



## Homebot for Paragon and Collaboration Center

Black Knight is excited to announce a new Agent feature in Paragon powered by Homebot. Homebot is a cutting edge marketing and lead generation tool that sends monthly, interactive emails (called “Homebot Digest”) to homeowners with the following extremely valuable information about their property:

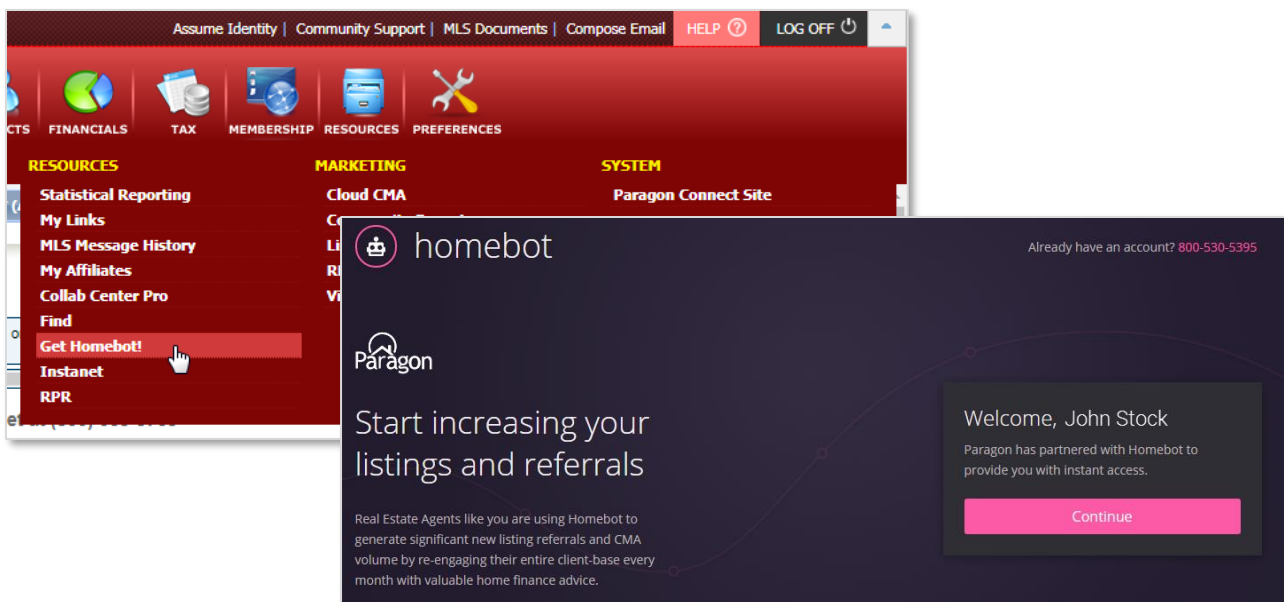
- Home Value
- Existing loans on their home
- Home equity
- How to save on interest payments
- Down payment for an investment property or move-up home
- Area rents
- Refer a friend

**Homebot is the tool that every Homeowner in the U.S. would absolutely LOVE to have! The information is extremely valuable in managing what could be the Homeowner’s largest and most important asset, their Home. This exciting informational, collaboration tool will be made available by default to all Paragon Users in the 5.64 release.**

Homebot is a subscription-based service. For any Paragon User that chooses to take advantage of this functionality, pricing to the Agent is only \$25 per month for 500 contacts. When an agent subscribes a contact, the Digest with the above information will display on a new tab in the Collaboration Center called “My Home Wealth.”

