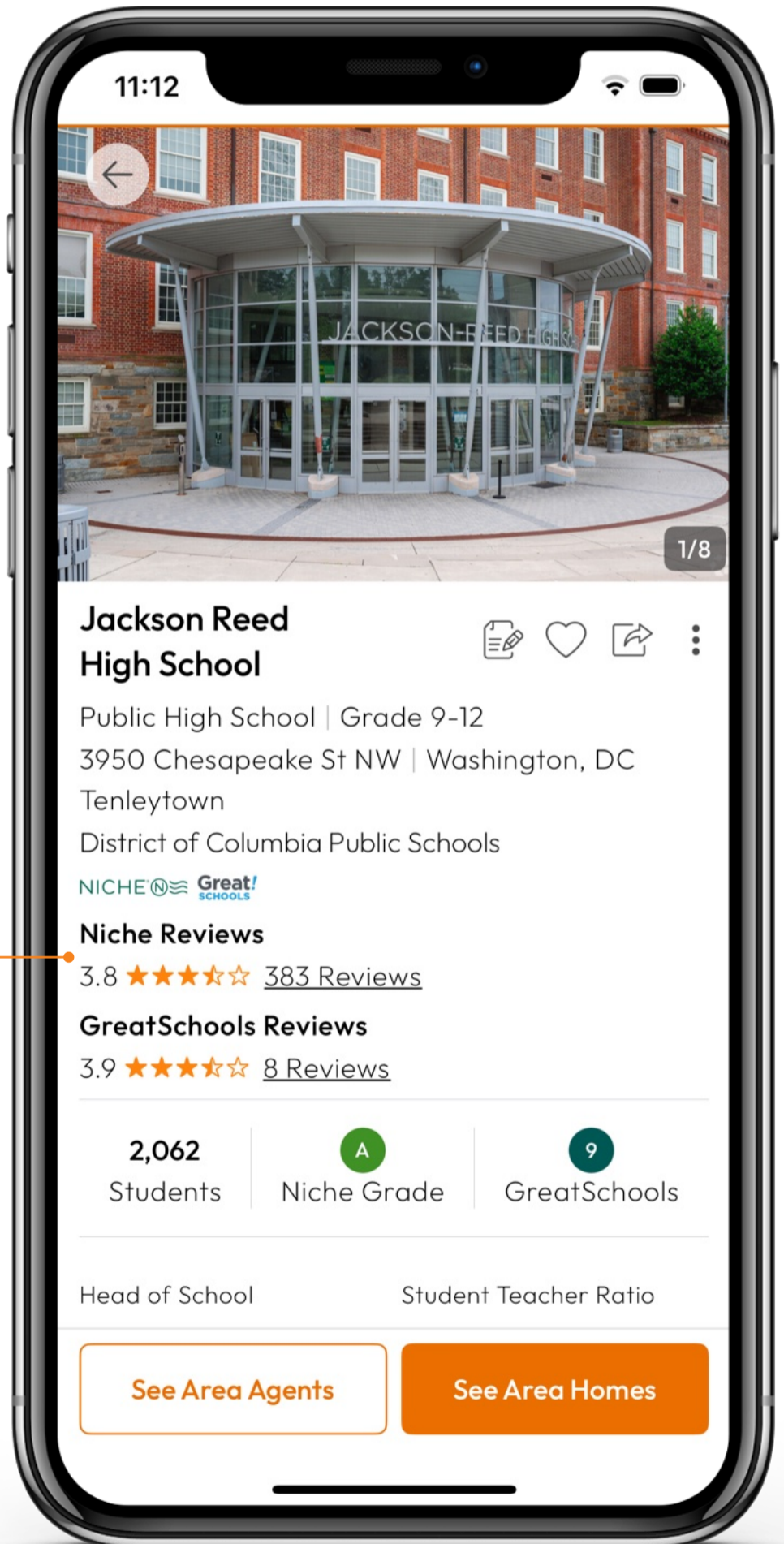
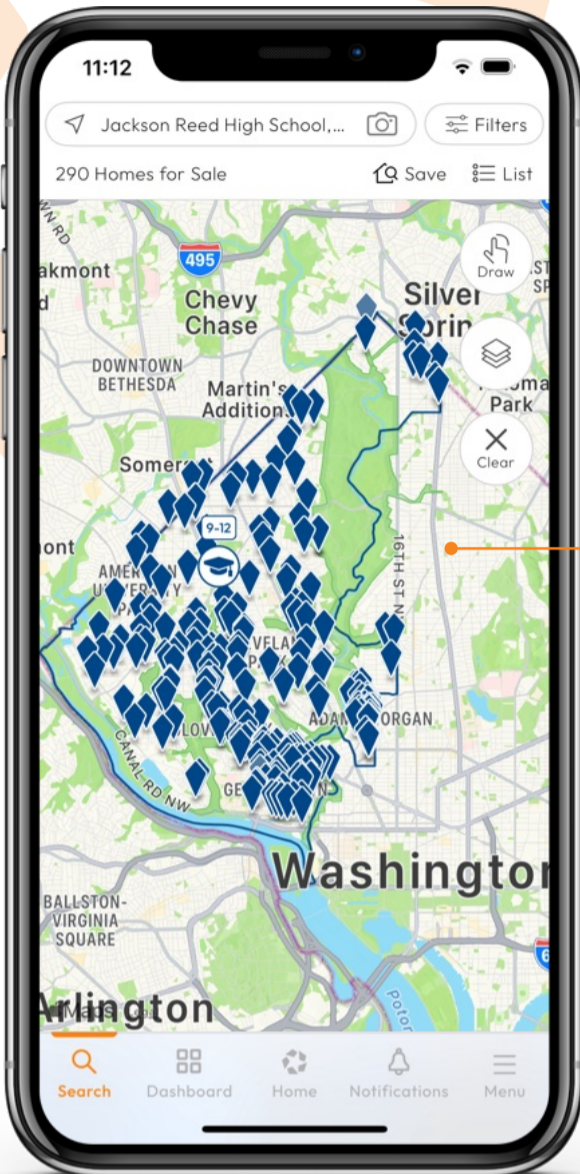
Search over a hundred thousand local schools based on size, student teacher ratio, graduation rates, school ratings & reviews, SAT and ACT scores, religious affiliation, and advanced placement programs.



# Schools & Neighborhoods

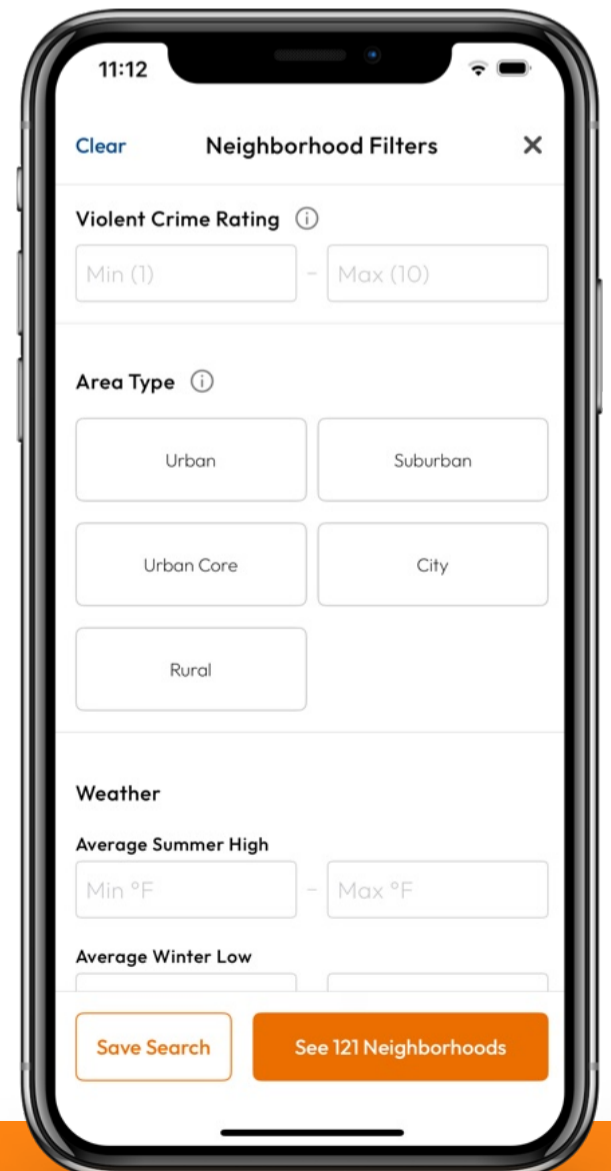
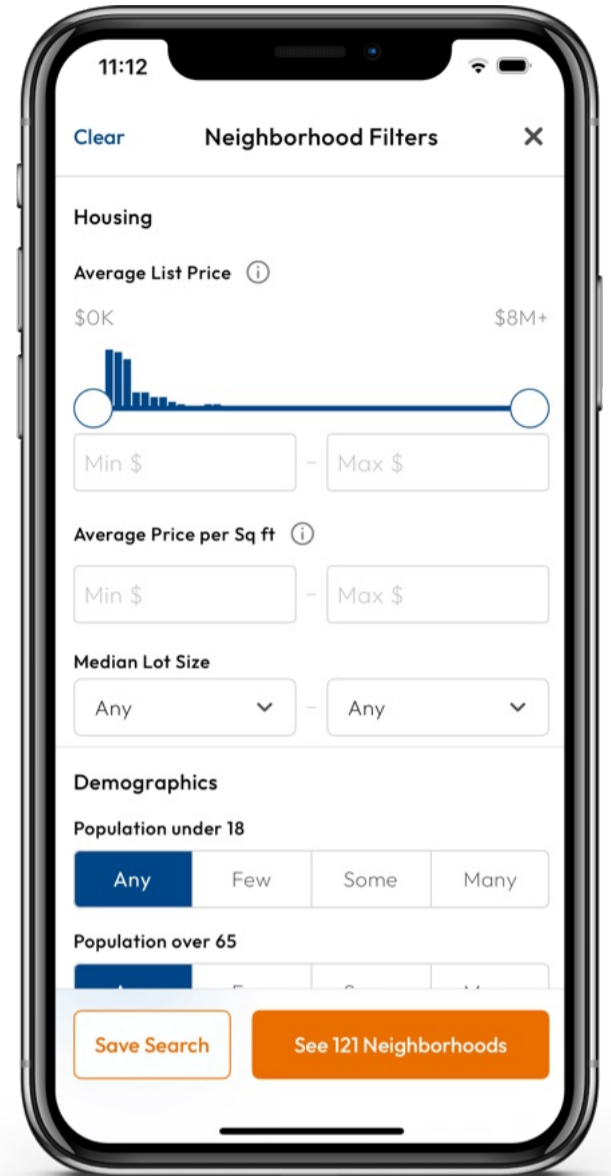
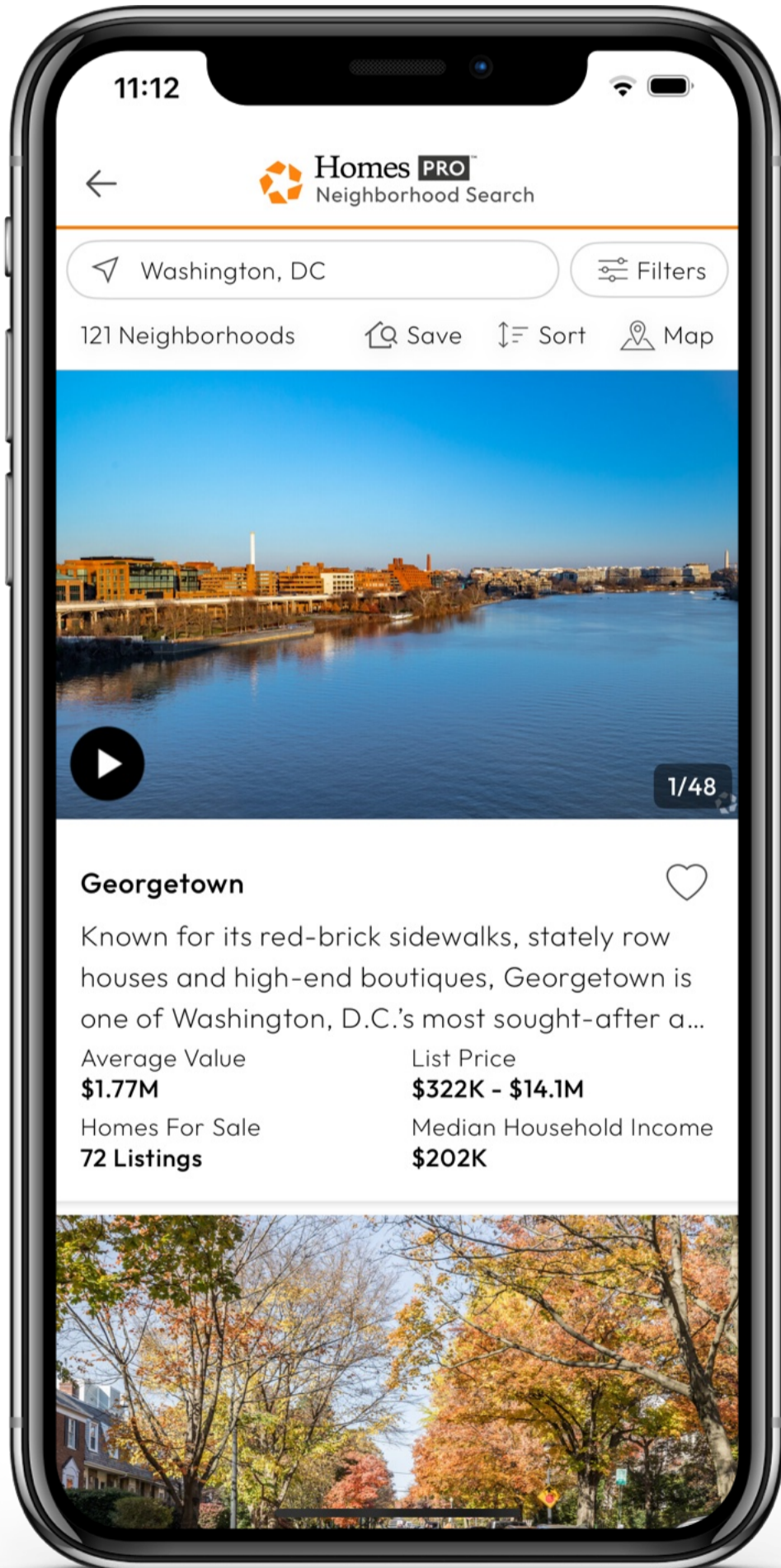
## See homes for sale near schools

