



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Georgia Properties



# USER GUIDE

- Discover How Buyside Works
- How to Market and Generate Leads
- Dominate Listing Presentations
- Get Your Buyers the Inside Track

Version 1.00

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# MY DASHBOARD

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My Dashboard gives users a quick overview of everything related to their Buyside Account. Agents will see a summary of MyBuyers, MyListings, MySellerLeads, and Notifications. Managers can quickly track all key metrics for their office(s).



# MY DASHBOARD

Welcome to your Buyside Dashboard. From this launchpad you can access your buyers, listings, internal emails and more! You can get a 30,000 foot view of your business directly from your Buyside dashboard!

## MY BUYERS

Your Buyers will be imported from your CRM, Zillow, Realtor etc.

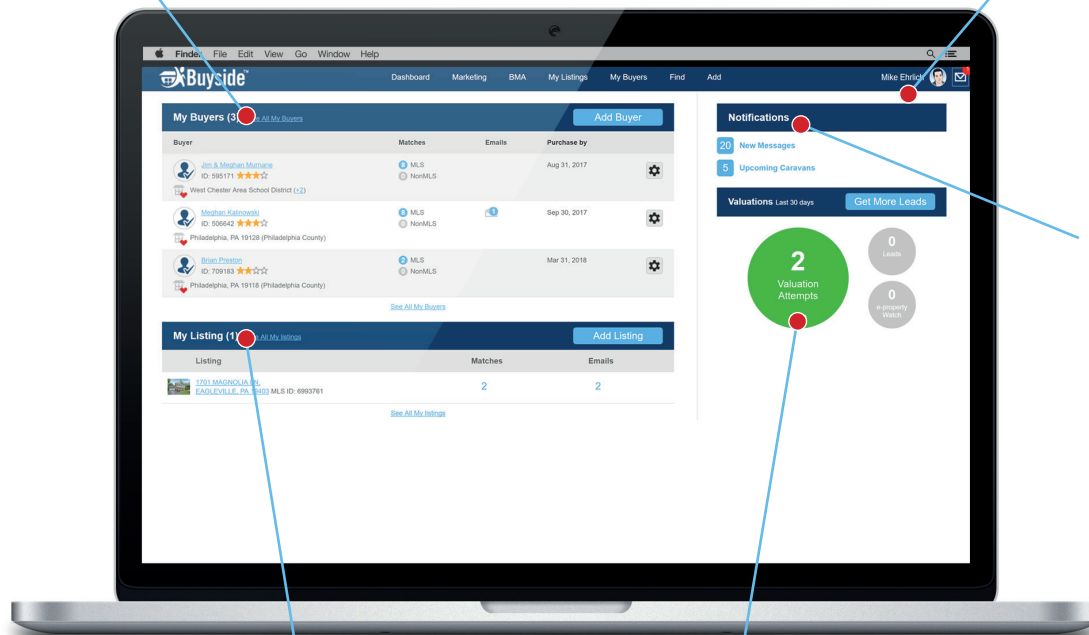
## MY ACCOUNT

Update your photo, contact info, notification settings.

## NOTIFICATIONS

When you receive messages from other agents about possible matching inventory, you will be alerted here.

You will also be notified of imported buyers who are missing important profile details. Buyer and listing matches.



## MY LISTINGS

Summarizes any new buyer matches.

## VALUATIONS

A brief overview of recent activity from your Home Valuation System.



A woman with dark hair is smiling and looking down at a tablet computer she is holding. She is wearing a light-colored sleeveless top and a necklace. In the foreground, there is a dark coffee cup on a saucer. The background is blurred, showing other people in a room. The entire image has a purple tint.

# MARKETING SUITE - GENERATE SELLER LEADS

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Many agents believe the most valuable lead is a seller lead.

Buyside provides a powerful marketing suite to help you attract homeowners thinking about selling.

# MARKETING SUITE

Buyside provides agents with a landing page to help generate seller leads. Buyside also provides agents with a variety of simple tools to market their personalized landing page and attract sellers.



**EMAIL SIGNATURE**  
Market your Home Valuation Page with every email you send!

**VIRTUAL POSTCARDS**  
If your broker has integrated with an email marketing vendor, you will see this option to send an email marketing campaign.

**SOCIAL SHARE**  
Easily promote your Home Valuation landing page on most major social networks.

**WEBSITE WIDGET**  
Place a home valuation search widget on any website by using the provided code.

**PRINT PROSPECTING**  
If your broker has integrated with a print vendor, you will see this option to send a postcard marketing campaign.

“

Just pasted the link into my  
Facebook pages and received  
a new lead - it's a MILLION  
PLUS DOLLAR home!!  
Smiling huge.”

