

PERCY^{AI}

Driving Predictable Listings

Equity Insights: The Silver Bullet to Drive Listings



Presented by:

Brandon Carroll

Vice President, Client Success

brandon@percy.ai

Who Am I?



Brandon Carroll, VP of Client Success

- Have worked in Real Estate Tech for over 9 years
- Personally trained over 20,000 real estate agents; mostly on building relationships and driving results.
- Did social marketing consulting for Dapper Labs (NBA Top Shot, NFL ALL Day, UFC Strike, etc)

First, a quick poll to
see where we stand as
an audience today!

POLL

YES or NO: Have you leveraged Equity Insights with Percy?

A. YES

B. NO

Current State of the Market

Real Estate in 2023



MORTGAGE RATES & INFLATION

- Mortgage rates rising
- Supply costs rising
- Inflation affecting home values



CONTINUED LOW INVENTORY

- Those who bought in '20 & '21 – staying put
- Inventory down ~37% Jan '22 to Jan '23
 - Has been a down year overall



CONFUSION IN THE MARKETPLACE

- Sellers think market is still hot
- Buyers starting to wait & avoid bidding wars



LEVERAGING POSITIVE EQUITY

- Homeowners exploring options with equity
- Economically stressed borrowers refinancing

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Agenda

1. **Recap: Clients for Life**
2. Why is Equity Important?
3. What is the Equity Report?
4. How Agents Use Insights
5. Summary / Next Steps

These have been big trends amongst Brokerages + Realtors

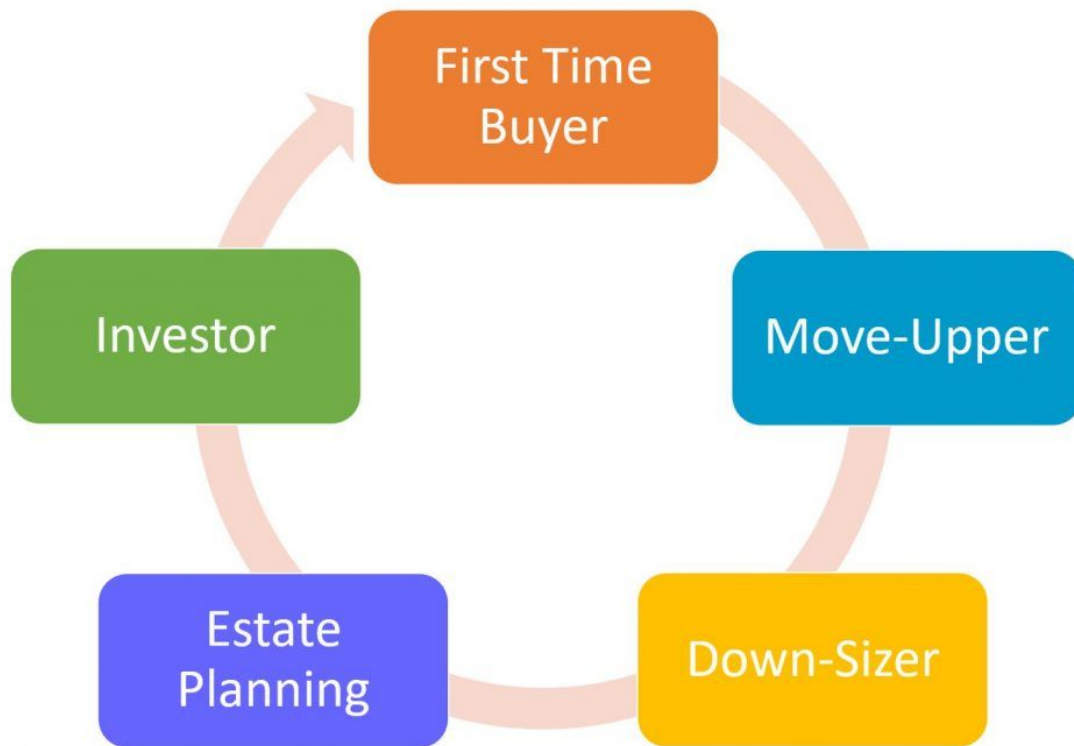


**THANK YOU
FOREVER CLIENT CLUB!**



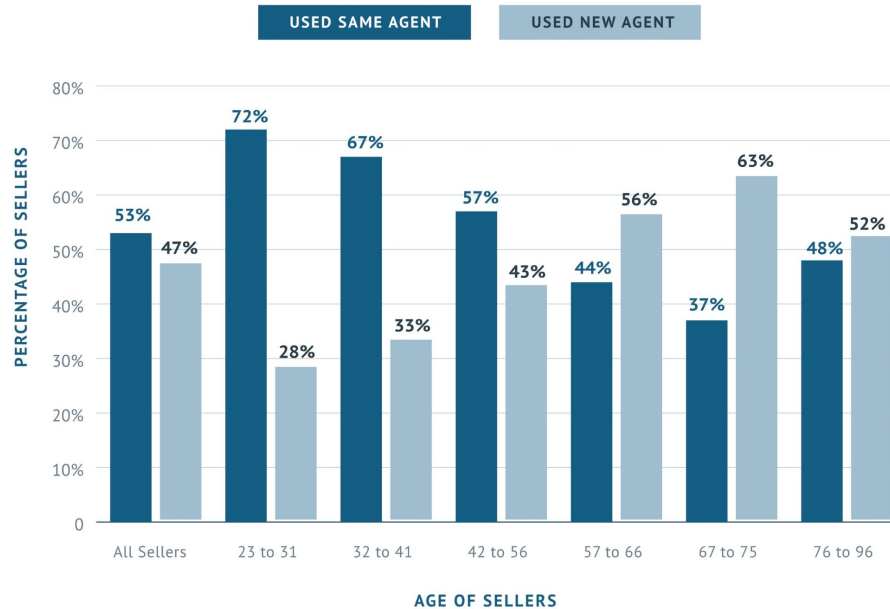
LAURIE
FINKELSTEIN
READER
REAL ESTATE

No such thing as a “Past Client”



Why are repeat business rates so low?

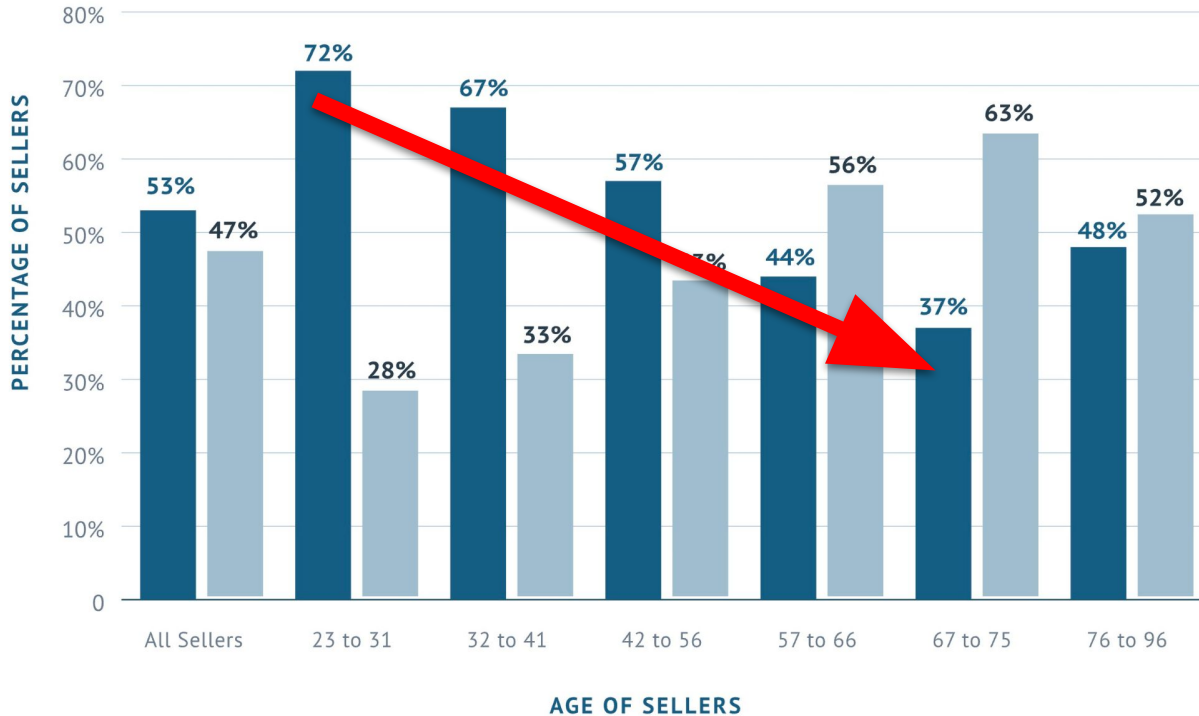
DID SELLERS USE THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE?



