

The PercyHome Report

A complete breakdown of
what's included in the
PercyHome Report + How to
speak to it with homeowners.

The PercyHome Report



The PercyHome Report... provides more than a simple valuation. Complete with multiple AVMs, nearby sales and more, the PercyHome Report is an asset to engage homeowners with. Read through this eBook to learn what's included in the Report + how to talk to it with clients.

 01	Introduction – Brief overview of what's included and why.....	<i>page 3</i>
 02	Branding – How the PercyHome Report is designed to reflect your brand & brokerage.....	<i>page 4</i>
 03	Automated Valuation Models – Why multiple AVMs are included and how to talk about them.....	<i>page 5</i>
 04	Property Condition – The advantage behind 3-part sliding scale.....	<i>page 6</i>
 05	Equity – Empowering homeowners with actionable mortgage insights.....	<i>page 7</i>
 06	Buyer Heatmap – Empowering homeowners with actionable mortgage insights.....	<i>page 8</i>
 07	Buyer Activity Funnel – Empowering homeowners with insights.....	<i>page 9</i>
 08	Featured Buyers – How adding buyers to Percy helps win new seller leads.....	<i>page 10</i>
 09	Supply Side Trends – Breaking down prices of homes sold in the area.....	<i>page 11</i>
 10	Recent Nearby Sales – Talking about recent neighborhood and surrounding area sales.....	<i>page 12</i>
 11	Monthly Updates – Signing up homeowners (and buyers) for monthly updates.....	<i>page 13</i>
 12	PercyHome Report FAQ (2 pages) – Frequently Asked Questions about the PercyHome Report.....	<i>pages 14 & 15</i>

The PercyHome Report

The PercyHome Report is a proven asset to drive more seller leads and help grow your business. It can even be used for new buyers! Read an overview of what's included and why below.



Branded to You & Your Brokerage

Don't forget – these are *your* services that *you* are providing! While the services might be free, you want to ensure the homeowner is constantly reminded who is providing them.



3 Automated Home Valuations

No one knows a home like the owner! Variation with multiple valuations will trigger the homeowner to think: "I need an agent to properly price my property."



Market Insights + Supply Trends

Everyone has comps these days. What really piques an owner's interest though? Neighborhood sale prices, totals & local buyer activity. Use these PercyHome insights to your advantage.



Monthly Updates

Markets change. So do people – especially buyers. The monthly report gives clients an opportunity to make educated decisions in due time, with *you* as their knowledge broker.



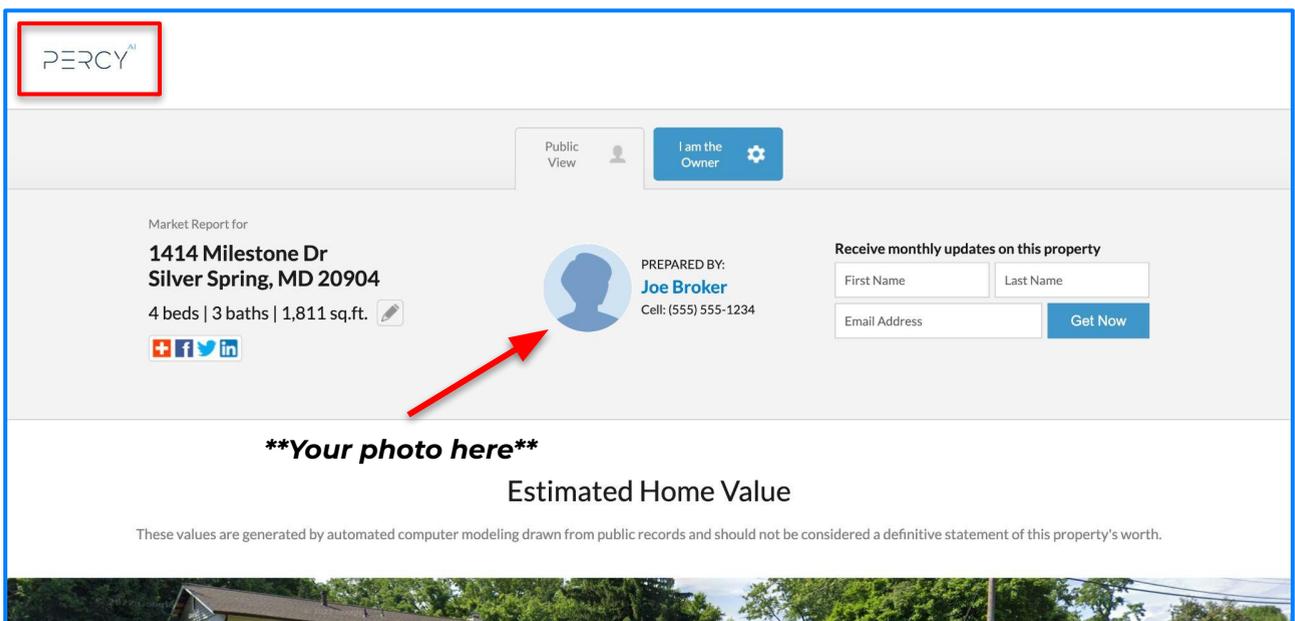
Designed to Drive Questions Only Agents Can Answer