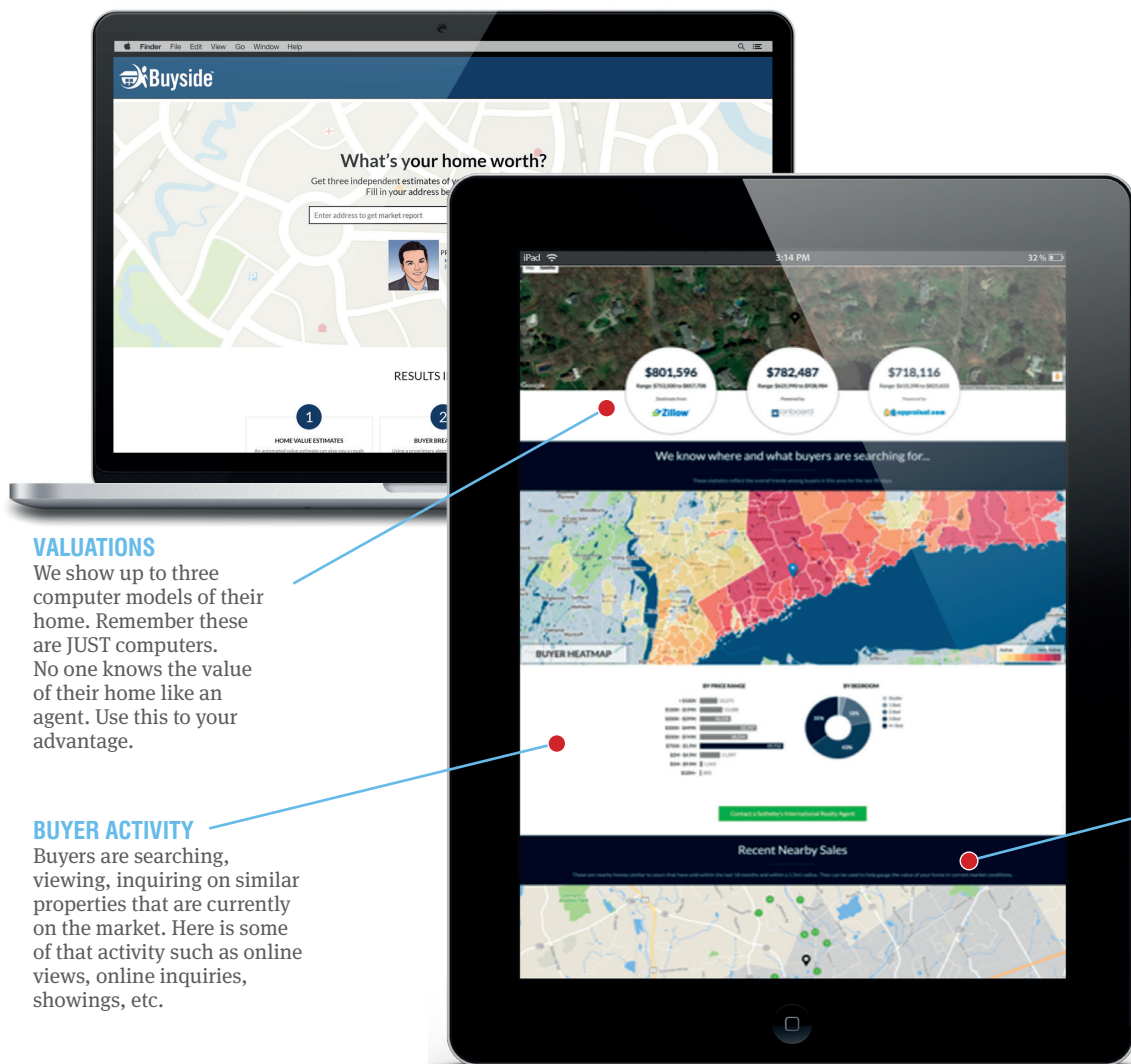


*Sandy Rodriguez  
Berkshrie Hathaway  
HomeServices*



# MY LANDING PAGE

Share your Home Valuation Page with as many homeowners as you can. This is designed to create questions and drive those homeowners to reach out to you to learn more. They'll be able to see up to 3 free computer valuations of their home AND if there are buyers looking for something similar. It's a great way to pique the interest of homeowners who may be thinking about selling. Make sure to share your page with as many people as you can using the Marketing Suite.



## VALUATIONS

We show up to three computer models of their home. Remember these are JUST computers. No one knows the value of their home like an agent. Use this to your advantage.

## BUYER ACTIVITY

Buyers are searching, viewing, inquiring on similar properties that are currently on the market. Here is some of that activity such as online views, online inquiries, showings, etc.

## CALL TO ACTION

There are three types of call-to-actions on your landing page:

- 1) Monthly subscriptions - the homeowner will receive a monthly report detailing any updates to their homes valuation and the # of buyers searching.
- 2) Claim Your Home - If the viewer is truly the homeowner we ask them to verify. Any information they enter will be passed to you via the Seller Lead Dashboard when you log in.
- 3) Contact An Agent - Lastly homeowners can inquire directly with you to learn more about listing their home.

## SUPPLY SIDE TRENDS & RECENT SALES

We receive data from the public tax records. You, as an agent, will have much more detailed data using the MLS.

A blurred background image showing several people in a meeting or office setting. The image is overlaid with a semi-transparent purple filter. The people are dressed in business attire, and their movements are blurred, suggesting a fast-paced or busy environment.

# SELLER LEAD DASHBOARD

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You put in the work  
to generate the seller  
leads, so now it's  
time to see the fruits  
of your labor.

# HOME VALUATION DASHBOARD

Easily track and monitor all of the activities on your home valuation landing page. Activities could include: valuation attempts, monthly subscriptions, claiming a property, and inquiries from potential sellers.

## OUT OF AREA

Potential sellers with address outside of your area.

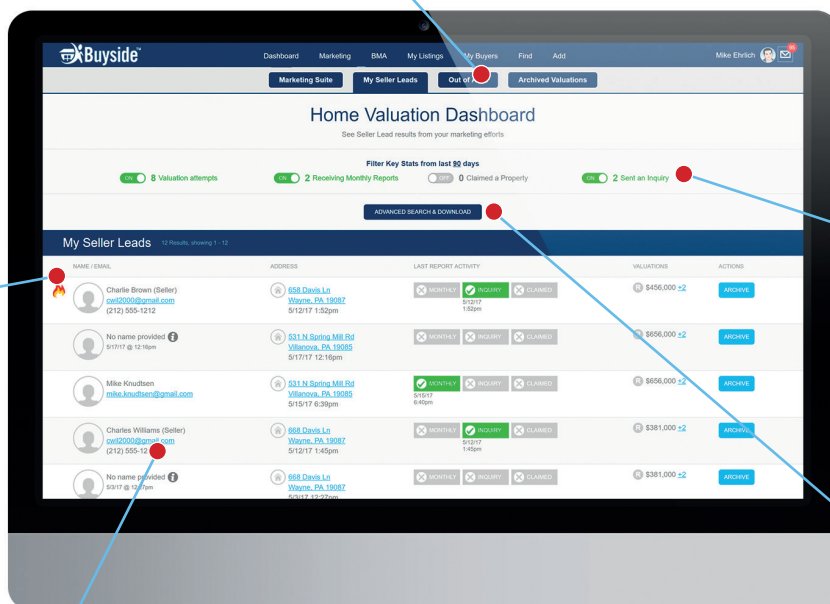
**TIP:** Refer these leads to other agents.

