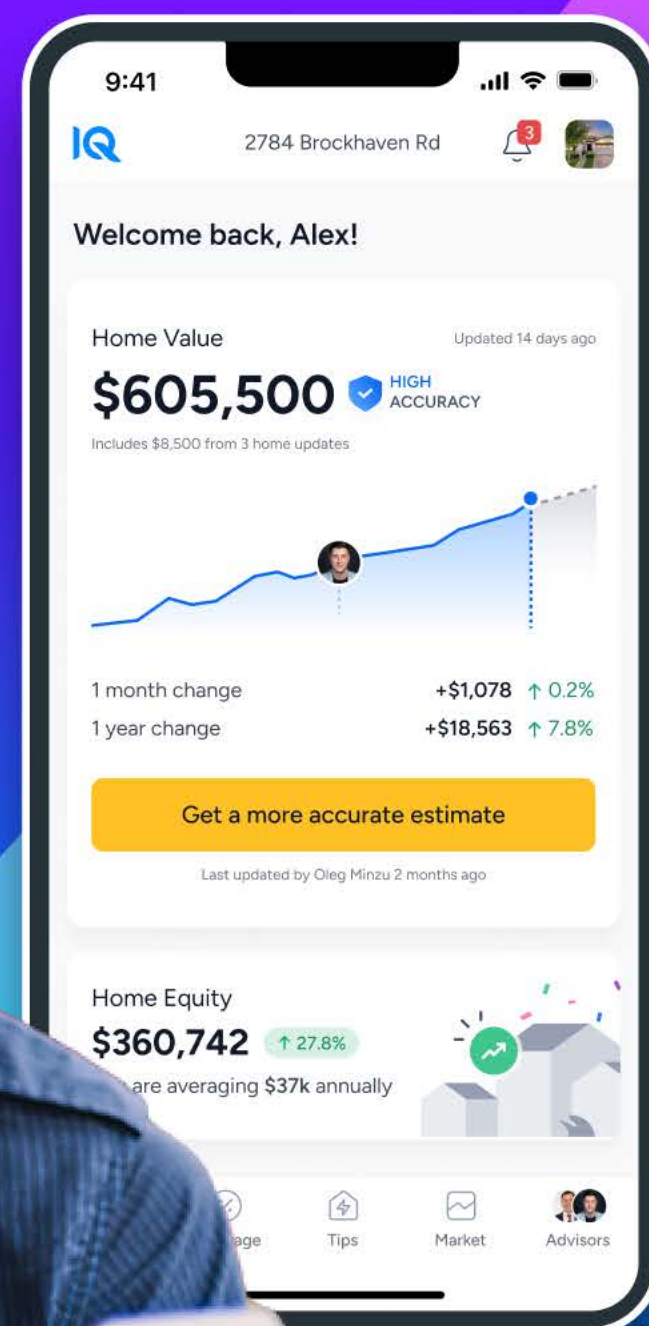
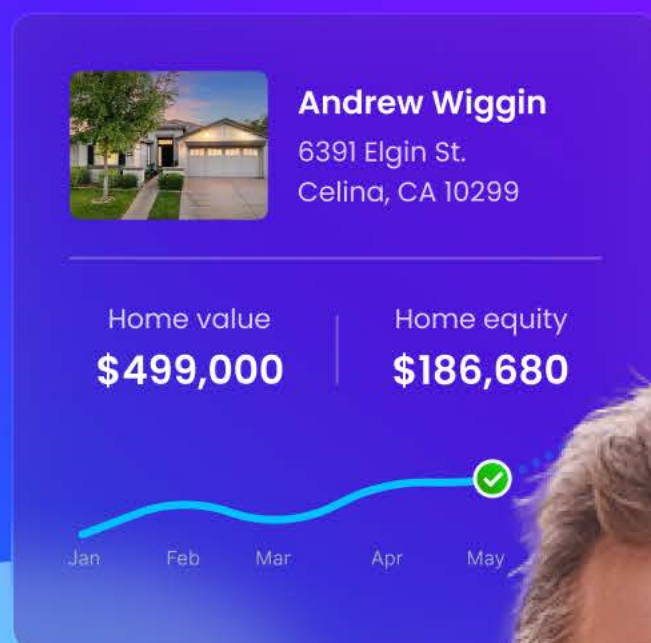


EMPOWERING LOAN OFFICERS FOR TOMORROW'S SUCCESS



Gain valuable insights into each realtor's performance, transactions, and potential business opportunities.

