

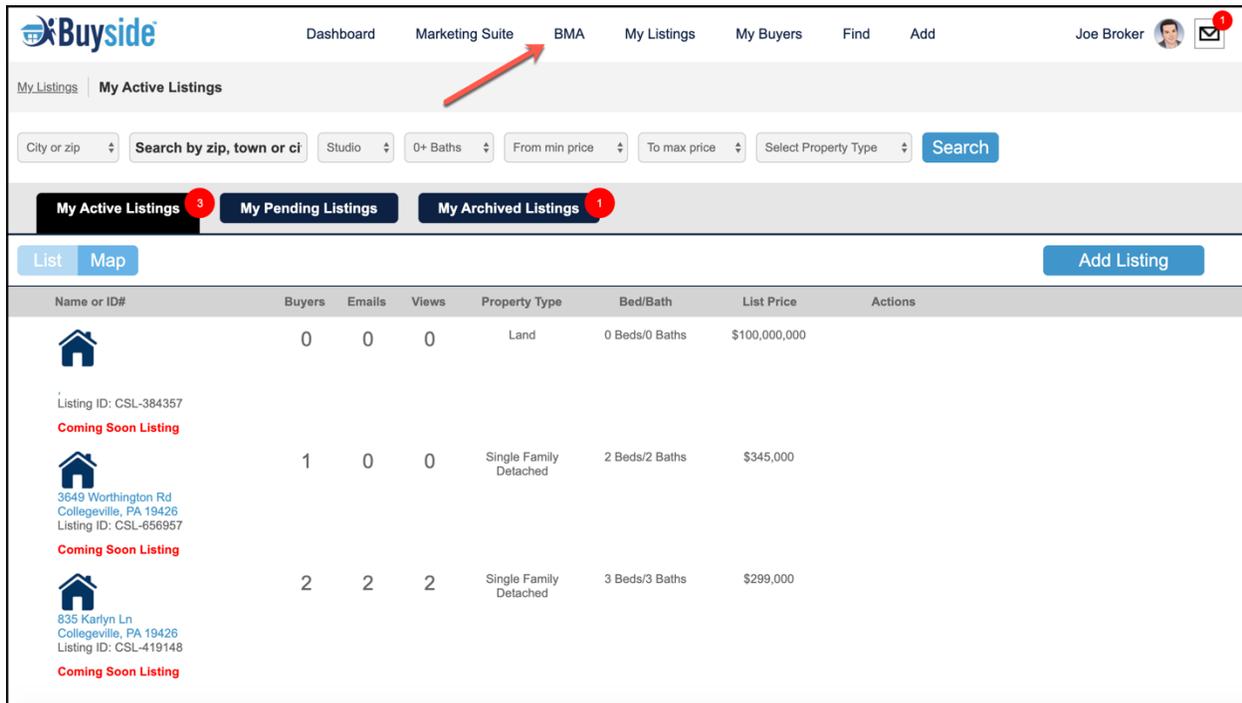
## BMA Overview

Dominate your Listing Presentation with the BMA! The BMA can be used as a supplement to your CMA, and we have worked with Moxiworks to integrate our pages into their CMA. Learn more on how you can showcase the demand side of the market below!

How to Get to the BMA:

There are two simple ways to get to the BMA.

1. Select BMA at the top of your dashboard.



The screenshot shows the Buyside dashboard interface. At the top, there is a navigation bar with the following items: Dashboard, Marketing Suite, BMA (highlighted with a red arrow), My Listings, My Buyers, Find, and Add. On the right side of the navigation bar, there is a user profile for 'Joe Broker' and a notification icon with a red '1'. Below the navigation bar, there is a section for 'My Active Listings' with a sub-section for 'My Active Listings' and a search bar. The search bar includes fields for 'City or zip', 'Search by zip, town or ci', 'Studio', '0+ Baths', 'From min price', 'To max price', and 'Select Property Type', followed by a 'Search' button. Below the search bar, there are three tabs: 'My Active Listings' (with a red '3' notification), 'My Pending Listings', and 'My Archived Listings' (with a red '1' notification). Below the tabs, there is a 'List' button and a 'Map' button, and an 'Add Listing' button on the right. The main content area is a table with the following columns: Name or ID#, Buyers, Emails, Views, Property Type, Bed/Bath, List Price, and Actions. The table contains three rows of listing information, each with a house icon and a 'Coming Soon Listing' label.