## FIRE

This icon will appear for HOT seller leads who want to move in the next 90 days.

## LEADS

See all details on each lead and take suggested action.



## FILTERS

Turn ON/OFF to see different types of leads by the actions they took.

**Note:** a Valuation Attempt is when someone enters their address but did not leave contact information.

## DOWNLOAD AND PRINT

Filter by date, download records to further analyze or port to your CRM.

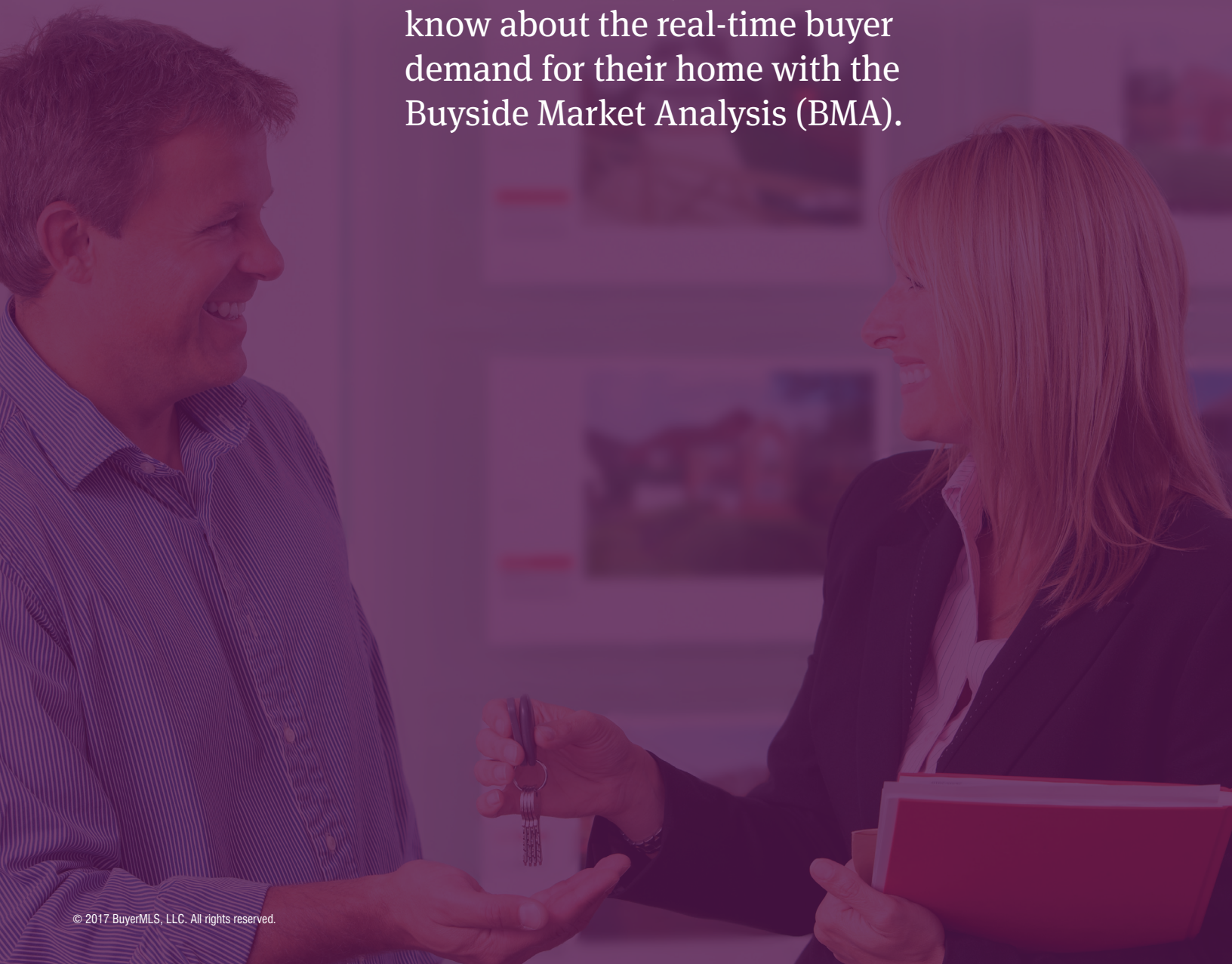
**TIP:** Use the "print to Avery labels" function to send leads postcards.



# BMA - DOMINATE LISTING PRESENTATIONS

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Most listing presentations focus on recent sales activity. Stand out from the crowd by letting the seller know about the real-time buyer demand for their home with the Buyside Market Analysis (BMA).



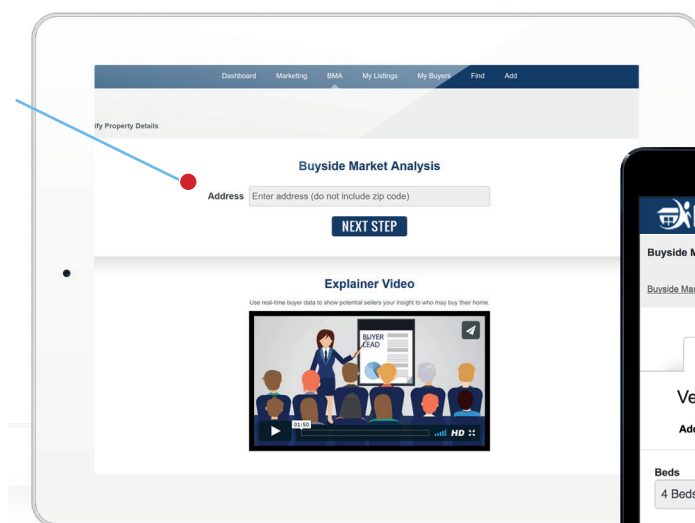
# CREATE A REPORT

What are the two things that sellers care about. Potential sellers want to know what their home is worth and do you have buyers. This tool alone will assist you with winning the listing presentation and closing the deal.

