YOUR GUIDE TO

BROKER PUBLIC PORTAL

WITH **HOMESNAP**

broker public portal

WITH homesnap

introduction

A LETTER FROM **JOHN MOSEY,**
CHAIRMAN OF THE BPP BOARD

Dear Industry Colleagues,

The Broker Public Portal with Homesnap (BPP) has done something truly extraordinary. In the last few years, we have gone from zero to over one million agents having access to the only industry-owned and -controlled entity to offer an alternative to the online marketing portals.

Backed by hundreds of MLSs across the country, the BPP is an unprecedented industry movement that is changing the way consumers search for homes and connect with agents. The BPP is the only national home search portal committed to Fair Display Guidelines. We are governed by industry leaders who are committed to providing a portal that sends exclusive leads to the listing agent and does not allow third party advertising.

BPP, through its partnership with Homesnap, is the real estate industry's own solution for sharing MLS-quality information with consumers directly from the agents we jointly serve and support. Already, more than one million agents have access to Homesnap through their MLS. Find out why your colleagues at Bright MLS, CRMLS, MetroList, MFRMLS, MRED, NorthstarMLS, Northwest MLS and many others are supporting this exciting industry initiative.

Sincerely,

John Mosey
Chairman, BPP Board of Managers
President, NorthstarMLS

what is BROKER PUBLIC PORTAL WITH HOMESNAP?

Broker Public Portal (BPP) is a collaborative venture between real estate brokerages and multiple listing services (MLSs) to create a national, ad-free consumer home search experience that connects home searchers directly with the agent who best knows the home they are interested in. Homesnap is the public-facing brand of the BPP, the only national home search platform powered by real-time MLS data and following Fair Display Guidelines.

BPP with Homesnap is the real estate industry's technology partner.

The goal of BPP with Homesnap is to provide an industry-friendly home search alternative that provides interested leads, for free, to the listing agent or broker and delivers accurate, real-time MLS information to home searchers.

"When we saw what Broker Public Portal with Homesnap could do, we knew right away that we wanted it for our users."

—ART CARTER, CEO, California Regional MLS (CRMLS)

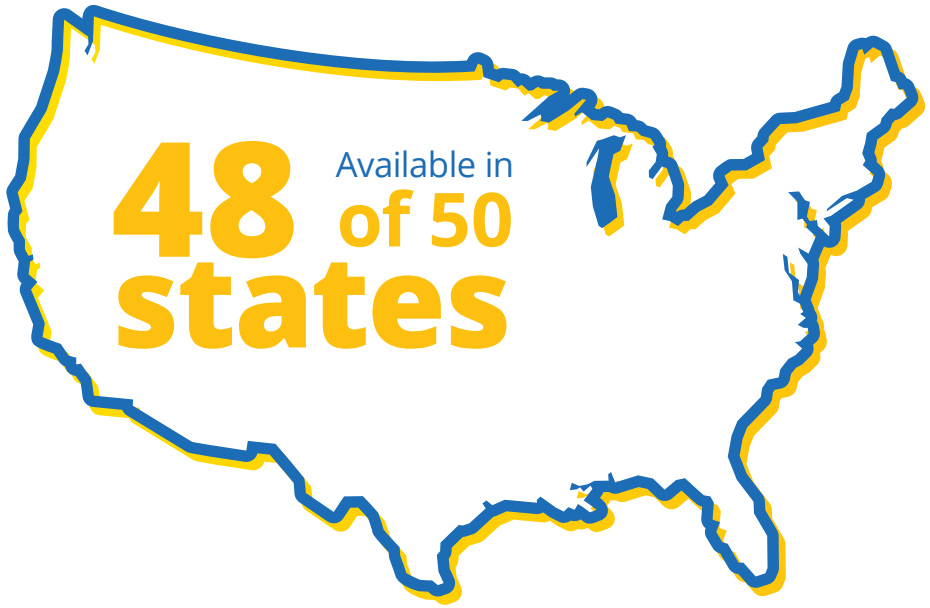
"Broker Public Portal with Homesnap is probably the most innovative invention that I have ever seen. What I like most is the fact that our members are able to easily connect to one another. Our members love that it's extremely user-friendly and has tons of great tutorials built into the system."