Name or ID#	Buyers	Emails	Views	Property Type	Bed/Bath	List Price	Actions
 Listing ID: CSL-384357 <b>Coming Soon Listing</b>	0	0	0	Land	0 Beds/0 Baths	\$100,000,000	
 3649 Worthington Rd Collegeville, PA 19426 Listing ID: CSL-656957 <b>Coming Soon Listing</b>	1	0	0	Single Family Detached	2 Beds/2 Baths	\$345,000	
 835 Karlyn Ln Collegeville, PA 19426 Listing ID: CSL-419148 <b>Coming Soon Listing</b>	2	2	2	Single Family Detached	3 Beds/3 Baths	\$299,000	

2. When you are in the My Leads page and have found potential seller leads, you can select **“Create BMA”** and it will lead you to generate the BMA for their address.

The screenshot shows the Buyside Home Valuation Dashboard. At the top, there are navigation tabs: Dashboard, Marketing Suite, BMA, My Listings, My Buyers, Find, and Add. The user is logged in as Joe Broker. Below the navigation, there are buttons for Home Valuation Site, My Leads, Out of Area, and Archived Valuations. The main heading is "Home Valuation Dashboard" with the subtext "See Seller Lead results from your marketing efforts". There are filters for "Filter Key Stats from last 90 days" with checkboxes for Valuation attempts (9), Receiving Monthly Reports (0), Claimed a Property (0), Sent an Inquiry (3), and Unsubscribed (0). Below the filters are search fields for Address and Name, and date range selectors. There are also buttons for DOWNLOAD RESULTS, DOWNLOAD AVERY LABELS, and DOWNLOAD VALUATION ATTEMPTS. The "My Leads" section contains a table with the following data:

NAME / EMAIL	OWNER NAME	ADDRESS	LAST REPORT ACTIVITY	VALUATIONS	ACTIONS
1		1352 Kathy Ct Livermore, CA 94550 7/9/20 5:00am	MONTHLY INQUIRY CLAIMED		ARCHIVE CREATE BMA
2	No name provided 6/30/20 @ 11:30am	Gilfoy Michael 1352 Kathy Ct Livermore, CA 94550 6/30/20 11:30am	MONTHLY INQUIRY CLAIMED	\$882,834 +3	ARCHIVE
3	Thomas Shively (Buyer.Seller) tom@fake.com (415) 734-6470	Gilfoy Michael 1352 Kathy Ct Livermore, CA 94550 6/19/20 11:26am	MONTHLY INQUIRY CLAIMED 7/2/20 1:10pm	\$883,491 +3	ARCHIVE CREATE BMA

Generating the BMA:

1. Enter the address of the property that you will be going on a Listing Presentation. Select the full address from the drop-down list and select Next Step.

The screenshot shows the Buyside Buyer Market Analysis page. The user is logged in as Joe Broker. The page title is "Buyer Market Analysis" and the subtext is "Verify Property Details". The "Address" field contains "1352 kathy ct" and a dropdown menu is open, showing the selected address: "1352 Kathy Ct Livermore, CA 94550-3713". Below the address field, there is a "Create a Report" button and a video player showing a video from Vimeo.

2. Verify the specifics of the property, select up to 3 AVMs (Automated Valuation Models), and determine the price range of the property. When finished, you will get the total

number of featured buyers that are in the system. Select **“Generate PDF”** to download the report.

The screenshot shows the Buyside web application interface. At the top, there is a navigation bar with the Buyside logo and menu items: Dashboard, Marketing Suite, BMA, My Listings, My Buyers, Find, and Add. The user is identified as 'Joe Broker'. Below the navigation bar, there are tabs for 'Details', 'Values', and 'Buyers', with 'Buyers' being the active tab. The main heading is 'Range of Featured Buyers' for the address '1352 Kathy Ct Livermore, CA 94550-3713'. A sub-heading instructs the user to 'Change the minimum and maximum budget sliders to widen or narrow your range of featured buyers.' A horizontal slider is shown with a range from 628K to 1.31M. The current selected range is from 786K to 1.09M. Below the slider, it indicates '7 Featured Buyers'. At the bottom, there is a blue 'Generate PDF' button with a red arrow pointing to it.