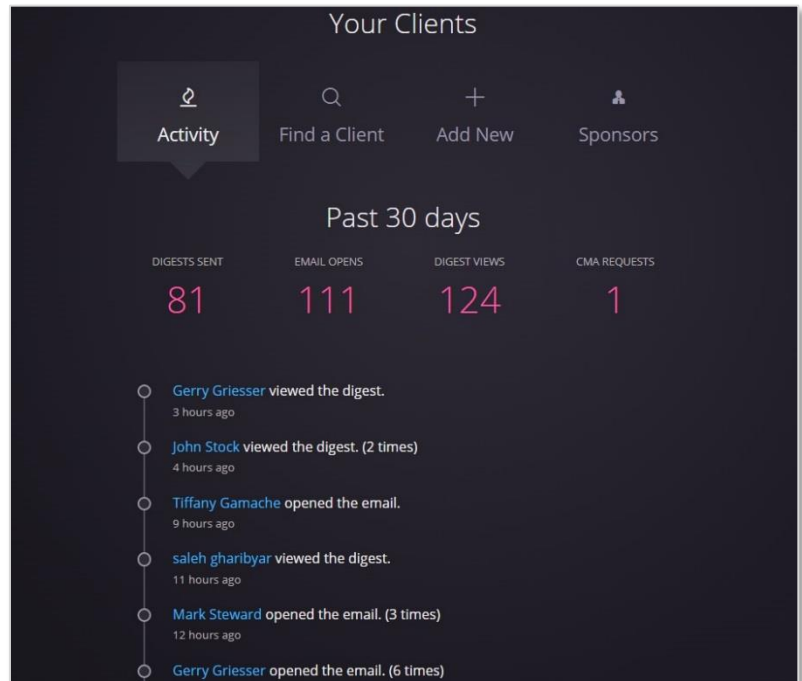
### Paragon Integration Points

Resource Link: Get Homebot! This link launches a new browser and lands the agent on a page where they can register for a Homebot account.



### Your Clients

After the agent has registered, the next time they click the Get Homebot Resource link, they will land directly on the Your Clients page. Here, they can view activity and take actions for any of the Clients that they have subscribed. This screenshot is from an active agent.



### Contact Detail

After an agent has an active account, a HOMEBOT section will appear below the address fields in the Contact Detail to subscribe their users by clicking the GET HOMEBOT button.

**ADDRESS INFORMATION:**

Contact Requests Privacy (will not appear on Mailing Labels).

Select: Home  Primary?

Address:

Address-2:

City:

State: ID


County:

Zip:

Country:

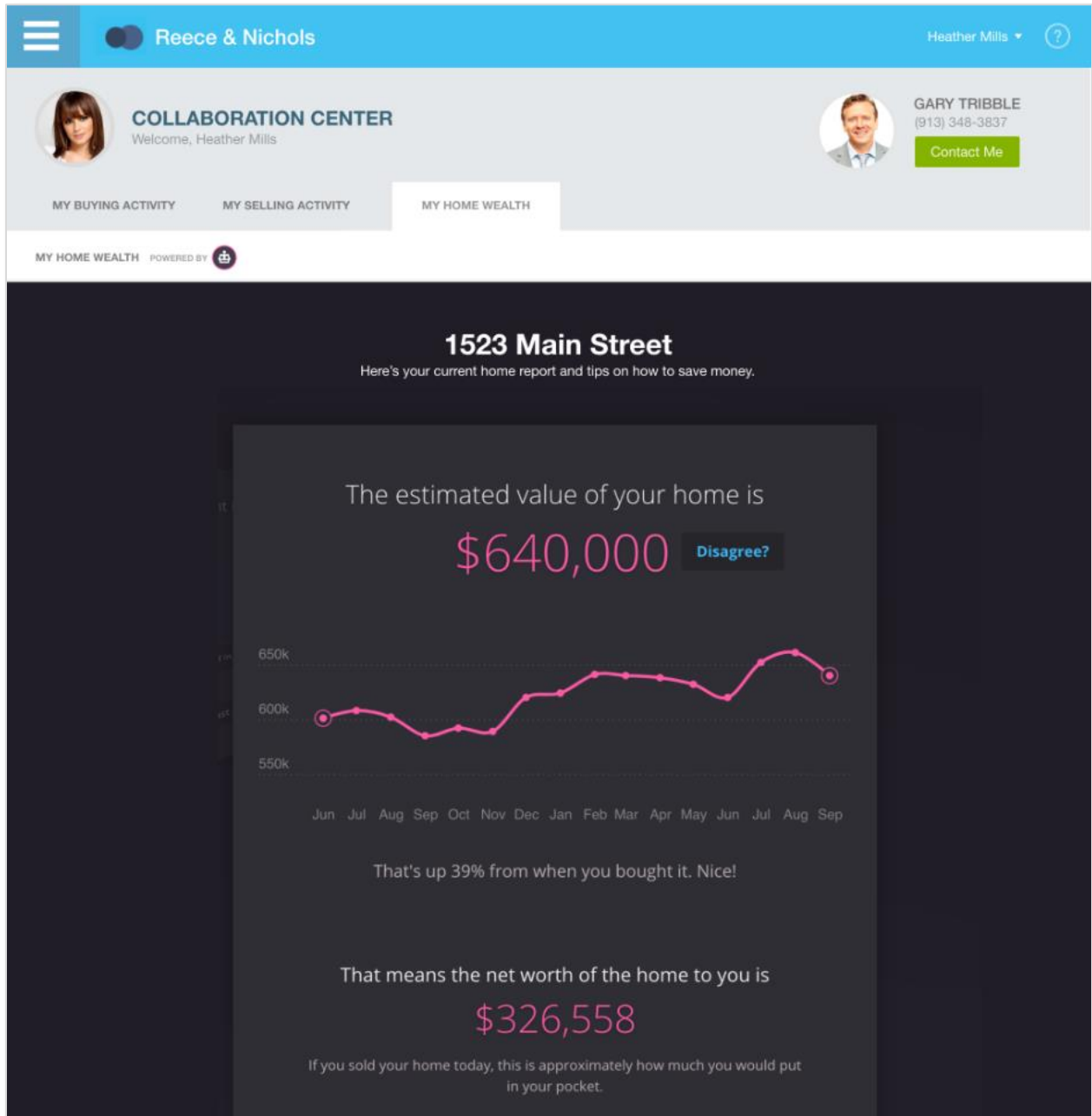
**HOMEBOT:**

 GET HOMEBOT

Clicking this button will automatically subscribe the Contact to start receiving the monthly Homebot Digest and it will enable a tab in the Collaboration Center called "My Home Wealth."

### Collaboration Center

Once the contact is subscribed, the “My Home Wealth” tab will appear in the Collaboration Center for the contact. This data is the same information that is automatically emailed to the Client once a month, also known as the Homebot Digest.



The screenshot displays the Homebot Collaboration Center interface. At the top, there is a navigation bar with a menu icon, the name "Reece & Nichols", and a user profile for "Heather Mills". Below this, the "COLLABORATION CENTER" header includes a welcome message for Heather Mills and a profile for "GARY TRIBBLE" with a "Contact Me" button. The main content area is titled "MY HOME WEALTH" and features a report for "1523 Main Street". The report states: "Here's your current home report and tips on how to save money." It shows the estimated value of the home is \$640,000, with a "Disagree?" link. A line graph tracks the home's value from June to September, showing an overall increase. The report concludes that the net worth of the home is \$326,558, which is up 39% from when it was bought.

**1523 Main Street**  
Here's your current home report and tips on how to save money.

The estimated value of your home is  
**\$640,000** [Disagree?](#)

That's up 39% from when you bought it. Nice!

That means the net worth of the home to you is  
**\$326,558**

If you sold your home today, this is approximately how much you would put in your pocket.



## **Why is Homebot needed?**

Our goal for the new Collaboration Center is to address the needs of an ever changing consumer. Historically, Paragon has always had strong buyer's tools and with the use of data, additional seller technology has become available. The first step was to develop a seller experience which provides a seller with information on their listing and a way for the agent to summarize activity surrounding the listing. Our next step was to provide an enhancement to the Collaboration Center that would help homeowners through the life cycle of their home. With Homebot, homeowners will have information that will help them make better financial decision at any stage of owning a home. With the integration of Homebot in the Collaboration Center and monthly emails being sent to homeowners, agents will have a strong marketing platform to cultivate and generate new listing leads.

## **How does Homebot Benefit Buyers?**

Agents who subscribe to Homebot will have a new call to action for buyers who are looking for a new home. In the Collaboration Center, buyers will be able to register for Homebot to gain information about their house. After the buyer purchases a new home, you'll be able to update your Client's address in contacts to have the report changed to their new home. With Homebot, you'll be delivering information so valuable that it is being opened 70% of the time each month to keep the relationship alive.

## **How will Homebot help Sellers?**

Sellers are more empowered than ever - the internet makes it easy to get information about their home's value. With Homebot, we will make the agent the authority on home values by delivering consistent long term information. Unlike other tools, we encourage the homeowner to question their home value and give the power to agents to update the home digest with the current market value. In addition, Homebot will also help guide homeowners with making the complex financial decision to help them build equity and save on interest payments. With time horizons on when a homeowner will sell their home growing, Homebot is truly a tool that will deliver value through the entire lifecycle of home ownership and provide the agent with long term follow-up.

