







CO-SPONSORSHIP **BEST PRACTICES**

Tips for lenders on how to present
Homebot to potential agent partners

Co-Sponsorship Best Practices

Expand your reach organically and nurture agent relationships while being featured as a trustworthy lender on the reports sent to **their** database.

Why Co-Sponsor Agents?









-  Your contact information displayed in all financial sections.
-  Keep your agents engaged with you throughout the year.
-  Get notified when their clients ask a financially focused question
-  Provide agents access to additional features on Homebot

PRO TIP:



Click [HERE](#) to join our LandinAgent Partners training for tips on how to pitch agents on Homebot.

Your house has built **\$243k** worth of equity. How could you use it?

-  **\$131k**
Make home improvements
[Details](#)
-  **\$23k**
Create an emergency reserve
[Details](#)
-  **\$131k**
Add more livable space
[Details](#)
-  **\$38k**
Pay down student loans
[Details](#)
-  **\$16k**
Eliminate credit card debt
[Details](#)
-  **\$17k**
Add solar panels
[Details](#)
-  **\$15k**
Splurge on a European vacation
[Details](#)
-  **\$131k**
Explore new investments
[Details](#)



Have any questions?

Michelle Smith is a lender Susan trusts to answer questions

What option is best for me?

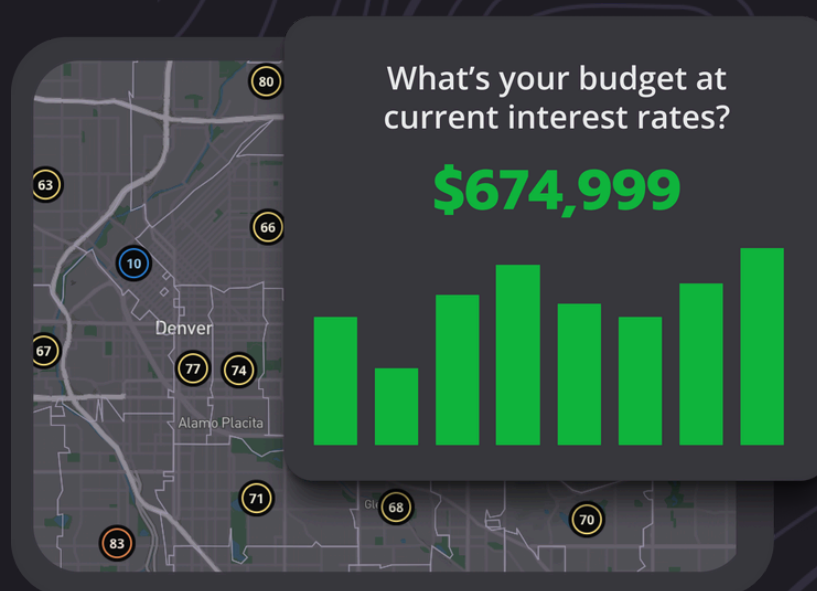


Sure, agents can sign up for Homebot without a lender..

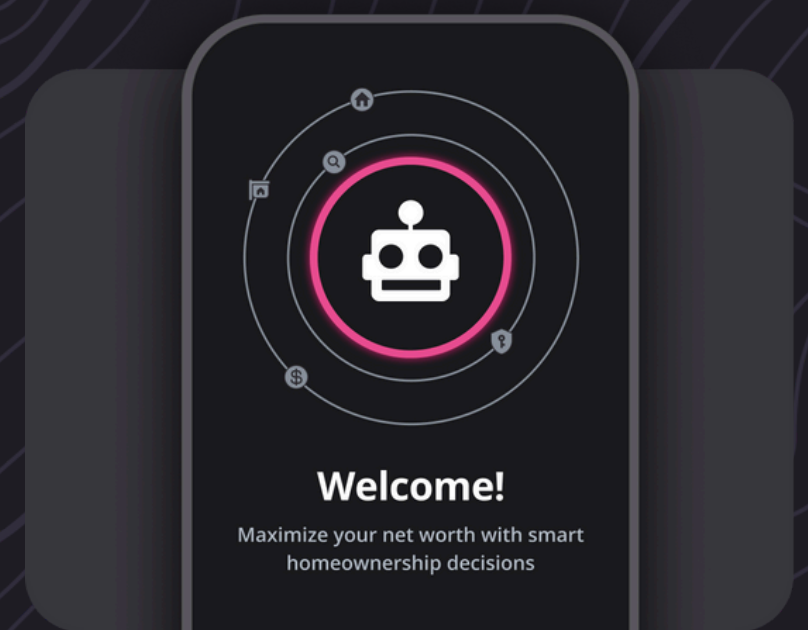
But without a lender, agents can't:

- ✗ Nurture buyers and provide a **safe nationwide search** while they're front and center on every listing
- ✗ Increase **visibility** and provide personalized guidance through the **Homebot Mobile App**
- ✗ Boost **engagement** and **embed their expert advice** into the monthly reports using Video Email and Video Manager
- ✗ Sign up for the **free version of Homebot**. Only possible through a lender! Agents pay \$50/mo to be on Homebot without a lender and cannot access the additional features below.

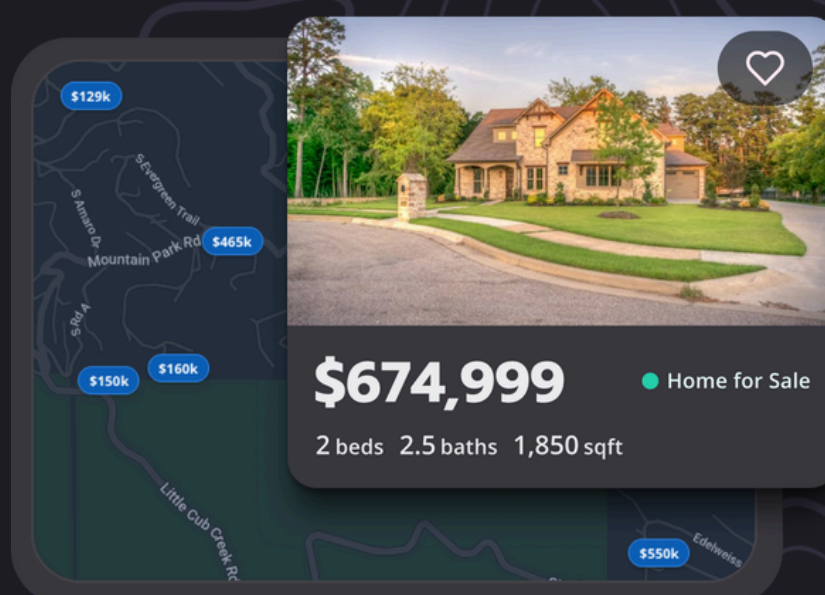
With a lender co-sponsor, agents get:



Buyers Report



Mobile App



Home Search



Video Email & Manager

PRO TIP:



Click [HERE](#) to join or share our weekly live training on the Benefits of Co-Branding With a Lender on Homebot.

Get the meeting

Use these scripts to introduce Homebot:



Homebot is a free personal financial Home Report that tracks value, equity, and options to sell, buy, and refinance. It helps Homeowners learn how to leverage the largest single asset they own – their home! **Homebot Home Reports get an over a 75% monthly open rate.**



“Are you looking for more listings? Try Homebot to engage all your clients to show them how to use their equity to make a move. It’s free when you accept my invite and then you can use QR coded postcards, door hangers to farm & circle prospect. Highly engaged clients on Homebot are 4-6 times more likely to sell & buy again with you in the next 12 months.”

“Do your clients & prospects know that 83% of retirement wealth comes from Home Equity? I use Homebot to keep my entire database engaged & educated on how to track & build wealth through Homeownership. Let me set you up with a free report on your home or one of your listings and if you like it, I can set you up with a free account.”

BEST PRACTICES

Show the Value

Open a report with at least **35% equity** and point to the modules that speak to their interests.

- ✓ Purchase power module
- ✓ Tune value feature
- ✓ Market temperature module
- ✓ Their contact information and pink chat bubbles

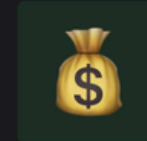
Thinking of selling?

