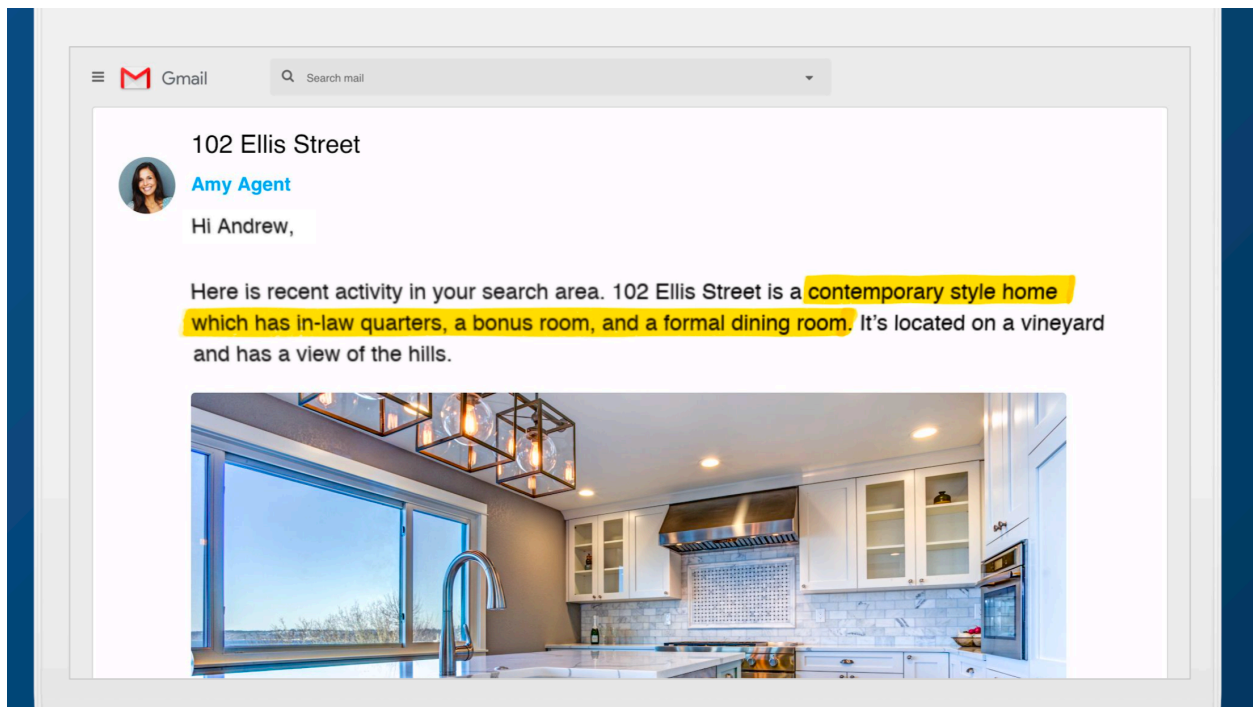




What is RealScout

RealScout is a private, agent-branded collaborative search platform and listing alert system that's designed to keep you and your clients connected throughout the home search process, instead of having clients search on the national search portals such as Zillow, Trulia, Redfin, and Realtor.com.

We do that by providing the industry's **best listing alerts** that highlight your clients lifestyle preferences (like open floor plans, natural light or chef's kitchens) and even local points of interest (such as living near a park or the nearest Whole Foods) — this all serves as the gateway into an immersive and engaging search experience that helps them find the perfect home faster.