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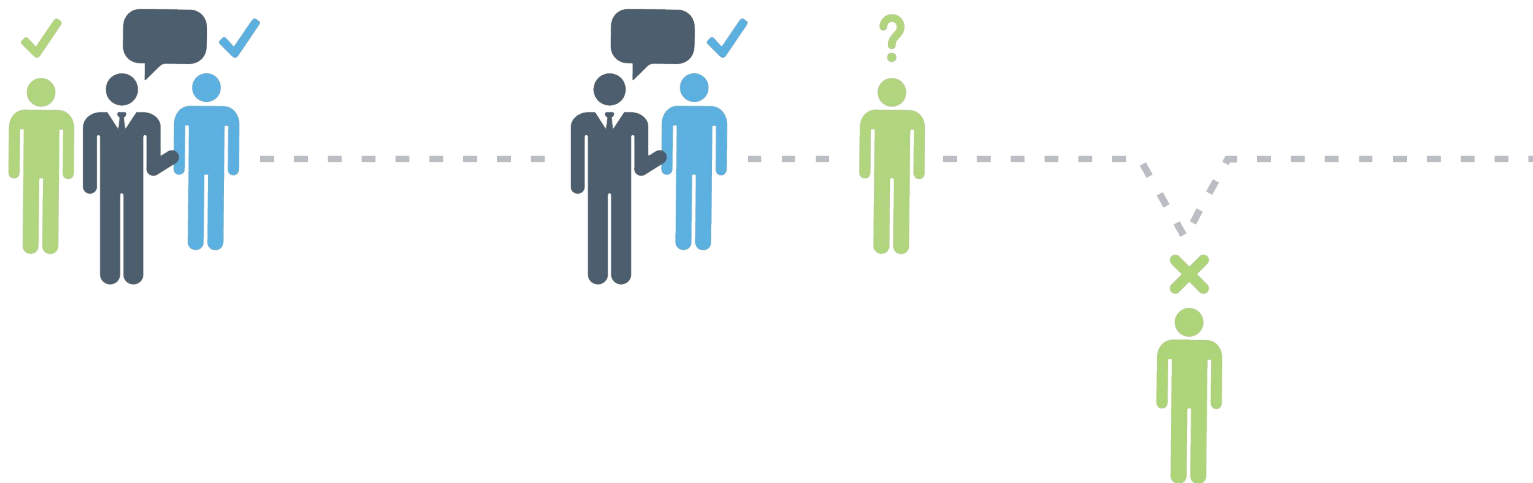
USED SAME AGENT

USED NEW AGENT



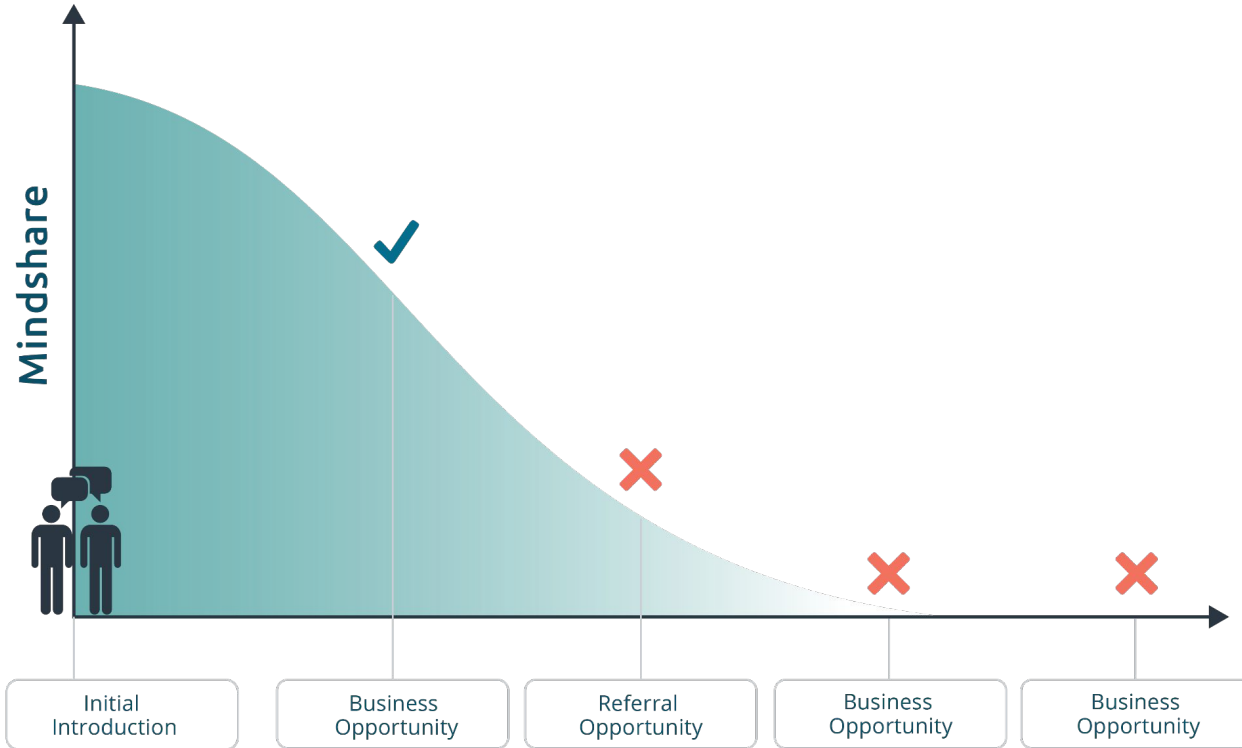
The likelihood of repeat business plummets over time

Relationships decay over time



And that impacts mindshare

“When I think of real estate, I think of [x]”

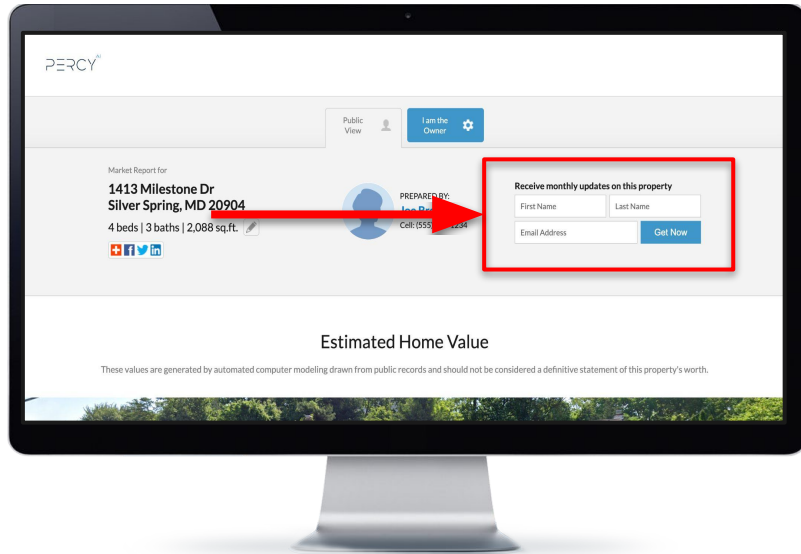


The Ultimate Statistic

89% of buyers would use their agent again or recommend their agent to others.

18% of buyers actually use their agent again when it comes to list their home.

FOR ALL “Past Clients”



Enroll Your Clients

- Type in their address
- Put in their name/email address
- Click “Get Report”

Once enrolled, their initial email will look like this

Dear Brandon,

As part of my ongoing service to you, you have been subscribed to receive a personalized monthly report containing valuable information to empower you to make smarter financial decisions when it comes to your home at [4611 Ayron Ter in Palm Harbor, FL](#)

This report will show you multiple valuations, market trends, activity around your home and much more.

We are here if you have any questions about your home.

[View your Monthly Report](#)



Brandon Carroll

PERCY REALTY

P: [\(213\) 123-4567](tel:(213)123-4567) | [MESSAGE ME](#)

High Engagement

- Personalized email related to their home
- 70% opens
- 50% click throughs
- Happy responses

Me vs. You Marketing

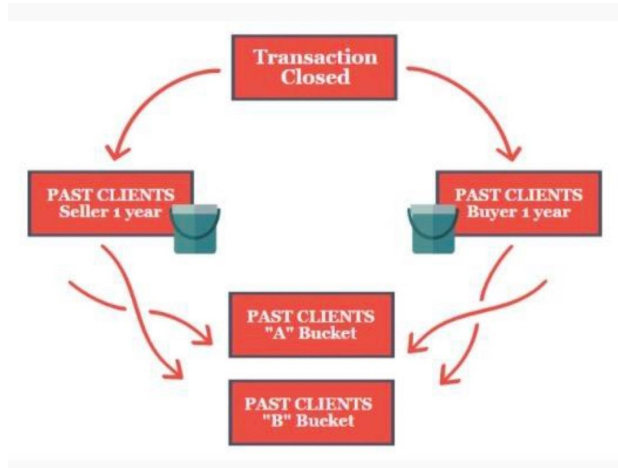
Me Marketing

- Helps me directly
- Generic and not personalized
- A template that can easily be sent from another agent
- Pitch your service before you know if they are interested
- Focus is on selfishly serving themselves

You Marketing

- Helps the homeowner directly
- Personalized and unique
- Not something easily replicable; difficult to produce
- Enable the homeowner to reach out to you when they are ready and/or provide a signal to help you serve them better.
- Focus is on selflessly serving their customer

Strategy: 1st Year Referral



After First Year (Post Close)

- Touch base with all of them on a regular cadence
- Check in on their home experience
- Recommend local events
- Enroll them in the Monthly Home Valuation
- Send them a monthly neighborhood report
- Ask them for a referral
- Give them 1 year anniversary gift
- Decide on cadence on follow up after that

“I have an idea I want to run by you”



Research their reports

- Recommend upsizing/downsizing
- Help them understand areas they can invest in and why
- Run a model for AirBnB income for an investment property
- USE the report to help you spark a conversation

Summary

- Big trends amongst Brokerages + Realtors on “Clients for Life” initiatives.
- 89% of buyers would use their agent again or recommend their agent to others; only 18% work with their agent again when it’s time to sell.
- We treat leads differently than past clients, and we shouldn’t!
- When we are not engaging with past clients regularly, their relationships decay and agents are no longer top of mind
- Me vs. You Marketing. Focus on **You** Marketing
- Not all Past Clients are the same; treat them differently depending on how much they can help your business.
- The Home Valuation is a great tool to use for referrals, too.