1.6 m

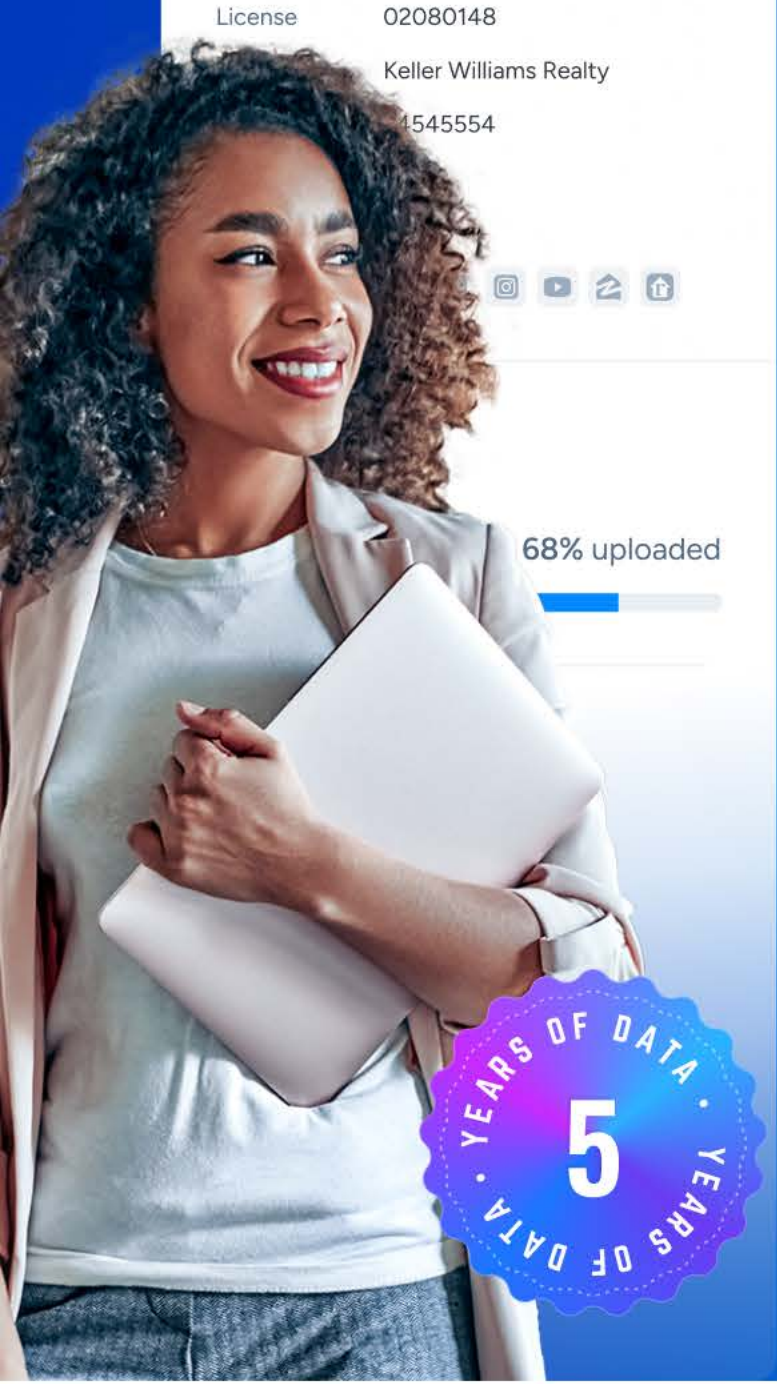
Realtors data

5 yrs

Transactions history

98%

Data accuracy



Penny Wilson
Keller Williams Realty

Invitation Link

Invite Agent

Email

penny_wilson@gmail.com

Phone

(916) 564-6555

License

02080148

Keller Williams Realty

545554

68% uploaded

Transactions

5 years

Buyers

368

Volume

\$128,685,000

Avg. price

\$863,530

Listings

85

Volume

\$32,452,000

Avg. price

\$582,000

Pre-movers

View all

Likely to Sell

8

High

12

Medium

28

Low

130

Est. Sales Volume

\$7,860,000

Est. Commission

\$235,800

Lost Listings

View all

4.7%

Past Client

168

Lost Clients

14

Sales Volume

\$5,760,000

Est. Commission

-\$172,800