—CARL DEMUSZ, CEO, YES-MLS

snapshot BROKER PUBLIC PORTAL WITH HOMESNAP

ONE MILLION
agent footprint & growing

#1 Rated App
★★★★★ (4.8)

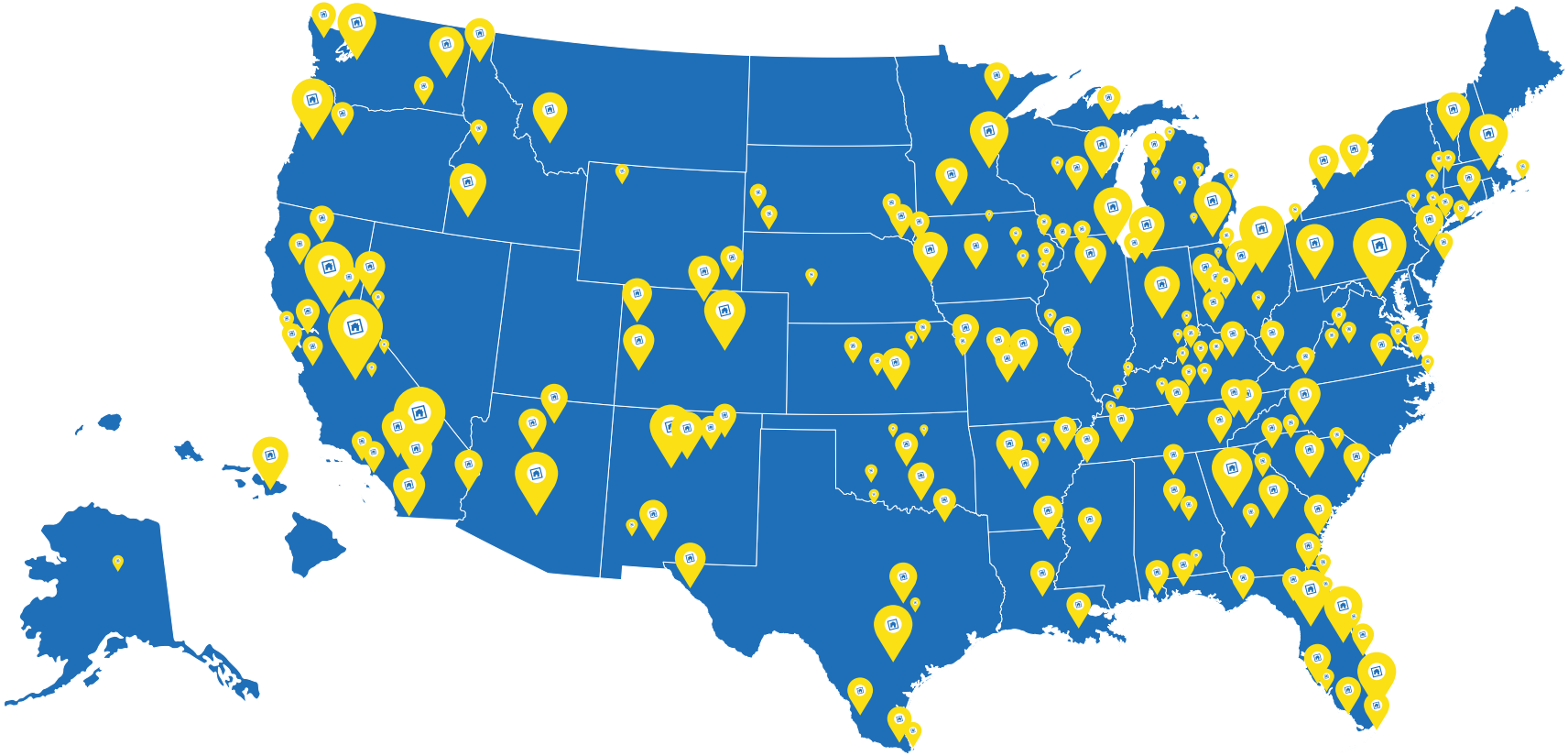


2.5M FREE LEADS
sent directly to **listing brokers and agents**

240+ MLSs
have launched Homesnap

market coverage

BROKER PUBLIC PORTAL
WITH HOMESNAP



"Broker Public Portal with Homesnap is more than just a technology. It's an underlying philosophy about how the market should operate."

—REBECCA JENSEN, President/CEO,
Midwest Real Estate Data (MRED)

"MLSs who aren't using Broker Public Portal with Homesnap are making a huge mistake and a disservice to their agents. This is an incredible tool that can change the life of every agent."