Jump straight to 'See Area Homes' for listings in the school attendance zone or in close proximity. Read reviews from parents and students sourced from both Niche and GreatSchools.



## Search local neighborhoods

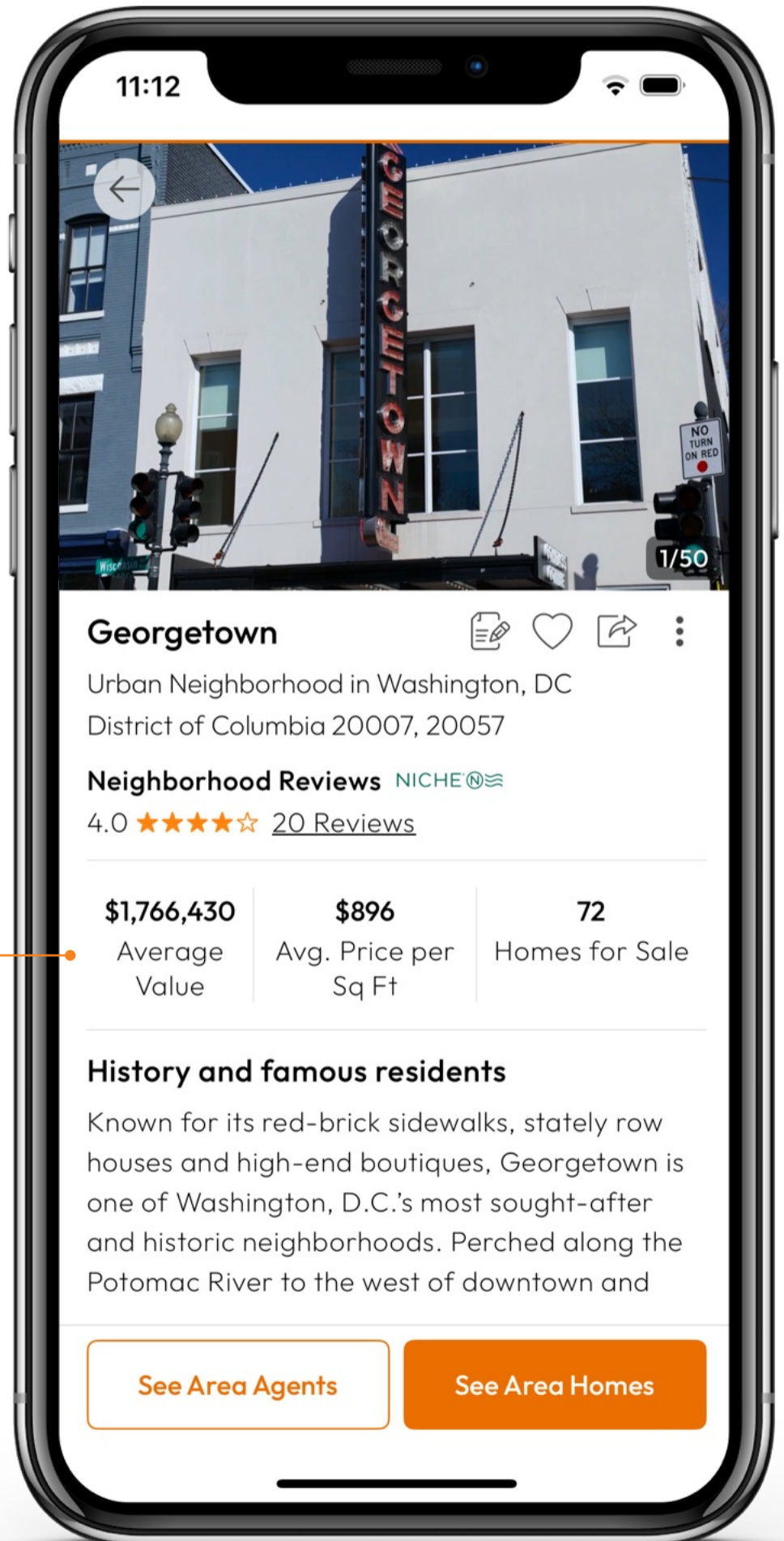
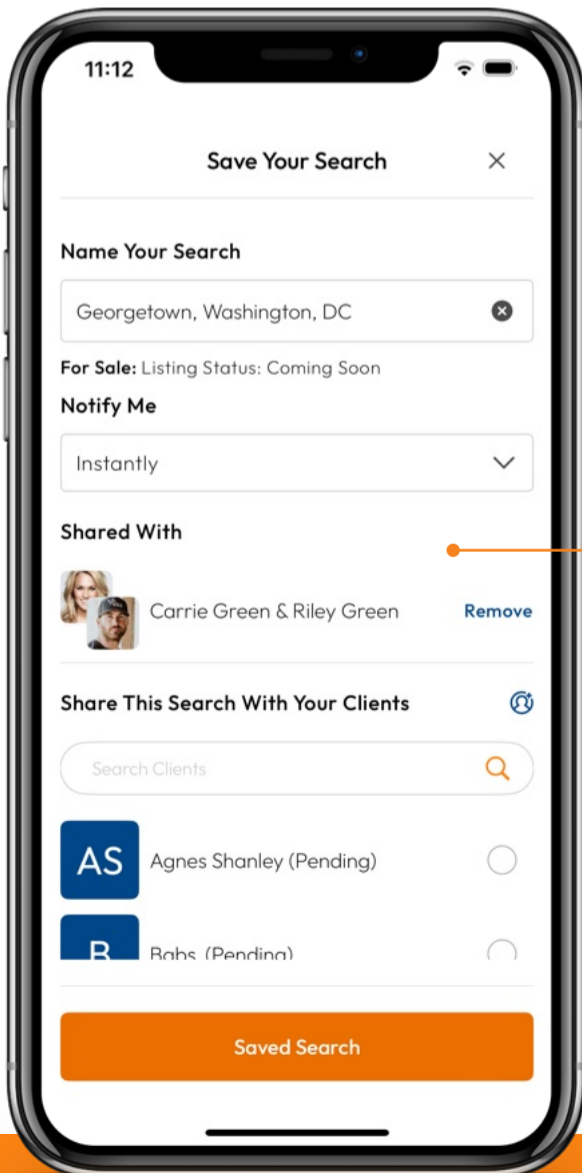
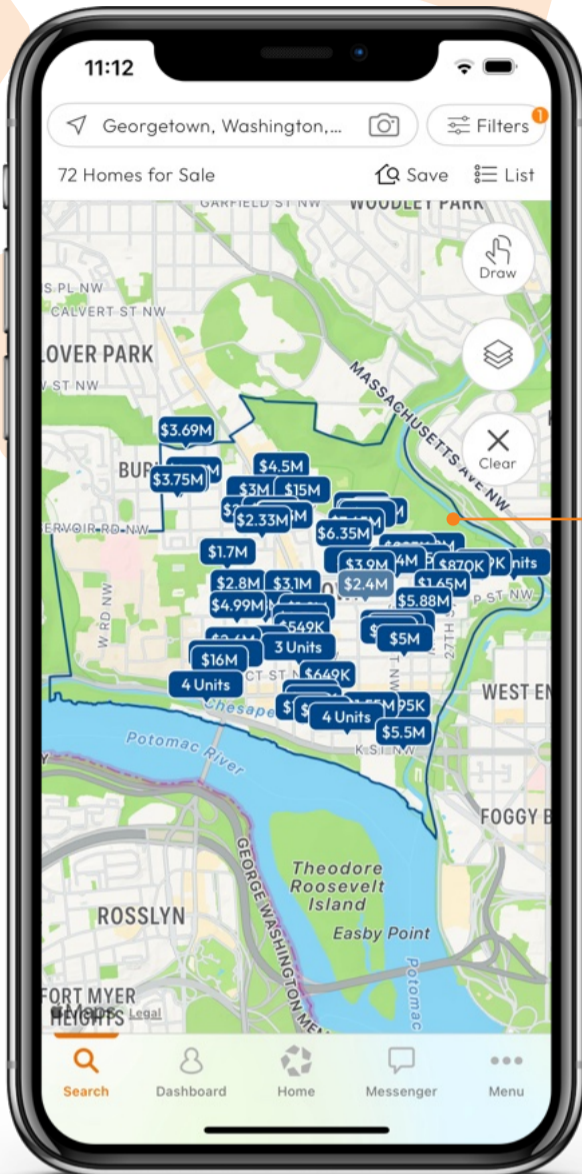
Search over forty thousand neighborhoods based housing prices, average price per square foot, demographics, population density, household income, crime rating, area type, and weather.



# Schools & Neighborhoods

## See neighborhood homes for sale

Jump straight to 'See Area Homes' for listings in the neighborhood boundaries. View an engaging neighborhood video and local photography. Read curated local content and neighborhood reviews. Share a neighborhood search with your clients. Share a neighborhood search with your clients