Confusion from the differences in multiple Automated Valuation Models ... *plus* the opportunities presented to update the condition and/or review equity ... all drive the site visitor to seek guidance and/or leave their contact info.

Your Brand & Brokerage



Branding... is an easy way to stay top of mind with potential home sellers while trying to win their listing. Each section of the report is strategically designed to contact you – the expert. Review below where your name & brand will be located and how to update your contact info.



How to → Update Your Headshot & Contact Info:

1. Login and hover over your name on the top-right.
2. Select 'My Account' then update your photo and contact information using the left-hand menu.
3. Make sure to select which phone number(s) will be displayed under 'Contact Information' from the 'My Account' menu.

Your brokerage logo (located on the top left) and page colors were set up for you by the Percy Support team. If you have an agent page, all you need to do is update your photo and contact info!



Multiple AVMs

Automated Valuation Models (AVMs)... frequently come in at 10-15% above or below market rate. When shown 3 different values, your PercyHome visitor will start to wonder what the true value of the property is...and if they are the homeowner, realize they need to talk to an agent!

Estimated Home Value

These values are generated by automated computer modeling drawn from public records and should not be considered a definitive statement of this property's worth.

Value	Range	Powered by
\$603,000	\$543,000 to \$663,000	Public Data
\$558,000	\$524,520 to \$591,480	Zillow
\$563,335	\$540,801 to \$585,868	HomeJunction

Do you notice variation in the value(s) above?

A Realtor understands your home better than a cold computer valuation model. Ask a Buyside Realty agent to create a Comparative Market Analysis (CMA) for your property. Your CMA is complimentary and comes with no obligation

[Contact Joe](#)



How to → Talk About Varying Valuation Models:



Explain that these valuations are only computer models, based purely on publicly available data – “It’s why they’re free”.



Reassure them that they are right to be confused – “Models don’t know the real value. They try to predict it”.



Offer to sign them up for a monthly update, becoming their knowledge broker over time.

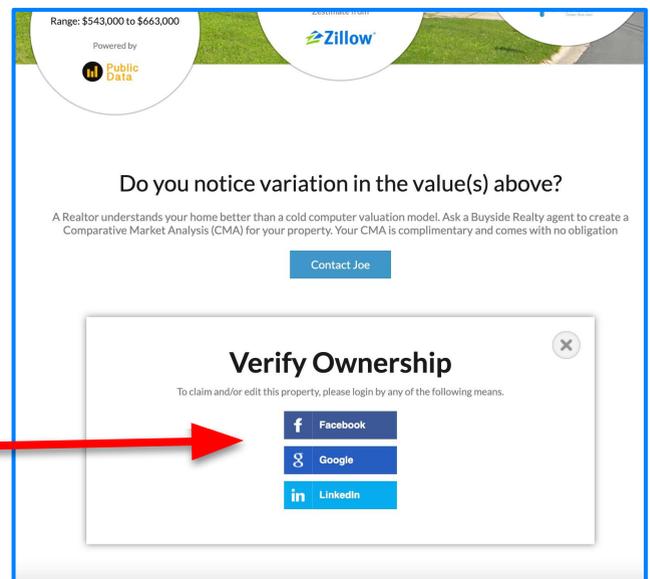
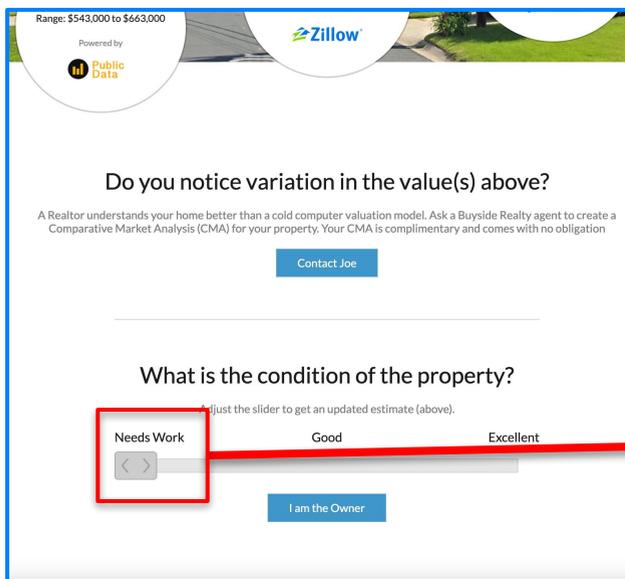


