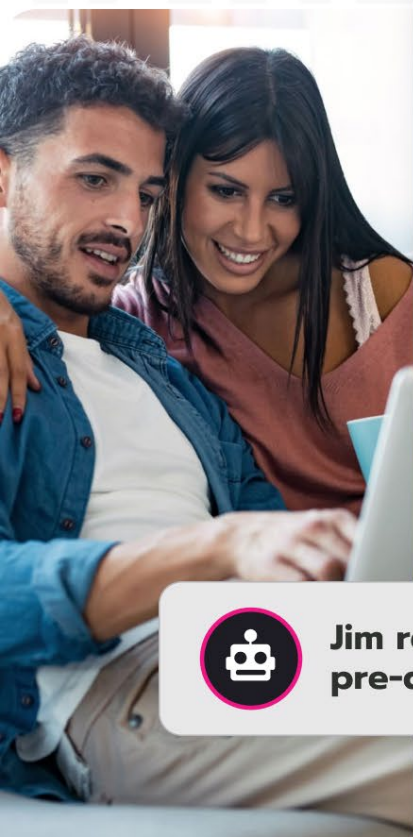


Driving client engagement with **DEEP SEARCH**



 Price drop!

 Likely to buy



 Jim requested a pre-qual from you!

Attention doesn't always lead to action

Even if users are “doom scrolling”, most home searches are casual - disconnected from affordability and purchase intent.

By encouraging “deep search” behaviors through features like home galleries and affordability-focused search, Homebot helps real estate professionals nurture casual searchers into **repeat customers** and narrow in on people who are **actually planning to transact.**



Casual Searching

On search mega platforms, users may browse extensively, but their engagement is shallow and casual.

<2%

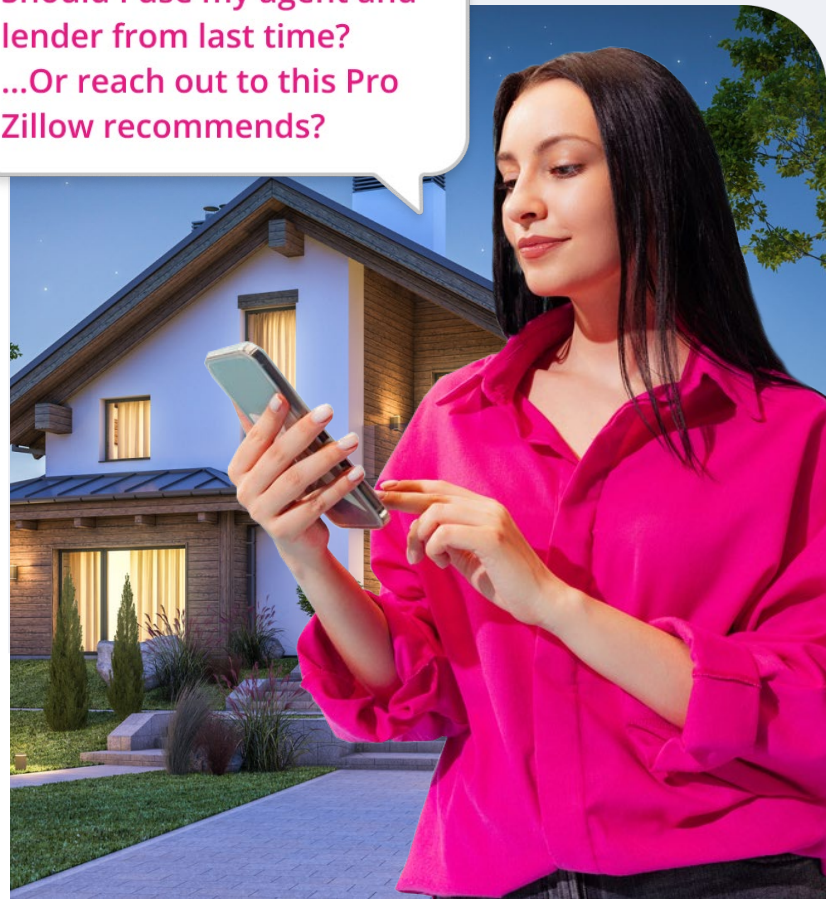
of **casual searchers** are actively looking to buy or sell

Since casual home search has become ubiquitous, prospective buyers and sellers expect home details to be available to them online. At the same time, IDX sites have not kept up with evolving consumer usability expectations, so many serious searchers end up on mega platforms when exploring properties.