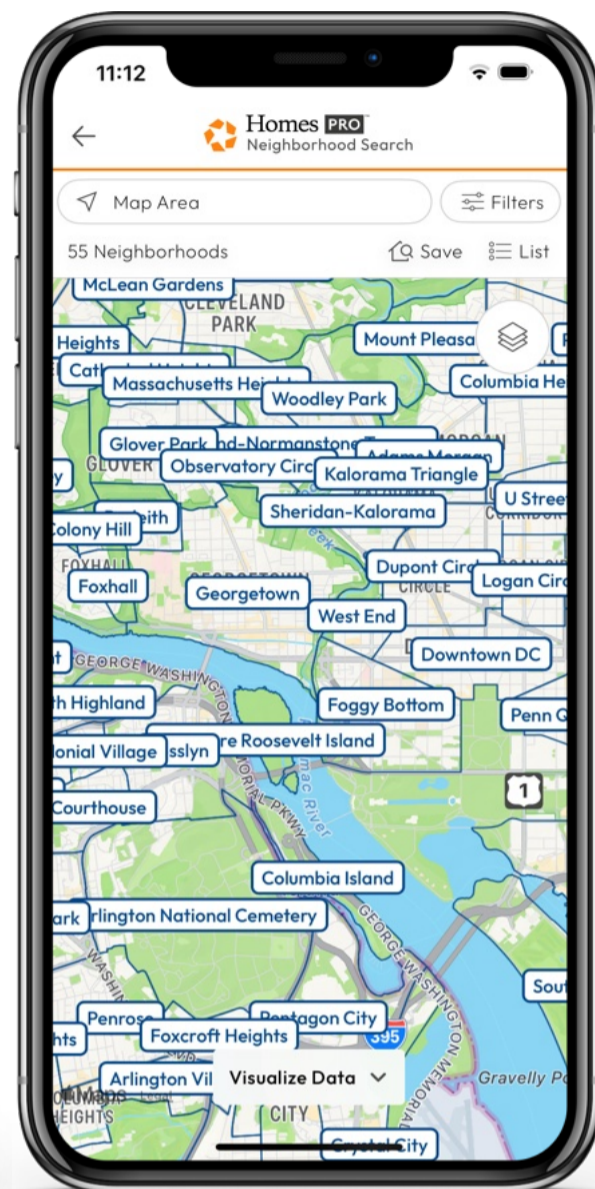
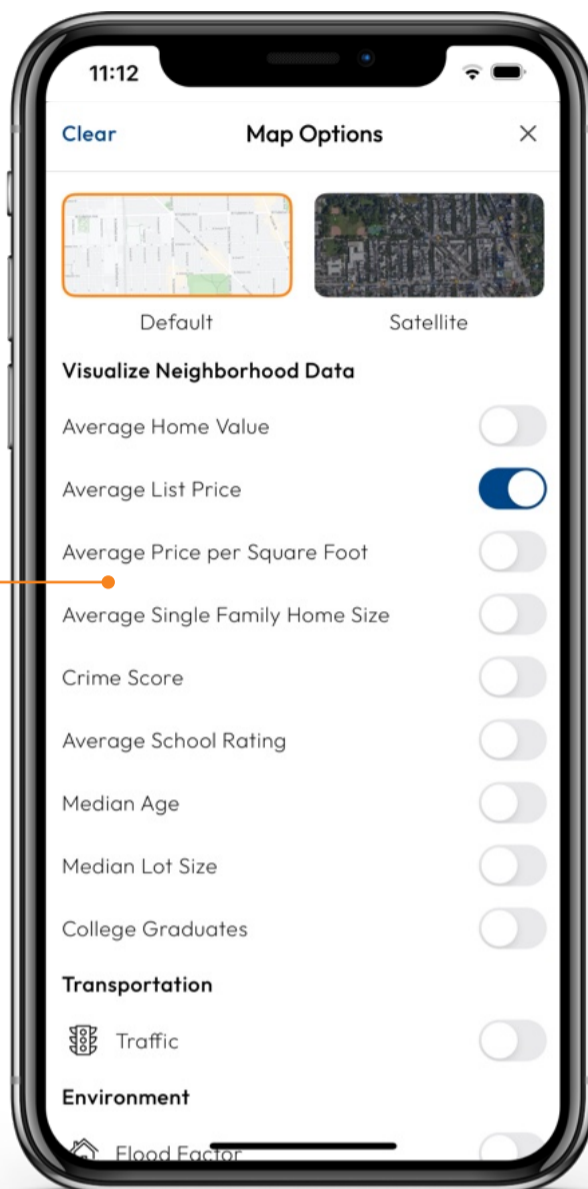




## Neighborhood Map Layers

### Neighborhood Heat Maps

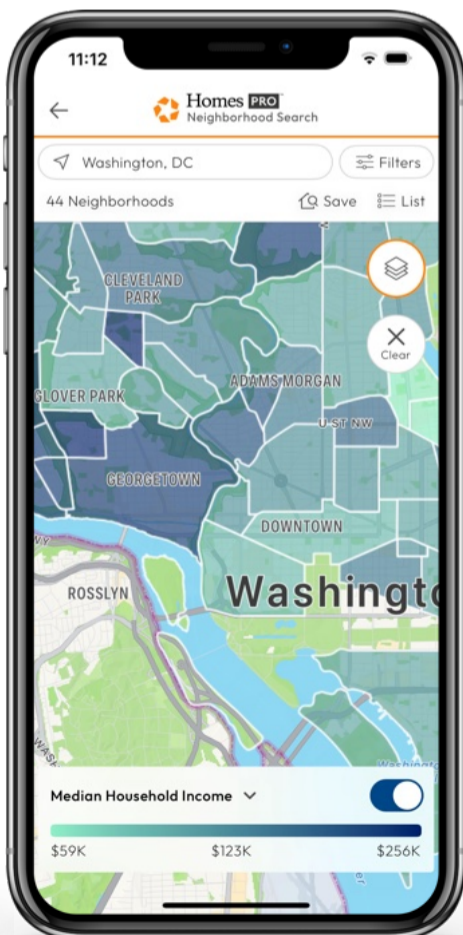
Visualize neighborhood data by activating heat maps for home values, list prices, crime scores, school ratings, and various environmental factors.



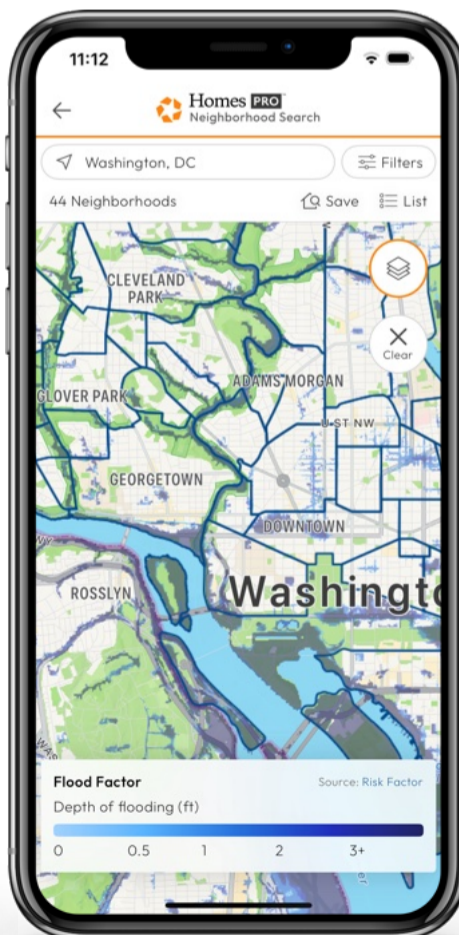
Avg. Price per Sq Ft



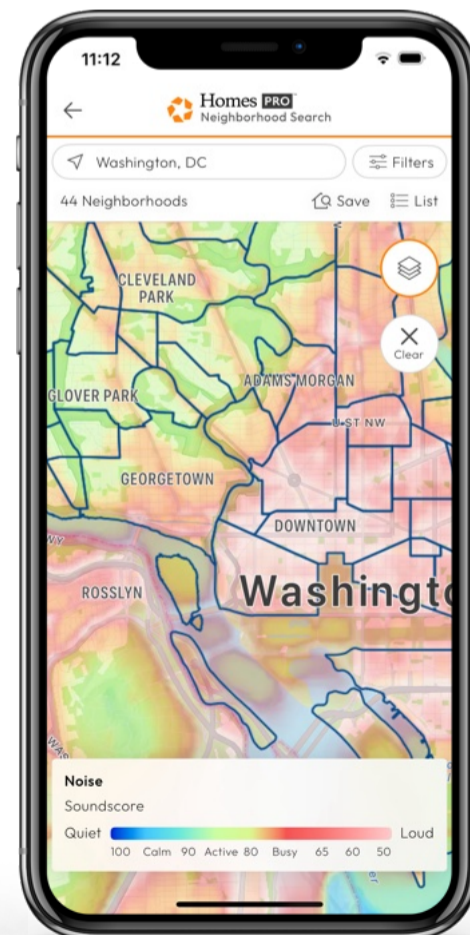
Median Household Income



Flood Risk Factor



Noise Level



# 06 | Homes Pro CMA

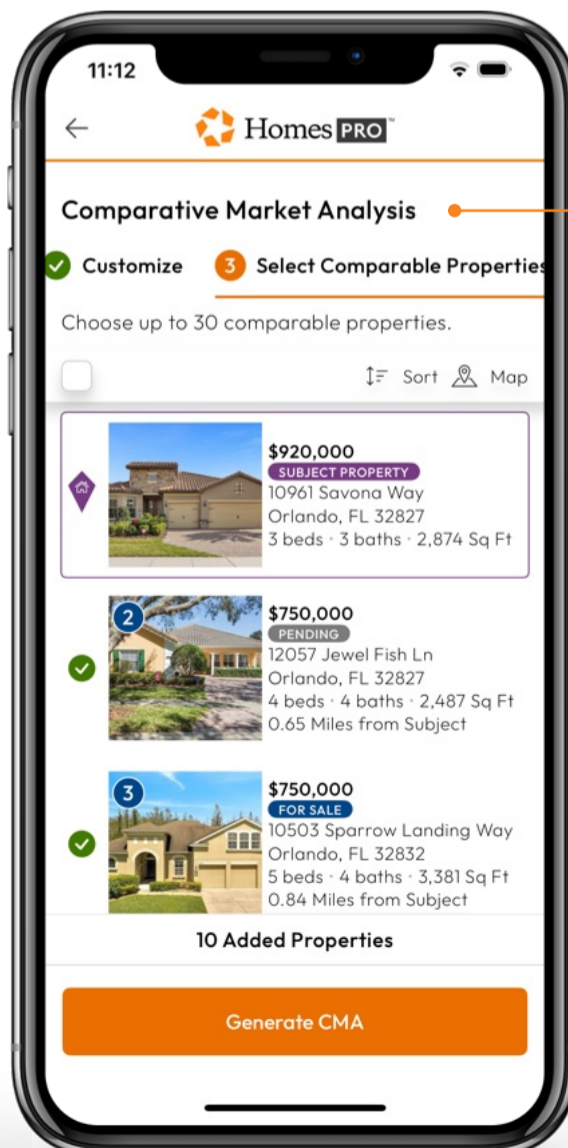
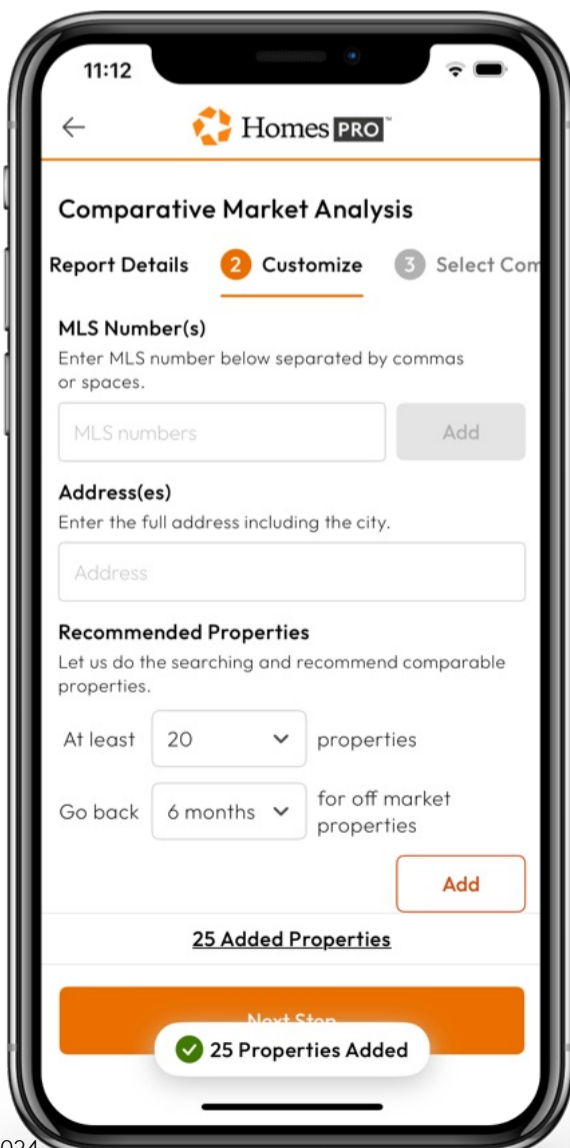
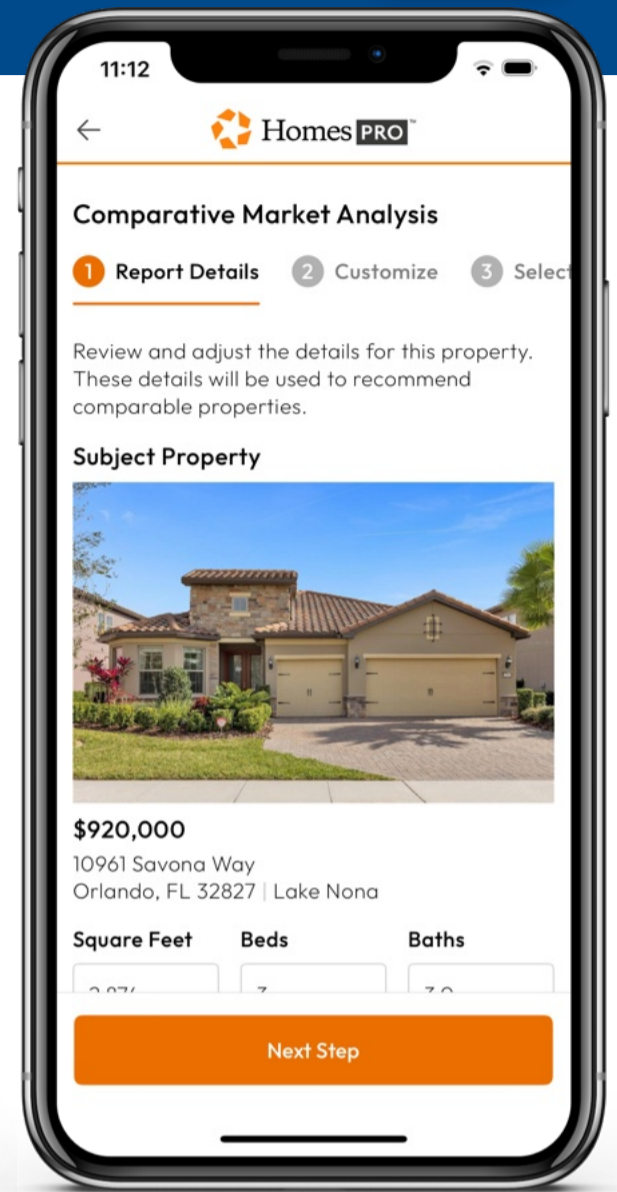
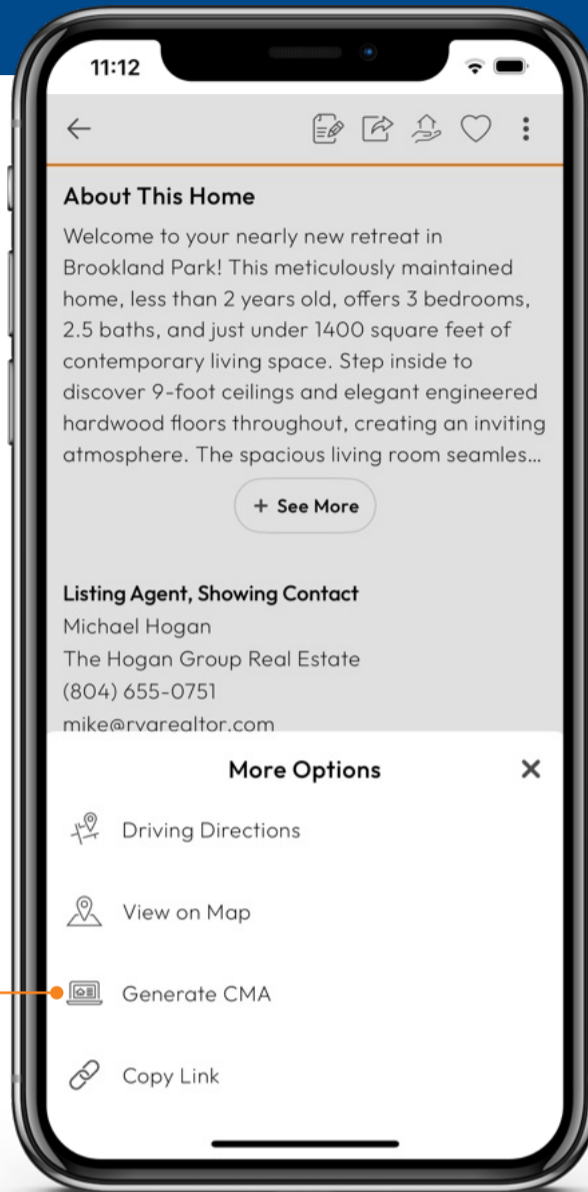