ANY QUESTIONS?



Agenda

- ~~1. Recap: Clients for Life~~
- 2. Why is Equity Important?**
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Before We Get Started Today

Real Estate Agents Wear Many Hats

Expected Roles

- Market Expert
- Marketer
- Negotiator
- Scheduler
- Stager/Photographer

Additional, Non Paid Roles

- Contractor
- Plumber
- Therapist
- Wealth Manager
-and many more



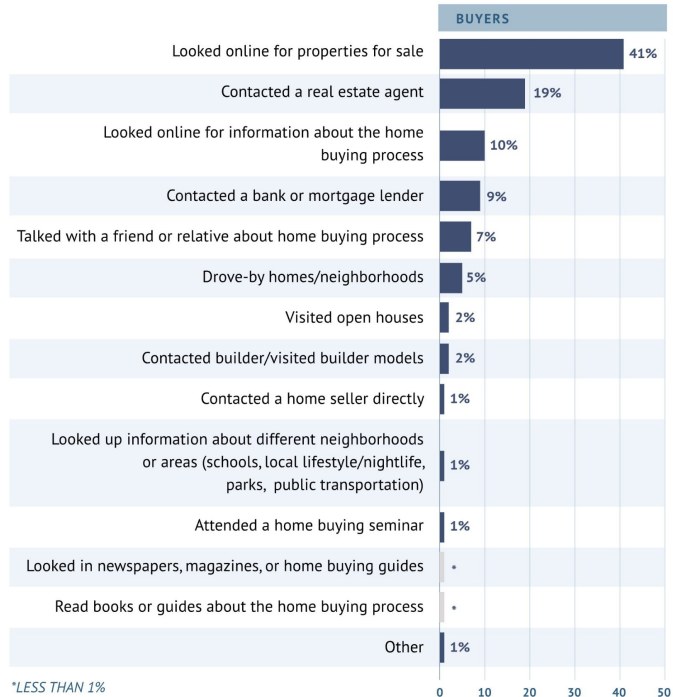
IMPORTANT FACTS ABOUT HOMEOWNER EXPECTATIONS TODAY

- Homeowners care about their home and want the financial stability it can provide
- Homeowners are naturally inclined to want Information on their home
- Relevant content and and trusted equity advice drives engagement and ensures you stay top of mind
- When you are top of mind and providing value, you will get more repeat and referral business



Check out the top 3 answers here

FIRST STEP CLIENTS TAKE IN THE HOMEBUYING PROCESS



*LESS THAN 1%

0 10 20 30 40 50

WHAT DO OWNERS WANT

According To A Zillow Survey And The Annual NAR Survey,
Two Things Owners Wanted From A Listing Agent:

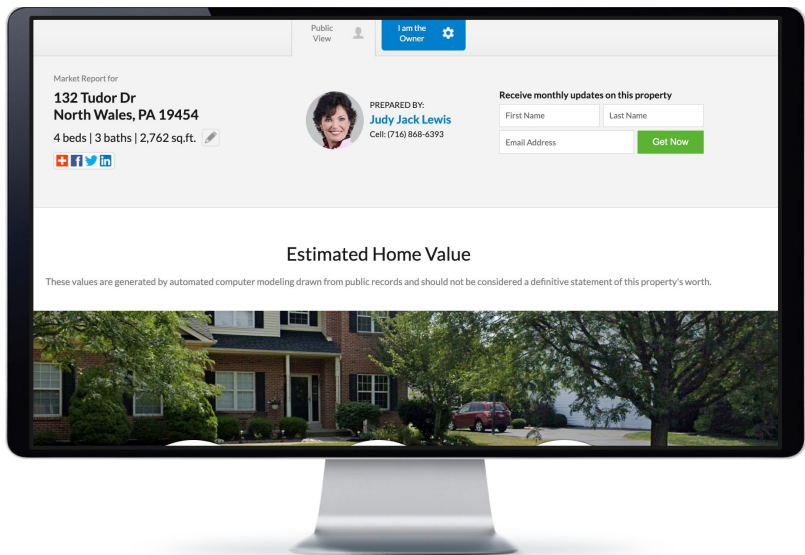
FIND INTERESTED BUYERS

89%

DETERMINE LIST PRICE

79%

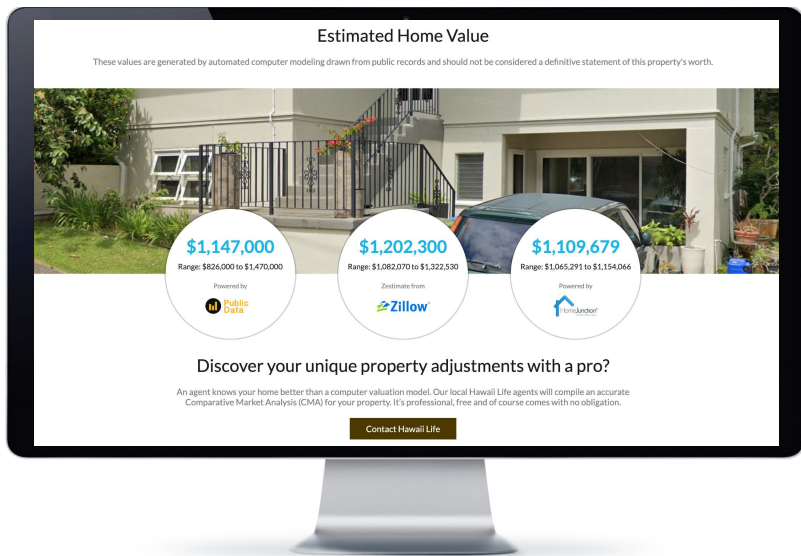
The Home Valuation Report



Top of the Report: Branded To You

- Information about the home, and options for the homeowner to claim their home.
- Your picture, name, and phone number immediately available for prospects to reach out to you.
- Call to action to receive a monthly report from you, so you can stay top of mind
- A 360 video view of their home and their neighborhood.

The Home Valuation Report

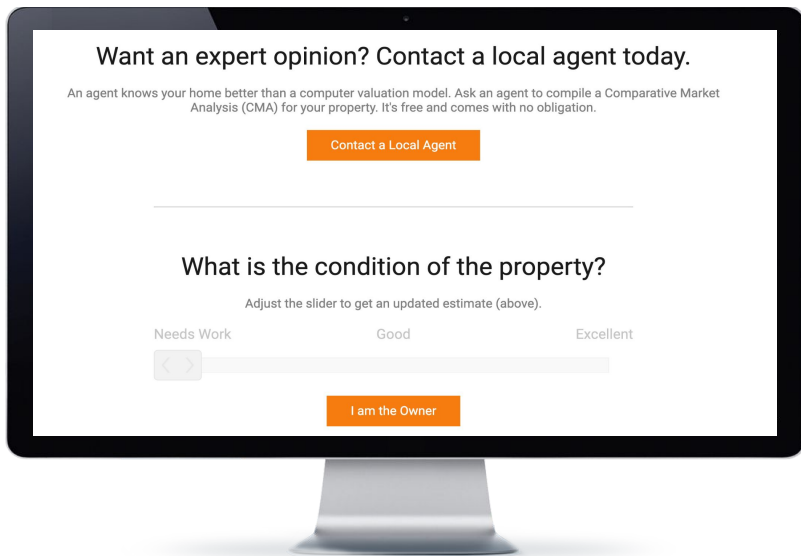


Multiple Valuations

- Leverage real-time public data, from sites like Zillow and public databases.
- Display the high degree of variation in pricing models
- Prompts the seller to contact an agent.

Presenting multiple valuations helps highlight the need for an agent due to the vast differences in computer pricing models.