The entire time **RealScout keeps you and your brokerage front and center.**

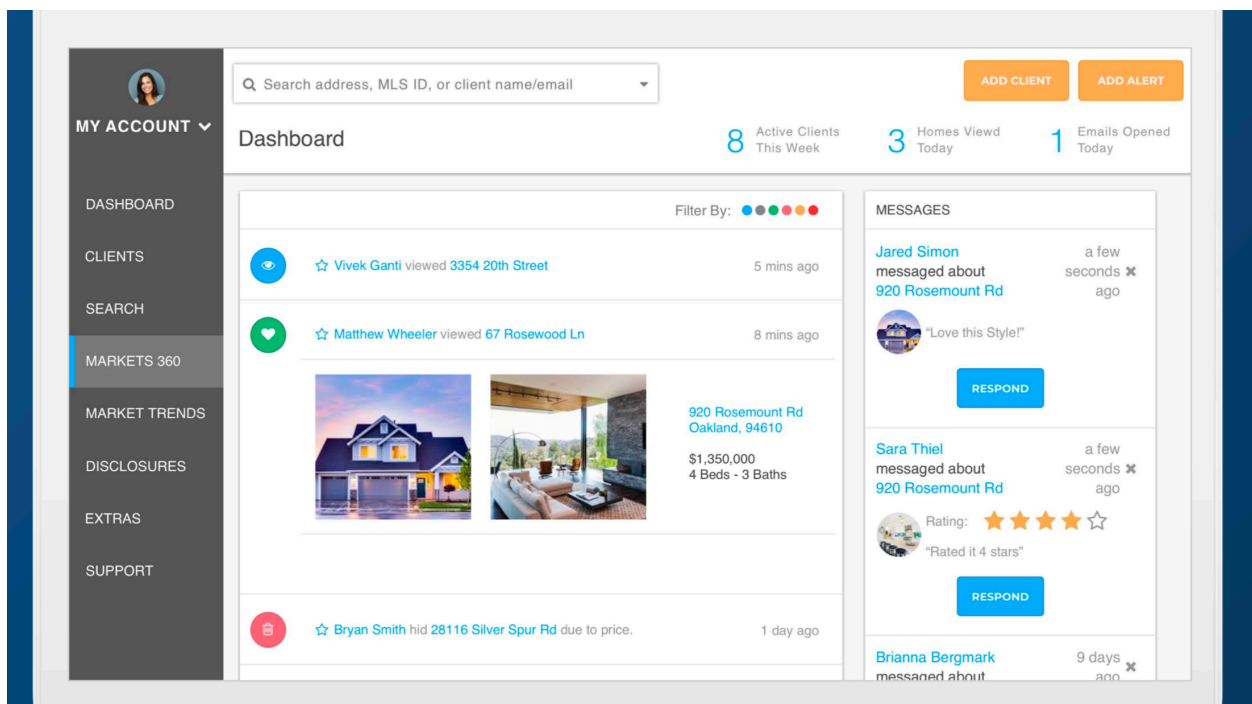
- Completely Personalized – RealScout's listing alerts are customized and personalized, boasting click-through rates that are 17x higher than industry averages.
- Accurate and Timely Data from the MLS – RealScout sources listings directly from the MLS so your clients can find the right home, faster. Listings are updated every 30 minutes straight from the MLS.
- No Ads, No Distractions – Your brokerage branding and YOU are always in focus, not your competitors

Need help? Find FAQ's, videos, recorded webinars, and assistance importing clients & searches at realscout.com/support. Or, email support@realscout.com



- RealScout prioritizes homes based on the client's Feature Preferences, such as hardwood floors, Chef's Kitchens, or being near a Park or a Whole Foods Market
- Photo-Centric Search – Large, high-resolution photos are front and center. Plus, photos are instantly organized into room categories so the information is at clients' fingertips
- Room-by-Room Comparisons – Clients can compare up to 3 homes side-by-side, room-by-room to focus on the details they care about

On the backend, the system keeps track of everything your clients do on the platform and then displays that on your Agent Dashboard to better understand their behavior and preferences, enabling you to help them get into their new home more effectively. Clients can communicate with you and request showings.



- Get real-time insights into your clients' behavior and preferences so you know when your clients change their minds about preferences, location or price
- You can easily set up customer searches or simply invite the customer to RealScout and let them set up their own searches
- Unique buyer data for your listings – RealScout's Buyer Graph data helps identify and contact buyer agents who have matching buyers for your listing. Use anonymized buyer data to win more listings.
- Use all this "buyer demand data" to list and sell more effectively

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