## Build a CMA

Generate a CMA from any property in Homes Pro

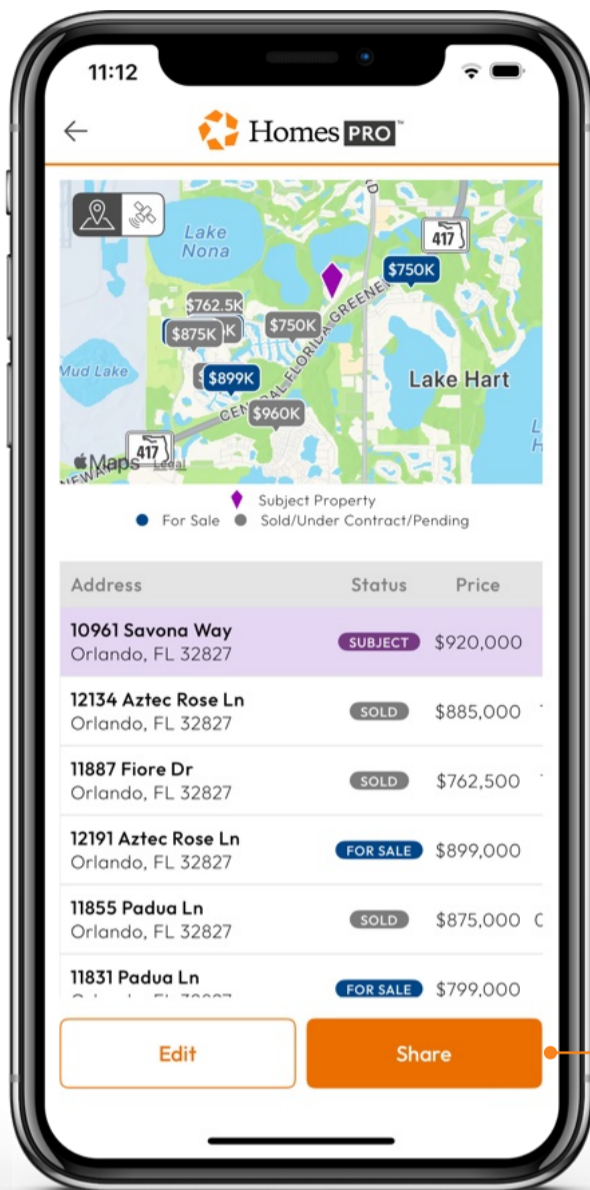
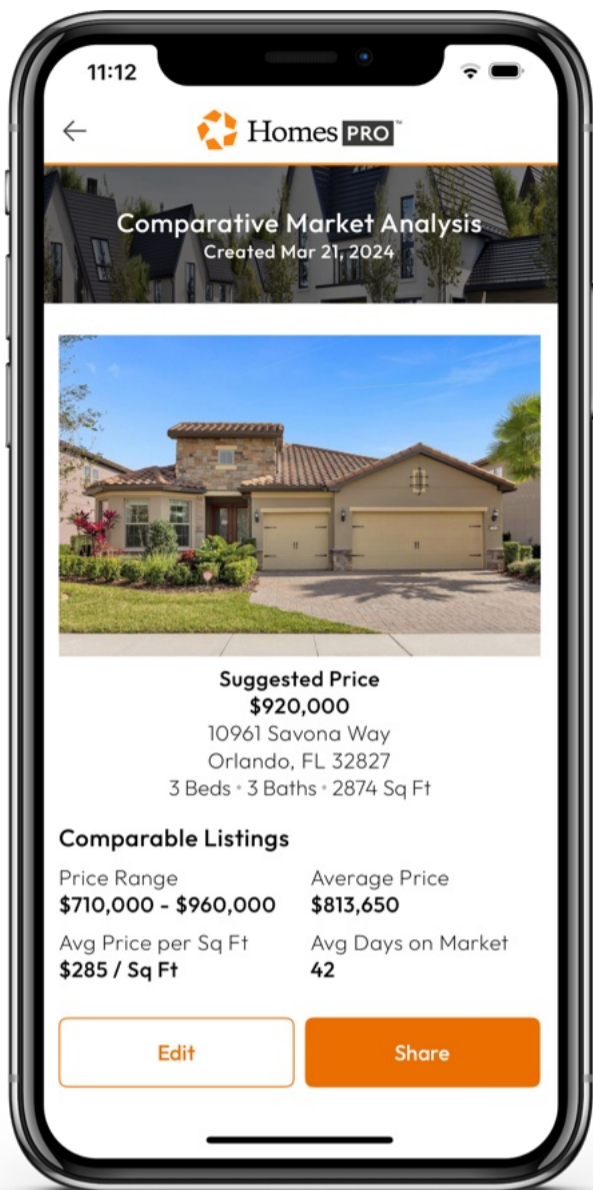
The subject property details will automatically populate.

You can also start a CMA from the Dashboard and enter the subject property address to auto-populate the property details.



## Search and Select Comparables

Search by MLS number, address, or recommended properties selected by an algorithm. Then review comparable results to select which to include in the CMA.



## Review and Share CMA

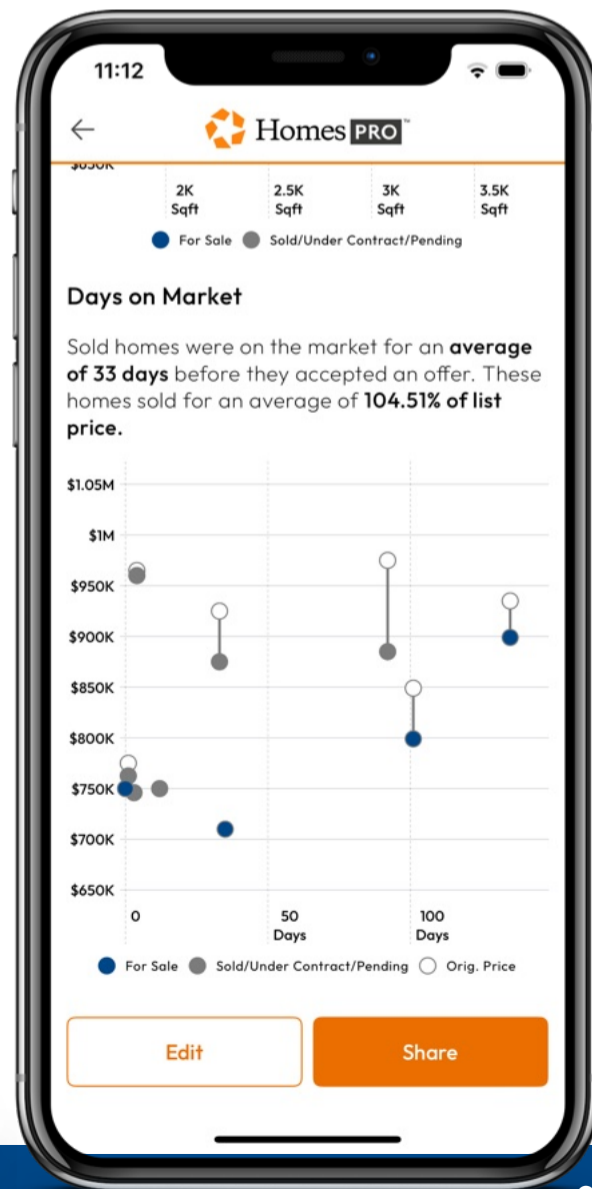
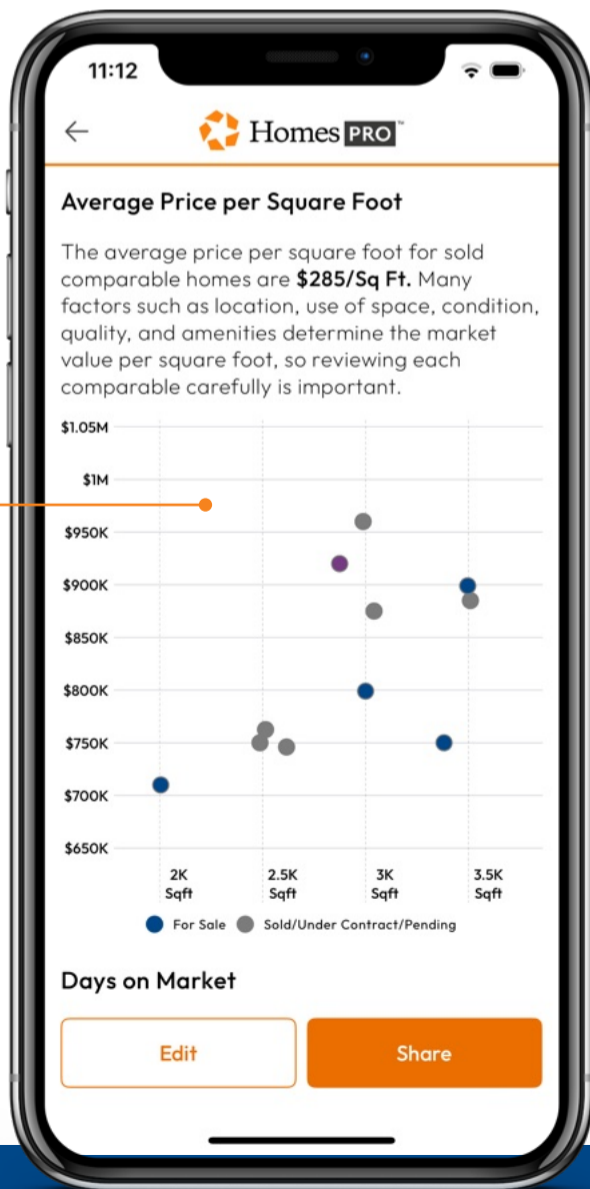
Review on mobile or desktop browser

Share with your client by texting or emailing a link that they can also review on mobile or desktop browser.