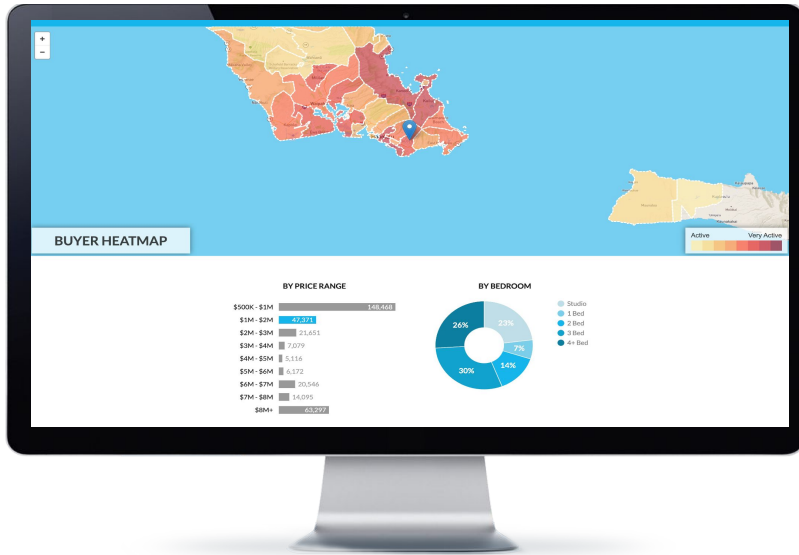
The Home Valuation Report



7+ Calls to Actions

- All designed (and tested) to maximize homeowners leaving behind contact information
- Homeowners can subscribe to monthly reports, claim their home, and/or request to speak with you

The Home Valuation Report



Buyer Demand:

- Analyzes all online inquiries from the last 90 days in the immediate and surrounding areas.
- The darker the heatmap, the higher the number of inquiries.
- Analysis of what buyers are looking for is broken down by:
 - Price Range
 - Bedroom Count

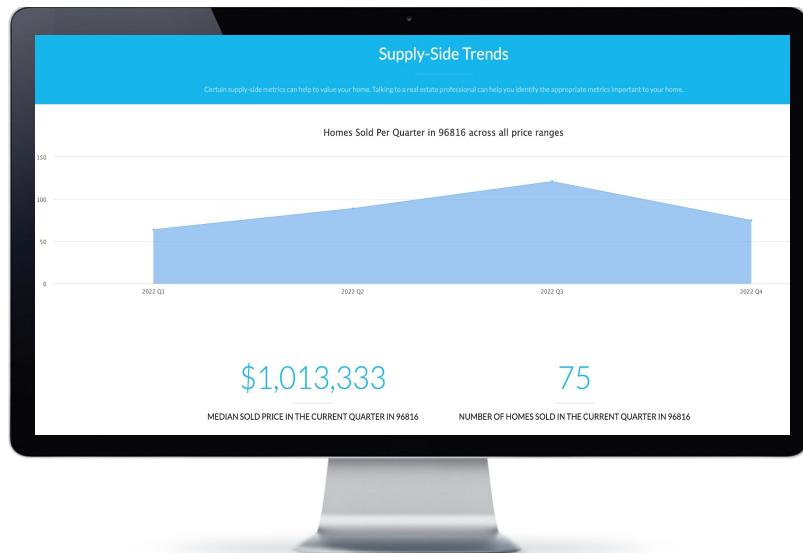
The Home Valuation Report



Buyer Funnel

- Analyzes all online Buyer activity in the last 90 days
- The Buyer Funnel displays the data by total online activities within:
 - The state
 - A 5 mile radius
 - A 5 mile radius + within price range
 - A 5 mile radius + within price range + with a bedroom match

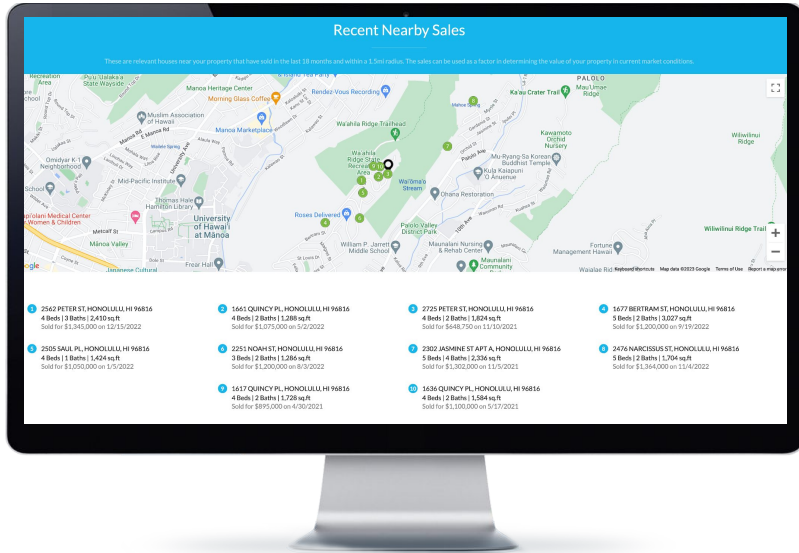
The Home Valuation Report



Nearby Activity: Supply Side Trends

- Shows macro trends for the number of homes sold in their zip code, across all price ranges.
- Displays a median for the past 90 days – price and # of home sold.

The Home Valuation Report



Nearby Activity: Recent Sales

- Shows relevant homes near the homeowners property that sold in the last 18 months and within a 1.5 mile radius.
- Shows a total of 10 homes to showcase the variety of price points

REMEMBER THIS? WHAT DO **OWNERS WANT**

According To A Zillow Survey And The Survey,
Two Things Owners Wanted From Their Agent:

FIND INTERESTED BUYERS

89%

DETERMINE LIST PRICE

79%



OWN THE OWNER

CREATE CLIENTS FOR LIFE

But, we wanted to take it a step further – to make the report even more valuable

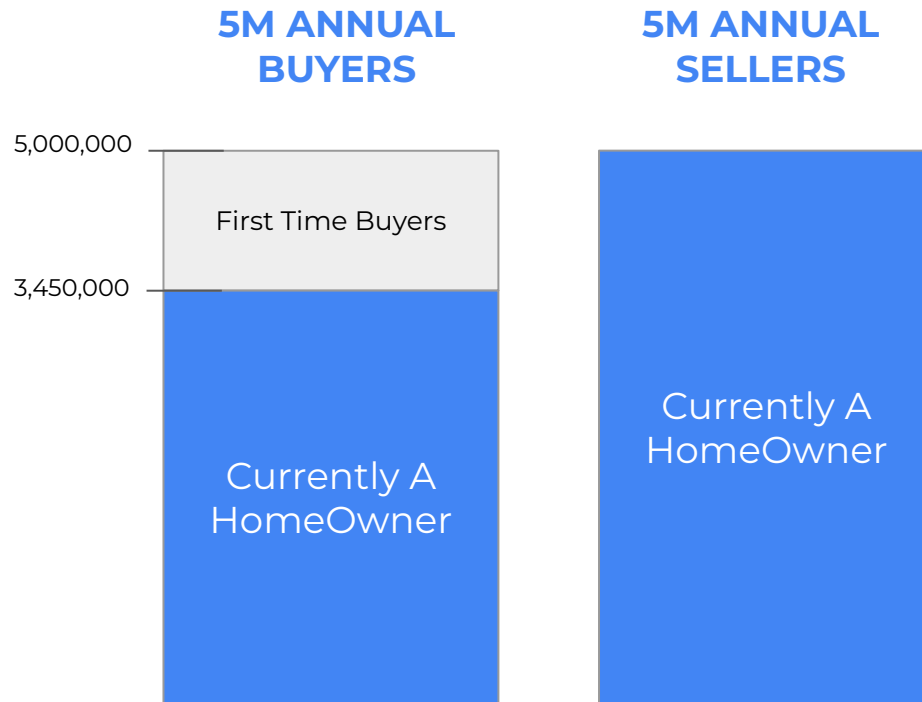
START WITH HOMEOWNERS

DID YOU KNOW: Your Next Borrower Is A HomeOwner

69%

Of Buyers Are Homeowners.

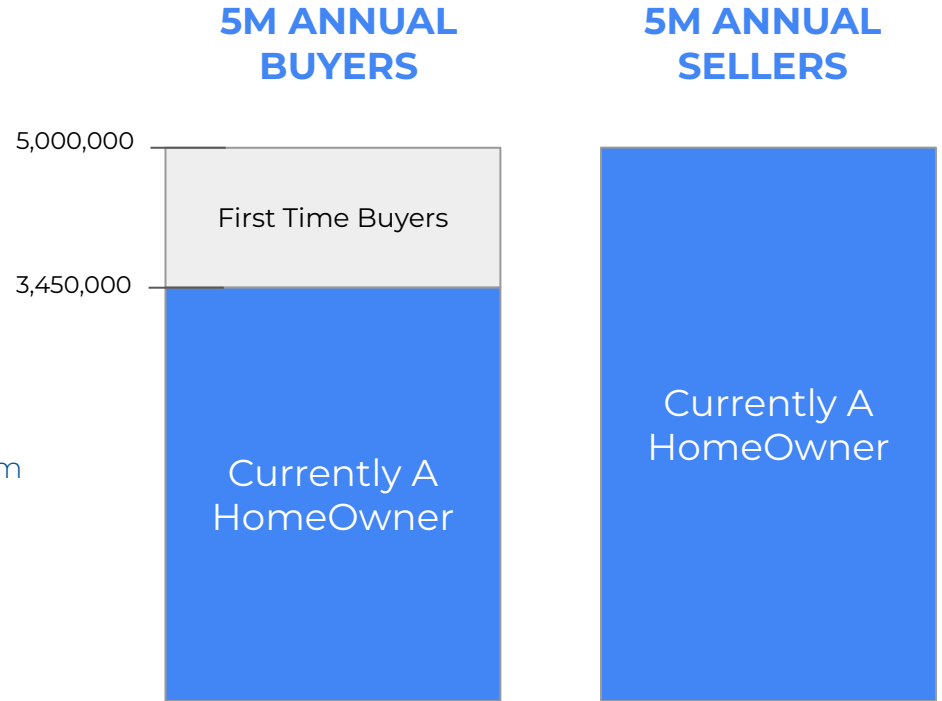
By Generating Inventory, You're Effectively Creating **Future Purchase Business.**



START WITH HOMEOWNERS

DID YOU KNOW: Your Next Borrower Is A HomeOwner

- ❖ **There Are 140 Million US Homeowners**
7M Will Buy or Refi This Year
- ❖ **69% of Buyers Are Homeowners**
According to National Assoc of Realtors
- ❖ **Their Home is Their Largest Asset**
83% Of US Homeowners' Personal Wealth Comes From Their Home Equity, Upon Retirement.