Ask if they would like a CMA, BMA, or custom valuation. Use the conversation to naturally segway to your beneficial services.



Property Condition

Property Condition... is usually a source of pride for homeowners. Almost everyone wants to claim that they keep their property in good or excellent condition. By giving homeowners the ability to update the condition online, the PercyHome Report empowers them to take the next step in an official home-valuation and/or home-sale process.



The Advantage of the Property Condition Scale:



By leaving the Property Condition scale at “Needs Work”, the PercyHome Report triggers an emotional reaction.



Property owners feel prompted, if not obligated, to change the status to “Good” or “Excellent”.



When the status scale is clicked, a ‘Verify Ownership’ tab will appear. This forces the homeowner to leave their contact information with you before making any changes.

...& if they do, you have a new Lead!

[Click here to learn more!](#)

Equity



Equity... puts the agent in position to be a homeowners financial advisor. If your organization has purchased the Equity portion of the PercyHome, Percy will pull from publicly available data and fill out numerous tools and calculators, complete with actionable financial tips and advice.

\$ Equity In Your Home Equity is your home's worth to you! [EDIT DETAILS](#)

Verify Your Mortgage Details

Public records show a 30 year loan at 3.91% for \$363,199 from May 2014, giving you an estimated loan balance of \$296,753. All calculations on this report are based on these numbers, so we want to make sure we get this right!

All Good
Edit Details

Estimated Equity Today

\$242,247

[EDIT DETAILS](#) [How is this calculated?](#)

Equity Tools → What's Included?

[Click here to learn more!](#)

1. What You've Paid So Far – a Principal vs. Interest Paid pie chart.
2. Sale Proceeds Calculator – potential equity profits from a sale.
3. Refinance Options – calculating savings or losses from refinancing.
4. Pay a Little Extra – predicting savings from paying more each month.
5. Using Your Equity – expert tips and complete breakdowns on a homeowners financial options...such as buying a new home!

5 Using Your Equity Based on your 30 year loan at 3.91% for \$363,199 from May 2014 [EDIT DETAILS](#)

With your **\$242,247** in equity, you could afford to:

<div style="border: 2px solid red; padding: 5px; margin-bottom: 5px;"> <p>Buy a new home \$605,617 Learn more</p> </div> <p>Buy an investment property \$282,621 Learn more</p>	<div style="border: 2px solid green; padding: 5px; margin-bottom: 5px;"> <p>Sell & pocket cash \$199,127 Learn more</p> </div> <p>Make home improvements \$24,224 Learn more</p>
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Do you have any questions?
Charles Williams is a lender. Joe trusts to answer questions.

[Ask Joe](#) [Feedback](#)

Buy a New Home

Using \$121,123 of your estimated equity, you could make a 20% down payment on a new house worth around \$605,617.

- Your new monthly principal and interest payment on a 30-year mortgage at 6.4750000000000005% APR is estimated at \$3,054/mo.
- Get more square footage, a larger yard, or switch neighborhoods - you have options!
- Reminder: You'll pay \$26,950-\$53,900 in fees and commissions when you sell your current home. This cost varies by agent, location, and company.

[Close](#)

Pro Tip:

The Using Your Equity tool (←left) is a great asset to help talk to homeowners about selling options!