### Scatter plot graphs

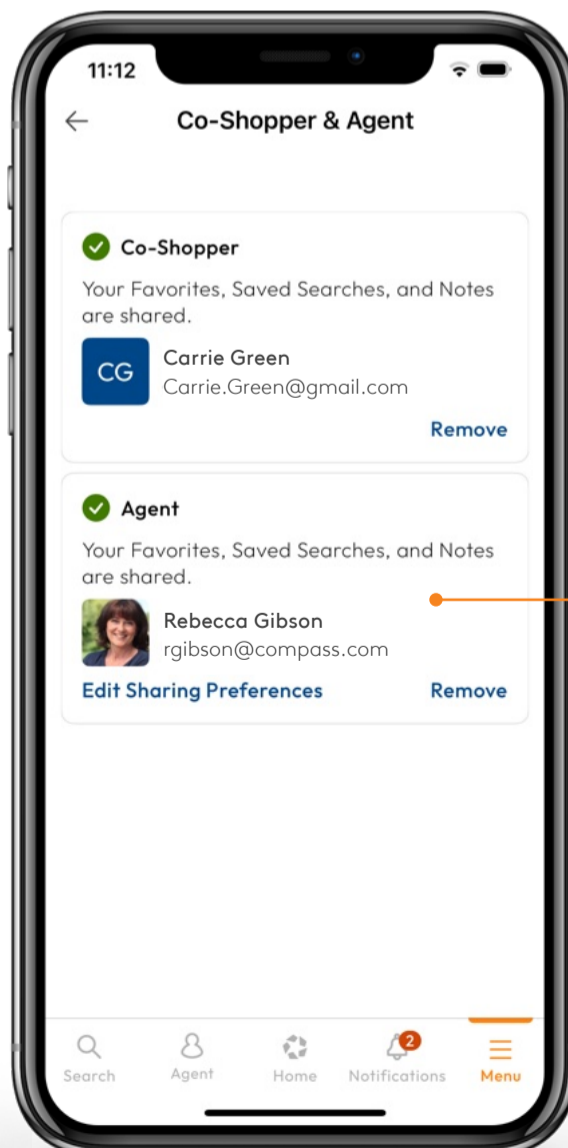
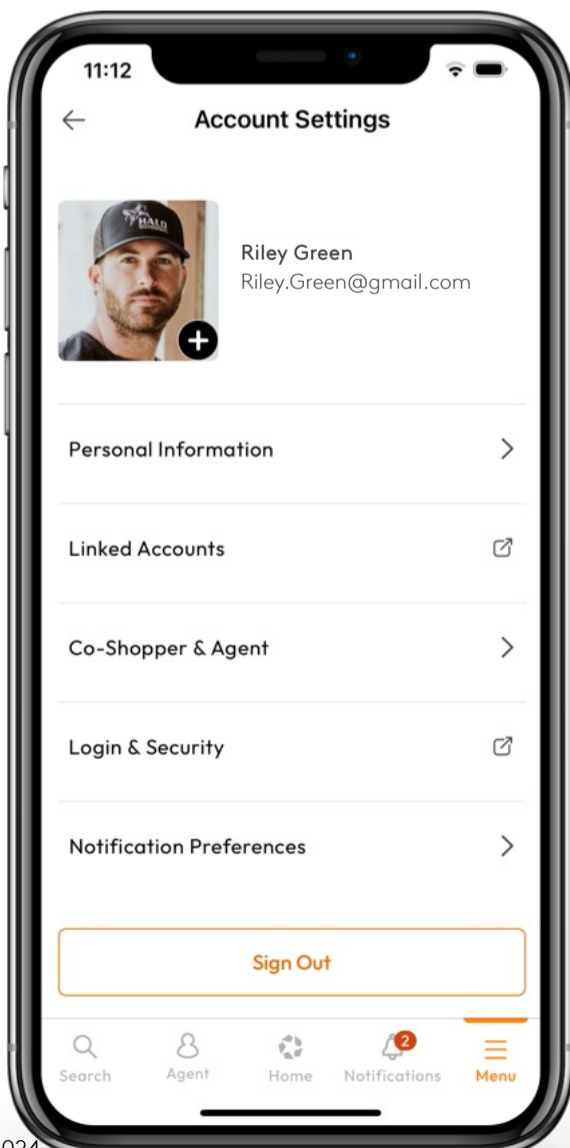
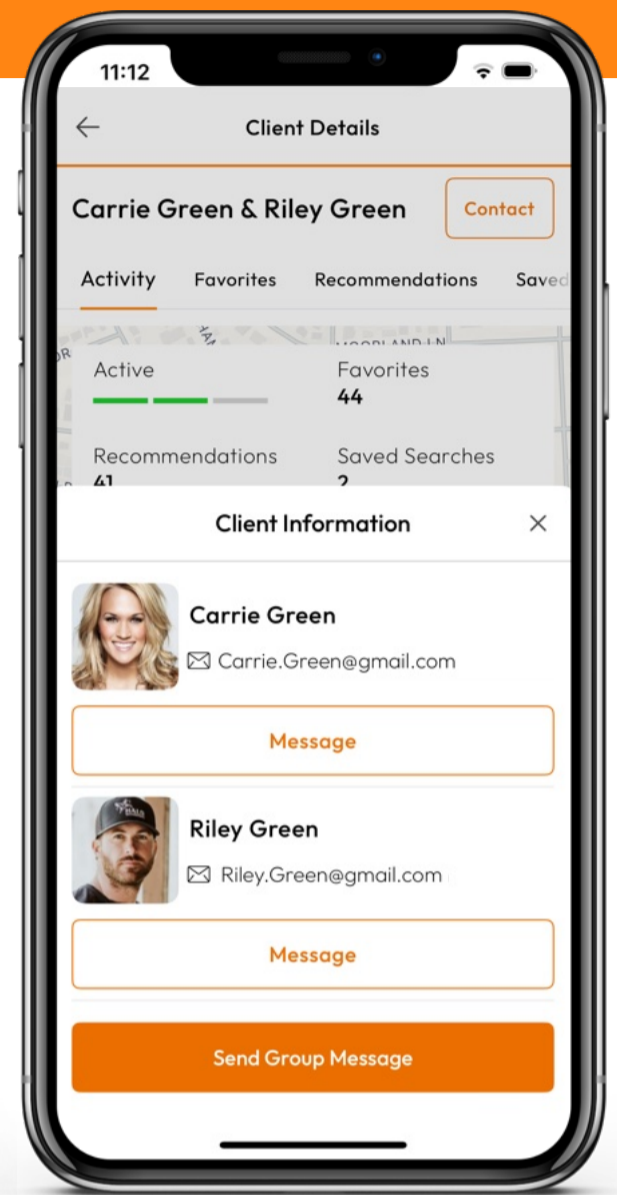
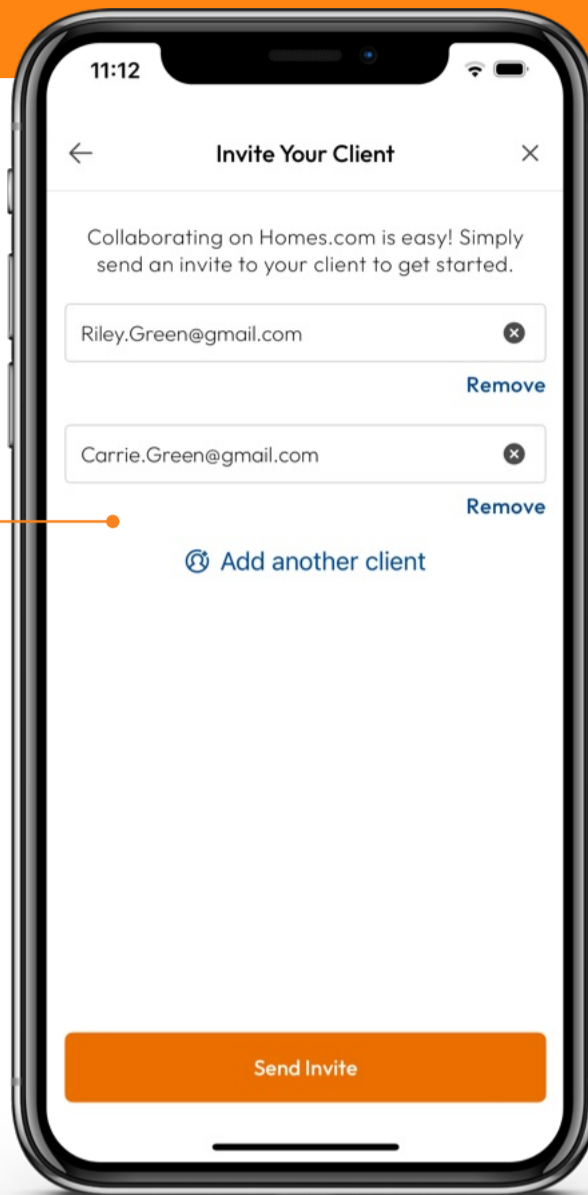
Average price per square foot color coded by status. Days on market and variance between list and sold price.



## Invite Clients to Connect

Connect with clients as they search Homes.com

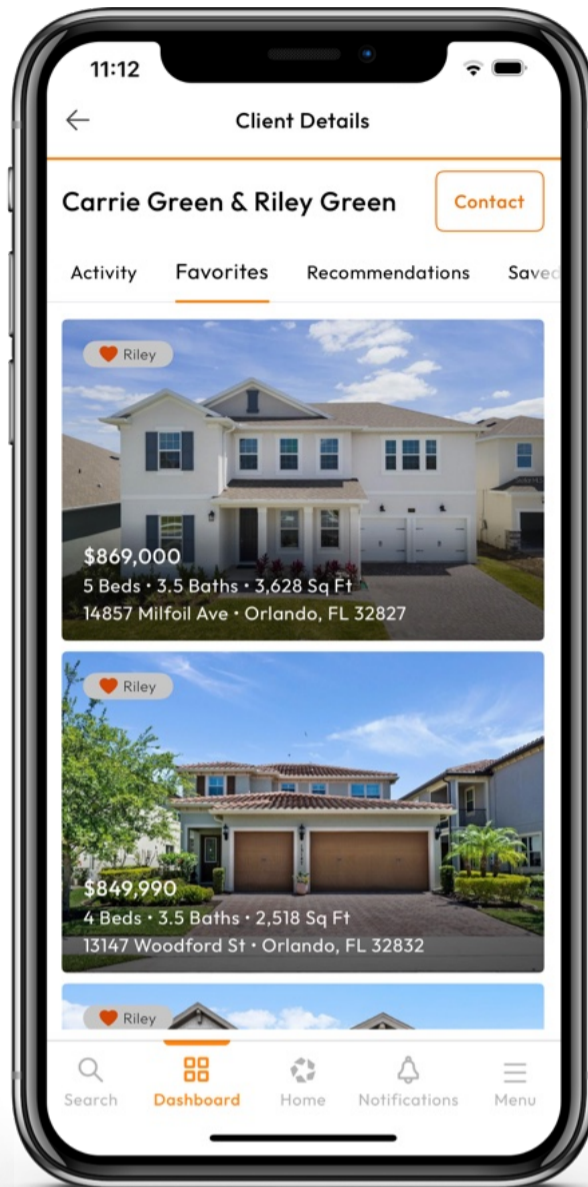
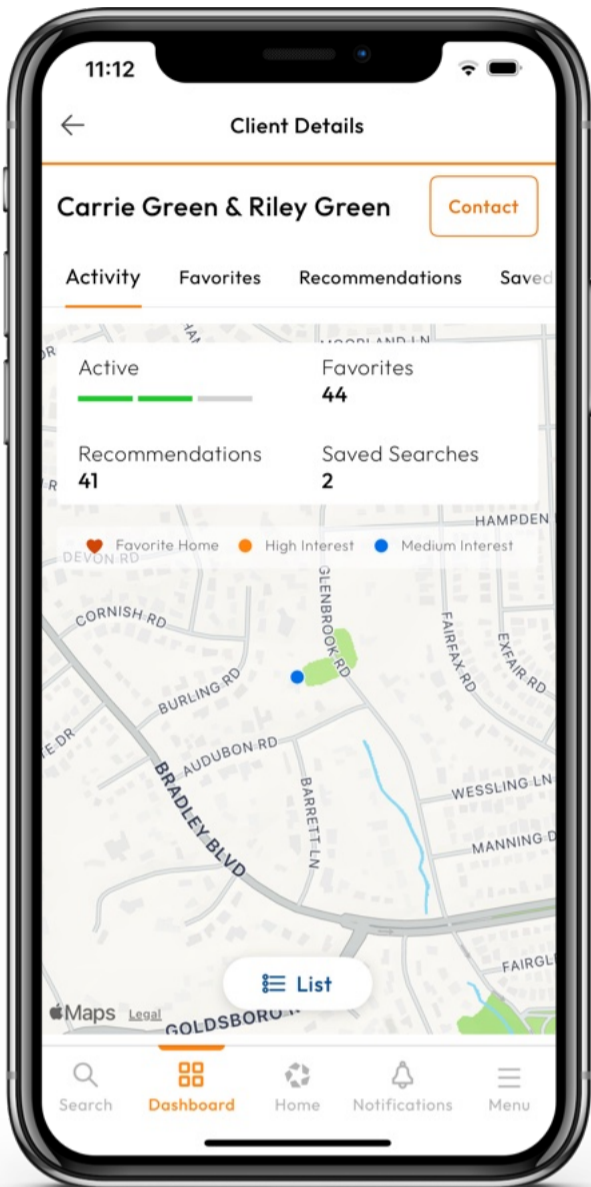
Invite a client and their co-shoppers to connect in a collaborative home search process, where you can recommend listings, share searches, send in-app messages, and gain valuable insight into their search activity.



