

## Use and Explain HomeScout with Confidence

Scripts for Introducing HomeScout®

### Option 1: General Introduction

*“There is an incredible real estate app that allows you to search just like a real estate agent. It has 100% MLS listing data from all the real estate companies in the area. It has unique lifestyle features like schools and school ratings and you can save and track your favorites for immediate notification of changes to the price or pending and contingent status. It’s a private app so your information is secure and never sold.*



*It’s called HomeScout and I can share it with you now – would you prefer text or an email?*

### Option 2: General Introduction

*“I’d like to tell you about a real estate app I think you’ll find extremely valuable, even if you’re not ready to buy now. It’s called HomeScout and because it has 100% of the MLS listing data from every real estate company, it allows you to search just like a real estate agent!*

*You may not be aware that sites and apps like Zillow, Trulia, and Realtor.com, are missing up to 40% of the listings in many markets and can have incorrect sales prices. Their only objective is to capture your contact information and sell it to loan officers and real estate agents. I’d like to help protect your information and suggest you download and use the HomeScout real estate app.*

*I can share HomeScout with you right now, it’s free and you can use it as often as you like.*

### Option 3: General Introduction

*“HomeScout is the only real estate search site and mobile app that has 100% MLS listing data in the local market. It’s GPS enabled to find homes for sale wherever you are and allows you to save and track your favorite properties. You’ll be notified as soon as new listings hit the market matching your search criteria and you can schedule a showing right from the app. Most importantly, your contact information is secure, and will not be sold or provided to any third party.”*

## Use and Explain HomeScout with Confidence

Scripts for Introducing HomeScout (pre-qual/pre-approvals/rate shoppers)



<p><b>Lead/Contact is seeking financing information</b></p>	<p><b>Loan Officer:</b> “Now that you’re comparing rates/considering a pre-approval, you’re probably searching online for homes – what sites or apps are you using?”</p> <p><b>Buyer Response:</b> typically “Zillow, Trulia, Realtor.com”</p>
<p><b>Public Sites</b> (Zillow, Trulia, Realtor.com)</p>	<p><b>Loan Officer:</b> “Those are fun sites and I used them too until I learned they are missing data and some of the homes I really liked were already sold.”</p> <p><b>Buyer Response:</b> typically, “I’ve noticed that too”</p> <p><b>Loan Officer:</b> “I learned those sites are media sites, they’re not actually real estate sites! They make their money by capturing your information and selling it to 3 lenders and up to 7 real estate agents!</p> <p>And, because they’re not actually real estate sites, they don’t have to guarantee the accuracy of their listing data.”</p>
<p> <b>Value Points</b> <b>Ease of App Download</b></p>	<p><b>Loan Officer:</b> “I’d like you to know there’s a better way. There’s a private real estate app and website that actually does have all the listings from all the real estate companies. The data is accurate and up to date and your contact information won’t be sold to any third party.”</p> <p>“It’s called Home Scout and my customers love it! I can help you download the Home Scout app now, without any obligation.”</p>
<p><b>Earn Your Business During the Education Phase</b> <b>Service First</b></p>	<p><b>Loan Officer:</b> “At <i>Lender Name</i>, we believe in earning your business. We appreciate the opportunity to handle your financing, but only when you’re ready! So, take your time to learn the market, have fun using Home Scout and remember, I’m online with you to support your financing questions and needs!”</p>

**Best Practice:** Tell everyone you talk to about a **better way** to search real estate.

- Everyone you talk to about mortgage is interested in real estate. Your customers want a smarter, more sophisticated way to find their home!

## Use and Explain HomeScout with Confidence

Scripts for talking with Real Estate Agents about HomeScout®

It's rare, but you may get asked by a real estate agent why you're introducing their customer to HomeScout (pre-approval referral)



Phone Script:

*“Thank you for sending me to \_\_ (customer name) \_\_\_\_. I was able to answer her questions and she was great to work with! It looks like everything’s in order to move forward with financing. I also wanted to let you know she is actively searching the public real estate sites for homes for sale, so I told her about HomeScout®. Unlike the public sites and apps, she can search, save and track homes for sale without the worry of other real estate agents contacting her. It’s not only a private app, so her contact information won’t be shared or sold to other agent, I will get reporting of her HomeScout activity and will share that information with you.*

*This doesn’t replace your real estate site or app; it supplements your service and helps to keep customers off the public sites.”*

**Possible concerns and how to respond:**

Agent Concern	Loan Officer Response
“Why would you tell them about a real estate app?”	<i>“According to stats I’ve recently learned, most people will try several real estate sites and apps until they find the 1 or 2 they trust the most. If they use your site or app and HomeScout, we’ll have better success keeping them off the public sites and apps where their contact information will be sold to other agents and lenders. I don’t want other agents calling these customers.”</i>
“How are you getting that information?”	<i>“HomeScout is a real estate service of HBM2, and it’s available to the customers I work with to help them find listings for sale and learn the market. HBM2 provides the real estate information directly to the customer.”</i>
“My customers already have my app.”	<i>That’s great! According to stats I’ve recently learned, most people will try several real estate sites and apps until they find the 1 or 2 they trust the most. If they use your site or app and HomeScout, we’ll keep them off the public sites and apps where their contact information will be sold to other agents and lenders.”</i>