

CoreLogic®



ePropertyWatch™

Home and Neighborhood
Insights Your Prospects
and Clients Crave



Don't lose another lead
or past customer again!

Why do the top 20 online real estate portals get 175 million unique visitors each month? A key draw is information about a homeowner's property and neighborhood—right at their fingertips.

National real estate portals know it's all about the homeowner.

It's no secret. Consumers love information about their homes and neighborhoods. It's where they live and raise their families. And it's also their #1 asset.

The big portals and online media companies provide home and surrounding neighborhood information on demand—it's one of the main reason millions of homeowners visit their sites. But how good is their data? Are these sites giving your prospects and clients the accurate home values and local market information they need to make good decisions? Chances are, you and your agents spend way too much time and energy correcting misperceptions gleaned from these sites.



Are you getting the call?

When local homeowners go looking for information on national real estate portals, are your agents getting the lead?

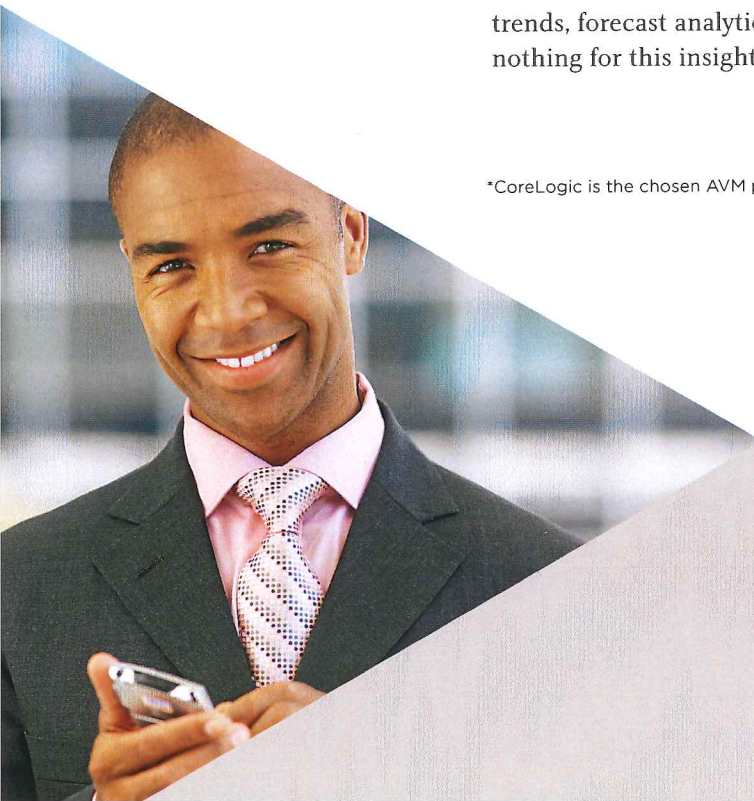
If you don't offer this data, you may be losing important leads.

The consumers in your farm—your prospects—are searching for insights about their homes and neighborhoods. And they are finding this information on national websites. But they are also finding the agents who paid to promote themselves, agents who probably don't work for you.

Simply put, because you can't offer the insights your local consumers crave, the big portals, headquartered perhaps thousands of miles away, can often shift your prospects away from you and toward a competitor.

With ePropertyWatch, this dynamic changes. With ePropertyWatch, your brokerage and agents sponsor an email and web service that delivers a professional, personalized data experience to prospects and past clients—including their home's valuation using CoreLogic's gold-standard Automated Valuation Model (AVM)*, surrounding listings, sales, foreclosures, auctions, CoreLogic HPI valuation forecast, mortgage information, nearby trends, forecast analytics, and much more. And it's 100% free for consumers. They pay nothing for this insight, and it's delivered to their inbox every month.

*CoreLogic is the chosen AVM provider of 18 of the top 20 U.S. mortgage lenders.



Why ePropertyWatch? Seeing is Believing.