SIDE	ADDRESS	CLOSED	LOAN OFFICER	HOME VALUE	EQUITY
B	2118 Thornridge Circle. Syracuse, CA 35624	Jan 4, 2020	Robert Fox Rocket Mortgage	\$415,000	\$89,000
B	4140 Parker Rd. Syracuse, CA 35624	Nov 10, 2019	Devon Lane loanDepot	\$236,000	\$150,000
B	2715 Ash Drive Syracuse, CA 35624	Oct 23, 2021	Robert Fox Rocket Mortgage	\$230,000	\$154,000
B	4517 Washington Ave. Syracuse, CA 35624	Dec 22, 2020	Courtney Henry Quicken Loans	\$499,000	\$120,000

Loan Type

View all

Loans

305

Conventional

186

60%

FHA

84

28%

VA

30

10%

Other

5

2%

Home Shoppers

5

Active Shoppers

Valery S
2 others
searching
home n

Listing Visits

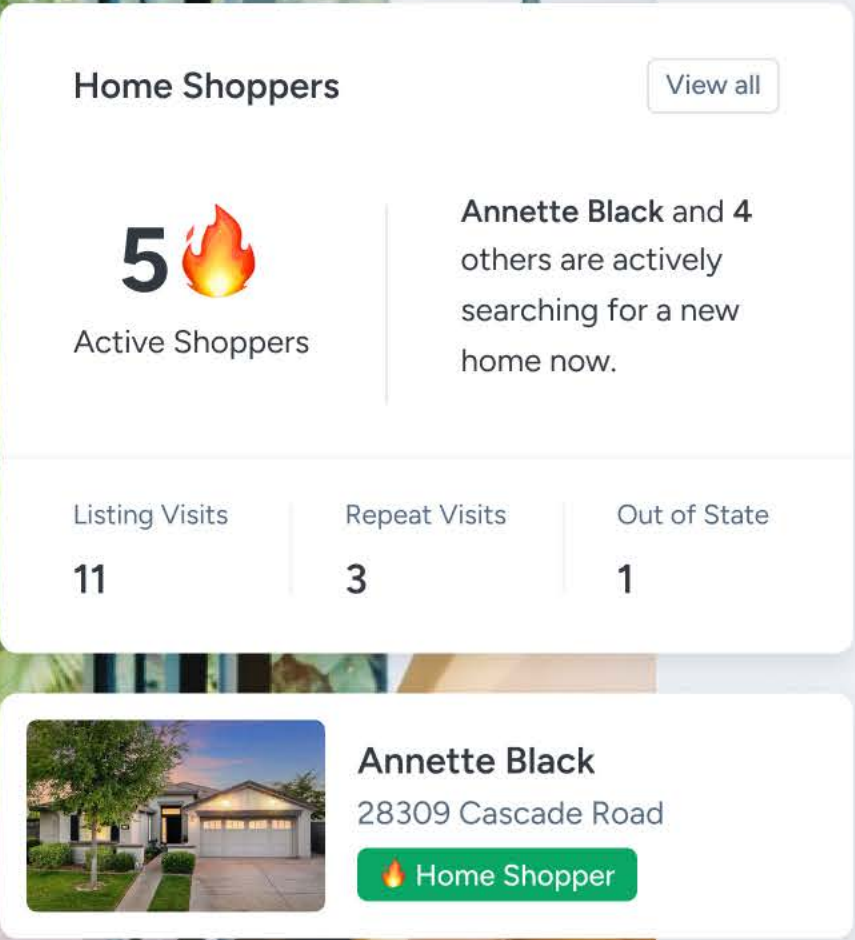
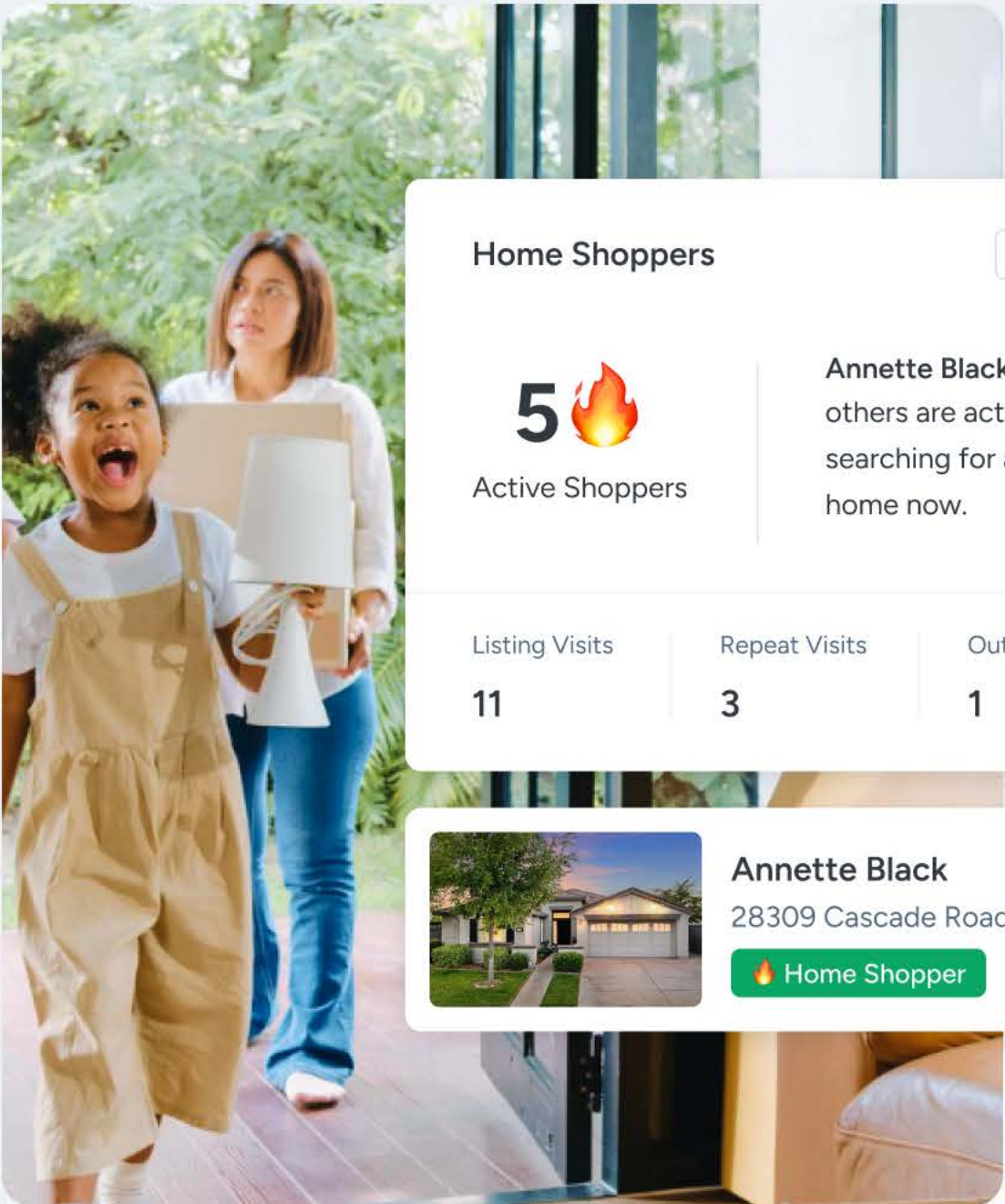
11

