

BOOST BY HOMESPOTTER

FREQUENTLY ASKED QUESTIONS

WHAT IS BOOST BY HOMESPOTTER?

Boost automates digital marketing and promotion of new and active listings, open houses, price reductions, recently sold properties and even agent branding. With Boost, property listing ads will appear in the news feed of “likely” buyers within Facebook and Instagram as well as the websites and apps that these buyers use (e.g. CNN, ESPN, NYTimes.com and thousands more).

AS A LISTING AGENT, WHAT DO I NEED TO DO?

You'll barely have to lift a finger, Boost will do all the heavy lifting! Anytime you have a promotable event, you'll receive an email from Boost letting you know an ad is ready and can be purchased from Boost by HomeSpotter. An account with Boost will be automatically created for you and you will receive an email confirmation each time an ad is purchased and created for one of your listings. While not required, you can engage more with this opportunity by visiting the Boost dashboard here: boost-realestateone.homespotter.com/. You can also find a link for Facebook Ads on OurOnePlace which will take you into the Boost dashboard. Through the dashboard you can do the following:

1. Review and manage your current ads
2. Add your seller's information so that they can be targeted with the ad and receive email updates for their listing.
3. Edit your ad by updating the listing photo, headline, title and/or the description of the property.
4. Share the ad on your own Facebook page to increase organic traffic.

HOW MUCH ARE ADS?

Real Estate One has negotiated a 34% discount on all ads you purchase from Boost. You'll find full details for each size ad available in your dashboard, but ads start at:

- ~~\$59~~ \$39 for 1-week static image listing advertisement (targeting 2,000-3,000 impressions)
- ~~\$159~~ \$119 for 1-week video listing advertisement (targeting 8,000-10,000 impressions)
- ~~\$149~~ \$99 for 1-month agent promotion advertisement (8,000-12,000 impressions)

HOW LONG WILL THE ADS FOR EACH OF MY LISTINGS RUN AND HOW MANY IMPRESSIONS WILL IT GET (I.E. HOW MANY PEOPLE WILL SEE IT)?

You will typically see 2,000-3,000 impressions per one-week small listing ad. A precise number isn't guaranteed, as the number varies based on a variety of factors including how likely it is that people are to engage with your ad, how selective the target audience we are able to create for you is, and what other advertisers are competing for space at a given time.

EXACTLY WHO WILL SEE MY ADS?

HomeSpotter's intelligent targeting system creates a unique audience for each listing. The system categorizes a listing based on a variety of factors including price, number of bedrooms, and many other unique characteristics of the property that might appeal to specific home buyers described in HomeSpotter's marketing personas. The system then builds an audience combining narrow targeting to our specific persona groups in the area surrounding the listing with broader targeting in the more immediate geographic area. This allows the system to prioritize reaching the people who are most likely to be interested based on their known attributes while maintaining a large enough audience size to ensure that we can deliver volume.

Many other factors are included such as stage of the listing (new listing, reduced price, open house, recently sold, etc.), population of market, average home value of market, average household income of market, # of months of inventory in market, average # of days homes are on market, media inventory available in target geography, length of campaign, time remaining, time of day, and per listing lifetime budget.

Finally, the Boost by HomeSpotter platform also includes powerful retargeting capabilities designed to ensure that listing agents and **sellers** see their listing online, helping to deliver agent and seller satisfaction.

WHEN SOMEONE CLICKS ON MY AD, WHERE WILL THEY BE TAKEN?

The person will be sent to the page of your choosing. You can use a Boost landing page, the listing page on your website, or any other URL of your choosing.

The Boost landing page option includes more information about your listing, presented in a way that's optimally designed to capture leads. It will also show your picture (the listing agent) and include your contact information (phone and email) so prospects can reach out to you immediately. These landing pages are considered "gated" as they limit the amount of information the consumer sees. This encourages the consumer to either log in via Facebook or register with contact information to see the property address and pictures, or to submit a request for information. Leads will be sent to your email if our landing page is selected.

WHAT COMMUNICATIONS WILL I RECEIVE ABOUT MY LISTING ADS?

There are a few types of emails sent to you from Boost. **These emails will come from boost@homespotter.com. Please add this email address to your address book so notifications aren't sent to trash or spam automatically.**

1. Ad is Ready – You will receive an email anytime you have a listing ad opportunity with a link to purchase an ad.
2. Engagement/Comments – You will receive an email anytime a consumer has left a comment on the ad in Facebook or Instagram. If the comment is favorable, you can reply to it right from the email. You can also quickly choose to hide this comment right from the email so others won't see it (for unfavorable comments).
3. New Leads – You will receive an email anytime a consumer either registers their contact information on the ad landing page or “Unlocked with Facebook” to view more pictures, see the listing address or request information.
4. Daily Ad Summary - During an active ad campaign, you'll get a daily summary of ad activity and engagement including any comments, reactions, unlocks, and requests for information.
5. End of Ad Report – You will receive an email with an activity summary for your listing ad after it concludes. You may choose to extend it with your own budget if you so desire.

WHAT COMMUNICATIONS WILL MY SELLER RECEIVE ABOUT MY LISTING ADS?

If you add your seller's information with Boost, you can also choose to send out a couple of emails to your seller including.

1. Ad Preview – Your seller will receive a notification when their listing ad is about to go live with a link to preview the ad.
2. End of Ad Report – Your seller will receive an email with an activity summary for their listing ad after it concludes.

THESE ARE BOTH OPTIONAL IN THE DASHBOARD.

WHERE CAN I GO FOR HELP AND ADDITIONAL SUPPORT FOR THE BOOST PROGRAM?

1. 24/7 Online Support Center: get instant answers to frequently asked questions about Boost ads, notifications and more [here](#).
2. Email: boost@homespotter.com. All emails will be responded to within 24 hours.
3. Chat: From the dashboard, tap on the chat icon in the bottom right corner to send HomeSpotter a note! Their support team is available to chat Monday-Friday from 9 am–6 pm ET.