## **Marketing features in Homebot**

Homebot has numerous marketing tools to help the agent with lead generation. Inside of Homebot, each agent will receive a unique landing page that can be used many ways to generate leads. In addition, Homebot has pre-formatted social media ads built in so you can easily log into Facebook and post a message for people to find out their home value, can you afford a second home?, and what are area rents going for?

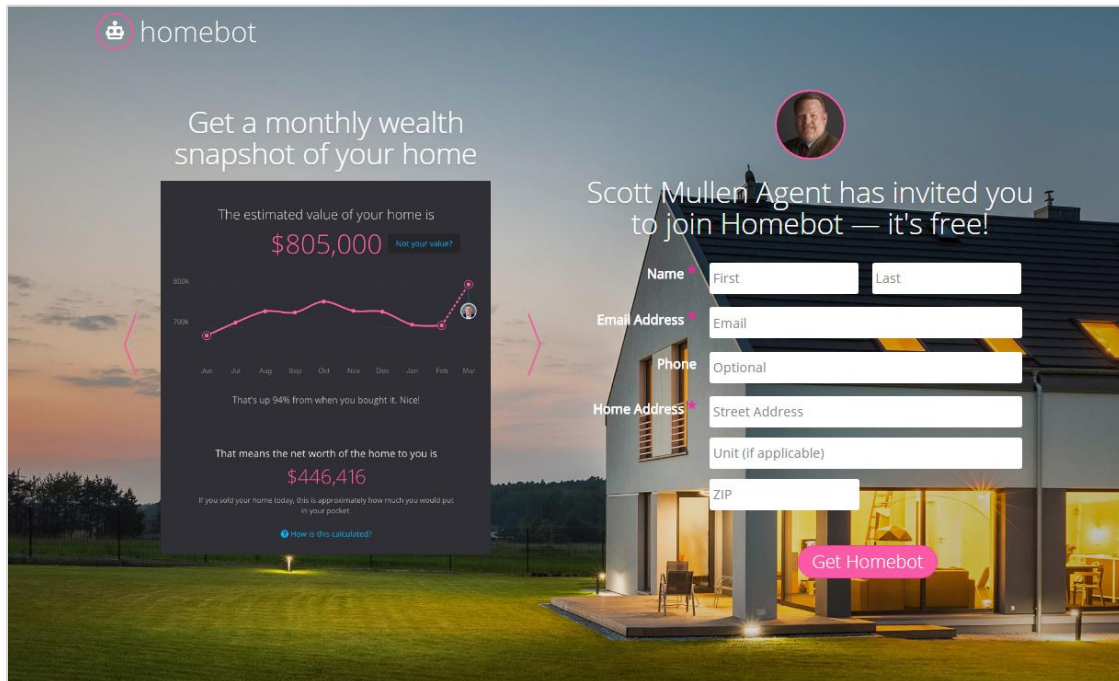
The most powerful marketing tool in Homebot appears on every home digest that is delivered to your Clients. At the bottom of the report, your Clients can refer friends and family to sign up for Homebot which will drive new leads to you. This feature will make Homebot a viral tool amongst your sphere and ask for referrals each month.

### How to use Homebot every day

For the past two years, agents have found very creative ways to use Homebot in their daily business. Here are a few suggestions on how you can use Homebot.

- Link your Homebot landing page (PURL) to your website so homeowners can sign up.
- Use QR Codes in your print marketing to drive sellers to your Homebot landing page.
- If you're hosting an open house, use Homebot as your registration page (see below). It will capture all the leads and give a free home report each month to everyone who attended your open house.
- Periodically use the Homebot social media posts so people can register to get information.
- Sign up every homeowner you want to do business with to ensure long-term follow-up.

### Personal Homebot Registration Page



homebot

Get a monthly wealth snapshot of your home

The estimated value of your home is  
**\$805,000** Not your value?

That's up 94% from when you bought it. Nice!

That means the net worth of the home to you is  
**\$446,416**

If you sold your home today, this is approximately how much you would put in your pocket.

[How is this calculated?](#)

Scott Mullen Agent has invited you to join Homebot — it's free!

Name  First  Last

Email Address  Email

Phone  Optional

Home Address  Street Address  
 Unit (if applicable)  
 ZIP

[Get Homebot](#)