2 Tools for Realtors and Loan Officers

www.myhomeiq.com

Lost and potential refinance clients

At myhomeIQ, our innovative feature for "Lost Transactions and Potential Refi Clients" scans up to five years of transaction history to alert lenders about past clients who have refinanced with another lender. It also identifies, with 72% accuracy, which clients are likely to sell their homes within the year. This critical insight helps maintain client relationships and capitalize on potential opportunities, ensuring you stay ahead in a competitive market.

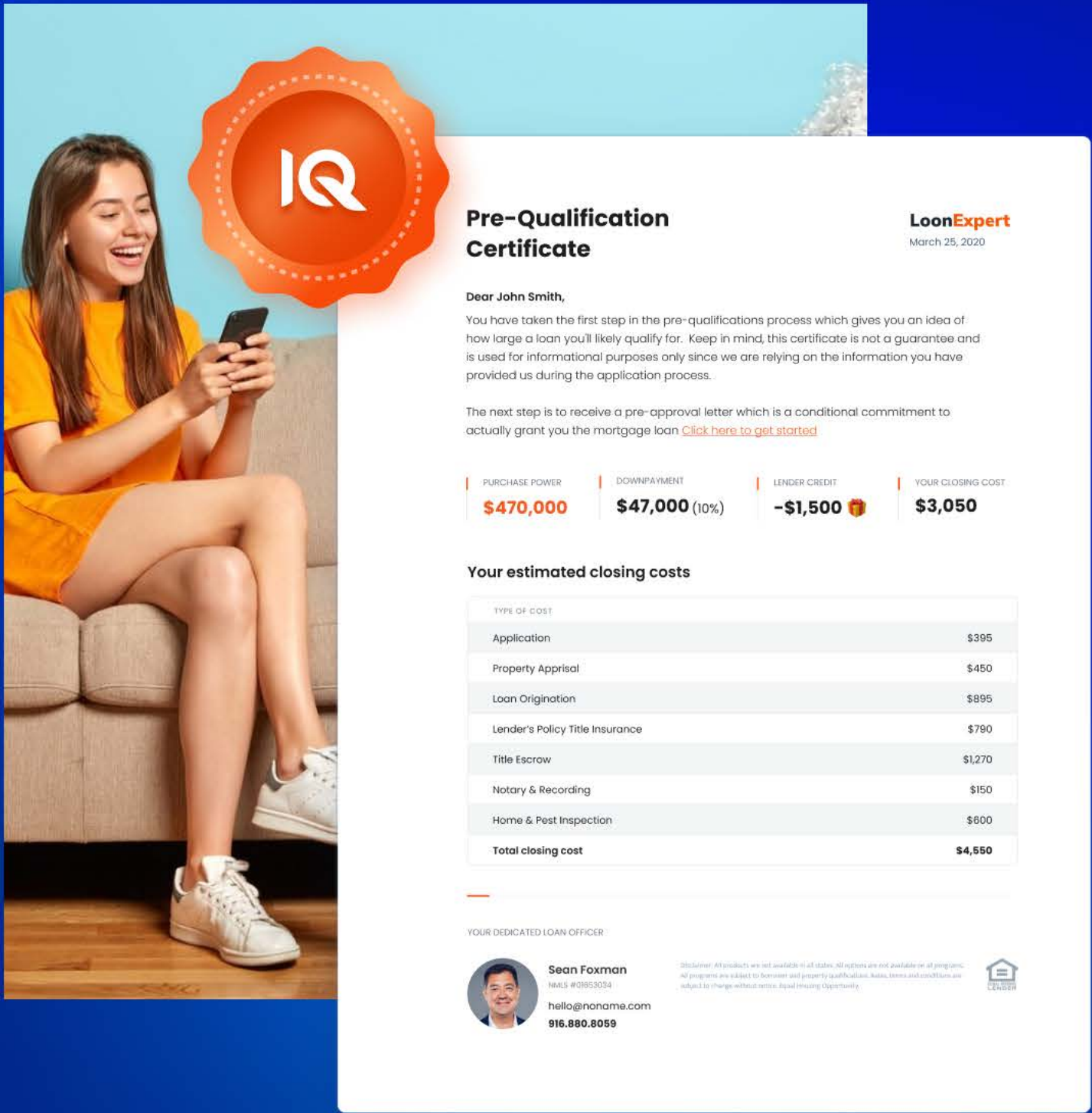
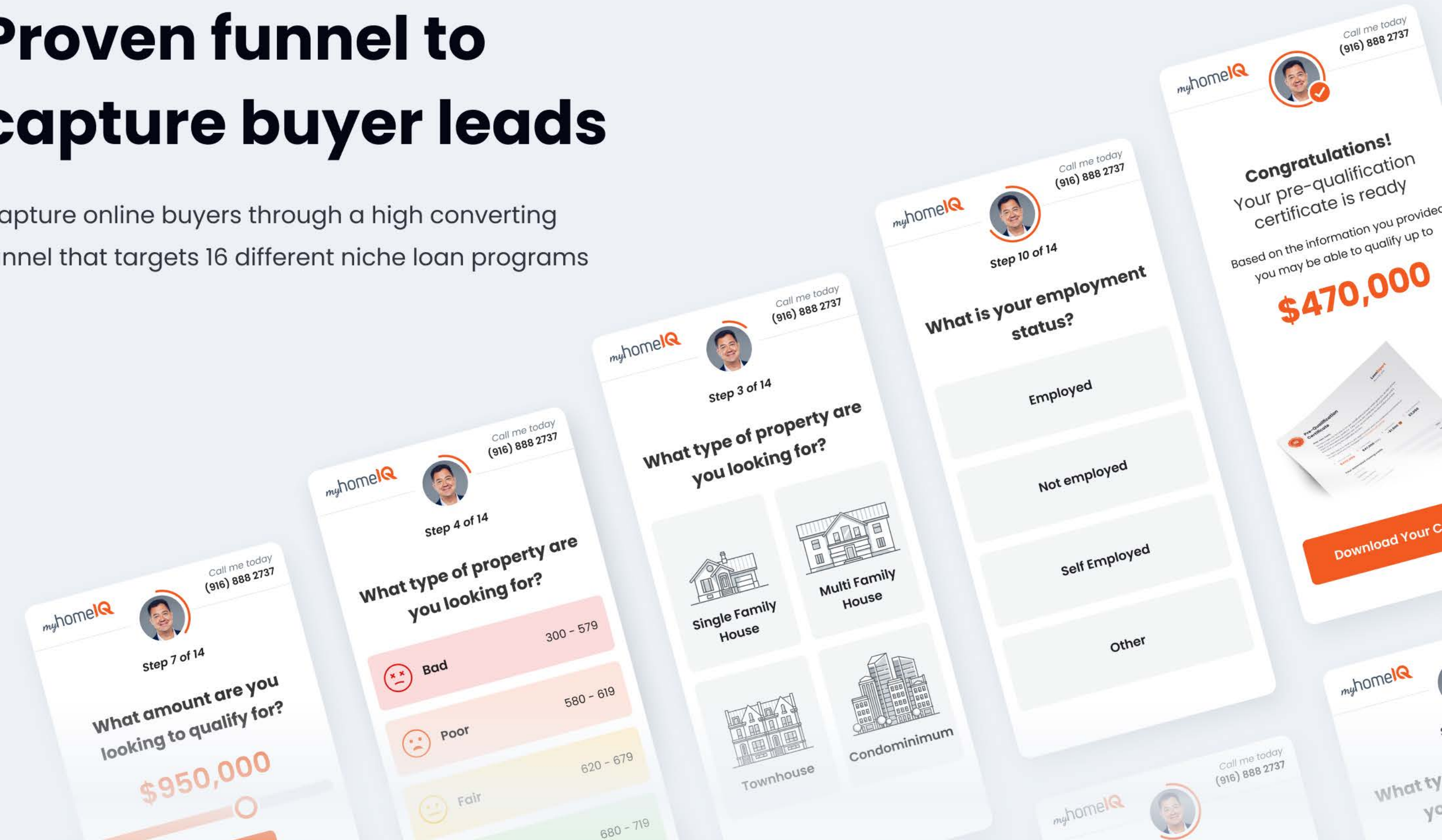


Active home shoppers

myhomeIQ's "Active Home Shopper" feature is a game-changer for lenders, providing real-time notifications the moment one of their clients enters an open house or any listed property for sale. This immediate insight allows lenders to proactively reach out to potential buyers, ensuring they are the first point of contact for financing needs and securing opportunities before clients can start the pre-approval process elsewhere.

Proven funnel to capture buyer leads

Capture online buyers through a high converting funnel that targets 16 different niche loan programs



Instant Pre- Qualification Certificate

Your leads will instantly receive a PDF pre-qualification letter with a hyperlink to your online loan app for those who are ready to take the next step in their buyer's journey

Customizable Buyer Leads Landing Page

Our landing pages take less than a minute to customize, anyone can do it.