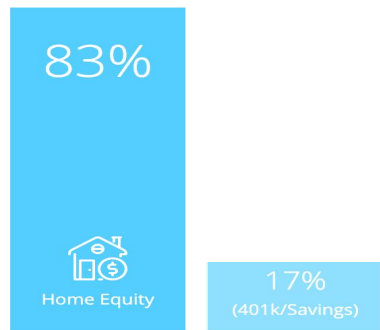


DID YOU KNOW: Their Home Is Likely Their Most Valuable Asset

ENGAGE OWNERS WITH RELEVANT CONTENT

EQUITY IS MONEY.

- **85%** of homeowners use their **home equity** for their new purchase down payment
- At Retirement, 83% Of The Average US HomeOwners' Wealth Will Come From Their Homes' Equity

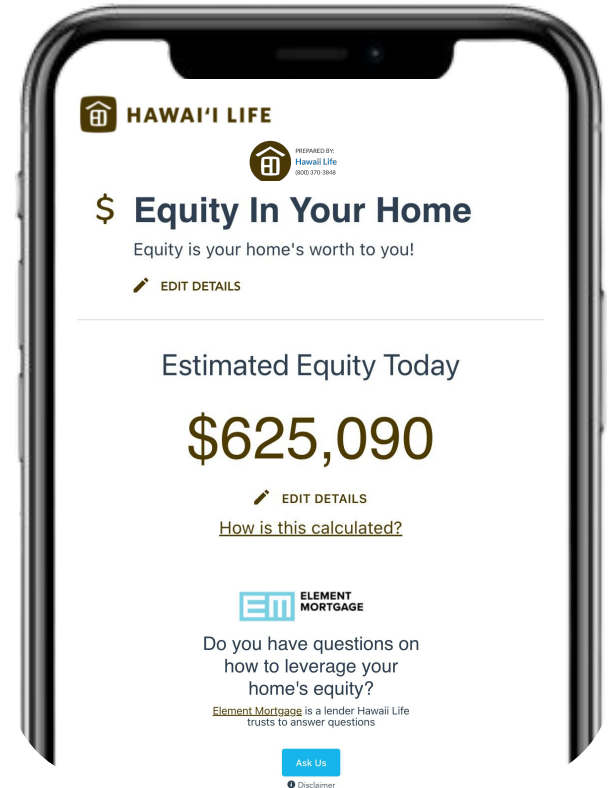


Why Is Equity Important Today?

Percy Equity Insights

Facts & Figures

- 65% of Americans own real estate.
- Housing prices have increased 393% since 1985. After adjusting for inflation, the median American household income has increased by just 17% in total since 1990.
- Tappable home equity is to be around \$18.1 trillion by the end of this year
- The average homeowner has somewhere between \$200k and \$300k dollars in equity.



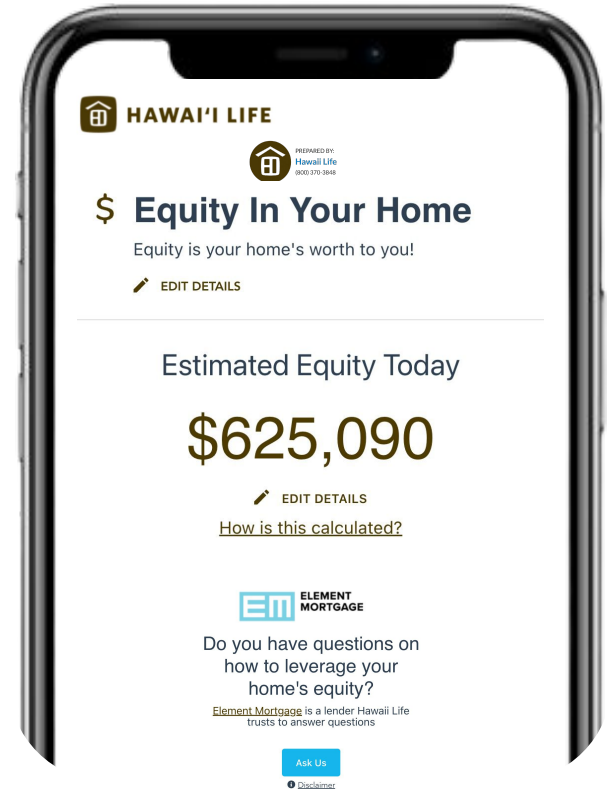
PERCY HOME EQUITY STATEMENT

With Personalized Wealth Tips

PERCY^{AI}

Benefits to you:

- Makes the report more valuable; shows their overall ROI from their home and how much purchasing power they have.
- Puts you at the center of the conversation; whether at the dinner table, amongst their friends and family, etc.
- Positions **you** as the knowledge broker; enables you to have a deeper relationship with your clients.
- Strengthens the LO-Agent Relationship



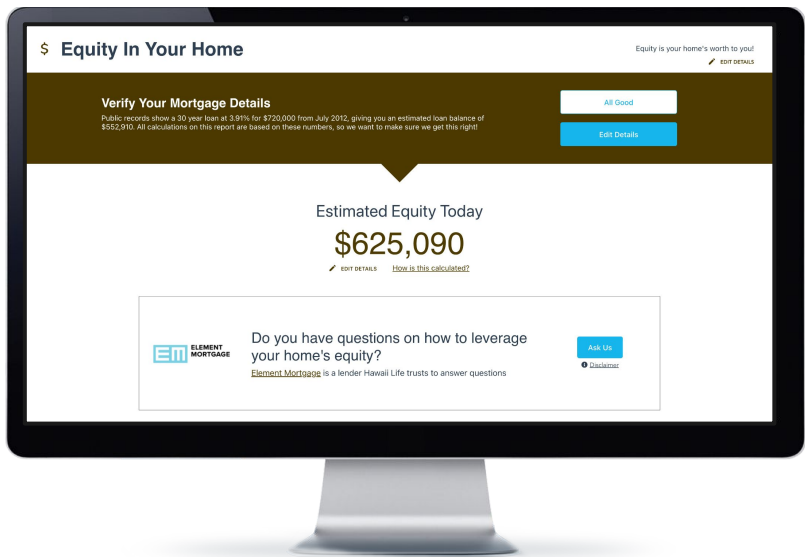
ANY QUESTIONS?



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Overview of Home Equity Insights



Home Valuation

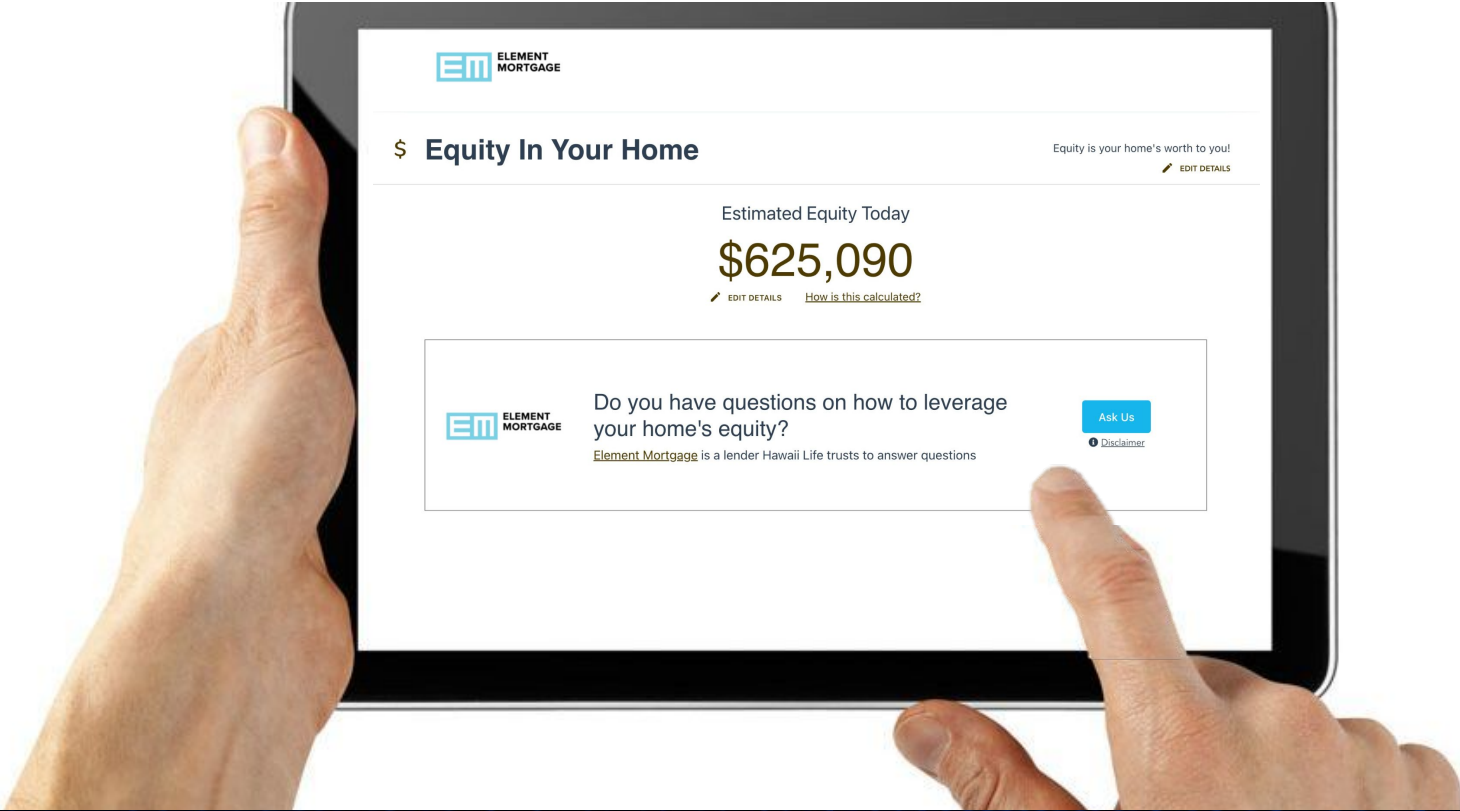
- Mortgage pulled from public records; allows the homeowner to update information.
- Calls to action that go to both you and a lender (optional)
- (6) different sections that provide *valuable insights* to the homeowner, on your behalf.