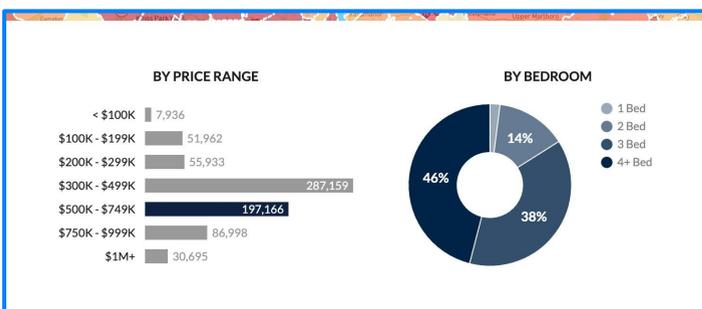
Buyer Heatmap

The Buyer Heatmap... highlights recent buyer activity in the area. More specifically, it shows where buyers are searching and how often, relative to the surrounding region. What those buyers are looking for is broken down visually by bedrooms (*donut chart*) and price (*bar graph*) below.



 **How to → Discuss the Buyer Heatmap (Examples)**

1. If the potential seller is in an area with **HIGH** buyer activity:
 “You have an opportunity to aim for top dollar pricing – I have the data to prove it. List with me and we’ll discuss getting top returns.”
2. If the potential seller is in an area with **LOW** activity:
 “You may be struggling to attract buyers because of the area – I have the data to prove it. List with me and we’ll discuss proven, strategic marketing tactics to attract more buyers.”



[Click here to learn more!](#)



 **Pro Tip:**
 For more complicated pricing-strategy discussions, use the Price & Bedroom breakdowns below the map (←←← left).



Buyer Activity Funnel

The Buyer Activity Funnel... connects with every available data source to display buyer activity near the homeseller. More specifically, it pulls activity from registered buyers, online inquiries, showing visits, open-house sign-ins and more! Learn what each level represents below.



Buyer Activity Funnel → What's Included?

1. Online activities within the State
2. Online activities within a 5 mi. radius
3. Online activities within a 5 mi. Radius + within price range
4. Online activities within a 5 mi. Radius + within price range + bedroom match



Pro tip: Use the Buyer Funnel as a powerful display of confidence in the fact that you *KNOW*:

“Buyers are out there ... and I know where to find them!”



Remember! → If your seller doesn't think you seem confident in your ability to sell, they won't be confident in you either!



Featured Buyers

Featured Buyers... will appear if you have buyers added to the Percy database who match the criteria of an address entered for a PercyHome Report or a Buyer Market Analysis (BMA). It is critical to enter your buyers into Percy to ensure this section appears. If just a few or no buyers at all match, this section will not appear. Enter your buyers to show that you are ready to close, encouraging homeowners to list with you!

****Please note: your organization must have 'Match' with Percy to use this page****

Featured Buyers Searching Right Now In Your Area

Contact your local real estate professional to learn more

13

Potential buyers for 1414 Milestone Dr Silver Spring MD 20904 searching between \$524,520 and \$663,000

Buyer ID: 7497373 \$425,000 - \$525,000 3 + bed, 2.1 + bath Provided by Percy Realty	Buyer ID: 7497371 \$300,000 - \$550,000 3 + bed, 2.0 + bath Provided by Percy Realty	Buyer ID: 7497365 \$500,000 - \$1,000,000 4 + bed, 2.1 + bath Provided by Percy Realty	Buyer ID: 7497364 \$375,000 - \$725,000 4 + bed, 2.0 + bath Provided by Percy Realty
Buyer ID: 7497363 \$250,000 - \$550,000 3 + bed, 1.1 + bath Provided by Percy Realty	Buyer ID: 7497361 \$350,000 - \$1,000,000 3 + bed, 2.0 + bath Provided by Percy Realty	Buyer ID: 7497360 \$250,000 - \$850,000 3 + bed, 1.1 + bath Provided by Percy Realty	Buyer ID: 7497372 \$500,000 - \$825,000 4 + bed, 2.1 + bath Provided by Percy Realty



How It Works → Featured Buyers:

1. Add your buyers to Percy & encourage colleagues to do the same.
2. When you have buyers in the database who match the criteria of an address entered on your site, 'Featured Buyers' will appear.
3. None of the buyers' names or contact information will be available. All information is kept confidential to the representing agent, and each buyer is represented with a unique ID.