Set your
brand logo

You-
branded

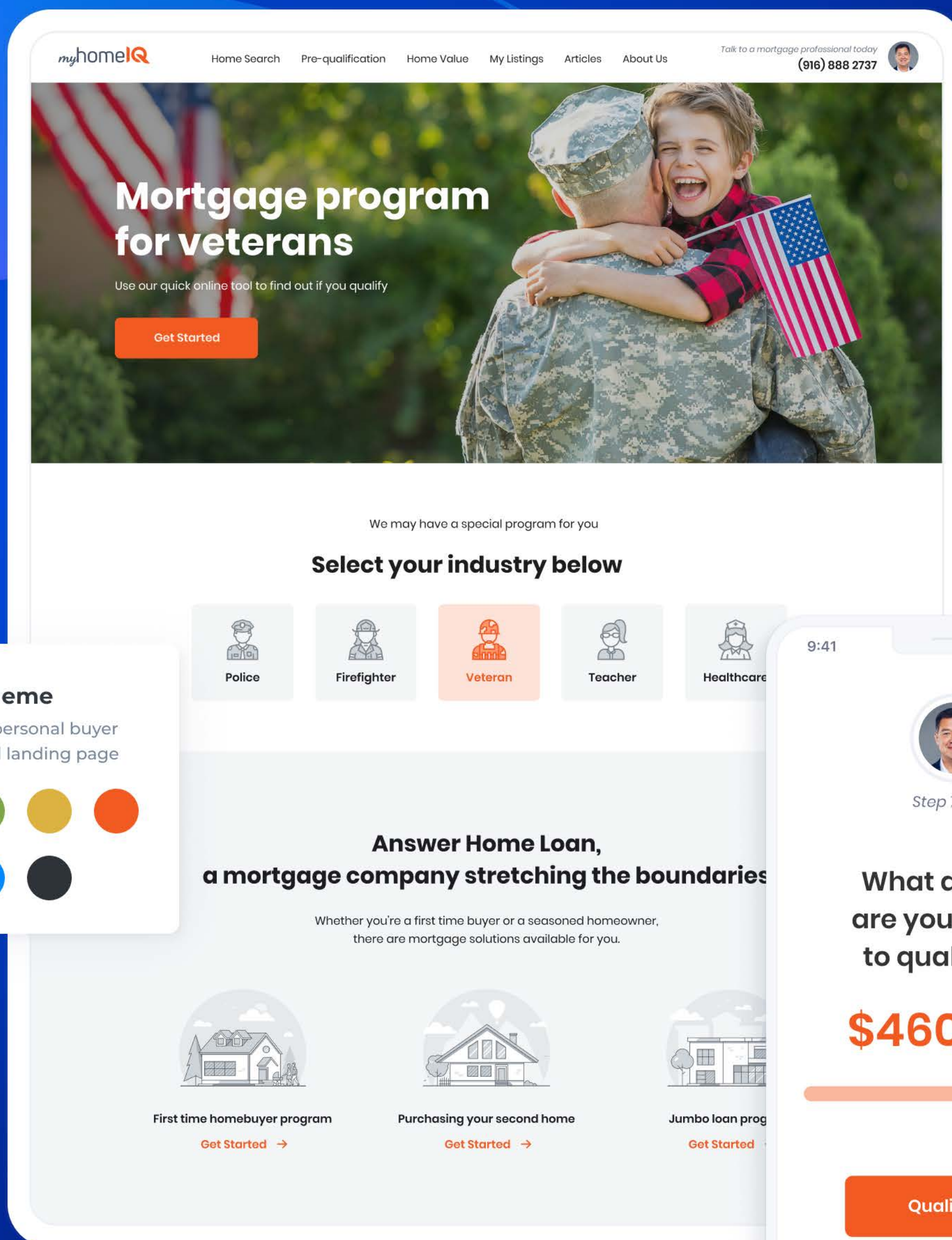
Color scheme

Link to you personal buyer
pre-approval landing page



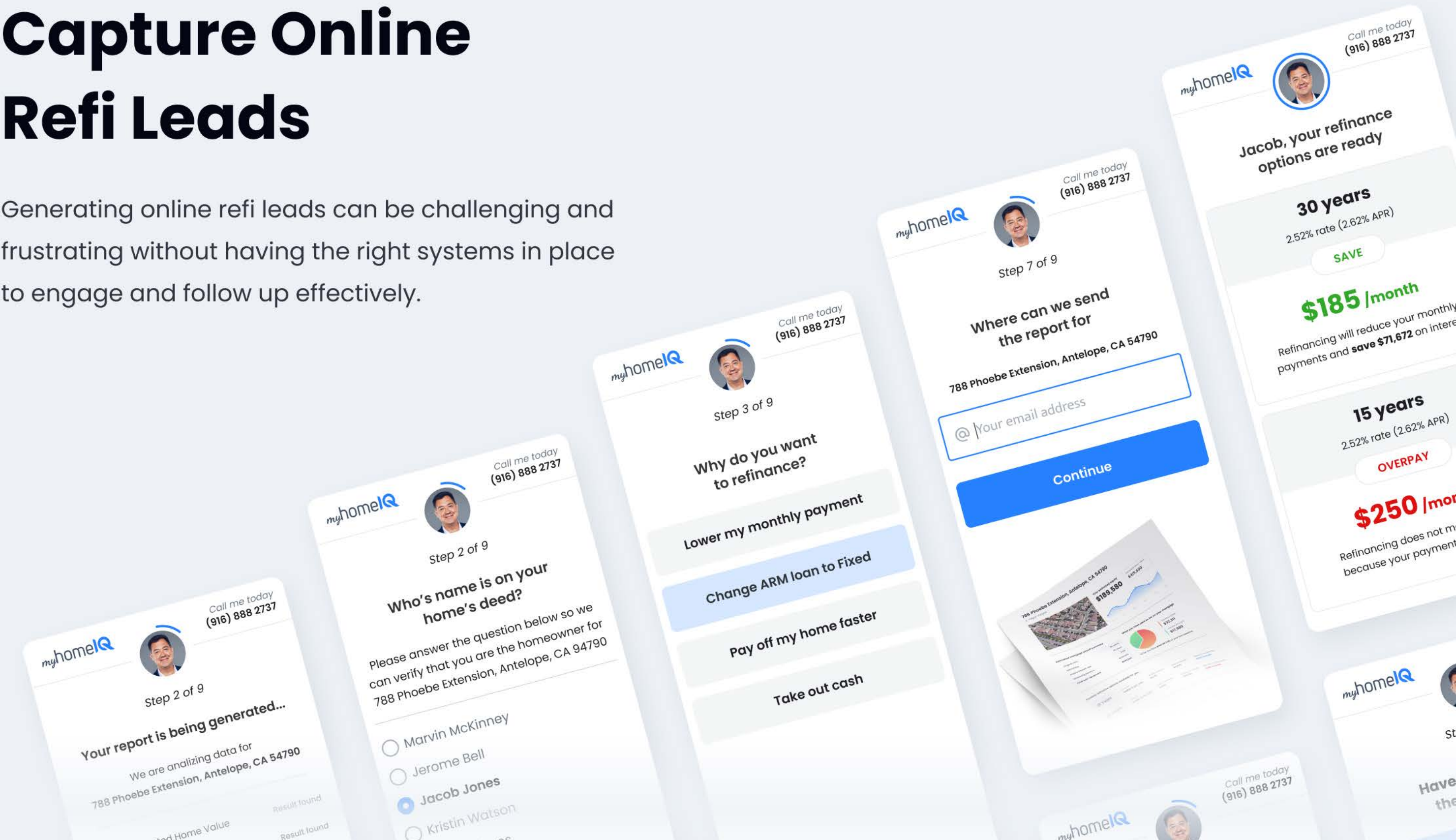
Set your
brand theme

Mobile
friendly



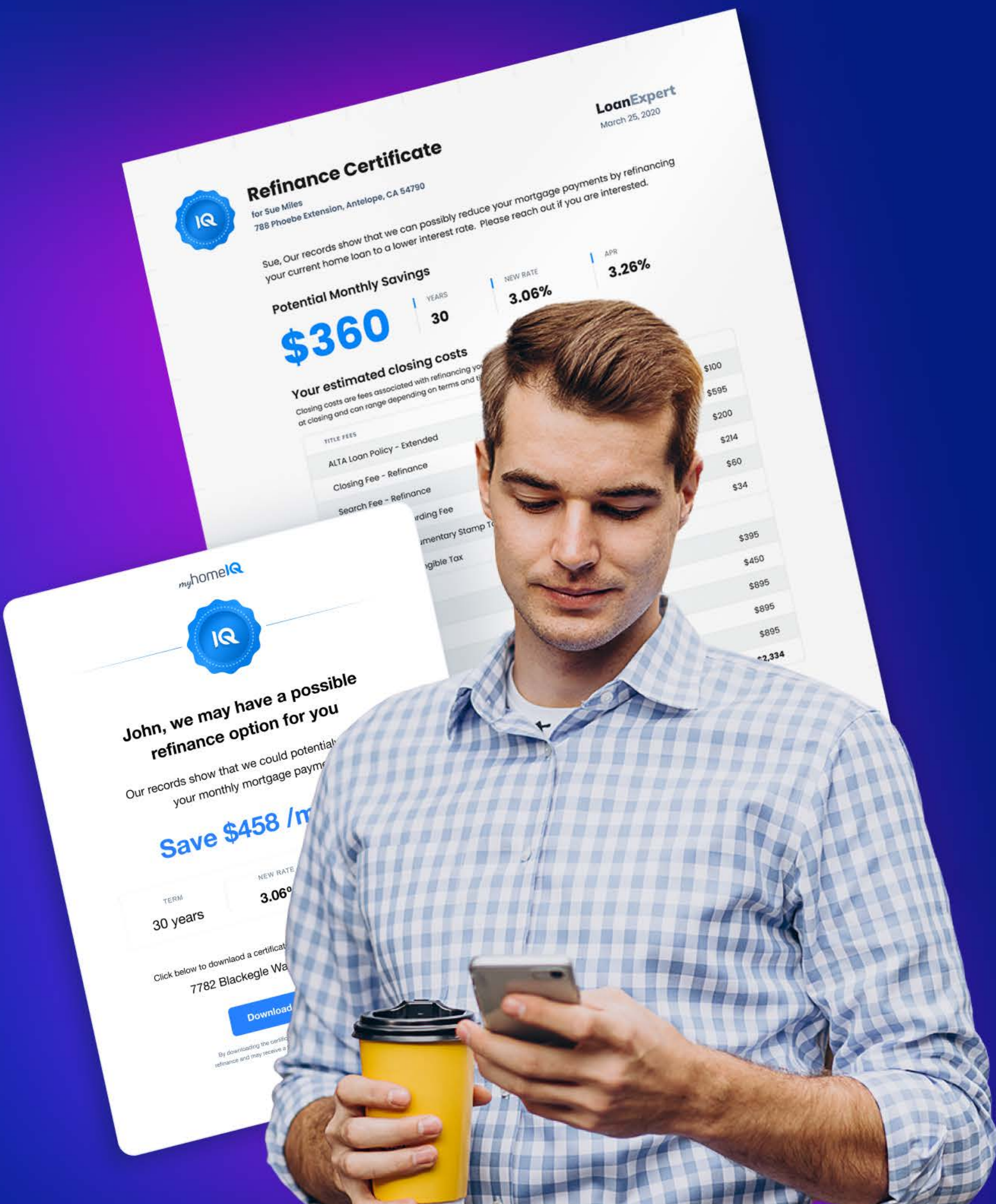
Capture Online Refi Leads

Generating online refi leads can be challenging and frustrating without having the right systems in place to engage and follow up effectively.