The report will be downloaded as a PDF to your computer. You are ready to dominate your Listing Presentation!

Pages of the BMA:

Page 1: Introduction

The cover page includes the homeowner's address, as well as your name and personal contact information.

Page 2: Why List with Us

Customized to your brokerage, this page will list the unique benefits of listing a home with your brokerage.

Page 3: Pricing the Home

Because the BMA uses *real-time* buyer data, it is more accurate than the price estimates that homeowners have seen online, which are generated largely from historic public records data. The BMA reflects what is going on in the market in real-time, giving you a competitive edge.

Page 4: Buyer Demand in the Area

The BMA shows what buyers are looking for today, in real-time. The heat map operates similar to a weather map. The darker the color, the higher concentration of buyer activity. If we know that the home is located in an area of high or low demand, we can get the pricing just right.

#### Page 5: Buyer Activity Relative to the Home

The buyer funnel shows us the amount of buyer activity, which includes listing views, saved searches, favorited properties, open house sign-ins, etc. As we move down the funnel, we can see how much activity there is relative to similar homes.

#### Page 6: Possible Buyers for the Home

Finally, this page of the BMA identifies a number of buyers who are potential match for the home. In the picture below, these are buyers who are looking for very similar homes and are actively engaged with your brokerage. You can reach out directly to their agents and notify them that you have a listing that meets their EXACT criteria, possibly even before it hits the market.

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**POTENTIAL BUYERS ACTIVELY SEARCHING BETWEEN \$786,240  
AND \$1,092,004  
IN THE LAST 90 DAYS.  
HERE ARE A FEW OF THEIR PROFILES:**

