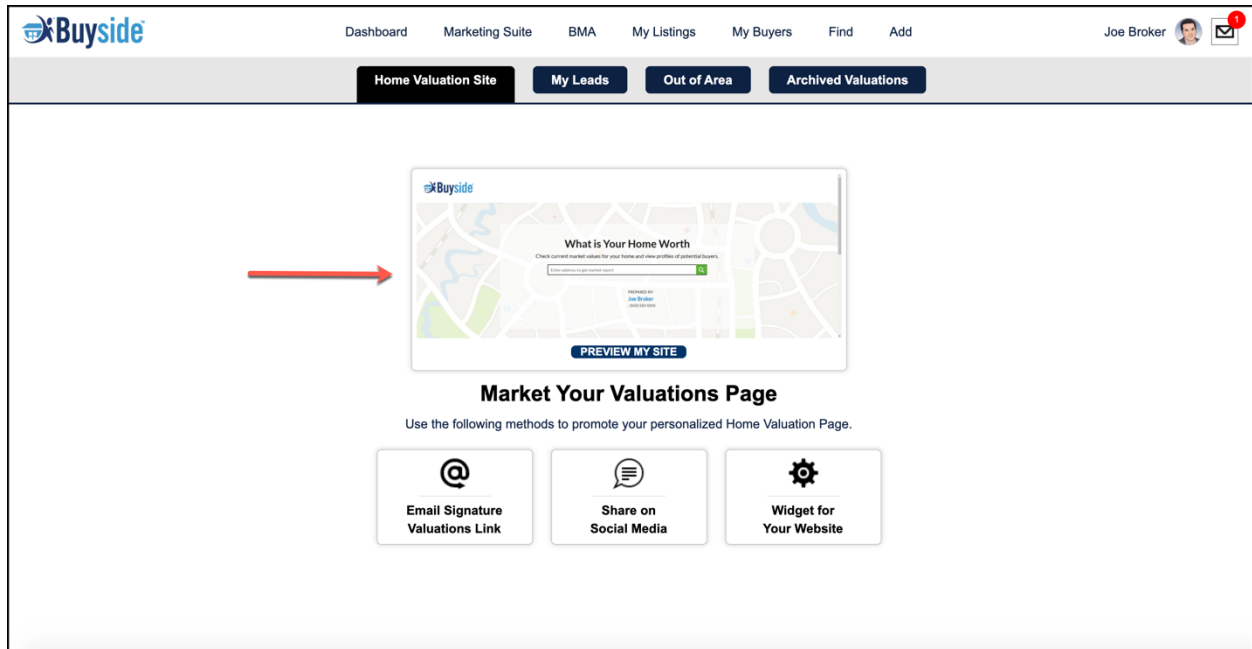


Home Valuation Site Overview

The HVS Report:

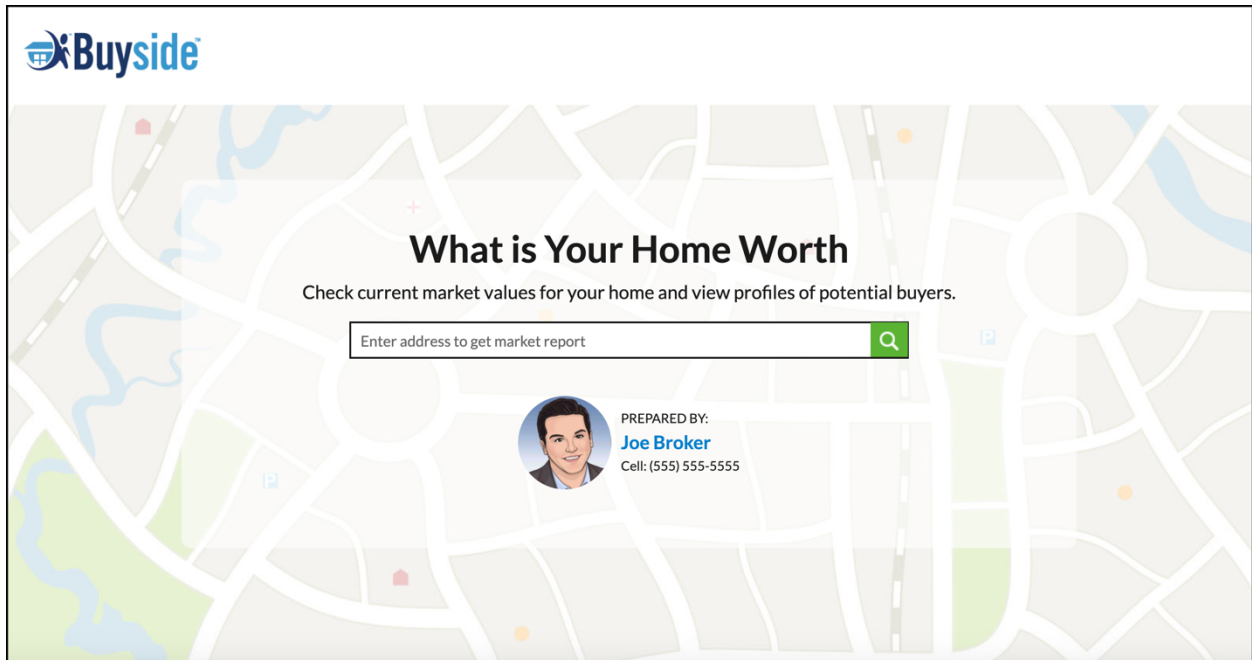
Running the HVS report:

1. From your Marketing Suite, click anywhere on the image that displays **“What is Your Home Worth”**

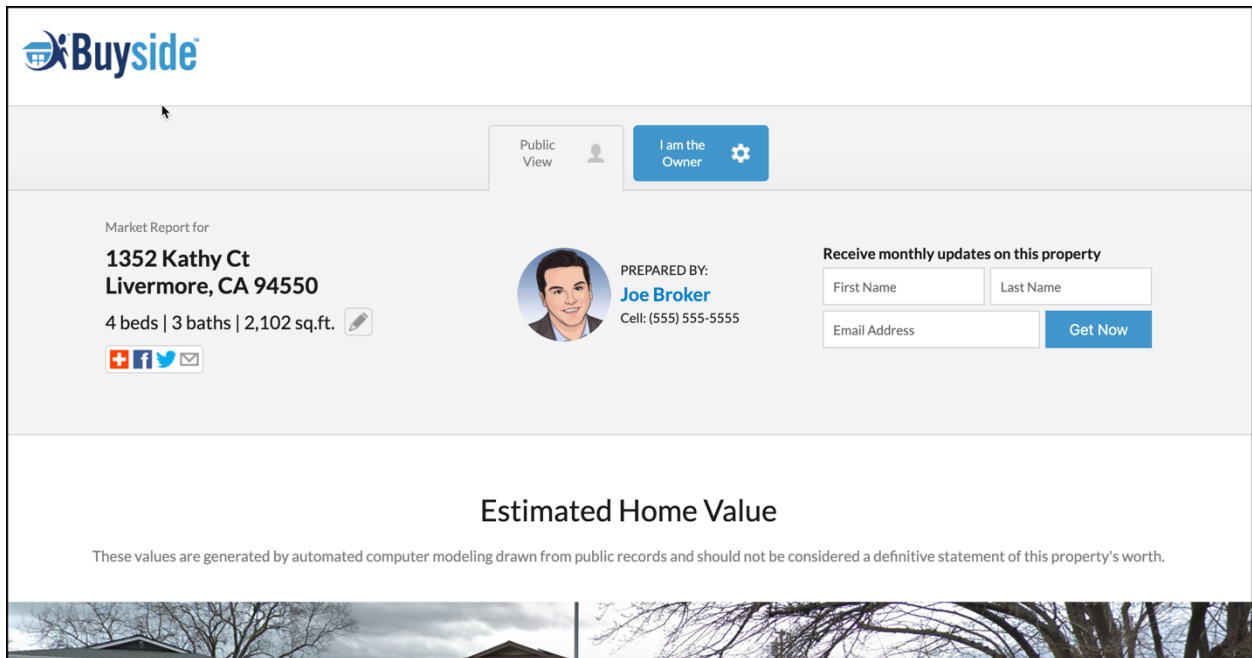


The screenshot displays the Buyside Marketing Suite dashboard. At the top, there is a navigation bar with the Buyside logo on the left and menu items: Dashboard, Marketing Suite, BMA, My Listings, My Buyers, Find, and Add. On the right side of the navigation bar, the user's name 'Joe Broker' is shown next to a profile picture and a notification icon with a red '1'. Below the navigation bar, there are four buttons: 'Home Valuation Site' (highlighted in black), 'My Leads', 'Out of Area', and 'Archived Valuations'. The main content area features a central card titled 'What is Your Home Worth' with a map background. A red arrow points to the top-left corner of this card. Below the card, the text reads 'Market Your Valuations Page' and 'Use the following methods to promote your personalized Home Valuation Page.' There are three buttons below this text: 'Email Signature Valuations Link' (with an @ icon), 'Share on Social Media' (with a speech bubble icon), and 'Widget for Your Website' (with a gear icon).

2. It will open another tab and you can enter the address of the home here.



- Once you have entered the address it will run the HVS report and you will have a comprehensive overview of the property.

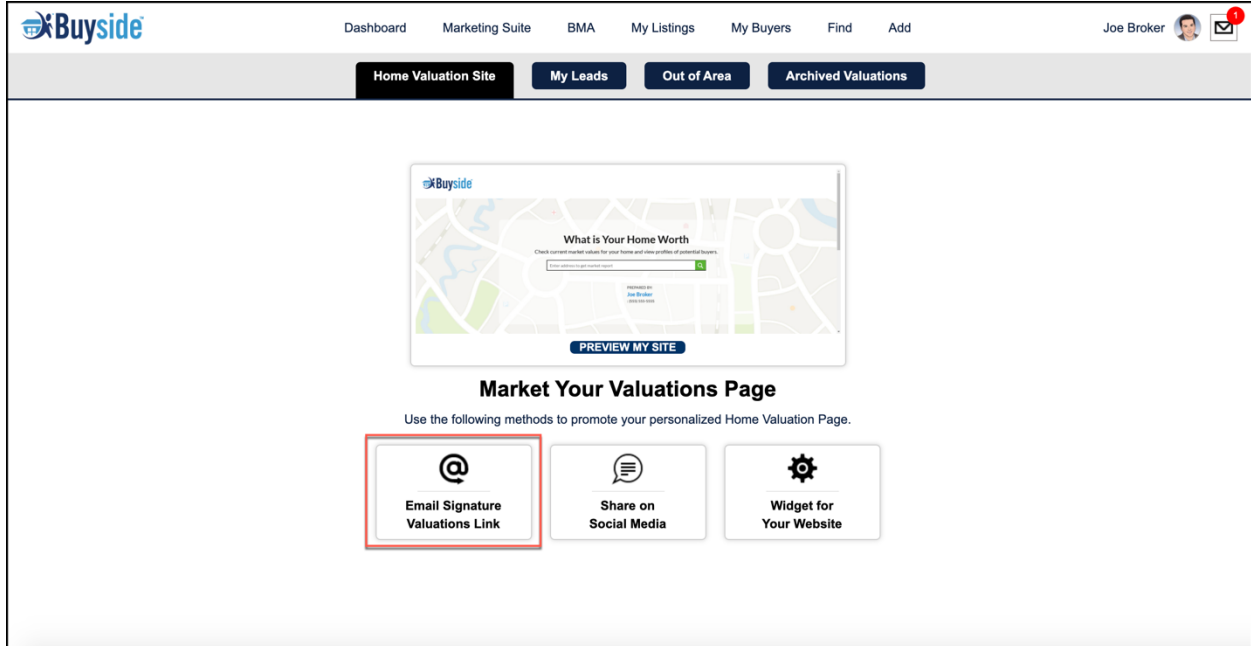


Distribution:

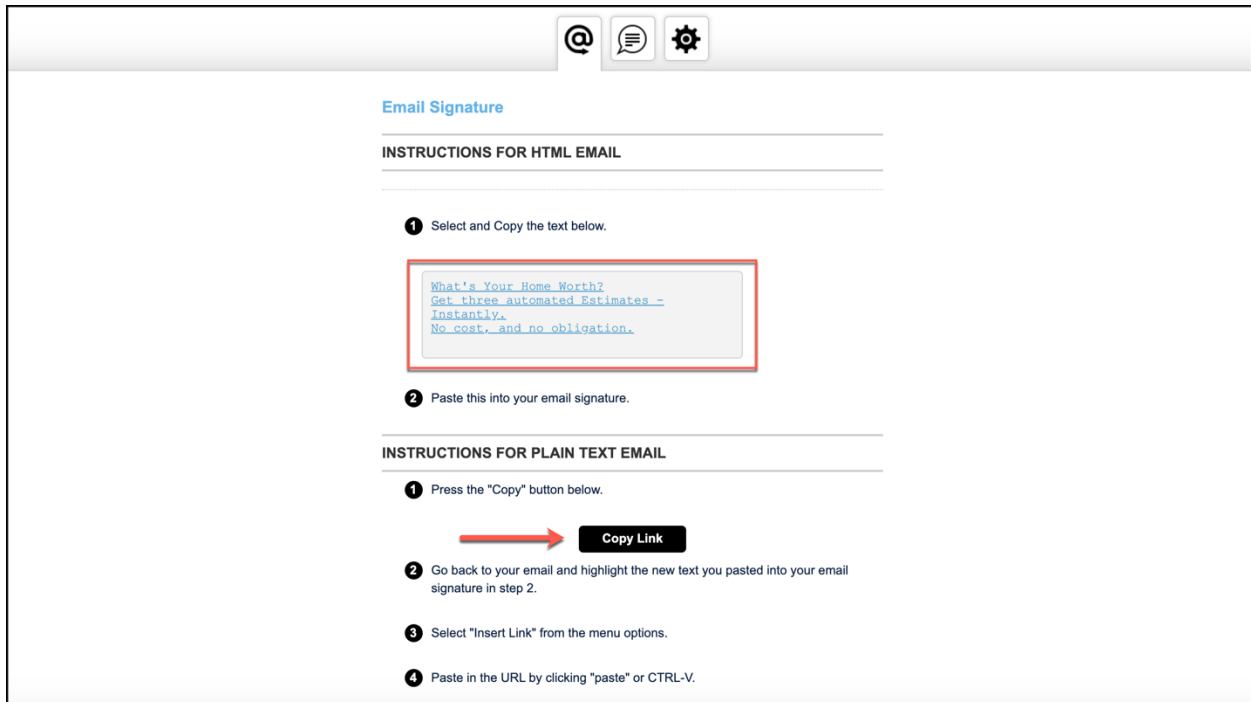
Social media and email marketing are the most powerful tools to generate leads and Buyside makes it easy for you to share your Home Valuation Site to your friends and followers.

Adding your home valuation to your email signature:

1. Select “Email Signature Valuations Link”

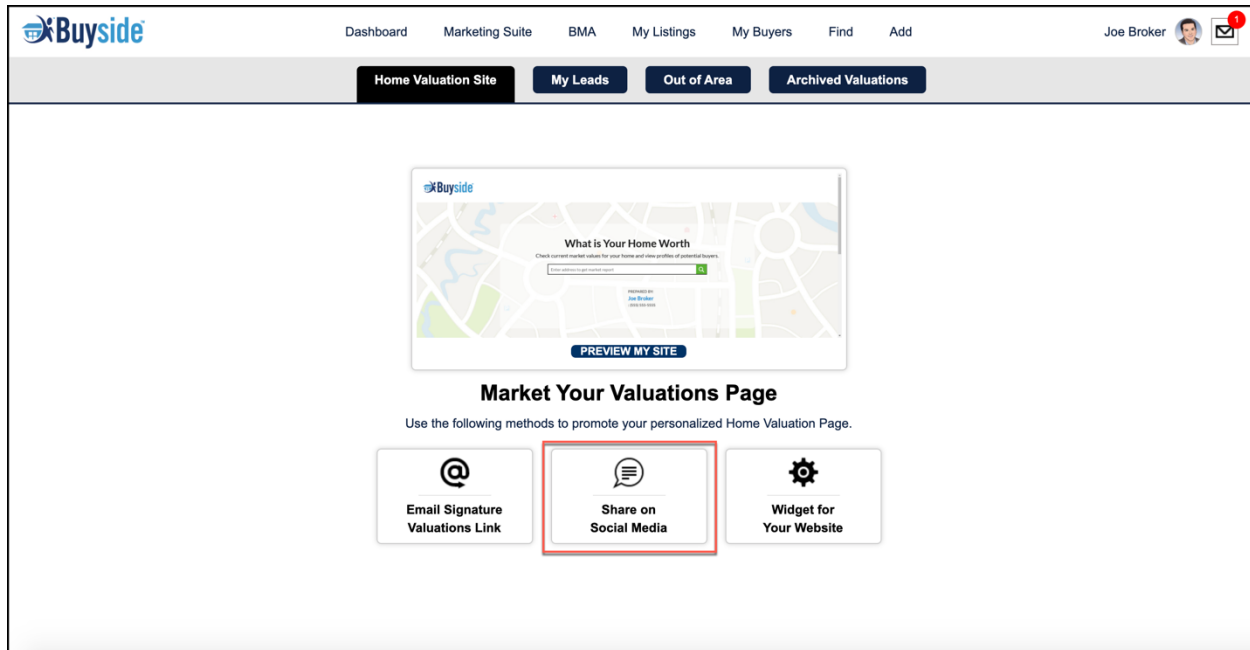


1. Then follow the instructions in the screenshot below based on the type of email.

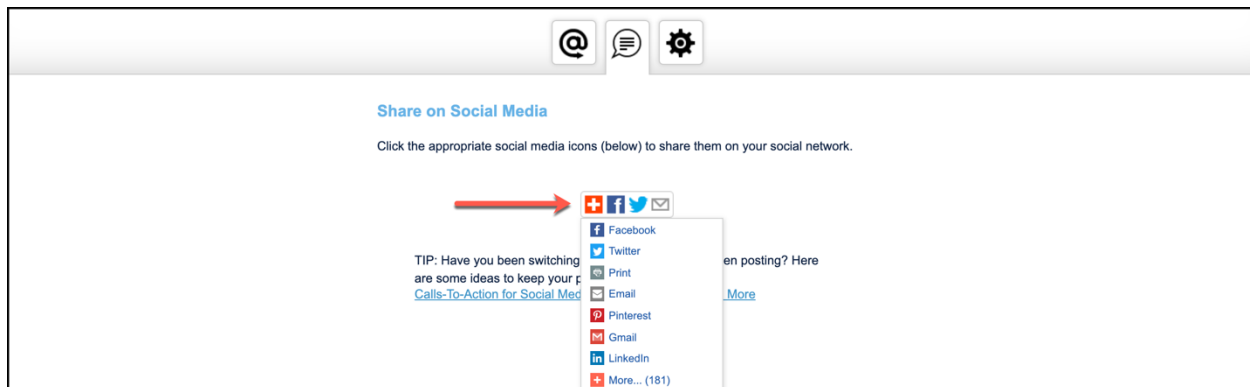


Sharing your HVS on social media:

1. Select **“Share on Social Media”**





2. From the drop-down list, choose which social media platform you would like to use. (Facebook, Twitter and LinkedIn are the most popular).

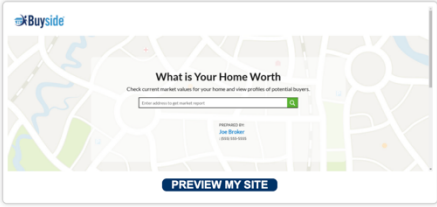


Adding a widget to your website:

1. Select **“Widget for Your Website”**


[Dashboard](#)
[Marketing Suite](#)
[BMA](#)
[My Listings](#)
[My Buyers](#)
[Find](#)
[Add](#)
Joe Broker  


[Home Valuation Site](#)
[My Leads](#)
[Out of Area](#)
[Archived Valuations](#)




Market Your Valuations Page




Use the following methods to promote your personalized Home Valuation Page.