Refinance Certificate

With a click of a button, you can automate your outreach to contacts that qualify for a potential refinance and provide them a branded certificate which is a great way to cut through the noise start a conversation.

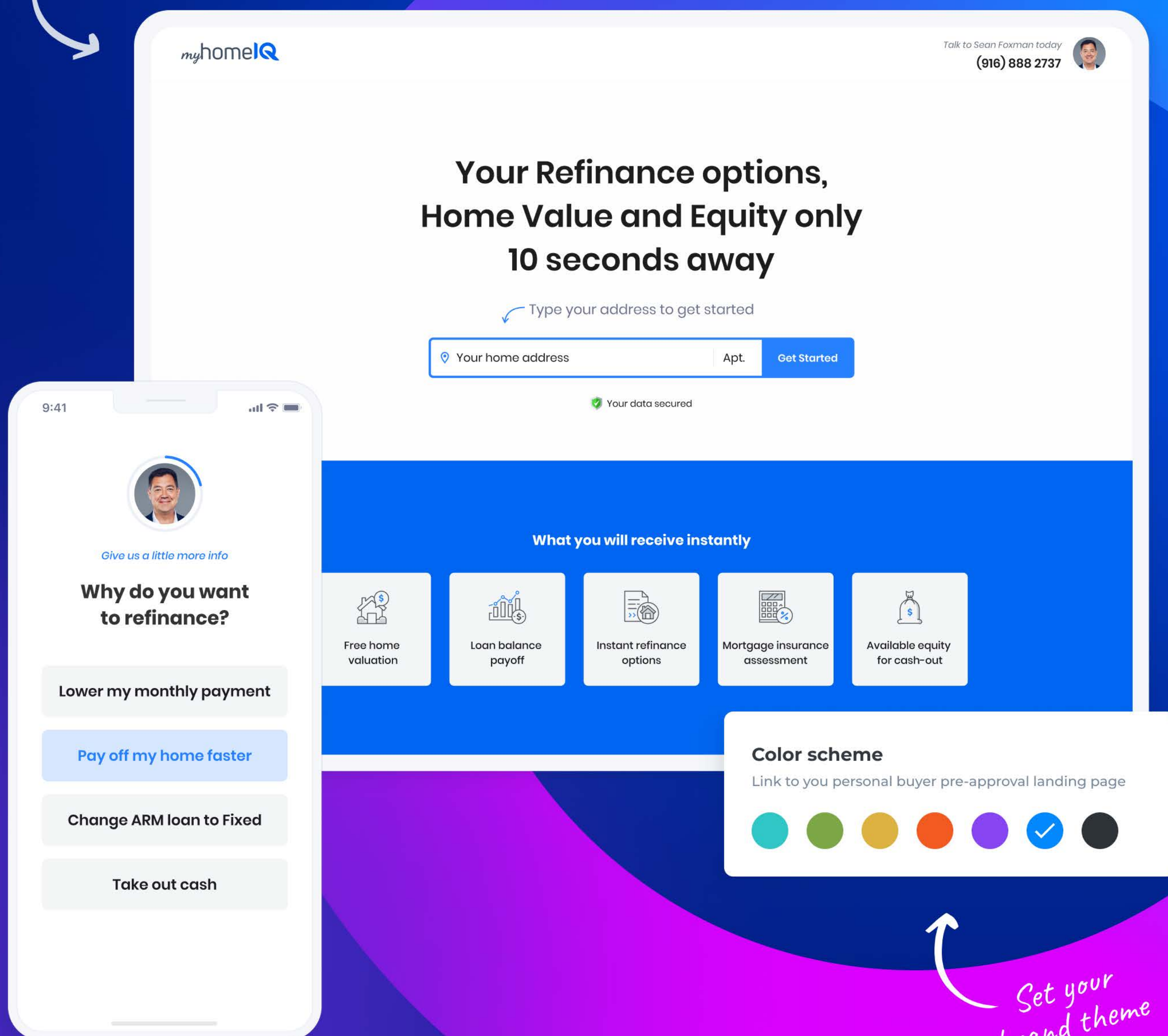


Customizable Refinance Landing Page

Our landing pages take less than a minute to customize, anyone can do it.