Buyer ID: 5414961

\$800,000 - \$1,000,000

2+ Beds 2.1 bath



Provided by  
Buyside Realty

Buyer ID: 5415360

\$800,000 - \$1,000,000

1+ Beds 2.0 bath



Provided by  
Buyside Realty

Buyer ID: 5415437

\$500,000 - \$2,000,000

1+ Beds 1.1 bath



Provided by  
Buyside Realty

Buyer ID: 5415438

\$400,000 - \$1,000,000

2+ Beds 1.1 bath



Provided by  
Buyside Realty

Buyer ID: 5415440

\$500,000 - \$1,000,000

1+ Beds 1.0 bath



Provided by  
Buyside Realty

Buyer ID: 5415441

\$400,000 - \$10,000,000

1+ Beds 1.1 bath



Provided by  
Buyside Realty

Buyer ID: 5539913

\$199,000 - \$999,000

3+ Beds 2.0 bath



Provided by  
Buyside Realty



**Joe Broker**

REALTOR®

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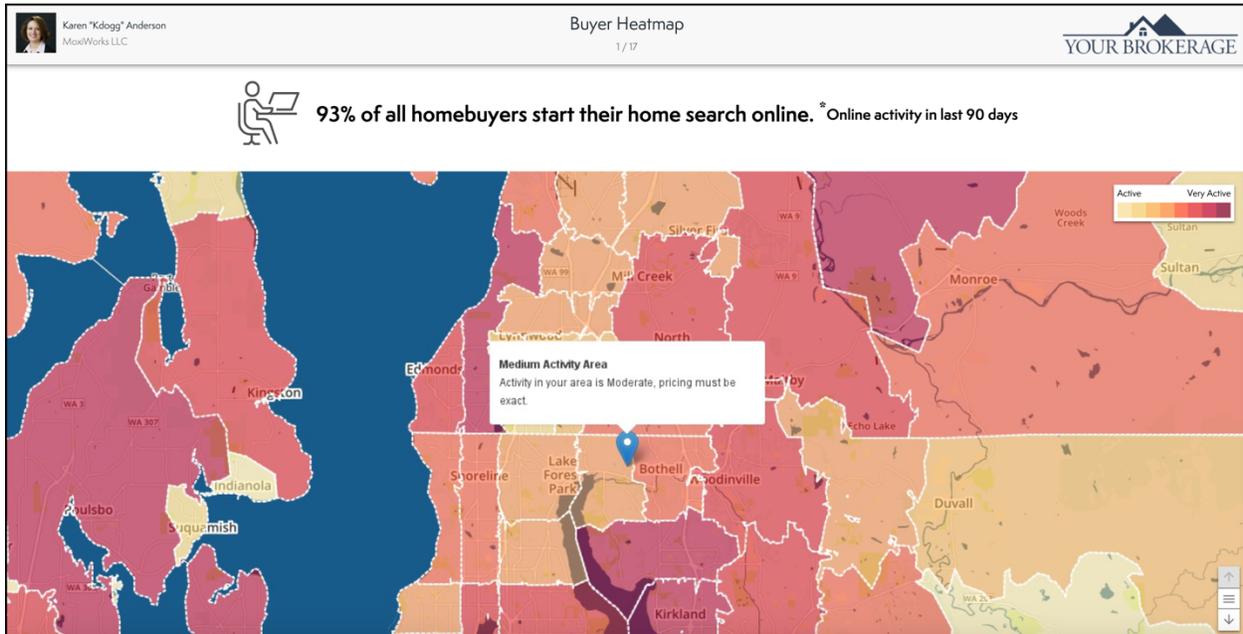
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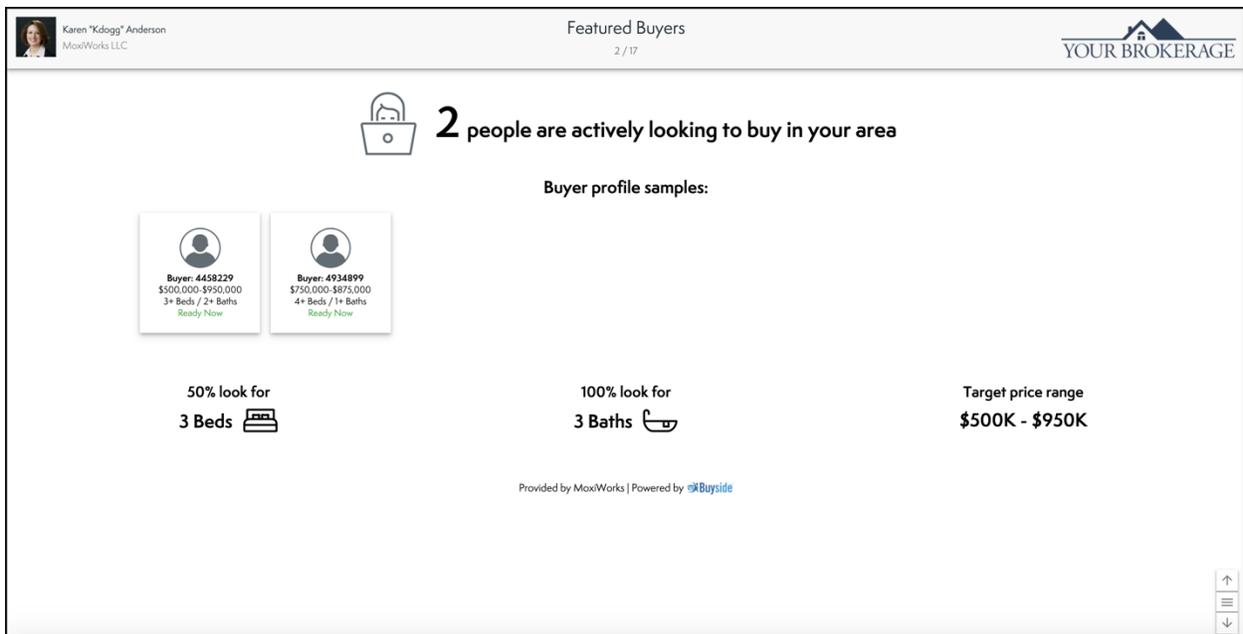
Moxiworks Integration:

For those who want to combine the CMA and BMA, we have worked with Moxiworks to integrate our pages into their CMA.

1. This page of the CMA features the buyer heatmap, which shows us the concentration of buyer activity.



2. This page will show us the number of featured buyers for the property and what they are looking for.



- This page displays the online buyer activity for the last 90 days, which is very similar to page 5 of our BMA, which features the buyer funnel.