### Client Profile Account Settings

Once your client accepts the invitation, they can see you as their connected agent, along with each of their co-shoppers.

# Client Collaboration



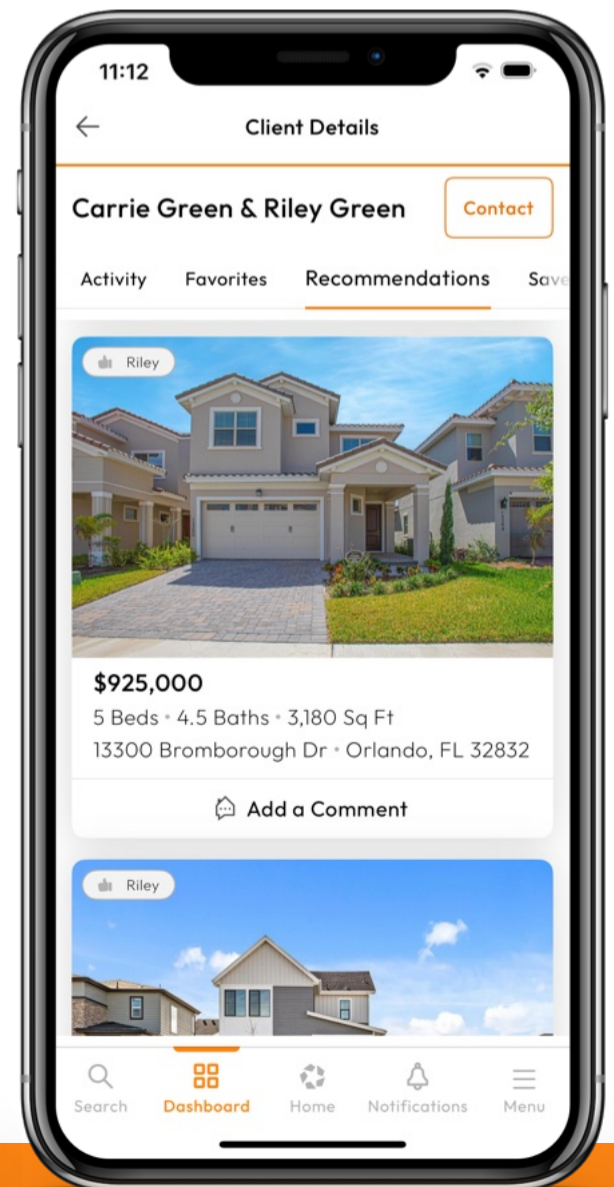
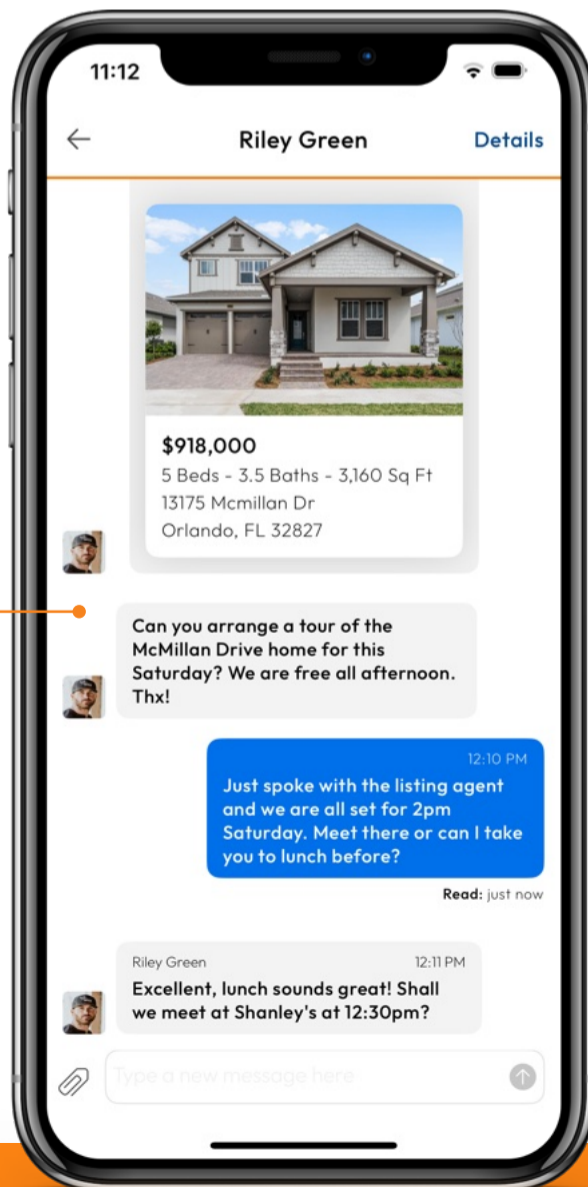
## Insight into Client Search Activity

See how active they are in their home search process, see which listings they marked as favorites, recommend new listings, and setup saved searches to share with each client.



In-app messaging makes organizing client communications a breeze

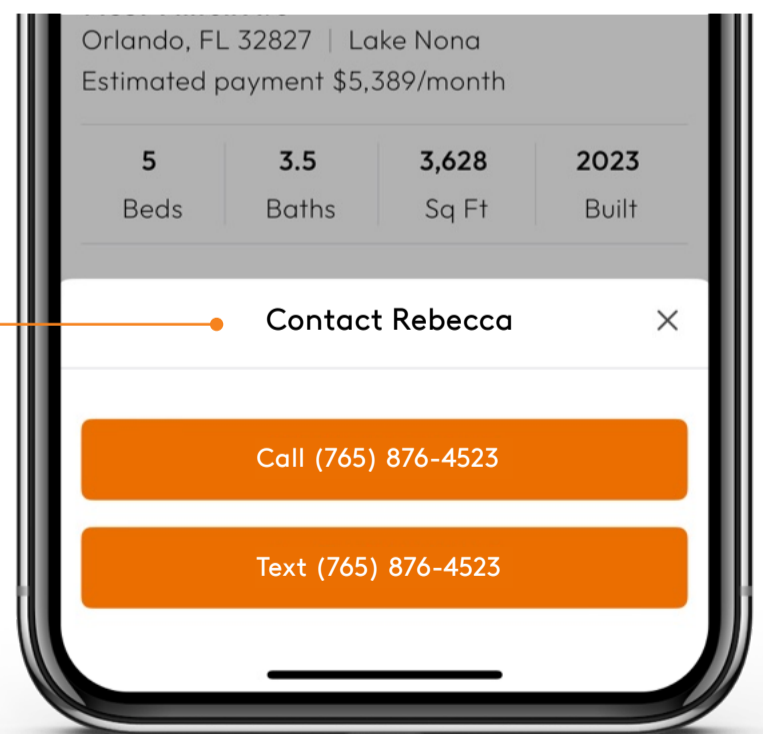
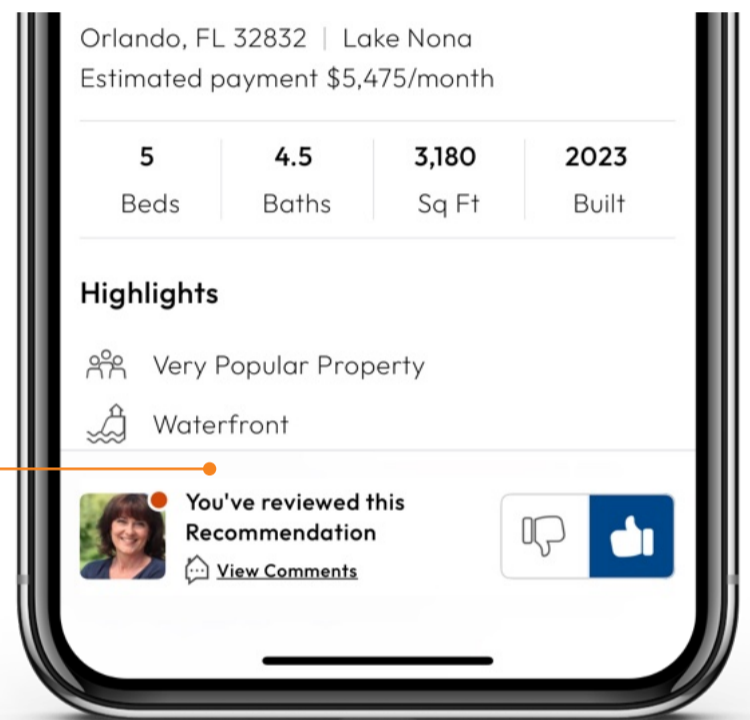
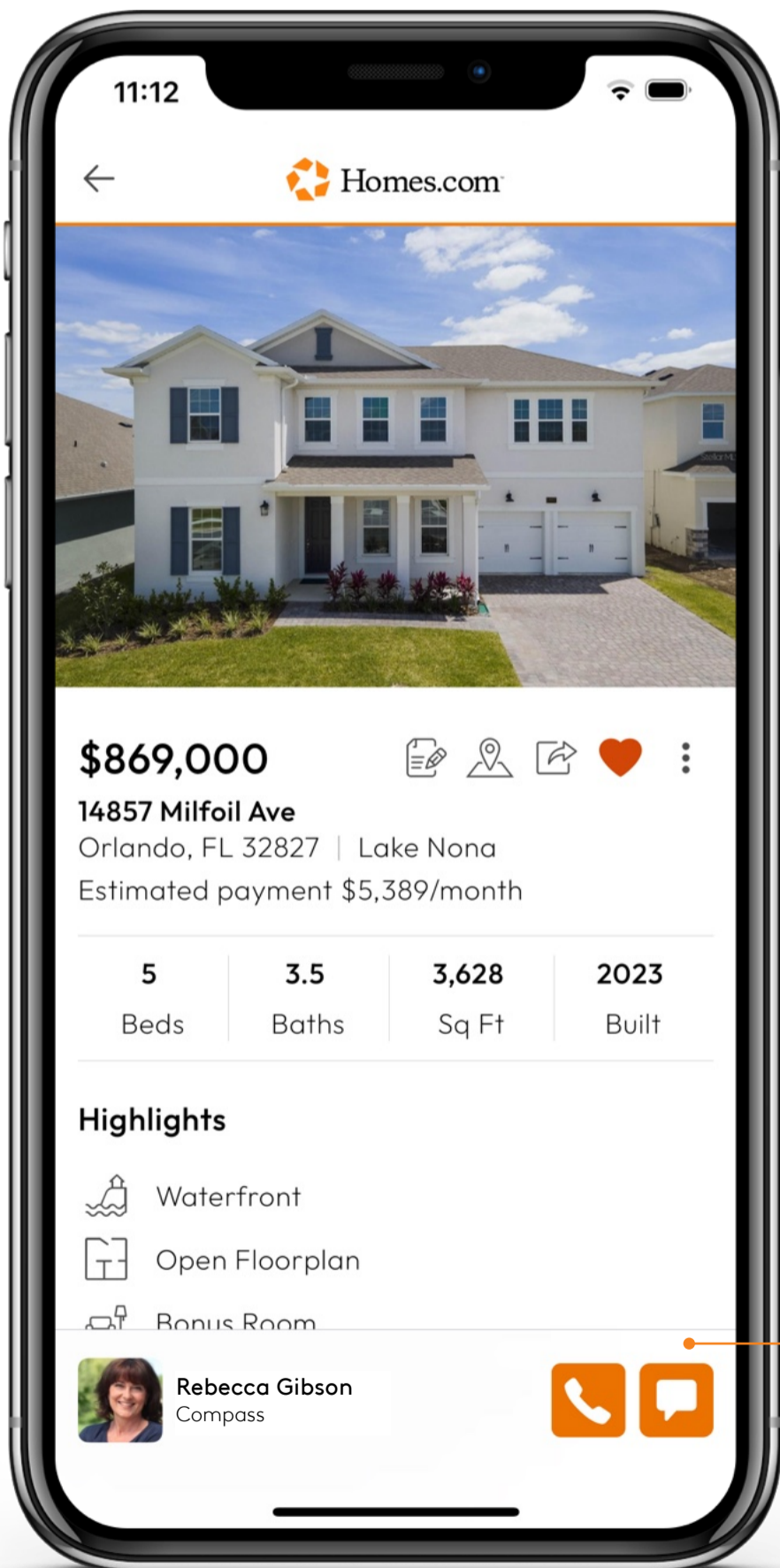
Share communications and feedback about listings, stored in one client communication thread for easy reference.