Set your
brand logo

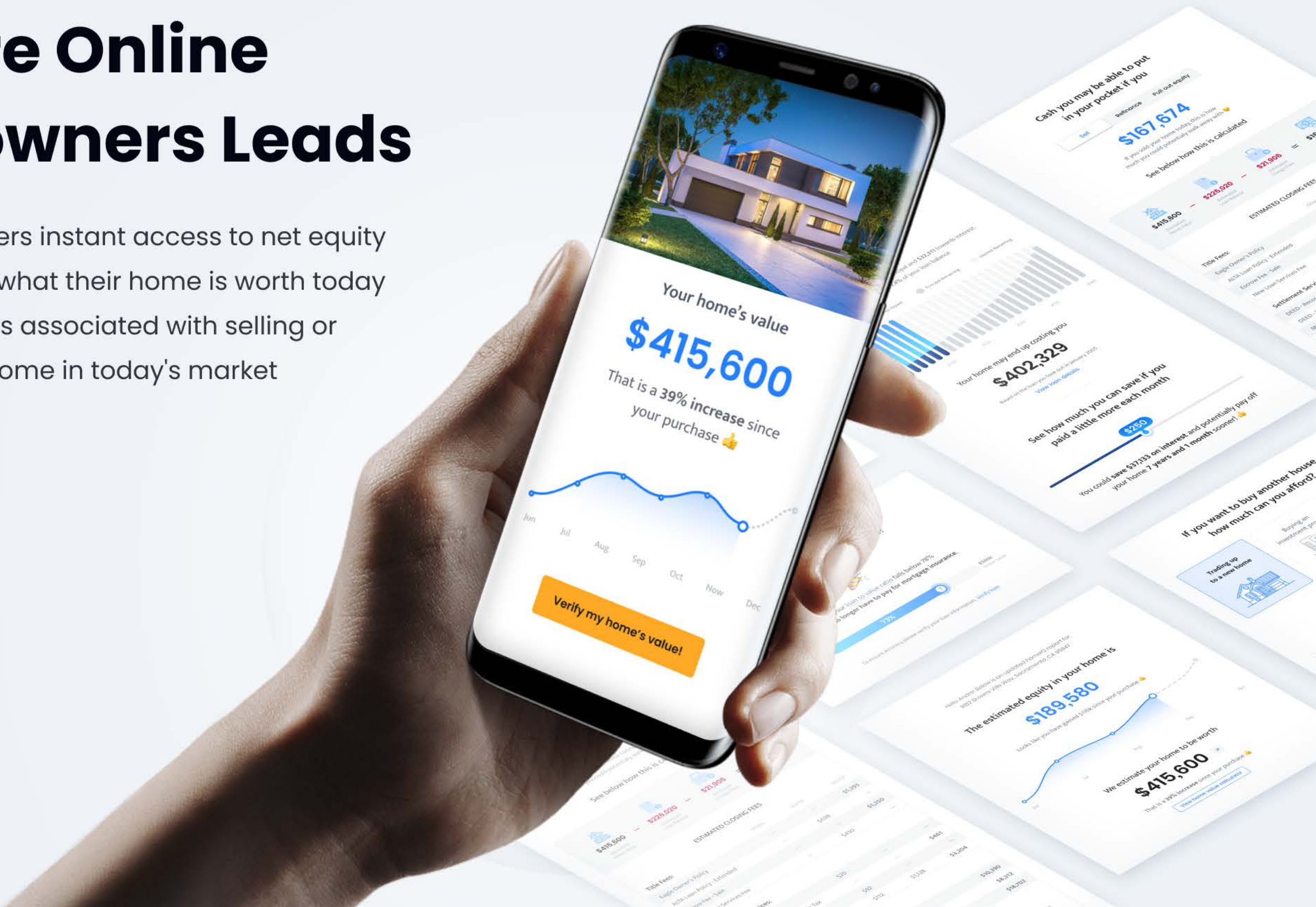
You-
branded



Set your
brand theme

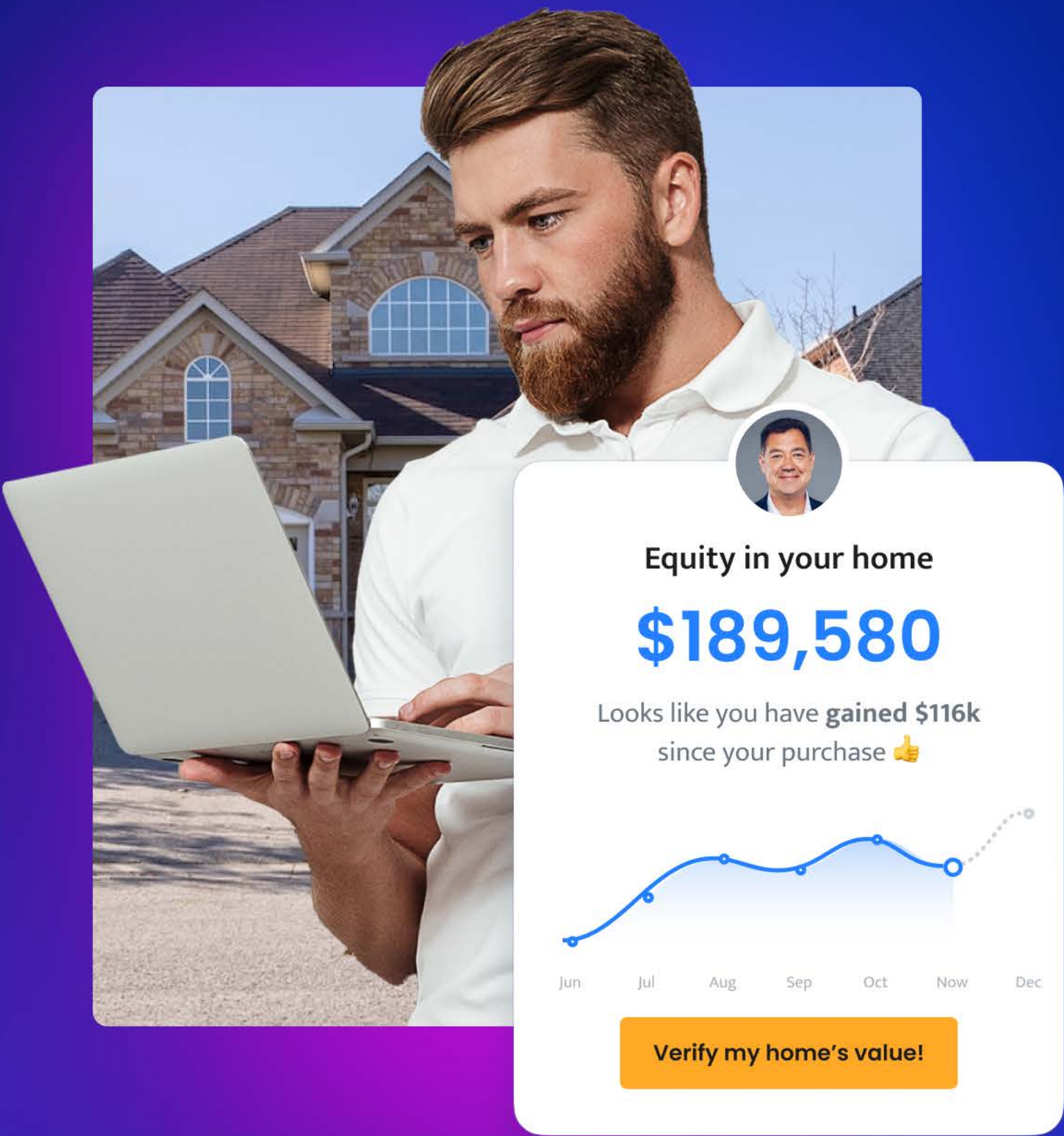
Capture Online Homeowners Leads

Provide homeowners instant access to net equity reports that show what their home is worth today and estimated fees associated with selling or refinancing their home in today's market



Nurture Your Clients

Position yourself as the trusted mortgage expert by providing valuable home insights every month to the leads you capture online



Our landing pages take less than a minute to customize, anyone can do it.

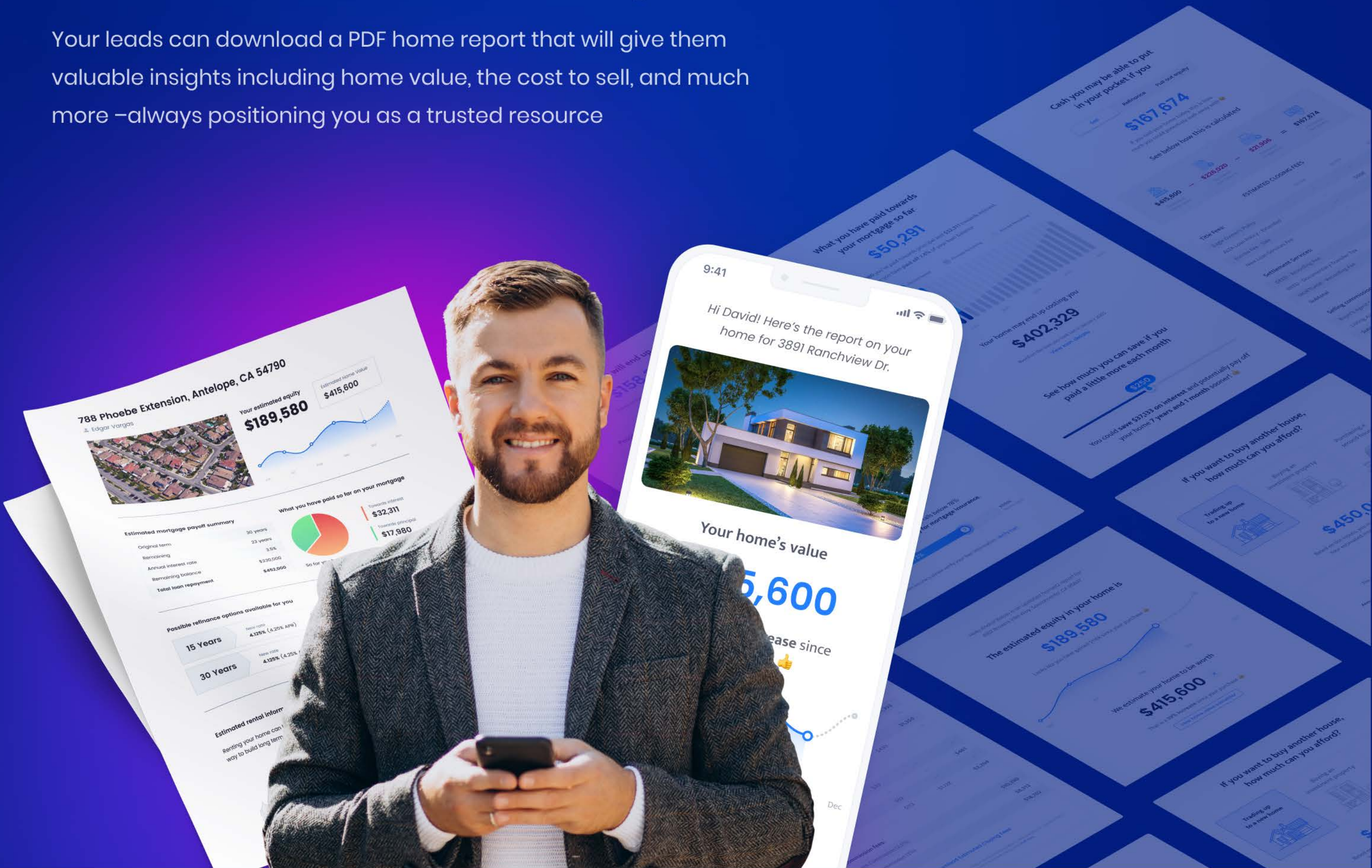
Set your brand logo

You-
branded



Automated Home Reports

Your leads can download a PDF home report that will give them valuable insights including home value, the cost to sell, and much more –always positioning you as a trusted resource



Pre-mover Farming

Prospecting your leads smarter with a platform that combines big data and predictive analytics so you know who is likely to sell their home in the next 6-12 months with a 72% accuracy



Marketing Suite to Capture Leads

A collection of marketing banners and tools to make it easy for you to promote your brand and generate new business



Marketing Flyers

Marketing simplified with our pre-built flyers to help you capture more leads at your open house, when you are door knocking, or simply sending out mailers.



Realtors Partnership

Connect with new Realtors and maximize your current Agent relationships. Increase your homeowner reach by 10X through the agents database



Marketing to Realtors is about building relationships and empowering them with tools to close more deals

Realtors are an important part of the success of your mortgage career. If Realtors don't know who you are, it's impossible for them to send business your way. Keep in mind that you are not the only loan officer trying to get their business.

