

WHY SUPPORT THE BROKER PUBLIC PORTAL WITH HOMESNAP?

UNIQUE ADVANTAGES FOR THE MLS

- ✓ **IT PROVIDES A BETTER EXPERIENCE.** The BPP with Homesnap offers agents and consumers a far better search and collaboration experience than the other large portals. With both using the same platform, it's easy for them to work from the same information, communicate about their searches, snap and favorite listings, and stay connected in one place.
- ✓ **IT GENERATES FREE LEADS & LESS CLUTTER.** The BPP with Homesnap was conceived to serve the industry and offer brokers, agents and consumers an experience driven by Fair Display Guidelines — your listing, your lead — with no competing agent ads, pop-ups or banners. Homesnap's clean interface and sleek design enable users to search and browse listings without distraction.
- ✓ **IT IS INDUSTRY-FRIENDLY.** The BPP with Homesnap is an unprecedented effort that has brought MLSs, brokers, agents and consumers together using the same technology. The BPP is governed by your industry colleagues — people who sell homes, not ads. It's the best tool for MLSs to provide to agents and the best tool for agents to share with their customers.
- ✓ **IT DELIVERS TRUSTWORTHY DATA, INSTANTLY.** The BPP with Homesnap features real-time listing data straight from the MLS, so consumers trust what they see in Homesnap. Homesnap is also one of the most highly rated/reviewed real estate apps in the App Store and Google Play.

HOW TO JOIN

STEP 01 SCHEDULE A DEMO

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

STEP 02 SIGN UP

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

STEP 03 KICKOFF & LAUNCH

Meet your Homesnap Account Team, do a beta test, then officially launch your market.



UNIQUE ADVANTAGES FOR BROKERS AND AGENTS

- ✓ Real-time property and pricing info on any device, tablet or laptop, straight from your MLS.
- ✓ A national consumer search portal that attracts millions of consumer views each month.
- ✓ **Your Listing, Your Lead** — more than 1,000,000 free leads sent.
- ✓ Automated digital marketing campaigns across Google, Facebook, Instagram, and Waze.
- ✓ Connect with your sphere of clients and contacts in Homesnap, the top rated app in the App Store and Google Play.
- ✓ Broker branding throughout the Homesnap app and website.
- ✓ Team customization and broker and agent dashboards.
- ✓ Homesnap Pro for staff, office managers, IT, and operations.
- ✓ Improved agent acquisition and retention.
- ✓ No for sale by owner listings.

WHAT THE INDUSTRY IS SAYING

“Within the first 12 months of launching BPP with Homesnap, our growth exceeded our most optimistic estimates. BPP with Homesnap has something that companies which sell ads don’t have: MLS and broker ownership that always puts industry stakeholders’ interests first.”

—**John Mosey, CEO of NorthstarMLS**

“When we saw what BPP with Homesnap could do, we knew right away that we wanted it for our members.”

—**Art Carter, CEO of California Regional Multiple Listing Service, Inc.**

“BPP with Homesnap is awesome! Our agents love that free leads come back to them and the quality of leads is incredible.”

—**Jon Coile, CEO of Champion Realty**

“Brokers who aren’t using BPP with Homesnap are making a huge mistake and providing a disservice to their agents. This is an incredible tool that can change the life of every agent.”

—**Paul Wells, Owner of RE/MAX of Barrington**

LEARN MORE AT [BROKERPUBLICPORTAL.COM](https://brokerpublicportal.com) OR CONTACT BPP@HOMESNAP.COM

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 know 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.



broker public portal
WITH  homesnap