— PAUL WELLS, Owner, Re/Max of Barrington

mls partners AS OF MARCH 2020

Austin Board of Realtors
Bagnell Dam Association of Realtors
Baldwin County Association of Realtors
Batesville Board of Realtors
Bay East Association of Realtors
Bayou Board of Realtors
Berkshire County Board of Realtors
Big Bear Association of Realtors
Black Hills Association of Realtors
Bonita Springs-Estero Realtors
BridgeMLS
Bright MLS
Buffalo Niagara Association of Realtors
California Desert Association of Realtors
California Regional Multiple Listing Service, Inc.
Canopy MLS / Carolina Multiple Listing Services, Inc.
Central Georgia MLS
Central Kentucky Association of Realtors
Central Mississippi Realtors
Central New York Information Service, Inc.
Central Virginia Regional Multiple Listing Service
Central West Tennessee Association of Realtors
Central Wisconsin MLS
Charlottesville Area Association of Realtors
Cheyenne Board of Realtors
Coastal Carolinas Association of Realtors
Colorado Real Estate Network MLS
Columbia MLS
Columbus and Central Ohio Multiple Listing Service
Contra Costa Association of Realtors
Cooperative Arkansas Realtors MLS, Inc.
Covington Association of Realtors
Dayton Realtors
East Central Indiana Board of Realtors
East Central Iowa Association of Realtors
First Multiple Listing Service
Flagler County MLS
Flint Area Association of Realtors
Flint Hills Association of Realtors
Florida Keys MLS
Gainesville-Alachua County Association of Realtors
Georgia MLS, Inc.
Global MLS, Inc.
Grand Junction Area Realtor Association
Great Plains Regional MLS
Great Smoky Mountains Association of Realtors
Greater Alabama MLS
Greater Albuquerque Association of Realtors
Greater Augusta Association of Realtors
Greater Baton Rouge Association of Realtors
Greater El Paso Association of Realtors
Greater Erie Board of Realtors MLS
Greater Fairbanks Board of Realtors
Greater Greenville Association of Realtors
Greater Lansing Association of Realtors
Greater Louisville Association of Realtors
Greater Mason City Board of Realtors
Greater Northwest Indiana Association of Realtors
Greater Pee Dee MLS
Greater Rochester Association of Realtors
Harrisonburg-Rockingham Association of Realtors
Hays Board of Realtors
Heart of Kentucky Association of Realtors
Heartland Multiple Listing Service
Henderson Audubon Board of Realtors
High Desert Association of Realtors
Highland Lakes Association of Realtors MLS
Hot Springs Board of Realtors
Hudson County Multiple Listing Service
Hudson Gateway Association of Realtors
Hudson Valley Catskill Region Multiple Listing Service
Huntington Board of Realtors
Indiana Regional MLS
Information and Real Estate Services, LLC
Intermountain MLS
Iowa Association of Realtors
Iowa City Area Association of Realtors
Jackson Area Multiple Listing Service
Lake Country Association of Realtors MLS
Lake of the Ozarks Board of Realtors
Lakeway Area Association of Realtors
Lancaster MLS
Laredo Association of Realtors
Lawrence Multiple Listing Service
Lawton Board of Realtors MLS
Lexington-Bluegrass Association of Realtors
Lincoln County Board of Realtors
Mammoth Lakes Board of Realtors
MARIS
Martha's Vineyard Multiple Listing Service
Memphis Area Association of Realtors
Meridian Association of Realtors
MetroList Services, Inc
Metropolitan Indianapolis Board of Realtors
Miami Association of Realtors
Mid-Hudson Multiple Listing Service
Mid-Kansas MLS
Midland Board of Realtors
Midwest Real Estate Data
MiRealSource
MLS of Greater Cincinnati
MLS Property Information Network, Inc.
MLSListings
MLSOK, Inc
Montana Regional MLS
Montgomery Area Association of Realtors MLS
Mountain Central Association of Realtors
Mt. Rushmore Area Association of Realtors
Multiple Listing Services of Long Island
Muscatine Board of Realtors
Naples Area Board of Realtors
New England Real Estate Network (NEREN)
New Jersey MLS (NJMLS)
New Mexico MLS
New River Valley Association of Realtors
New Smyrna Beach Board of Realtors
Northeast Arkansas Board of Realtors
Northeast Florida Association of Realtors
Northeast Iowa Regional Board of Realtors
Northeast Louisiana Association of Realtors
Northern Arizona Association of Realtors
Northern Great Lakes Realtors MLS
Northern Kentucky Multiple Listing Service
Northern Michigan MLS
Northern Nevada Regional MLS, Inc.
NorthstarMLS
Northwest Iowa Regional Board of Realtors
Northwest Multiple Listing Service
Northwest Ohio Real Estate Information System
Northwest Oklahoma Association of Realtors
Northwest Wyoming Board of Realtors
Olympic Listing Service
Outer Banks Association of Realtors
Pacific Regional Multiple Listing Service
Palm Springs Regional Association of Realtors
Paris Texas Board of Realtors
Paul Bunyan Board of Realtors
Pensacola MLS
Plumas Association of Realtors
Quad City Area Commercial MLS
Quad City Area Realtors Association
Quincy Association of Realtors
Range MLS
Real Estate Information Network
Realcomp II Ltd.
Realtor Association of Northwestern Illinois
Realtor Association of Southern Minnesota
Realtor Association of the Sioux Empire, Inc.
Realtors Association of Maui
Realtors Association of Northeast Wisconsin
Realtors Association of Southern Kentucky
Realtors of South Central Kansas MLS
RealTracs
REcolorado
Reelfoot Regional MLS
Regional MLS Alliance
Regional Multiple Listing Services
River Counties Association of Realtors
Rockford Area MLS
Saginaw Board of Realtors
San Diego MLS
Sanibel and Captiva Islands Association of Realtors
Santa Fe Association of Realtors
Savannah Multi-list Corp
Sedona Verde Valley Association of Realtors
Selkirk Association of Realtors
Silver City Regional Association of Realtors, Inc.
Siskiyou Association of Realtors
SmartMLS
Somerset-Lake Cumberland Association of Realtors
South Central Kentucky Association of Realtors
South Central Wisconsin MLS Corporation
South Jersey Shore Regional MLS
South Padre Island Board of Realtors
South Tahoe Association of Realtors
Southern Indiana Realtors Association
Southern New Mexico MLS
Southern Oklahoma Board of Realtors
Space Coast Association of Realtors
Spartanburg Association of Realtors, Inc.
Spokane Association of Realtors
St. Augustine & St. Johns County Board of Realtors
Stellar MLS
Stillwater Board of Realtors
Sunflower MLS, Inc.
Tallahassee Board of Realtors
Taos County MLS
Tehama County Association of Realtors
Texas Association of Realtors MLS
The MLS
Tuolumne County Association of Realtors
Upper Peninsula Realtors, Inc.
Valley MLS
West Central Association of Realtors
West Penn Multi List, Inc.
Western Kentucky Regional MLS, Inc.
Western Regional Information Systems and Technology, Inc.
Wichita Falls Association of Realtors
Willamette Valley Multiple Listing Service
Williamsburg Area Association of Realtors
Yes-MLS
Yuma Association of Realtors
And Many More...