Make sure your buyers are added to Percy and show that you can close!

[Click here to learn more!](#)



Supply Side Trends

Supply Side Trends... show homes sold per quarter over the past year, across all price ranges. It is specific to the zip code in which the house is located. Use it as a tool to talk through a selling strategy with homeowners.



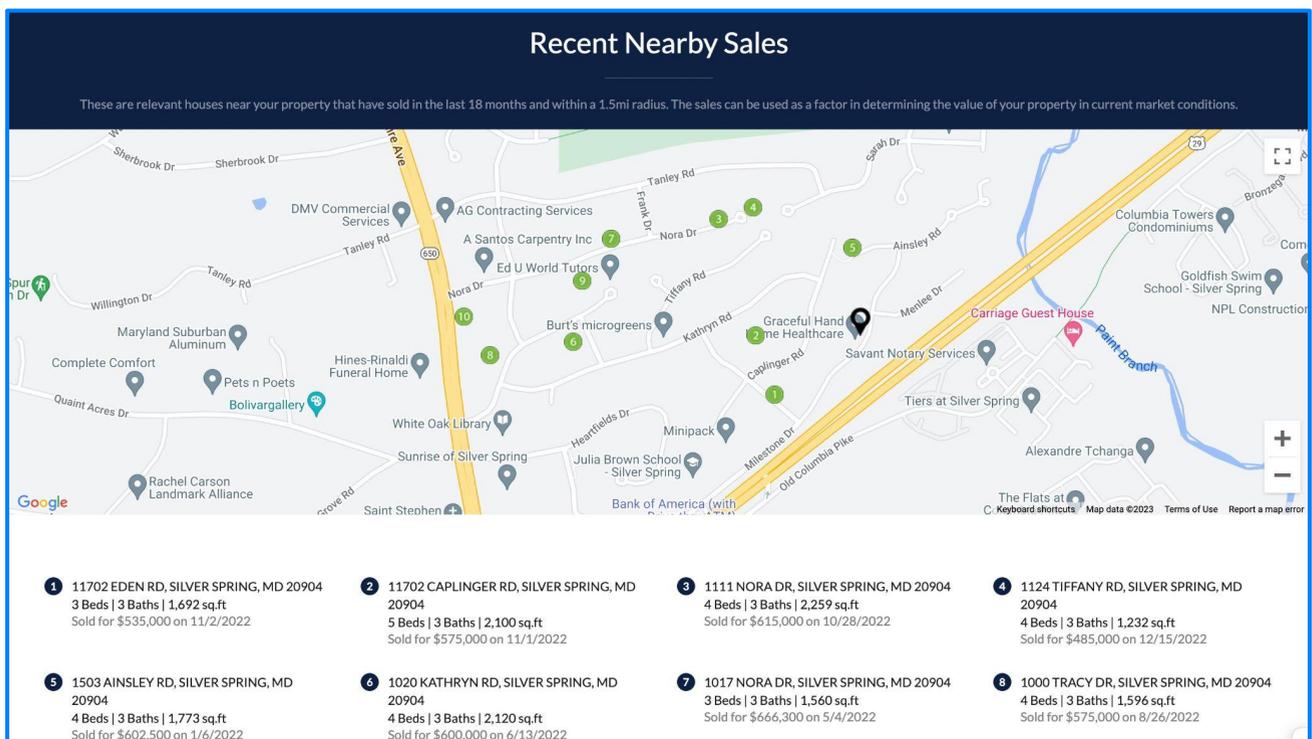
How to → Talk about Supply Side Trends:

1. Discuss when might be the most opportune time to list.
“Buyers are most active in the Spring and Summer. However, inventory tends to be a bit lower during winter. List with me & I’ll help you navigate the best time to put your house on the market.”
2. Determine what is an appropriate listing price .
“Your house has a bit of added value with the new addition. We should be able to sell for much higher than 500,000.”
3. Reassure the homeowner that any national market trends may not pertain to their specific market!