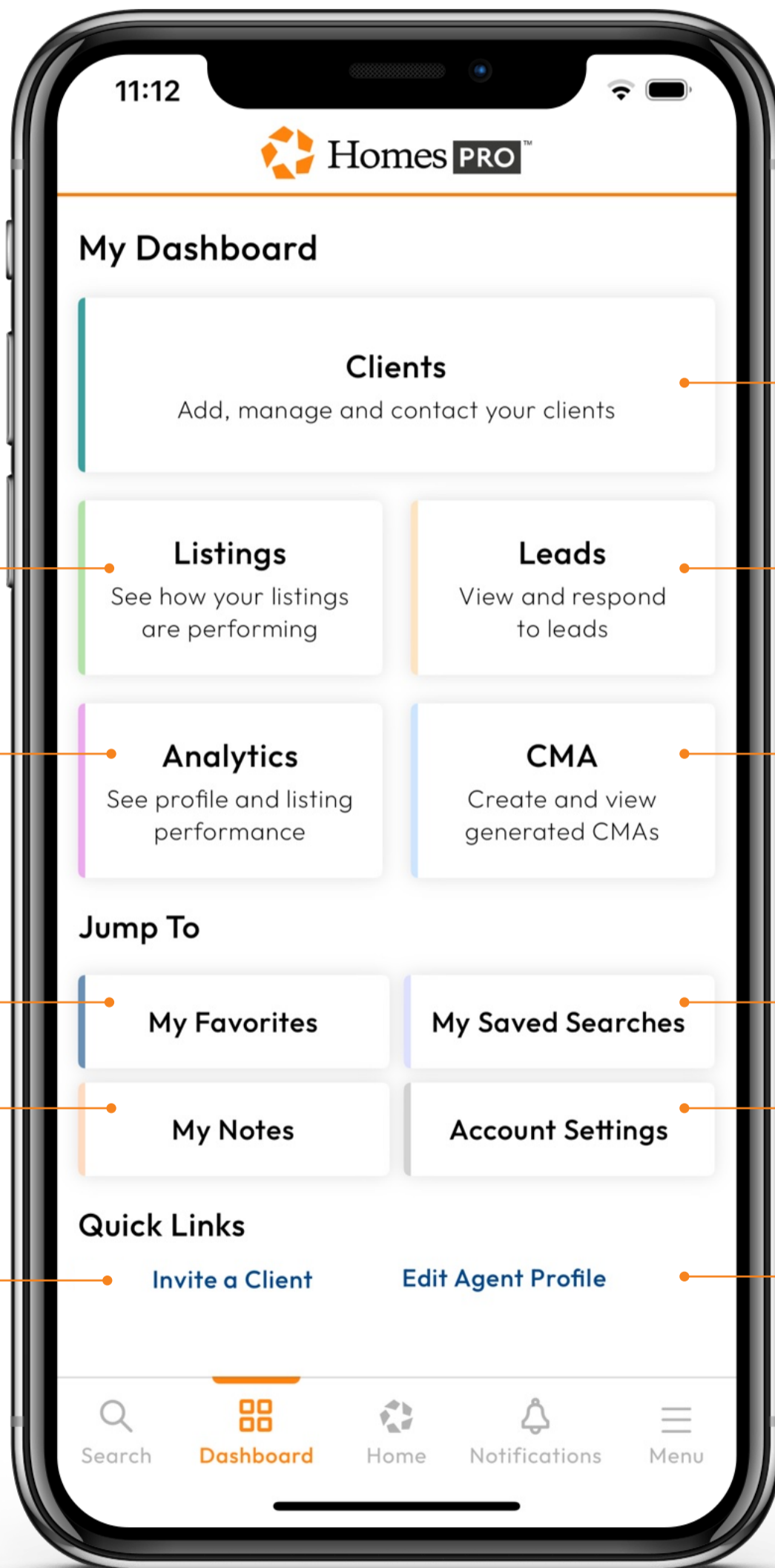
## You Are the Primary Contact for Your Connected Clients



Once a client and their co-shoppers designate you as their agent by accepting your invitation to connect, you then become their primary contact on all Homes.com listings. Any inquires they have about a listing are routed to you, and any recommendations you make appear in the listing detail contact form.



# 08 | Homes Pro Dashboard



Manage Clients

Manage Leads

Create and View CMAs

Access Saved Searches

Manage Your Account

Manage Your Account

Listing Manager

Performance Analytics

View Favorite Listings

Manage Listing Notes

Invite New Clients

11:12



## My Dashboard

### Clients

Add, manage and contact your clients

### Listings

See how your listings are performing

### Leads

View and respond to leads

### Analytics

See profile and listing performance

### CMA

Create and view generated CMAs

## Jump To

My Favorites

My Saved Searches

My Notes

Account Settings

## Quick Links

Invite a Client

Edit Agent Profile



Search



Dashboard



Home



Notifications

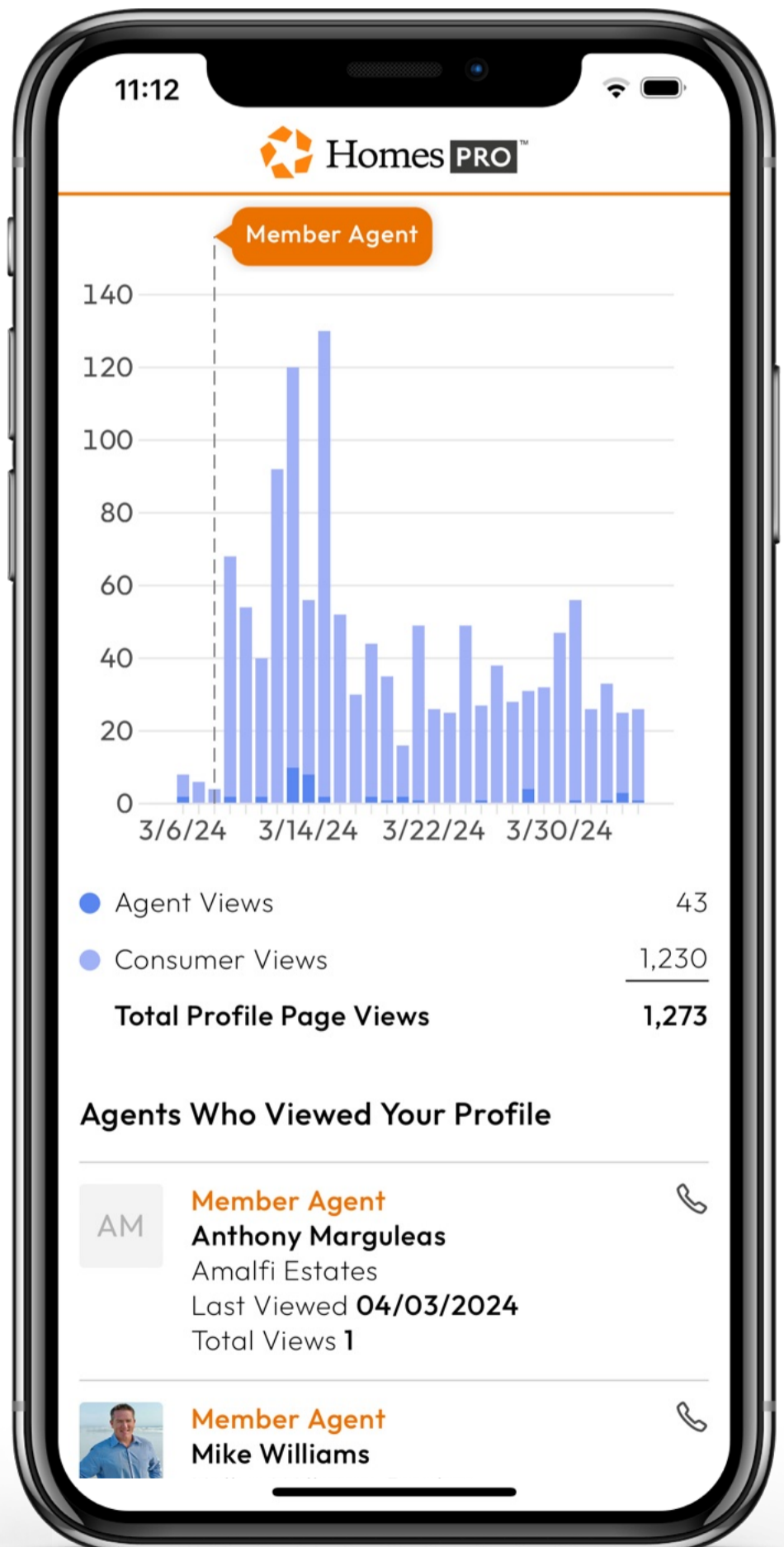
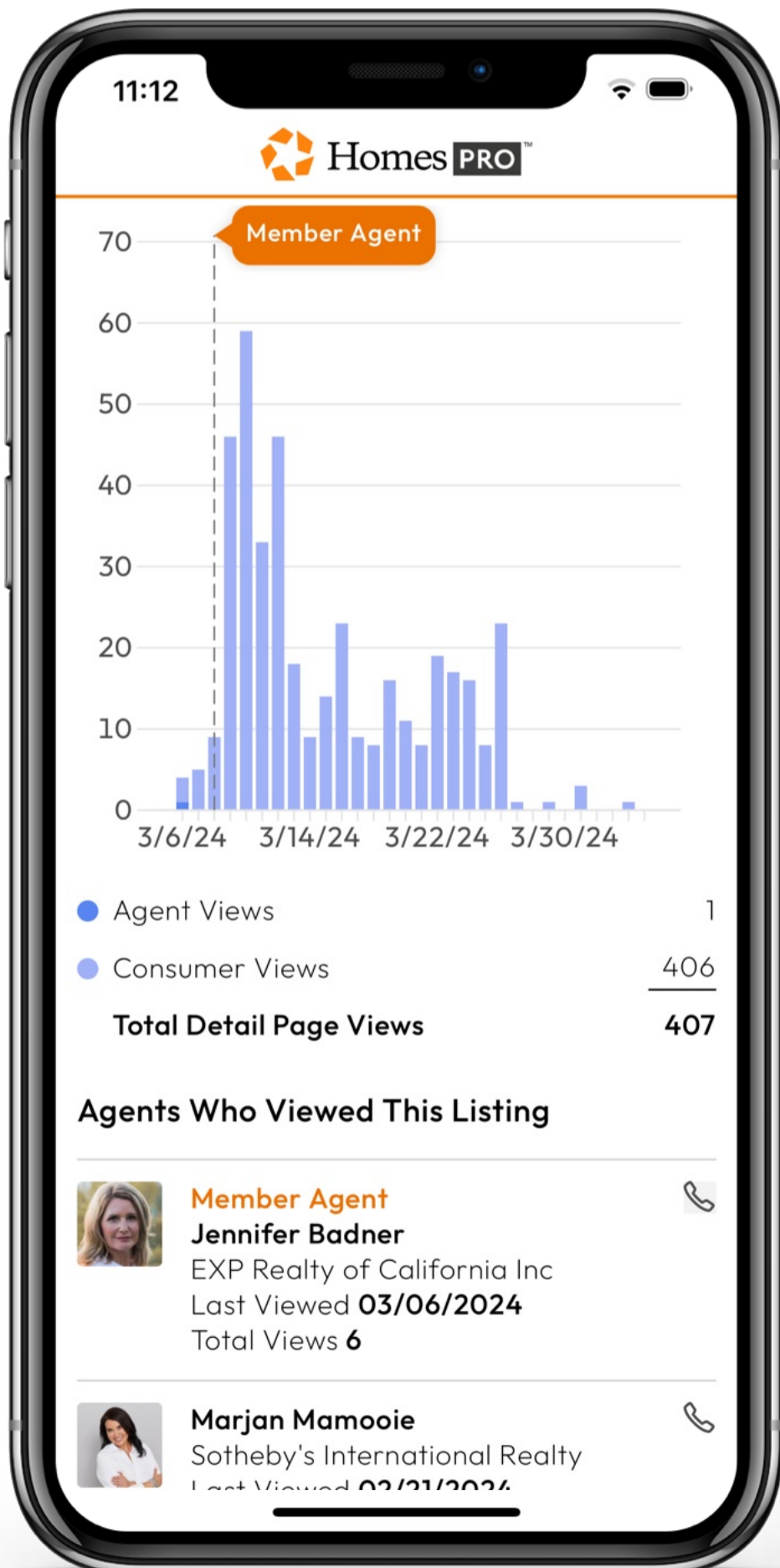


Menu

## Listing and Agent Profile Analytics



See how many views and leads your listings and agent profile are generating.  
See which agents have viewed your listings and your agent profile.