Now could be a good time - you have 3 strong selling signals



Moderate appreciation

Your home value grew 2.4% / year



Good cash position

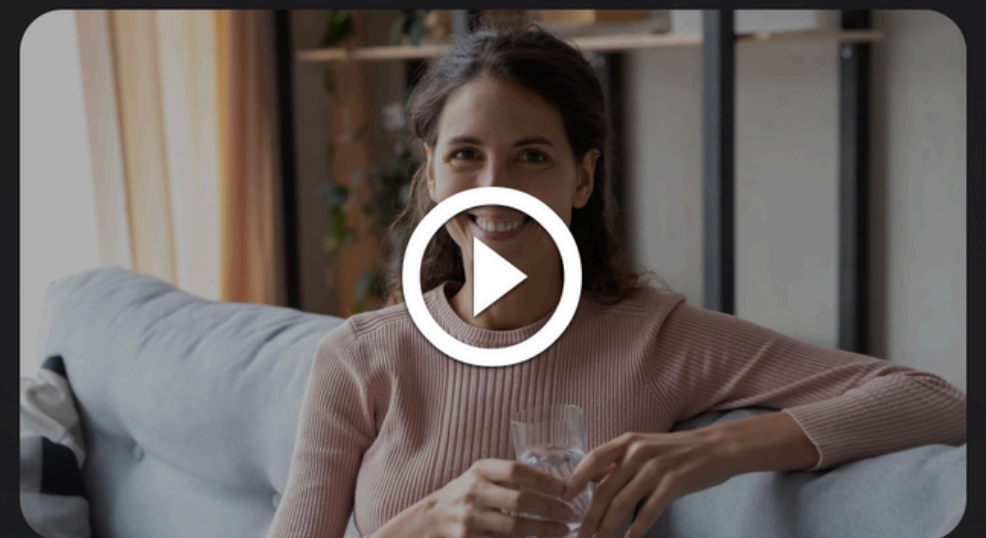
You've built around ~\$189k in equity



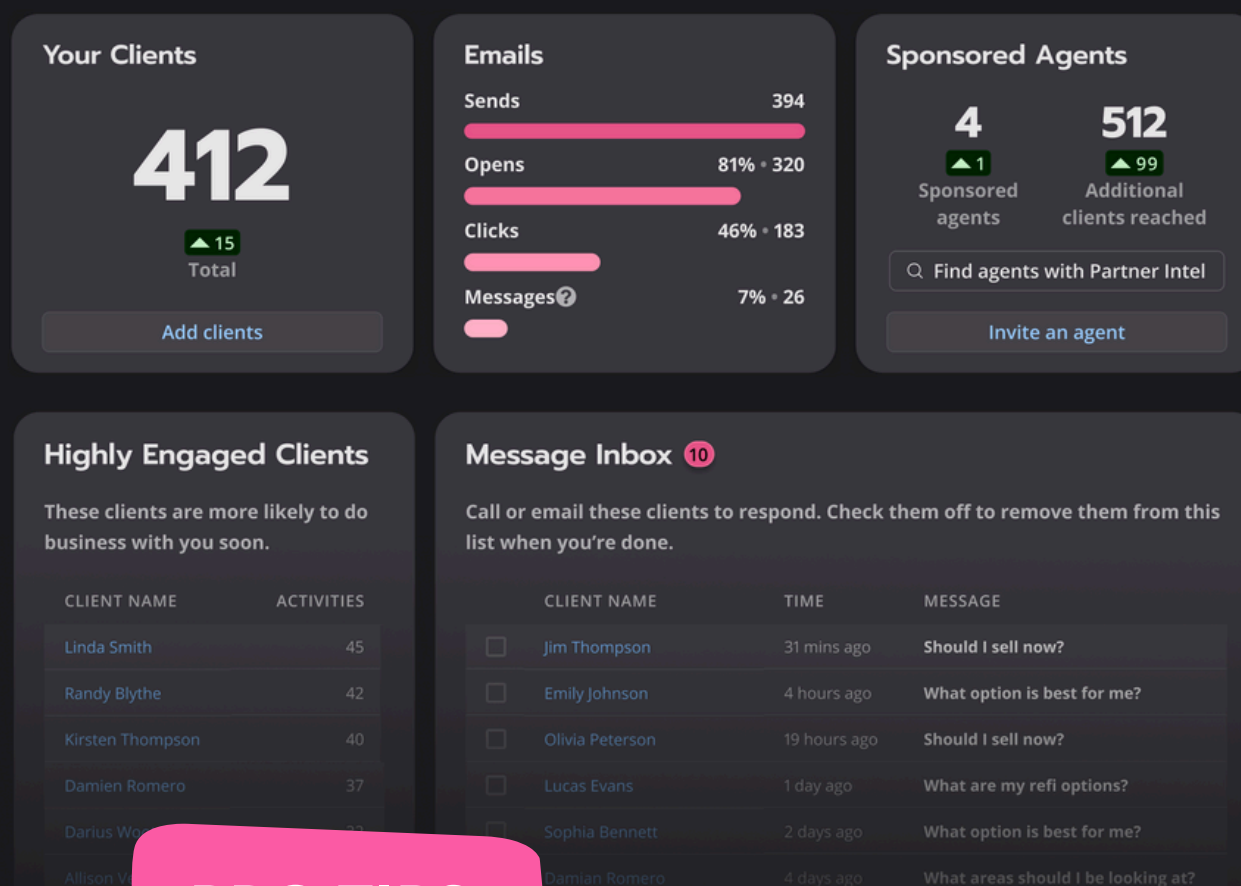
Strong seller's market

Competition is high, inventory is low

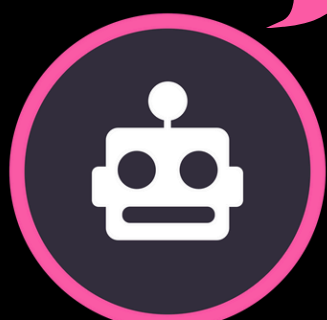
Strategy on selling now:



30 Day Performance Snapshot



PRO TIPS:



- 💡 Add the agent as a client to experience it firsthand
- 💻 Share recorded demos and trainings

Log into your Homebot account & show them:

- The Activity Feed
- Key Client Lists
- Likelihood to Sell Score
- Share tab (generating leads)

Common Objections

“I don't have time or I'm not good with technology”

“You can try Homebot for free with me for your first 25 clients to see if you like it and they have great support & classes. You won't find a lower cost high engagement way to increase listings & protect your clients”

“I already have a CRM”

“Homebot is not a CRM, it's a listing machine delivering personal reports for you each month. There may be ways to integrate Homebot to your CRM but it will get a much higher open rate of around 70% and you will be able to see exactly what your clients are doing. Any questions will come to you as a text & email”

“I don't want to share my database with you”

“Homebot keeps our databases separate, your Homebot Home Report will come from you, I will only appear under financing and only see the client when they ask us both a financing driven question that goes to both of us.”

“I have more than one lender”

“Homebot keeps our databases separate, your Homebot Home Report will come from you, I will only appear under financing and only see the client when they ask us both a financing driven question that goes to both of us.”