From Home Valuation → Home Valuation + Equity Insights

- 3 Estimated Home Values
- Home Equity Payment Snapshot
- Sales Proceeds Calculator
- Refinance Options
- Pay A Little Extra Options
- Relevant Home Equity Loan Recs
- Buyer Heatmap & Activity
- Supply-Side Trends
- Recent Nearby Sales



HOW MUCH EQUITY DO I HAVE?



\$ Equity In Your Home

Equity is your home's worth to you!

[EDIT DETAILS](#)

Estimated Equity Today

\$625,090

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



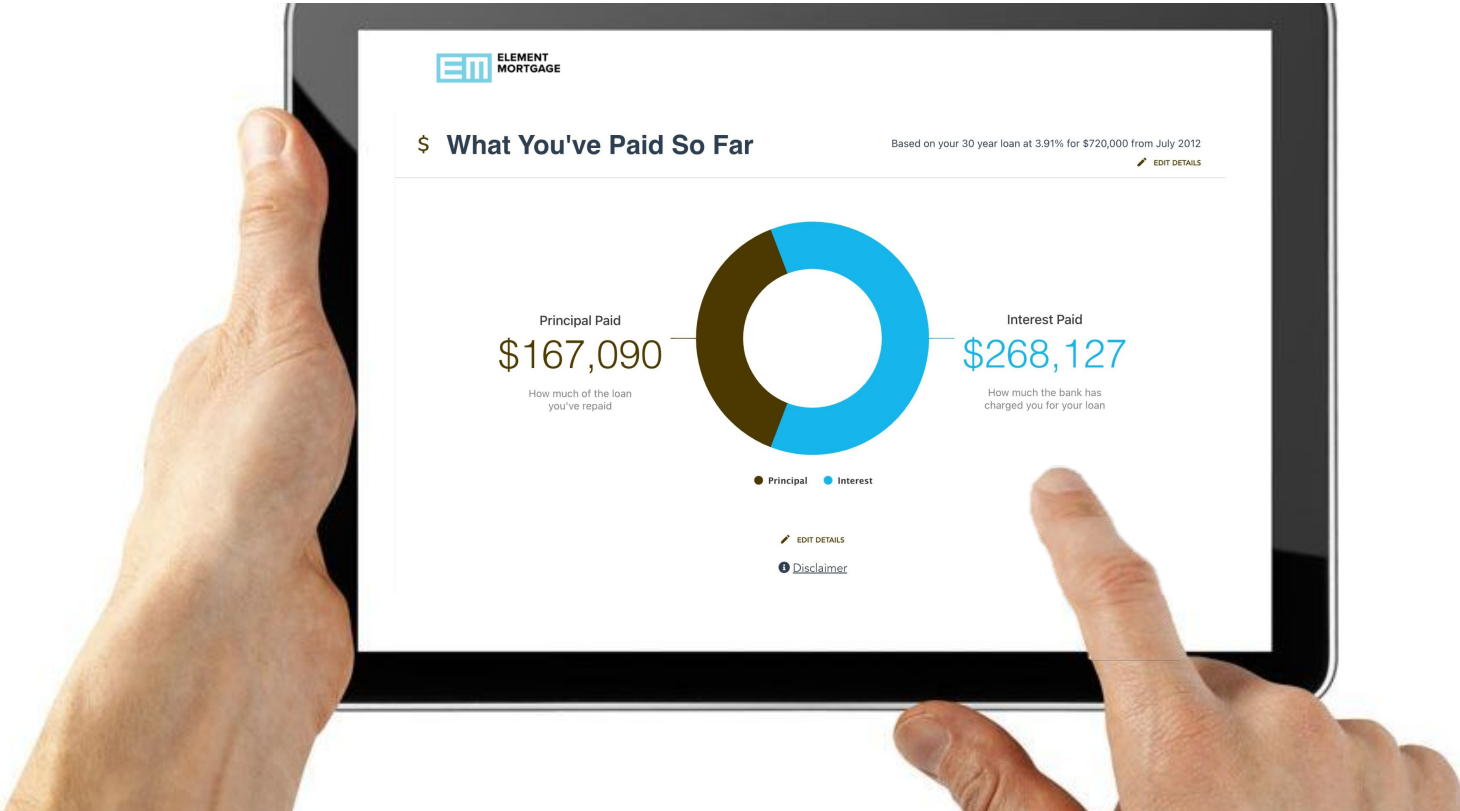
Do you have questions on how to leverage your home's equity?

[Element Mortgage](#) is a lender Hawaii Life trusts to answer questions

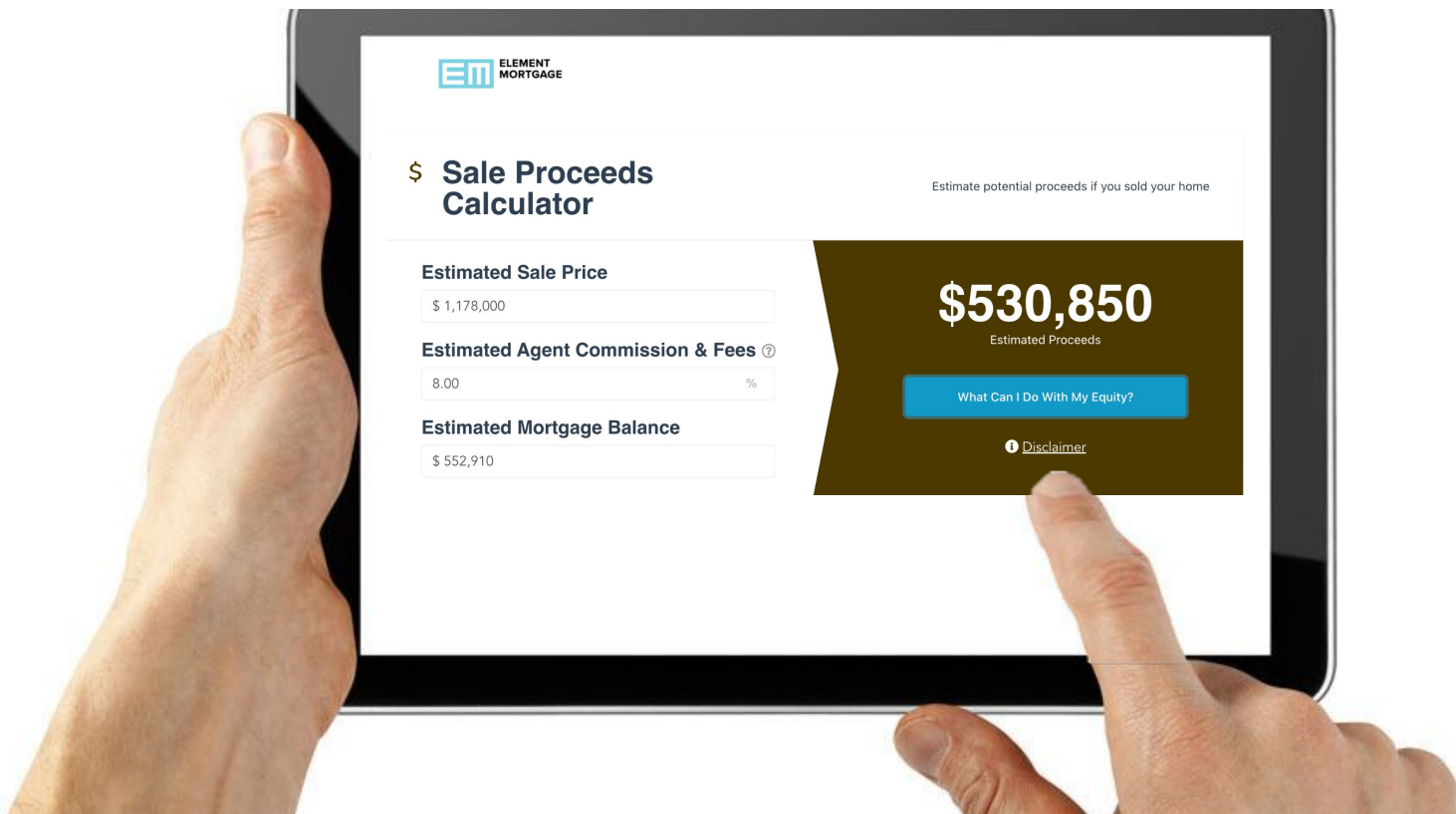
[Ask Us](#)