1

## ADDRESS LOOK-UP

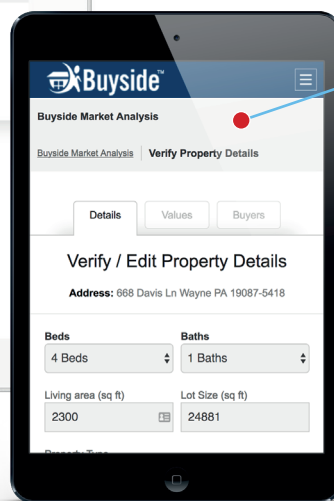
Enter the address of the subject property.



2

## VERIFY

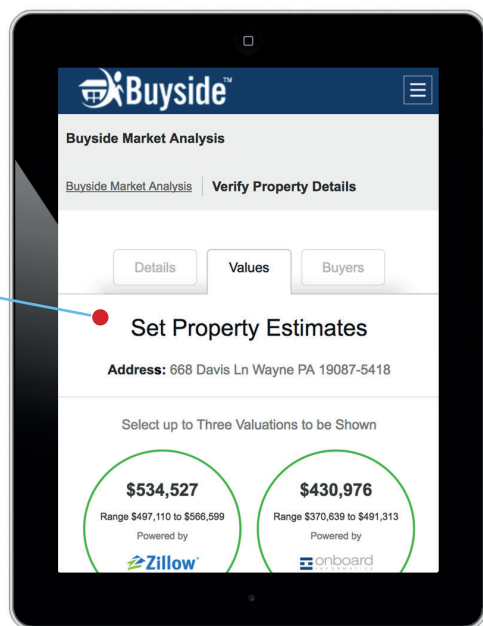
Verify public records displayed.



3

## SET PROPERTY ESTIMATES

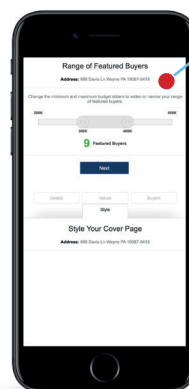
Choose which computer generated valuations appear on your report.



4

## CHOOSE RANGE OF FEATURED BUYERS

Set the price range of buyers displayed.



“

It gave me real-time data to present that increased my value prop in the eyes of the seller - AND I was able to cut 40 pages out of my listing presentation! Thank you! ”



Brett Brummett  
Berkshire Hathaway  
HomeServices



# MY LISTINGS

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Congrats on your new listing!  
Get a jump start on your  
marketing by seeking out  
agents who already have  
matching buyer clients.



# MY LISTINGS GRID

Your imported MLS listings will be visible here along with the number of matching buyers and other critical information.

## BUYER MATCHES

Click on the # to see the full list of matching buyers for that listing.

## EMAILS

Click on the # to see the full list of matching buyers for that listing.

## ADD LISTING\*

Manually enter your coming soon and quiet listings to get a head start on your marketing efforts.

*\*Feature may not be available in all markets.*

**BUYER MATCHES**  
Click on the # to see the full list of matching buyers for that listing.

**EMAILS**  
Click on the # to see the full list of matching buyers for that listing.

**ADD LISTING\***  
Manually enter your coming soon and quiet listings to get a head start on your marketing efforts.

*\*Feature may not be available in all markets.*

**LISTING DETAIL PAGE**  
Click on any listing to see more details and profiles of buyers that match.

Name or ID#	Buyer Matches	Emails	Views	Listing Type	Bed/Bath	List Price
32 Nye St. Middletown, CT 06040 MLS ID: G10229765	64	0	0	Active	3 Bed / 2 1/2 Bath	\$229,900
445 Briarwood Dr. Middletown, CT 06040 MLS ID: G10228627	20	0	0	Active	4 Bed / 2 1/2 Bath	\$449,900
9 Pendleton Dr. Hartford, CT 06188 MLS ID: G10228342	0	0	0	Active	0 Bed / 0 Bath	\$229,900
UNIT 9, 9 Osmond Way. Rocky Hill, CT 06067 MLS ID: G10226234	0	0	0	Active	2 Bed / 2 1/2 Bath	\$429,900
9 Osmond Way. Rocky Hill, CT MLS ID: G10221024	10	0	0	Active	2 Bed / 2 1/2 Bath	\$429,900
67 Coles Rd. Cromwell, CT 06416 MLS ID: G10222979	65	0	1	Active	3 Bed / 1 1/2 Bath	\$204,900
312 Meadow Rd. Hartford, CT 06104 MLS ID: G10222487	0	0	0	Active	0 Bed / 0 Bath	\$1,499,000
12 South St. Plainfield, CT 06034 MLS ID: G10218270	18	0	0	Active	3 Bed / 1 Bath	\$139,900

# MY LISTING DETAIL PAGE

See all details about your listing including matching buyers and the ability to contact their agent.

## WHAT IF?

Discover how many buyers are out there if you adjust the price of your listing.