Email Signature
 Valuations Link


Share on
 Social Media


Widget for
 Your Website


- Follow the instructions and copy the widget code, then paste it within the website widget on your site.

Widget for Your Website

If you have a webpage, you can add this widget by following the instructions below.

EXAMPLE

INSTRUCTIONS

- Copy the widget code below.

```

<div id=buyside-widget-container></div><script
src="//api.buyermls.com/widget/buyside-widget-v31.js"></script>
<script>buyside_widget({widgetContainerId: "buyside-widget-
container", key:
"156044098889625", userName:"joe.broker@buysiderealty.com"});
</script>

```

Copy Code

- Paste the code in your website.

My Leads, Out of Area, Archive:

My Leads:

The My Leads dashboard is a collection of sellers that have been collected from various sources including your brokerage and leads generated through your Buyside Home Valuation Site (ePropertyWatch, Direct Contact, and Claim your Home).

Home Valuation Dashboard
See Seller Lead results from your marketing efforts

Filter Key Stats from last 90 days ?

14 Valuation attempts
 1 Receiving Monthly Reports
 2 Claimed a Property
 2 Sent an Inquiry
 0 Unsubscribed

Search by Address:
 Search by Name:
 Date From: 03-14-2020
 Date To: 06-12-2020

My Leads

1	2	3	4	5	6
NAME / EMAIL	OWNER NAME	ADDRESS	LAST REPORT ACTIVITY	VALUATIONS	ACTIONS
1 No name provided 6/11/20 @ 1:07pm	Gilfoy Michael	1352 Kathy Ct Livermore, CA 94550 6/11/20 1:07pm	MONTHLY INQUIRY CLAIMED	\$885,077 +3	ARCHIVE
2 No name provided 5/26/20 @ 1:14pm	Gilfoy Michael	1352 Kathy Ct Livermore, CA 94550 5/26/20 1:14pm	MONTHLY INQUIRY CLAIMED	\$893,581 +2	ARCHIVE

1. The Name/Email column provides you with the contact information for a seller lead. If someone does not leave their contact information, you will see this “I” for more information.
2. The Owner Name column provides the name of the seller lead.
3. The Address column not only provides the address of the lead, but also the confidence level. The confidence level indicates if this lead is actually the homeowner.
4. The Last Report Activity column consists of three tags that display the lead’s last activity with date and time stamps.
5. The Valuations column is a one of the three automatic valuations that we have for the property. To see the other valuations of the property, select the hyperlinked number.
6. The Actions column is up to you. You can archive the lead, or you can create a BMA.

Out of Area:

This page looks similar to the My Leads dashboard, but these are the leads that are outside of the bandwidth of your brokerage.

Dashboard Marketing Suite BMA My Listings My Buyers Find Add Joe Broker

Home Valuation Site My Leads Out of Area Archived Valuations

Home Valuation Dashboard

See Seller Lead results from your marketing efforts

Filter Key Stats from last 90 days ?

0 Valuation attempts 0 Receiving Monthly Reports 0 Claimed a Property 0 Sent an Inquiry 0 Unsubscribed

Search by Address Search by Name Date From Date To

04-17-2020 07-16-2020 FILTER

DOWNLOAD RESULTS DOWNLOAD AVERY LABELS DOWNLOAD VALUATION ATTEMPTS

Out of Area

NAME / EMAIL	OWNER NAME	ADDRESS	LAST REPORT ACTIVITY	VALUATIONS	ACTIONS
5 No name provided 6/17/20 @ 4:04pm	Gilfoy Michael	1352 Kathy Ct Livermore, CA 94550 6/17/20 4:04pm	MONTHLY INQUIRY CLAIMED	\$883,728 ±3	ARCHIVE
6 No name provided 6/15/20 @ 4:35pm	Gilfoy Michael	1352 Kathy Ct Livermore, CA 94550 6/15/20 4:35pm	MONTHLY INQUIRY CLAIMED	\$885,087 ±3	ARCHIVE

Archive:

Once you have reached out to a potential seller, you may want to archive the lead.