[Disclaimer](#)

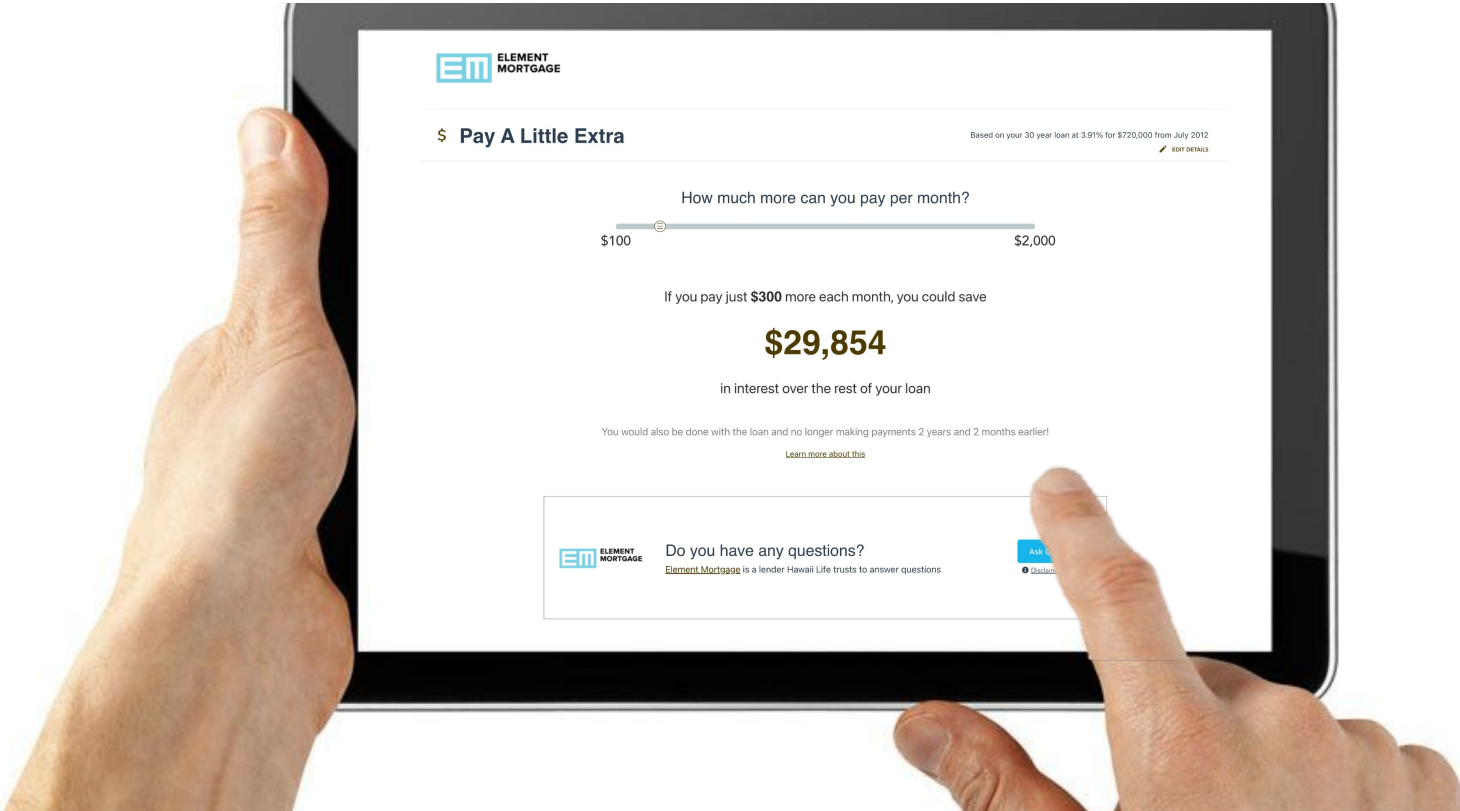
WHAT YOU'VE PAID SO FAR



WHAT IF I SOLD MY HOME?



WHAT IF I PAID **A LITTLE EXTRA?**



\$ Pay A Little Extra

Based on your 30 year loan at 3.91% for \$720,000 from July 2012

[EDIT DETAILS](#)

How much more can you pay per month?

\$100 \$2,000

If you pay just **\$300** more each month, you could save

\$29,854

in interest over the rest of your loan

You would also be done with the loan and no longer making payments 2 years and 2 months earlier!

[Learn more about this](#)



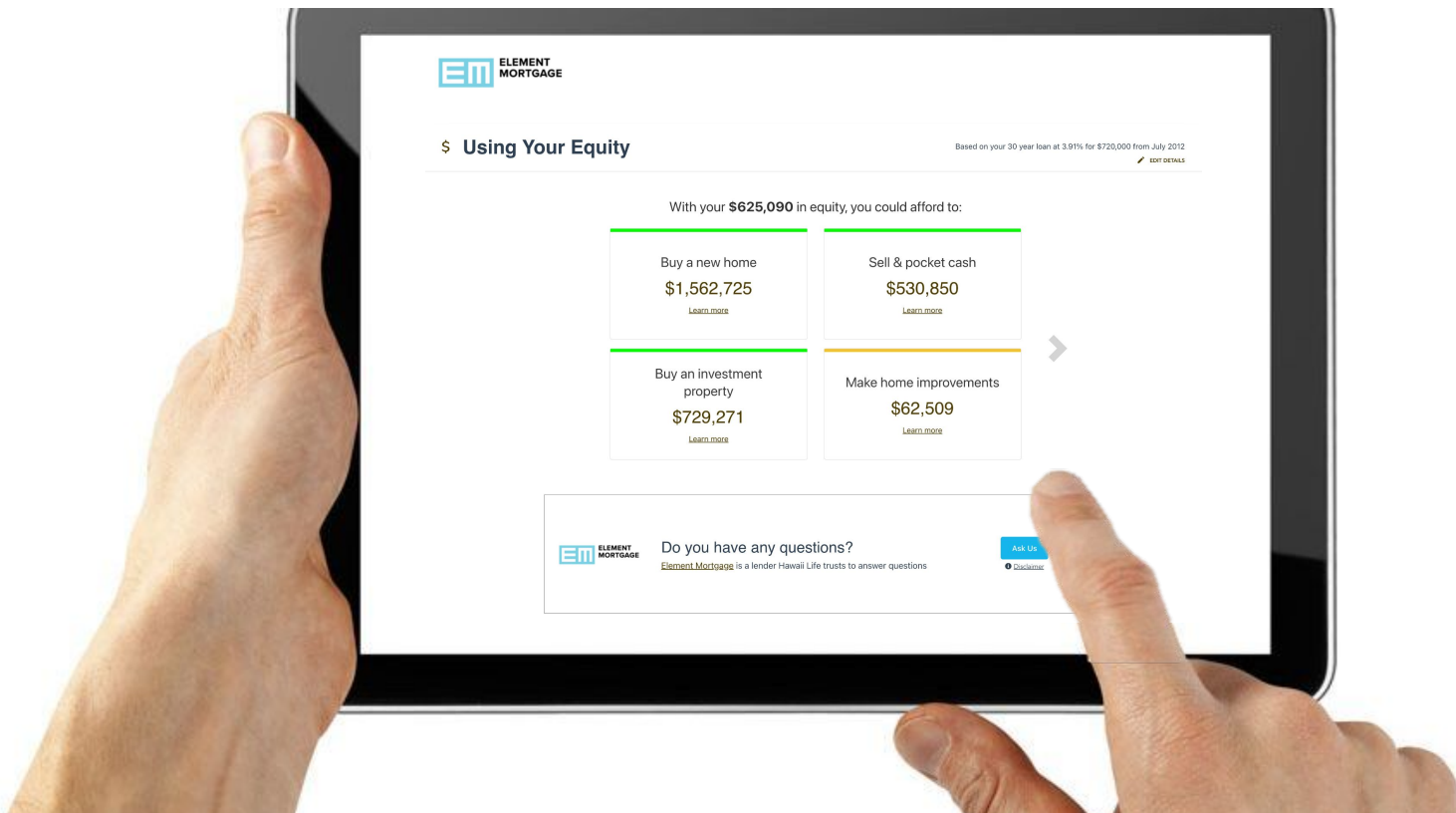
Do you have any questions?

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Ask Us

▾

WHAT CAN I DO WITH MY EQUITY?