## EDIT

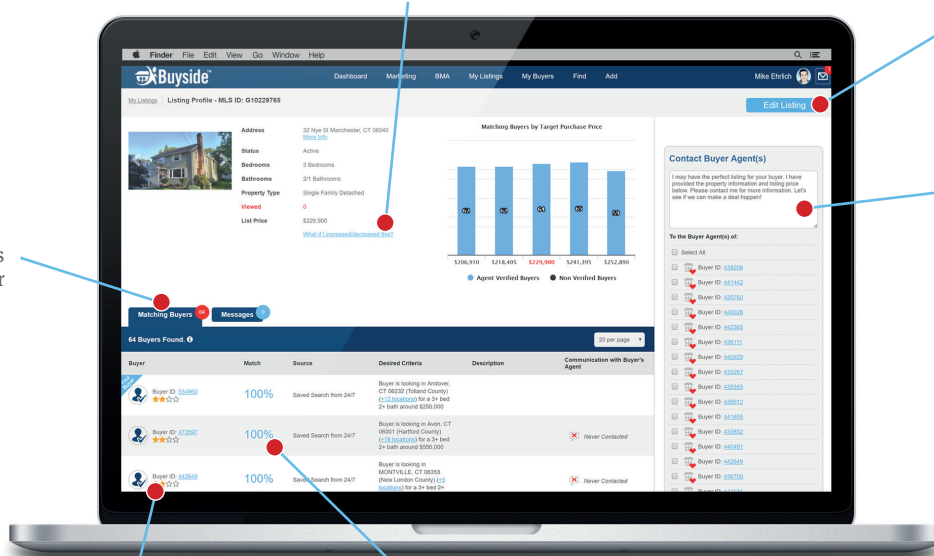
Edit listing details on the fly!

## MESSAGE

Interact with Buyer Reps directly in Buyside.

## MATCH

Discover buyers that match your property.



## BUYER ID

Each Buyer is scored by how strong of a buyer they are such as: pre-qualified, timing, working with an agent, any contingencies.

## MATCH SCORE

This percentage indicates how strong the buyers needs/wants match your listings.



# ADD A LISTING

Have a Coming Soon Listing burning a hole in your desk? Add it to Buyside and get it matched before it even hits the market!

**Listing Location**

Street Address Visibility\* Viewable by all users

Address\*

County\*

School District\*

**Features**

Number of Bedrooms\* Please Select...

Number of Bathrooms\* Please Select...

Property Type\* Please Select...

Age of Home Please Select...

Approx. Lot Size Please Select...

Listing Description\* Up to 2048 characters

**Pricing & Timeline**

Listing Price\* \$

Showings will start on

Offers Received on

## LOCATION

If you don't want to publish the address you can select "confidential". We still need the address to run matches for you, but we will not display the address to other users (\*except if you put it on caravan/broker open).

## FEATURES

Briefly describe your new listing. Only the bold asterisk fields are required.

## PRICING & TIMELINE

Enter the expected list price and when agents can begin showing the property.

# MY BUYERS

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Is the other half of your GCI collecting dust in your cell phone? Put them into Buyside to

1) get your buyers the inside track on upcoming price reductions AND on 'coming soon' inventory.

2) Market your buyers needs/wants to attract homeowners thinking about selling.

# MY BUYERS GRID

All of your buyers in one spot! See detailed information about your buyers and get them matched and closed today!

## FILTER

Filter your buyers by certain criteria.

## LISTING MATCHES

See how many listings match your buyers criteria.

## BUYER PROFILES

Click on any of your buyers to see more details or edit their needs/wants.

## BUYER BUCKETS

Your Active and Archived Buyers are displayed in one dashboard.

## BUYER DETAIL

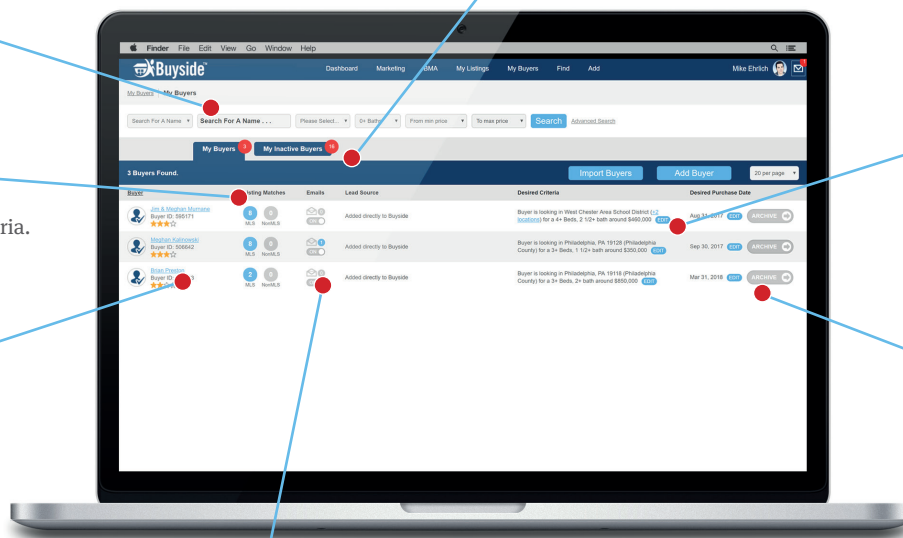
Higher priority actions for agents to take.

## ARCHIVE

If your buyer is no longer on the market or you're no longer working with this buyer, simply click "ARCHIVE" and we'll move this buyer to the archive tab.

## EMAILS

Agents will email YOU if they get a new listing that matches your buyers' criteria. You can turn this feature ON/OFF for each buyer.

