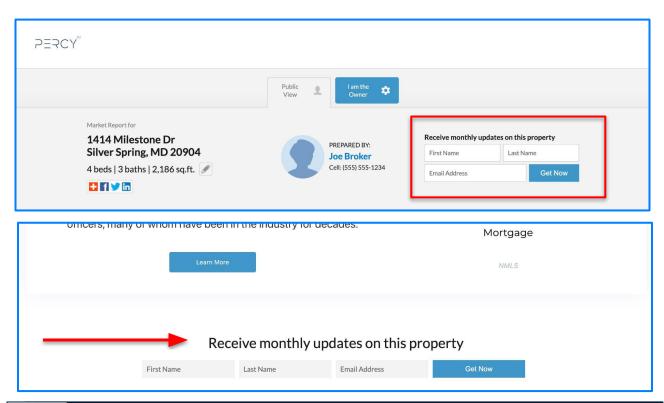
Monthly Updates



Monthly Updates... give the homeowner actionable insights. They also provide you – the agent or brokerage – with an easy hook to stay in contact and nurture a new Lead. Read below to learn more about the low-effort, high-reward benefits of acquiring monthly subscribers.





Advantages of the Monthly Update:

- 1. The homeowner gets what they want property insights.
- 2. Each HVS Report will be branded to you & your brokerage for recognition. You become their knowledge broker. (Monthly sign-ups are available at the beginning and end of each report.)
- Pro tip: If a name is entered for a monthly subscription, you will have a new, mailable Lead in the Percy database! Make sure to include them on any contact lists you manage for email & snail-mail efforts.
- Advanced: Use the 'Avery Labels' tab under 'My Leads' in the Marketing Suite to produce mailing labels for subscribers!