1. From the My Leads dashboard, select **“Archive”** under the Actions column of the lead you would like to archive.

Dashboard Marketing Suite BMA My Listings My Buyers Find Add Joe Broker

Home Valuation Site My Leads Out of Area Archived Valuations

Home Valuation Dashboard

See Seller Lead results from your marketing efforts

Filter Key Stats from last 90 days ?

8 Valuation attempts 0 Receiving Monthly Reports 0 Claimed a Property 4 Sent an Inquiry 0 Unsubscribed

Search by Address Search by Name Date From Date To

04-17-2020 07-16-2020 FILTER

DOWNLOAD RESULTS DOWNLOAD AVERY LABELS DOWNLOAD VALUATION ATTEMPTS

My Leads

NAME / EMAIL	OWNER NAME	ADDRESS	LAST REPORT ACTIVITY	VALUATIONS	ACTIONS
1		1352 Kathy Ct Livermore, CA 94550 7/16/20 6:07pm	MONTHLY INQUIRY CLAIMED		ARCHIVE CREATE BMA
2		1352 Kathy Ct Livermore, CA 94550 7/9/20 5:00am	MONTHLY INQUIRY CLAIMED		ARCHIVE CREATE BMA
3 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
4	Gilfoy Michael	1352 Kathy Ct	MONTHLY INQUIRY CLAIMED	\$883,491 ±3	ARCHIVE

- This lead will then move to the Archived Valuations tab. If the client becomes a warm lead again or this was done in error, you can unarchive the lead by selecting **“Unarchive”**.

The screenshot shows the Buyside dashboard interface. At the top, there is a navigation bar with the Buyside logo and several menu items: Dashboard, Marketing Suite, BMA, My Listings, My Buyers, Find, and Add. On the right side of the navigation bar, the user's name 'Joe Broker' is displayed along with a profile picture and a notification icon with a red '2'. Below the navigation bar, there are four tabs: Home Valuation Site, My Leads, Out of Area, and Archived Valuations. The Archived Valuations tab is currently selected. Below the tabs, there is a search filter section with 'Date From' (04-17-2020) and 'Date To' (07-16-2020) fields, and a 'SEARCH' button. The main content area is titled 'Archived Valuations' and contains a table with the following columns: NAME / EMAIL, OWNER NAME, ADDRESS, LAST REPORT ACTIVITY, VALUATIONS, and ACTIONS. The table lists two archived valuations. The first row shows a lead with 'No name provided' (6/15/20 @ 4:34pm), owner 'Gilroy Michael', address '1352 Kathy Ct, Livermore, CA 94550', last report activity 'MONTHLY', 'INQUIRY', and 'CLAIMED', a valuation of '\$885,087 ±3', and an 'UNARCHIVE' button. The second row shows a lead with 'No name provided' (5/13/20 @ 2:15pm), owner 'Williams Amanda', address '668 Davis Ln, Wayne, PA 19087', last report activity 'MONTHLY', 'INQUIRY', and 'CLAIMED', a valuation of '\$534,466 ±3', and an 'UNARCHIVE' button.

NAME / EMAIL	OWNER NAME	ADDRESS	LAST REPORT ACTIVITY	VALUATIONS	ACTIONS
1 No name provided 6/15/20 @ 4:34pm	Gilroy Michael	1352 Kathy Ct Livermore, CA 94550 6/15/20 4:34pm	MONTHLY INQUIRY CLAIMED	\$885,087 ±3	UNARCHIVE
2 No name provided 5/13/20 @ 2:15pm	Williams Amanda	668 Davis Ln Wayne, PA 19087 5/13/20 2:15pm	MONTHLY INQUIRY CLAIMED	\$534,466 ±3	UNARCHIVE