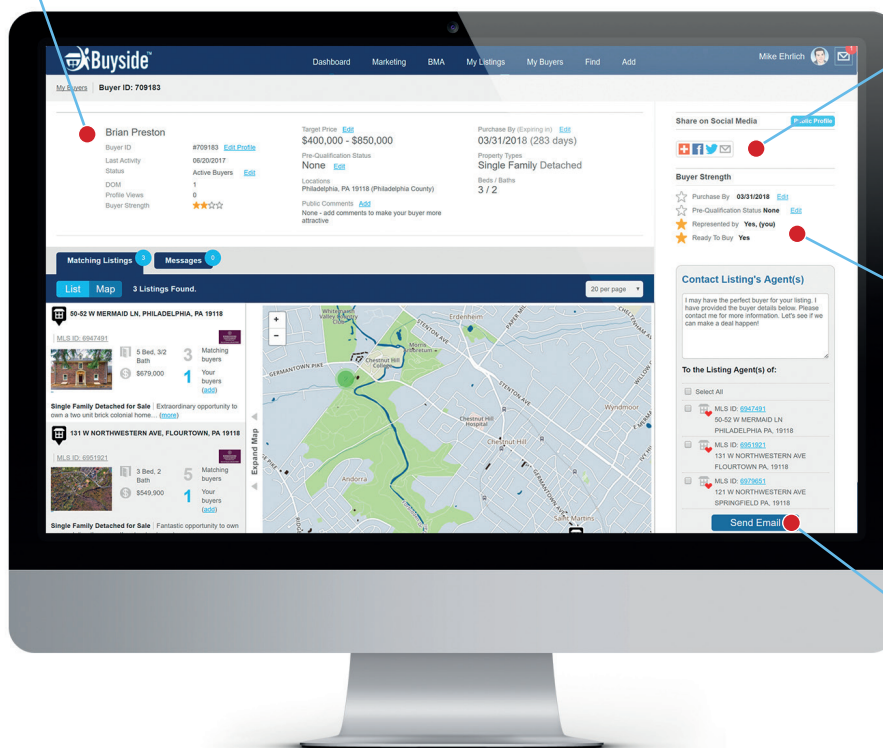


# MY BUYER DETAIL PAGE

Your buyers needs/wants and latest search activity will be displayed on this screen, along with any matching listings.

## CONFIDENTIAL

Your buyers name is CONFIDENTIAL and only seen by you. Everyone else will just see the BuyerID.



## GENERATE SELLER LEADS

Share your buyers needs/wants on social media. We've seen many agents receive comments on their postings from homeowners who may be interested in selling their home.

## FOUR STAR BUYER

Make sure your buyer has a complete profile. Agents who have four star buyers tend to get the "inside track" and hear about the hot deals before other agents and price reductions BEFORE they happen.

## EMAIL LISTING AGENTS

If you found a listing that matches your buyers criteria, you can contact the listing agent here, using the built-in messaging system. BEFORE they happen.

# ADD A BUYER

Agents can manually add their buyers criteria (needs and wants) very easily and under 60 seconds using the Add Buyer Form. Simply complete the BOLD and asteriks fields under the sections: Locations, Criteria, Financials.

**Locations (at least one location is required)**

Neighborhoods  
School Districts  
City / Zip Codes  
Preferred neighborhoods

**Features**

Number of Bedrooms  
Minimum Square Footage  
Age of Home  
Desired Lot Size  
Property Type  
Property Condition  
House Style  
Public Comments

**Financials**

Exclusive Buyer Agency  
Qualification Status  
Minimum price (\$)  
Available Down Payment (\$)  
Purchase By  
Type of Buyer  
Method of Payment

**Buyer Details**

First Name (bold)  
Last Name  
Primary Email

**DESIRED LOCATIONS**  
Enter your buyers desired cities, school districts, and neighborhoods (if available).

**DESIRED FEATURES**  
Only the bold asterisk fields are required. Make sure to add comments to give other agents a better idea of what your buyer is looking for.


**FINANCIALS**  
How strong is your buyer? Give agents an idea of your buyers purchasing confidence and desired price range.

**CONFIDENTIAL INFO**  
We'll assign a BuyerID to your buyer, but how are you going to remember who your BuyerID 674424 is? Enter your buyers name, email address, and notes to yourself.



# FIND

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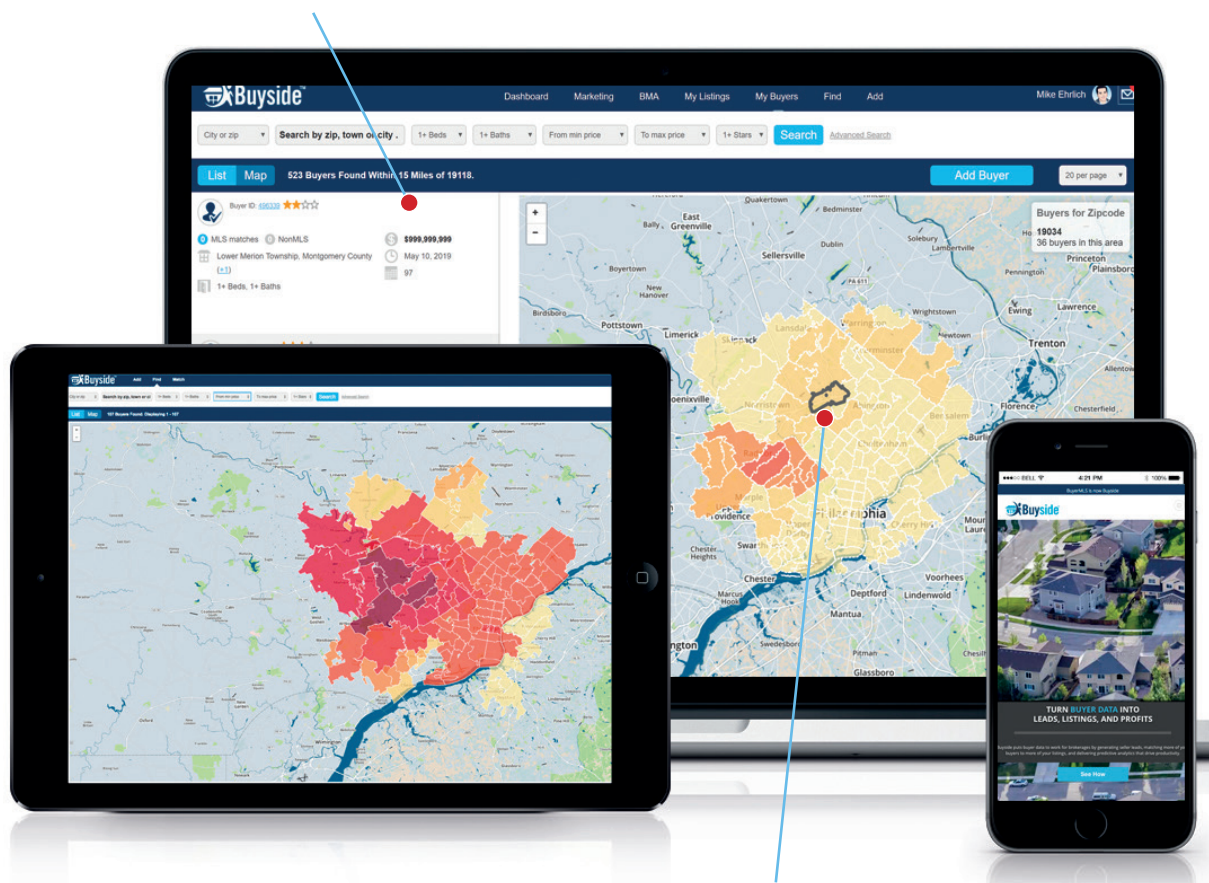
Different than the MLS, here you'll be able to Find Listings that are "coming soon" and Buyers who are actively seeking homes in your farming area. You can use this to identify the hot in demand areas to farm for new listings opportunities.