It makes you the market expert

- ▶ ePropertyWatch delivers accurate, superior data
- ▶ Prospects will rely on you for home values and neighborhood activity instead of the national portals
- ▶ Data is dynamic and fresh each month



VALUE

Neighborhood Breakdown

Property Details

Luxury Rating

Upgrade Opportunities

Building Value

Land Value

A 50%+ open rate—every month

- ▶ The ePropertyWatch email open rate is about 10 times higher than other drip email campaigns
- ▶ Homeowners love to see their home's current value
- ▶ Homeowners crave information on local real estate activity affecting their home's value or livability
- ▶ ePropertyWatch is important—it's all about the homeowner's #1 asset

You're never forgotten

- ▶ Did you know 83% of consumers don't use their agent again often because they forget their agent's name?
- ▶ ePropertyWatch is prominently sponsored by your brokerage or agents, keeping your name top-of-mind
- ▶ It's the drip-marketing platform that never sleeps and is always interesting

Barbara Thomas
Realty Innovations Demo Labs
Vienna, VA



Sue, the value of 45 Ridgeview Ave. is increasing!



45 Ridgeview Ave.
Greenwich, CT 06830

\$435,000

Value as of April 4

[More About This Home's Value](#)

News on Your Property

45 Ridgeview Ave. was listed for \$435k on April 4.

Changes to Homes Near 90027

For Sale

123 Main St. listed for sale for \$478k.

Plus 5 more new homes in your neighborhood for sale.

Under Contract

17 homes under contract near you.

Sold

87 Ridgeview Ave. sold for \$502k.

View this information and more on disclosures, permits, and new neighbors in your area.

[More Changes in Your Area](#)



7.3%

The value of your home has increased 7.3% since this time last year.

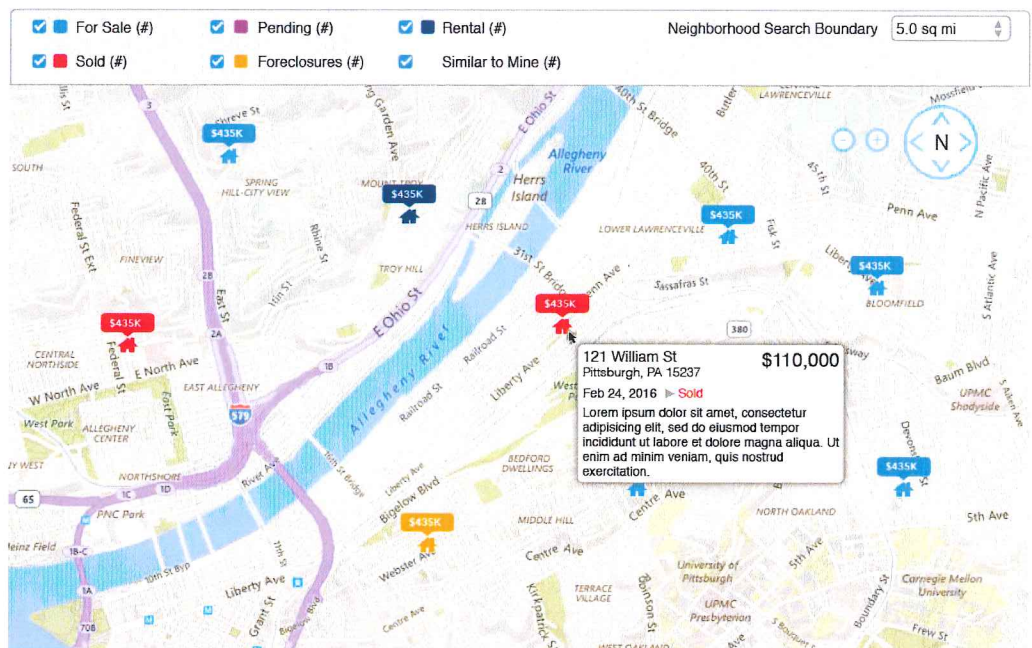
Why CoreLogic?