\$ Using Your Equity

Based on your 30 year loan at 3.91% for \$720,000 from July 2012

[EDIT DETAILS](#)

With your **\$625,090** in equity, you could afford to:

Buy a new home

\$1,562,725

[Learn more](#)

Sell & pocket cash

\$530,850

[Learn more](#)

Buy an investment property

\$729,271

[Learn more](#)

Make home improvements

\$62,509

[Learn more](#)



Do you have any questions?

Element Mortgage is a lender Hawaii Life trusts to answer questions

[Ask Us](#)

[Disclaimer](#)

Co-Sponsored AGENT BRANDED PAGES

Lender Sponsorship

Using Your Equity

Based on your 30 year loan at 3.9675% for \$500,000 from July 2017

With your \$927,326 in equity, you could afford to:

Buy a new home \$2,318,315 Learn more	Sell & pocket cash \$816,286 Learn more
Buy an investment property \$1,081,880 Learn more	Make home improvements \$92,732 Learn more

Do you have any questions?
Capital Partner Mortgage is a lender Sara trusts to answer questions

[Ask Us](#)

- Mortgage Companies
- Insurance Companies
- Title Companies

Loan Officer Sponsorship

Using Your Equity

Based on your 30 year loan at 3.9675% for \$500,000 from July 2017

With your \$927,326 in equity, you could afford to:

Buy a new home \$2,318,315 Learn more	Sell & pocket cash \$816,286 Learn more
Buy an investment property \$1,081,880 Learn more	Make home improvements \$92,732 Learn more

Do you have any questions?
Al Rodriguez is a lender Sara trusts to answer questions

[Ask Me](#)

- Per Office Assignment
- Dual Lead Routing
- Optional Redirect

Key Insight - Equity Conversion Rates

Pre-Equity

(02/08/2021 - 02/08/2022)

- 18,610 Listing Leads
- \$9B in Volume
- Avg: \$489,368

- 1,216 Conversions (6.5%)
- \$603M in Volume
- Avg: \$495,695

- 141 “Contact an Agent” (0.7%)

Post-Equity

(02/08/2022 - 02/08/2023)

- 14,302 Listing Leads (↓ **23%**)
- \$7.9B in Volume (↓ **13%**)
- Avg: \$552,607 (↑ **13%**)

- 1,073 Conversions (7.5%) (↑ **15%**)
- \$613M in Volume (↑ **1.6%**)
- Avg: \$572,133 (↑ **15%**)

- 303 “Contact an Agent” (2.1%) (↑ **279%**)

4,000+ fewer listing leads YoY

More closing volume due to higher conversion rates

.....Equity gives homeowners more reasons to reach out to their agent

DEMO

Percy turns every one of our sites into 24/7 data portals, giving sellers exactly what they're looking for:
real-time market insights.

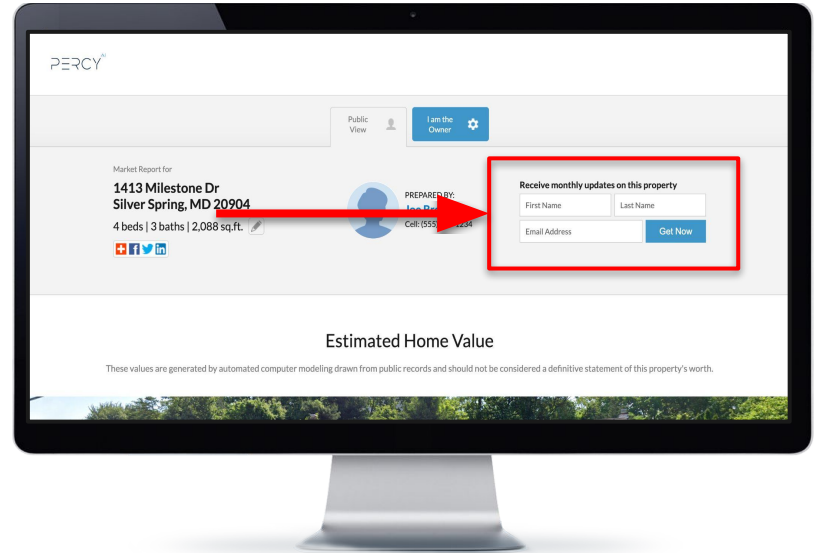


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1. Subscribing All Past Clients

Treat it as a service and value add; track their investment over time



2. Updating Calls to Action to Include Equity

Become the agent that provides even more value



MARY,
FIND OUT WHAT
YOUR HOME COULD
SELL FOR TODAY.

Scan me!



Scan the QR code with your phone's camera and see your current home value estimate.

Presented by
JESSICA CELLARS
555.555.5555

Take advantage of your equity.

I can help you navigate the real estate market and position your home to sell fast and for the best price possible. Selling your home doesn't have to be stressful. Have a seat, I'll do all the heavy lifting.



*Information is based on county records and is deemed reliable but not guaranteed. For a more accurate estimate, please contact me for a no-obligation consultation.

\$ Equity In Your Home

Equity is your home's worth to you!

[RATES INFO](#)

[EDIT DETAILS](#)

Verify Your Mortgage Details

Public records show a 30 year loan at 6.65% for \$392,000 from March 2023, giving you an estimated loan balance of \$389,550. 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

\$120,650

[EDIT DETAILS](#)

[How is this calculated?](#)



Do you have questions on how to leverage your home's equity?

[Buyside Mortgage](#) and Jane Doe Agent can help!

[Ask Us](#)

[Disclaimer](#)

Example Equity Social Calls to Action



Three Sample Posts (Copy/Paste)

1. If your home is your largest asset, maybe you should keep track of its value? Just click the link and you will get your report on your home's value, for free.
2. Just saw these stats: At Retirement, 83% Of The Avg US Homeowners' Wealth Will Come From Their Homes' Equity."

And, there's 10 trillion dollars in equity in the country right now.

See how much equity you have today:

3. There's 10 trillion dollars in equity in the country right now. Make sure you are taking advantage of that potential. Check out how much equity you have here:

3. Give them ideas on what to do with their equity

Prescribe best practices, like buying an investment home in an up and coming area



With your **\$515,959** in equity, you could afford to:

Buy a new home

\$1,289,897

[Learn more](#)

Sell & pocket cash

\$453,079

[Learn more](#)

Buy an investment property

\$601,952

[Learn more](#)

Make home improvements

\$51,595

[Learn more](#)



Do you have any questions?

[Buyside Mortgage](#) and Jane Doe Agent can help!

Ask Us

[Disclaimer](#)



“I have an idea I want to run by you.”

4. Recommend home improvements

Share contractors with them and help them increase their equity



With your **\$515,959** in equity, you could afford to:

Buy a new home

\$1,289,897

[Learn more](#)

Sell & pocket cash

\$453,079

[Learn more](#)

Buy an investment property

\$601,952

[Learn more](#)

Make home improvements

\$51,595

[Learn more](#)



Do you have any questions?

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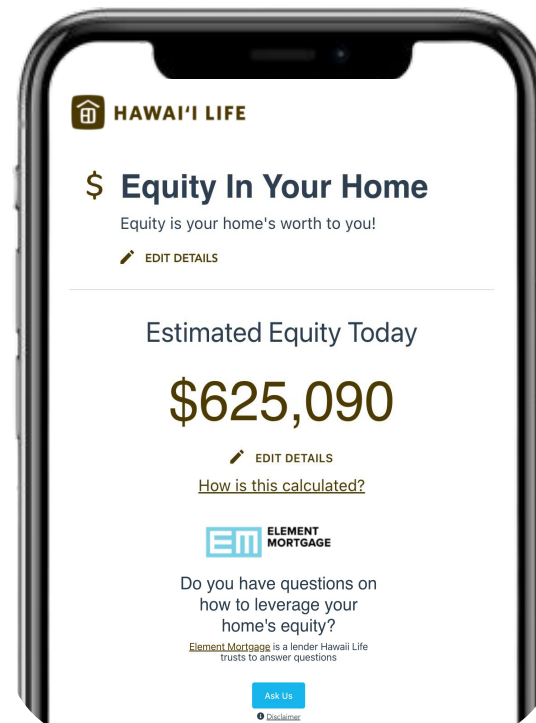
Ask Us

[Disclaimer](#)



5. Partnering with their loan officer

Creating meaningful conversations to transition from an agent to advisor



How is Equity the Silver Bullet

- Puts you in the *front seat*; you can proactively recommend ideas for them to leverage their positive Equity
- Homeowners *are* looking for ways to earn returns in this market
- Leverage AirDna to help them buy a second home by pulling Equity out of their home
- Help them *increase* their equity by taking money out for home improvements.



Summary

- Equity is becoming more important in the current market we are in; HELOCs are at a 15-year high
- Equity is money; 83% of homeowner's wealth
- Agents need to transition over to the advisor mindset; own the owner and clients for life



Coming Up! *Tuesday, October 10th @ 1 pm ET*

PERCY^{AI}

Converting Leads to Listings: Percy 101



Presented by:

Brandon Carroll
Vice President, Client Success
brandon@percy.ai

PERCY

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Converting Leads to Listings: Percy 101

Hosted by:

Brandon Carroll,
Percy Vice President - Client Success

ANY FINAL QUESTIONS?

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WE VALUE YOUR PARTNERSHIP.