# THE BIGGEST REAL ESTATE CAMPAIGN EVER!



Homes.com has launched the biggest marketing campaign in real estate history — homebuyers and sellers couldn't miss this if they tried

We are going to deliver over 80 billion impressions and reach more than 90% of US households in 2024 - and it all kicked off on the largest advertising stage in America, with four Super Bowl Ads supported by the largest SEM campaign for residential real estate.



OVER  
**\$1 BILLION**  
Invested

**80+**  
BILLION  
Impressions

Reaching  
**90%**  
of households

## Homes.com Membership

REACH more homebuyers and sellers

AMPLIFY your brand

INCREASE your income

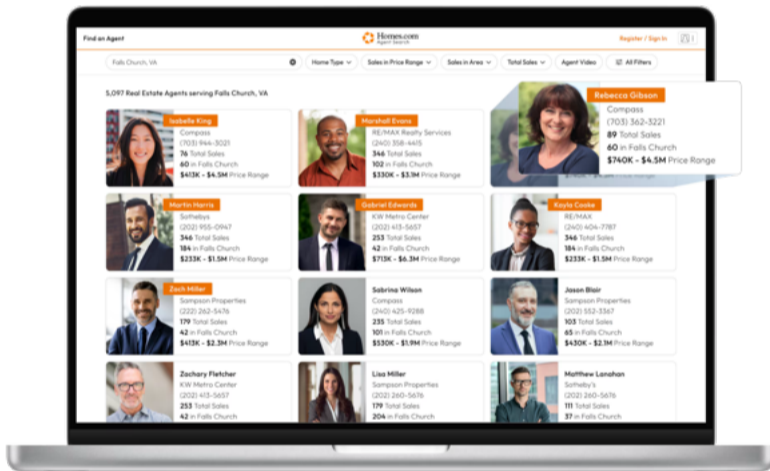
Schedule a Demo

Join Now

A Homes.com Membership delivers unmatched exposure for your listings and brand – helping you win more business and close more deals

**182x** MORE EXPOSURE THAN NON-MEMBERS

**9x** MORE LEADS THAN NON-MEMBERS



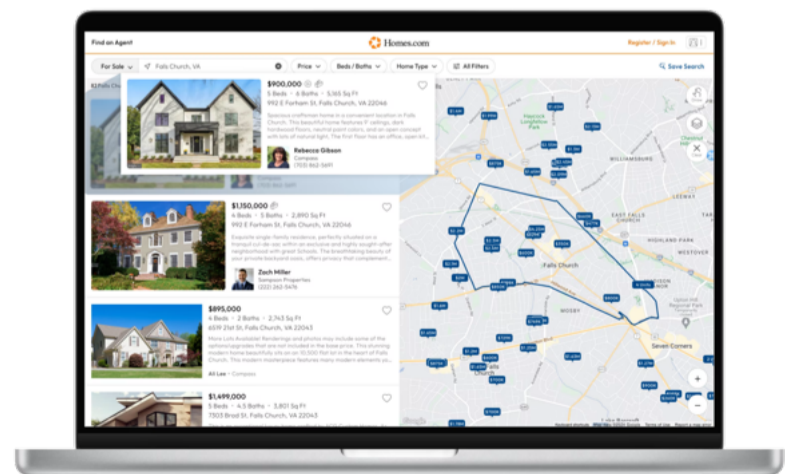
Stand out in our Agent Directory and be seen by homebuyers and sellers first

Member profiles are seen first by new homebuyers and sellers, sorting above non-members in the agent directory with an attention-grabbing member banner - helping you win more business.

Your listings are given a larger eye-catching display and sort to the top of search results

Member listings sort to the top of the search results and capture a homebuyer's attention with a larger attention-grabbing display and photo.

As the listing agent, you build brand credibility in the market with your photo, brokerage, and contact information prominently displayed, helping you win new buyer agencies and listing agreements.



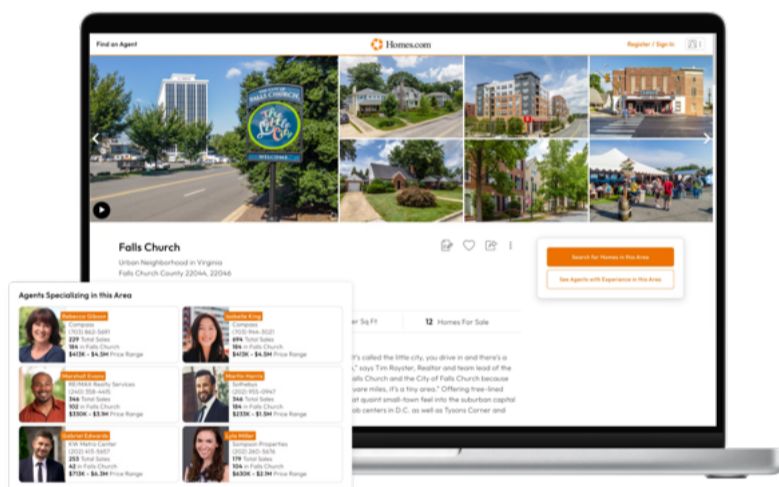
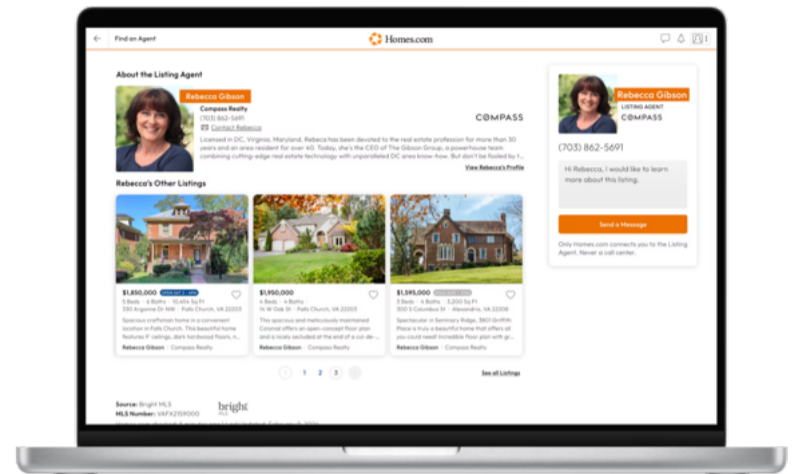
Talk to one our advisors about the most powerful digital marketing solution for real estate agents by calling 855-708-3833 (M-F 8:30am - 5:30 pm EST)

# Homes.com Memberships deliver unmatched exposure for your listings and brand

Top placement in search results, enhanced branding, added exposure on our most popular pages, and aggressive retargeting across the web make the Homes.com Membership an invaluable resource for growing your business.

## Enhanced Agent Bio on all of your listings

As a member, your profile receives special treatment on all your listing detail pages, featuring your photo and experience. Additionally, we highlight links to your other current and past listings, showcasing your expertise and driving high-intent consumers to your agent profile page.

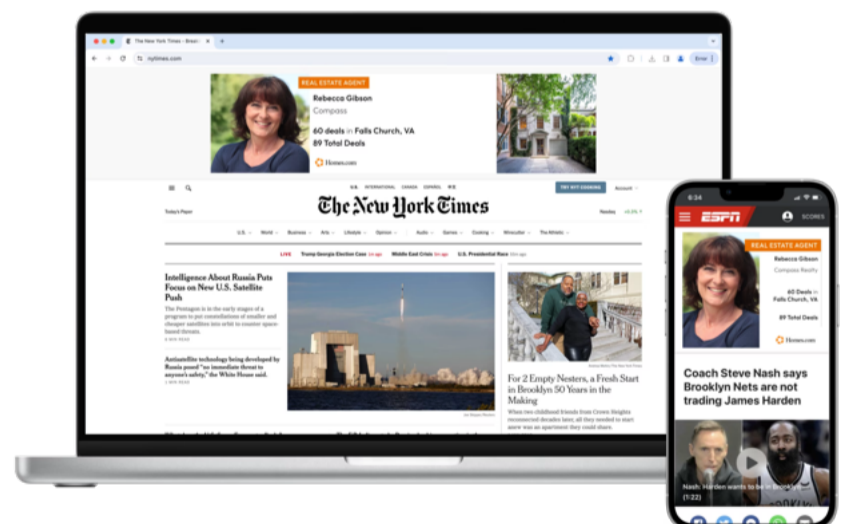


## Members are showcased on the neighborhood and school pages

Members get improved brand recognition with featured agent profiles on our most popular pages, including the neighborhood and school pages for the areas you do business in.

## Amplified reach across the web

With our aggressive retargeting features, Homes.com members become the recognized experts in the neighborhoods they do business in. We keep your brand in front of the most engaged homebuyers on thousands of websites repeatedly across the internet.



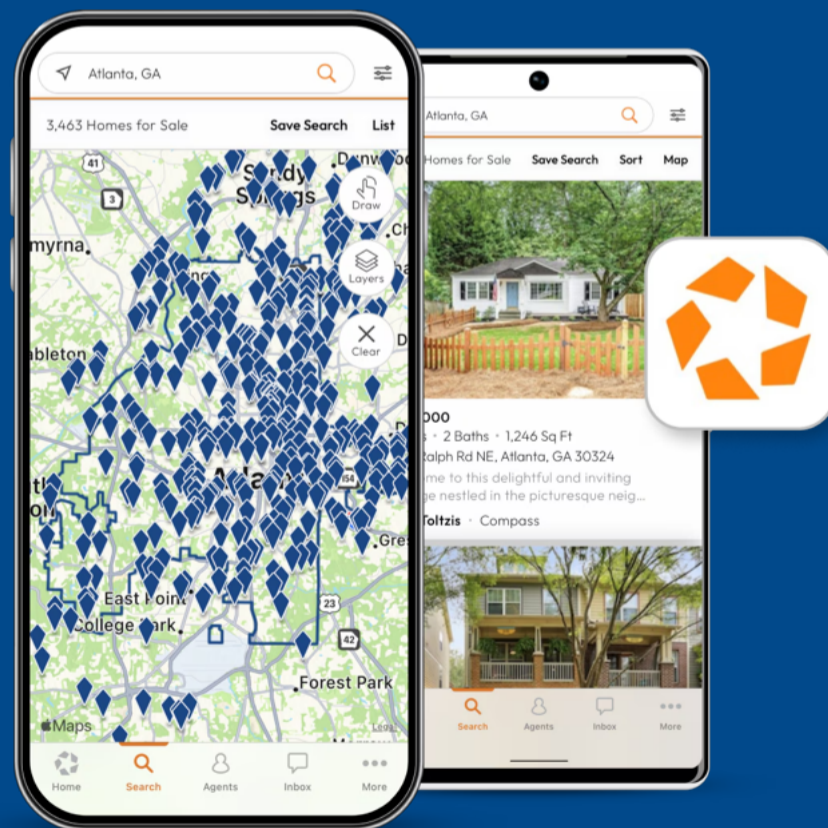
**182x** MORE EXPOSURE  
THAN NON-MEMBERS

**9x** MORE LEADS  
THAN NON-MEMBERS

Talk to one of our advisors about the most powerful digital marketing solution for real estate agents by calling 855-708-3833 (M-F 8:30am - 5:30 pm EST)



Homes Pro is the agent view of Homes.com and is free for all agents. It includes all the tools you need to collaborate with clients, including real-time mobile MLS search, listing performance reports, Comparative Market Analysis, saving searches for client's, seeing client's search activity, sending property recommendations, and more.



[homes.com/solutions/resources/for-agents](https://homes.com/solutions/resources/for-agents)