With valuations considered by many to be the industry's gold standard – the CoreLogic® AVM:



And nearby transaction information homeowners love to see:

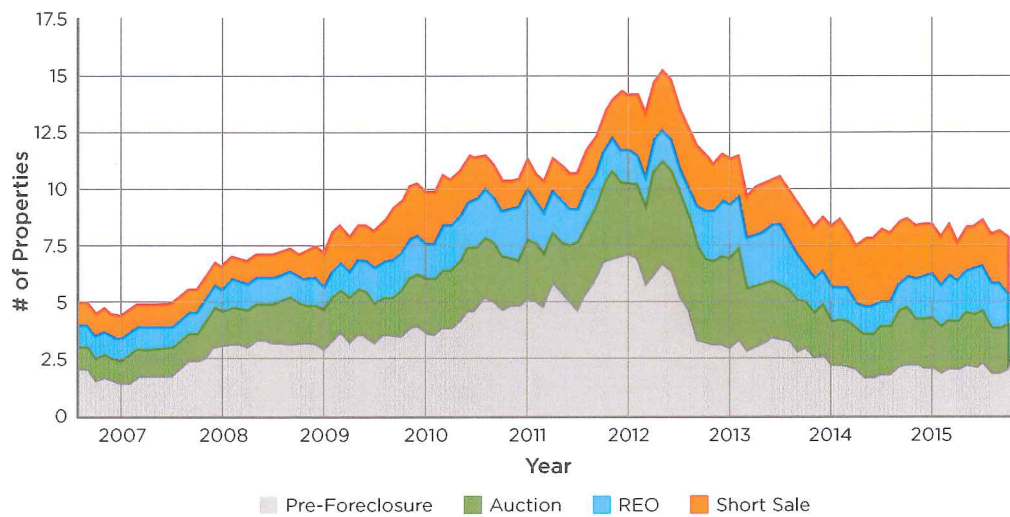
Neighborhood Explorer



Zip code level trends:

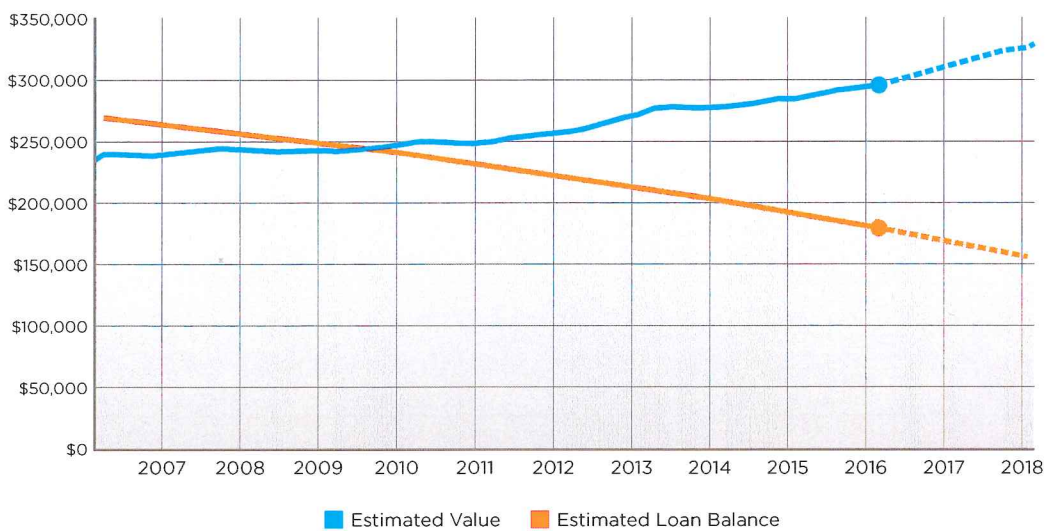
Seeing is
Believing.

Distressed Property Activity for ZIP 28557



Plus home value history and CoreLogic HPI forecasts:

Value History





What users are saying about ePropertyWatch™

"I love being able to keep tabs on the value of our home, especially compared to the values of my neighbor's homes."

"There's no doubt that my house is my single biggest investment, so knowing its current value is very important to me. ePropertyWatch makes it easy to stay on top of that information, and that gives me peace of mind."

"It used to be really hard to find out how much a house on my street sold for. Now that information gets delivered straight to my inbox. This is an awesome program!"

"ePropertyWatch makes it truly effortless to keep track of everything that is happening in my neighborhood. I look forward to getting the report every month."



For more information: sales.res@corelogic.com | corelogic.com/ePropertyWatch