# FIND BUYERS

Buyers are searching properties everyday and over 90% are searching with an agent. Find what there buyers are looking for, by any criteria: by desired location, by desired price range, by desired bedroom count, etc. This is a great way to learn how strong the demand is for certain areas or figure out what part of town is best to prospect.

## SEARCH BUYERS

Search buyers by zip code/  
town or by School District.



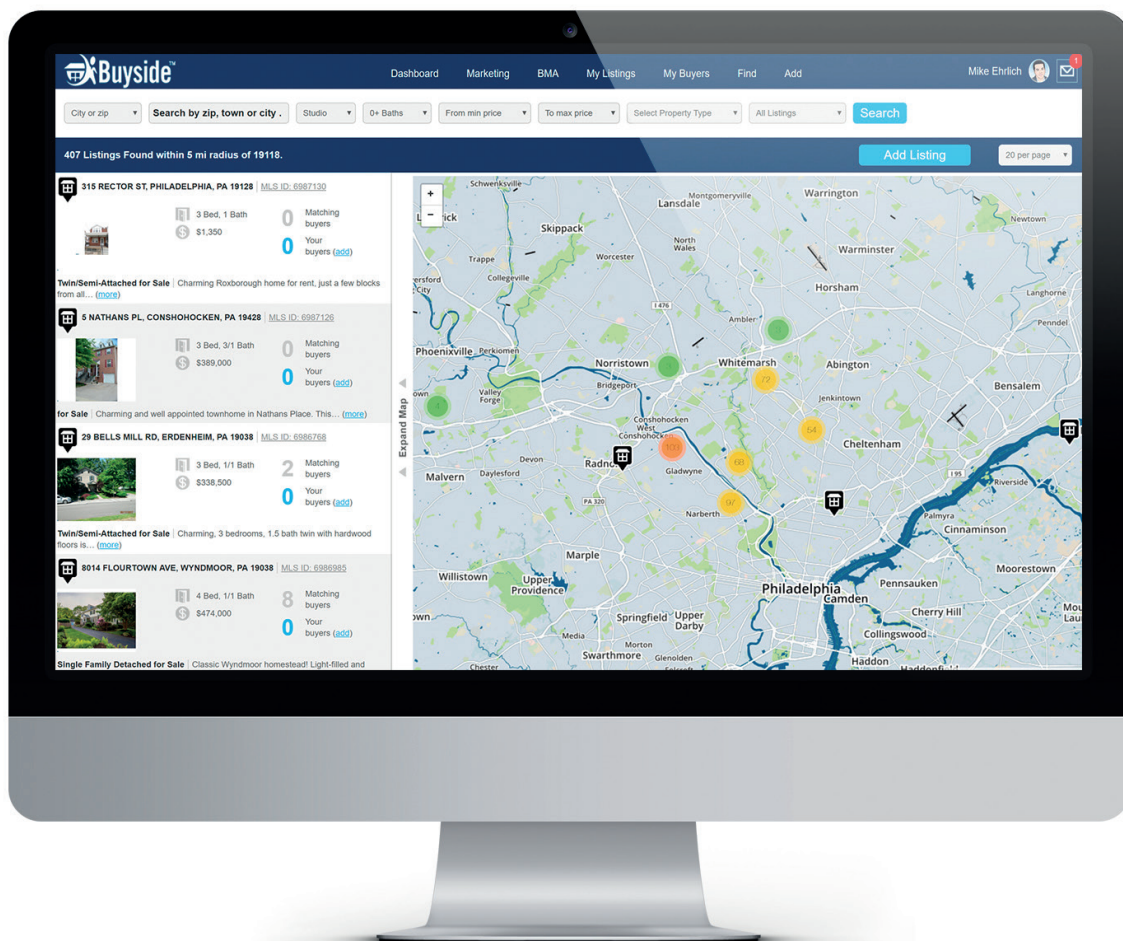
## THE MAP IS DYNAMIC

Buyers are searching properties everyday and over 90% are searching with an agent. Find what there buyers are looking for, by any criteria: by desired location, by desired price range, by desired bedroom count, etc. This is a great way to learn how strong the demand is for certain areas or figure out what part of town is best to prospect.



# FIND LISTINGS

All company listings are in one spot include ACTIVE MLS listings to COMING SOON listings. Show your buyer clients the value you can bring by explaining you see what's coming to the market before anyone! You can help them get the inside track!