value proposition

Brokers and agents receive the most powerful national real estate productivity app powered by your MLS data. Homesnap is rated 4.8 out of 5 stars in the App Store, the highest of any agent app.

Listings appear in Homesnap, the industry backed alternative to Zillow and Realtor.com. Unlike the other portals, Homesnap follows Fair Display Guidelines, safely connecting brokers and agents to home buyers and sellers.

Over 240 MLSs with more than one million combined agents have launched Homesnap, making it the most used MLS-powered agent app in the country.

Public-facing website solutions that can be customized for your MLS.

Free leads sent directly to brokers and agents, keeping them at the center of real estate transactions. More than 2 million free leads have been sent.

Consumers can connect with brokers and agents in a trustworthy home search environment without third party ads, misleading content, or opposing agent ads.

The BPP is governed by leading MLS executives and brokers—people who sell homes, not ads—to ensure that your leads and your data are protected.

Protect the future of the industry.
The BPP is giving control back to real estate experts instead of advertising salespeople. That's what consumers and agents deserve.

benefits FOR BROKERS & AGENTS

Listings featured on Homesnap's public-facing app and website, which provides accurate, real-time MLS information and follows Fair Display Guidelines.

Homesnap Pro, the professional version of Homesnap built specifically for real estate agents, for all members.

MLS software integrations such as edit listing and saved searches.

Free leads sent directly via push notification and email.

Marketing tools for Google, Facebook, Instagram and Waze.

Simple, automated feed of rentals to Facebook Marketplace through Homesnap, yielding free leads for brokers and agents.

Customized branding throughout Homesnap.

Free training resources through Homesnap Pro University.

Personalized dashboards to view listing metrics.

how to join

01 schedule a demo

Let us walk your staff and board members through the Broker Public Portal offering and the Homesnap app.

02 sign up

Sign the BPP contract and send us your MLS data feed.

03 kickoff & launch

Meet your Homesnap account team, do a beta test, then officially launch your market in 4-6 weeks.

"Home search should be an experience driven by people who sell homes, not ads. The larger listing portals have tons of ads, outdated listings, and a lot of clutter. The Broker Public Portal with Homesnap has none of this. Instead it offers a far superior searching experience, which makes it a more competitive product."

— ALON CHAVER, Chief Information Officer, HomeServices of America

broker public portal

WITH homesnap