“I'm worried about values being off and upsetting my clients”

“No AVM is perfect because they are computer algorithms based on public data. The best part of Homebot is that you can set or edit value at any time and the AVM goes away. Even better – you client can edit their own value (Zillow doesn't do this) and notify you that they think it's worth more. Homebot protects them from all the other AVMs”

Common Objections

“I don't have a lot of clients yet.”

“Homebot is perfect for you because you can add 25 for free with me and then at only \$25 a month you can build a database with Homebot. Add in your sphere of influence, any opted in prospects, then start adding clients at open houses, door knocking, circle prospecting, events, etc.”

“I already have Homebot on my own.”

Great! By accepting my invite, you'll reduce your monthly by half and your clients will now have access to all the features that turn on by cobranding with a lender: Mobile App, Personal Videos, Nationwide Listing Search, and the Buyer's Report to convert Homeowners in sellers & add first time buyers as well.”

“I'm worried about my client data.”

“Homebot is Soc 2 Type 2 security compliance approved. They do not share your data with anyone and you can cancel anytime you want.”

“My clients are all repeat of referral, I don't market to strangers.”

“Great! Homebot is perfect for referrals and keeps you top of mind with everyone in your database each month.”

“I already have something like that through my Brokerage, CRM, or the MLS.”

“You may have something that does one portion of what Homebot provides like an AVM, but most likely nothing that does everything Homebot does for your clients. It's worth taking a look at because you're probably not getting a 70% open rate and your clients will love Homebot.”