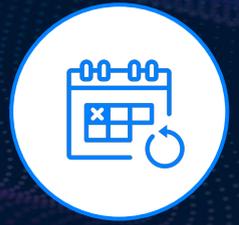
Recent Nearby Sales

Recent Nearby Sales... display a list of homes recently sold in the neighborhood. These are *not* comps. However, this tends to be what homeowners are most curious about – what did their *neighbors* sell for? It also gets homeowners to start asking questions that an agent can help answer, such as “Why did Bill’s home sell for less than the median?”



How to → Talk about Recent Rearby Sales:

1. Discuss how their property might compare to their neighbors.
 “Yes, Bill’s house was built a few years after yours. But it has PVC water pipes, not copper. Copper’s better durability adds value.”
2. Help determine what is an appropriate listing price.
 “You should be able to sell for more than Bill did.”
3. Reassure the homeowner that any national market trends may not pertain to their specific market!



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.

The screenshot shows the PercyHome report interface. At the top left is the Percy logo. Below it, there are two buttons: 'Public View' and 'I am the Owner'. The main content area displays 'Market Report for 1414 Milestone Dr Silver Spring, MD 20904' with details '4 beds | 3 baths | 2,186 sq.ft.' and social media icons. To the right, it says 'PREPARED BY: Joe Broker Cell: (555) 555-1234'. A red box highlights a form titled 'Receive monthly updates on this property' with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Get Now' button.

This screenshot shows a different view of the PercyHome report interface. It features a 'Learn More' button and a 'Mortgage' section with 'NMLS' text. A red arrow points to a form titled 'Receive monthly updates on this property' with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Get Now' button.

Advantages of the Monthly Update:

1. The homeowner gets what they want – property insights.
2. Each PercyHome 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!

[Click here to learn more!](#)

PercyHome Report: FAQ



(page 1 of 2)

Frequently Asked Questions... come up from time to time on the PercyHome Report. With the wealth of information available, it's understandable why. Review common questions other users have posed below. If you still need help, try visiting our help center via the 'learn more' link at the bottom or contacting Percy Support (support@percy.ai).



FAQ – the PercyHome Report:

Q:

Where does a subscribers contact information go after they enter it on the PercyHome site?

A:

'My Leads'. Head to your Marketing Suite from Percy's menu at the top of the screen and select 'My Leads'.

Q:

Can I subscribe someone on their behalf? – "I know a few people who want home insights, but they haven't subscribed yet."

A:

Yes! – An advantage of the PercyHome Monthly Report is that it's a subscription model. Recipients can unsubscribe at any time.

Q:

Can I share my PercyHome page on Instagram to attract more subscribers? – "I also have a large audience on Instagram too."

A:

Yes! – Instagram makes it difficult to share links, but you *are* allowed to put one in your bio! Add the PercyHome URL to your profile bio.

Q:

Why does my PercyHome Report only show buyer profiles or IDs some of the time, but not every time?

A:

Buyers must be added to Percy to show up on the Report! – If an address entered does not show a matching buyers page, either (1.) Buyers haven't been added to Percy, or (2.) You don't have enough matches to populate the page. *(No page is a better look than showing just 0-1 buyers!)*

PercyHome Report: FAQ



(page 2 of 2)

Frequently Asked Questions... come up from time to time on the PercyHome Report. With the wealth of information available, it's understandable why. Review common questions other users have posed below. If you still need help, try visiting our help center via the 'learn more' link at the bottom or contacting Percy Support (support@percy.ai).



FAQ – the PercyHome Report:

Q:

I don't see the Equity portion on my site's PercyHome Reports. Can I add that myself?

A:

No, you cannot add the Equity section yourself. This is an add-on feature that your organization would have to purchase from Percy.

Q:

Can I customize the Equity ad to promote our own lending officers and their services?

A:

Yes! – The ad customization can be configured with help from the Percy Support. Talk to Percy and we'll get it set up!

Q:

Are Buyer ID's on the Featured Buyers page interactive? As in, can I click the ID to learn more about the buyer, such as their email?

A:

No! – All buyer contact information is kept confidential. The only person who can view it is the agent who owns the contact in Percy.

Q:

Are all of the buyer insights and online metrics hosted by Percy? And If not, where does the buyer activity come from?

A:

No! Percy pulls from more data sources than anyone on the market. This includes AVMs like Zillow, Real-Estate CRMs like RealScout, and other apps such as ShowingTime for Open Houses. Click the 'learn more' link below for a more detailed overview of the PercyHome Report's data sources.