This creates risk for real estate agents and lenders who want to give the best possible client experience without losing business.

Casual searching is exciting for users—they get to explore their dreams. However, less than 2% of these searchers are actively looking to buy or sell. Despite how few searchers actually intend to transact, other search platforms are vertically integrating, offering agent services, lending services, and even closing services.

Should I use my agent and lender from last time?
...Or reach out to this Pro Zillow recommends?



Deep Search






Popular search platforms encourage doom scrolling but fail to effectively move users towards purchase, because casual searching is fundamentally superficial.

Users who conduct deep searches are thinking realistically about what they need and want. They tune their search beyond superficial attributes, including affordability considerations.

Deep searches result in an action moving the user deeper into the home purchase funnel like an inquiry, open house appointment, or pre-qualification request.



Lindsey Smith explored Home Search

-  Lindsey messaged you about [5123 Willow St.](#)
"Can I get pre-qualified for this home?"
-  Lindsey viewed insights on [5123 Willow St.](#)
-  Lindsey updated their budget settings
-  Lindsey viewed the listing for [46283 S Blue Creek Rd.](#)
-  Lindsey searched for **"Denver"** in Home Search



Understand your clients' intentions

The Activity Feed in Homebot's Client Engagement Portal gives you detailed information about recent client actions that can help to guide conversations toward a transaction opportunity.

In order to increase transaction intent, a home search experience must both minimize cognitive load for searchers and educate them effectively on affordability.

Homebot, in partnership with HB Real Estate Services, offers a deep search experience that meets these requirements through both a direct-to-consumer quality search experience and affordability-focused galleries of homes automatically personalized to each client.

Since Homebot is an invite only platform, **you own the deep search experience end-to-end**, granting you exclusive access to the behavior generated by your clients through it, avoiding the risk of losing leads to major search platforms. Homebot’s Client Engagement Portal offers insights into client activity, including their likelihood to sell. This allows you to engage relevant leads when it matters most while increasing their readiness to transact as they search.

Clients deep searching through Homebot are **3.5x more likely** to reach out than non-searchers

Home Highlights

- Price drop**
Reduced by **\$5k** on Jul 24
- Concessions**
The seller is willing to sweeten the deal
- Assumable mortgage**
\$510,725 · 10 years remaining · **3.285%**

Price Drops
See homes nearby with a reduced price

Estimated Payment
\$2,337 / mo

We're using info from your buyer profile
Last updated February 2024
[Update your budget now](#)

Principal & interest **\$1,947**

Conclusion

HB Real Estate Home Search is the industry leading mechanism through which Lenders and Agents can own deep search, cultivating transaction readiness by educating clients on affordability and guiding home exploration.

Homebot is a **powerful production driver** - putting you in the best possible position to own deep search and reach your clients first when they take action.

Near-term enhancements



CURATED LIKELY TO SELL LISTS AND CLIENT SCORES



NEW AFFORDABILITY-FOCUSED ENGAGEMENT OPPORTUNITIES



MORE PREDICTIVE SCORES AND MODELS COMING SOON

Ready to empower your clients to search deeply?

Reach out to see how you can start leveraging Homebot home search!

GET IN TOUCH

Or shoot us an email: sales@homebot.ai

Price drop!

Likely to buy



Homebot
Jim requested a pre-qual from you

Evidence

Na, K. (2021)

The effects of cognitive load on query reformulation: Mental demand, temporal demand and frustration

Aslib Journal of Information Management, 73(3), 436–453

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WANG, XIANGDONG (2024)

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Durham theses, Durham University. Available at Durham E-Theses Online:

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Business of Apps

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About Homebot

Homebot is a **Homeownership Intent Platform** that surfaces actionable data first so you can capture the client before the competition.

With Homebot, we tell you which clients are most likely to need a loan and when. This means you get to these active leads first. Our platform identifies origination opportunities so that you focus on capturing transactions instead of chasing clients who aren't ready.

FOR MORE INFORMATION, VISIT:

- homebot.ai
- [Homebot](#)
- [LinkedIn](#)



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

[More details on this](#)

What my best move: stay or sell?



Ready to learn more?

[SCHEDULE A DEMO](#)