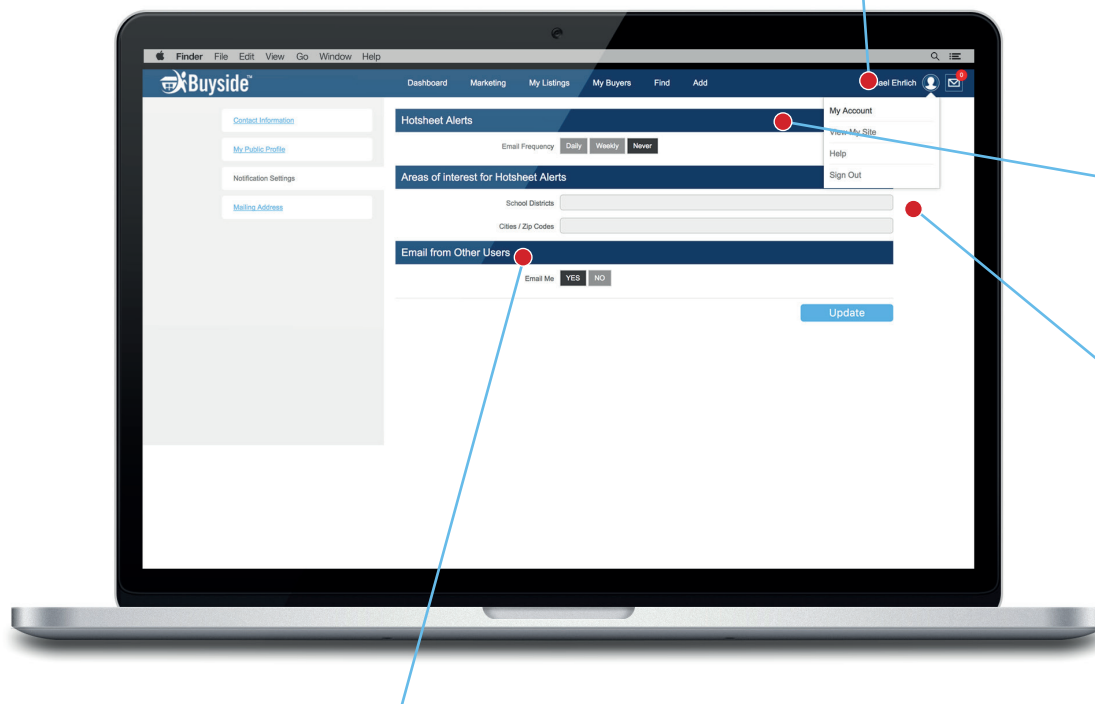
# EMAILS & ALERTS

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We will alert you and your clients to the most relevant information. There are settings to tweak the frequency and how you want to receive the notices.

# MY NOTIFICATION SETTINGS

Agents can change their notifications settings under MyAccount.



## HOTSHEET

Stay up to date on new listings g=or buyers recently added to your farming areas.

## AREAS OF INTEREST

Pick your farming areas and we'll alert you to any new inventory. This is especially useful to agents who will not be receiving matching alerts because they don't have listings or buyers.

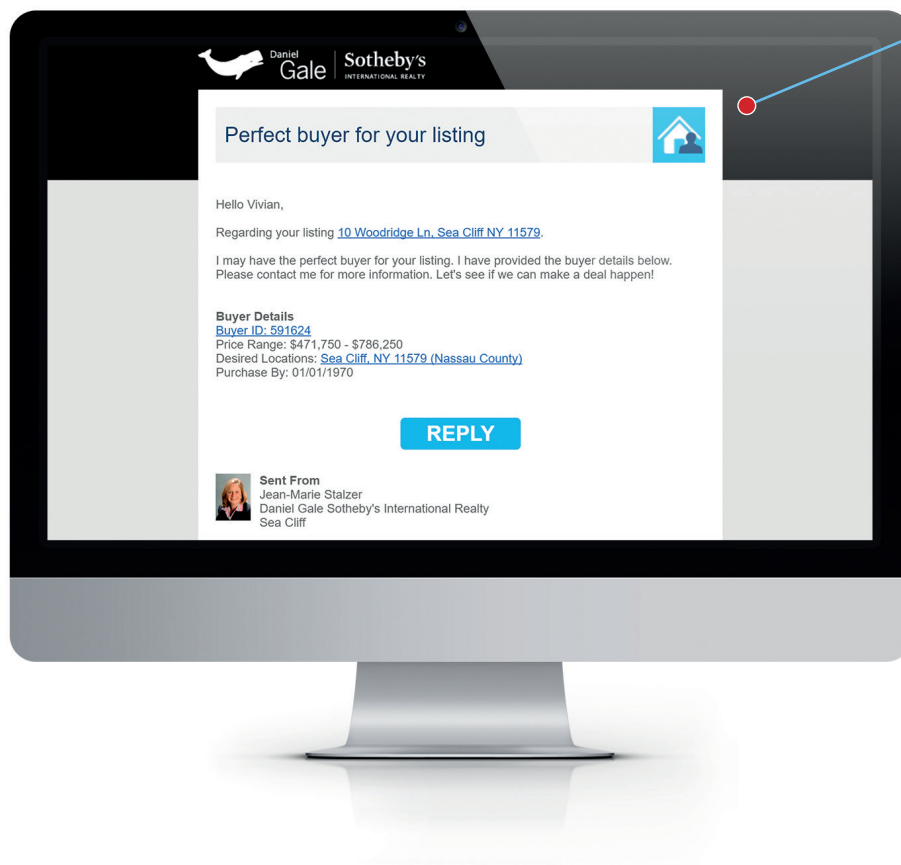
## EMAIL FROM OTHER USERS

Maybe a listing agent just secured a new listing that will be COMING SOON or they want to give you a heads up to a price reduction before they put it into the MLS.



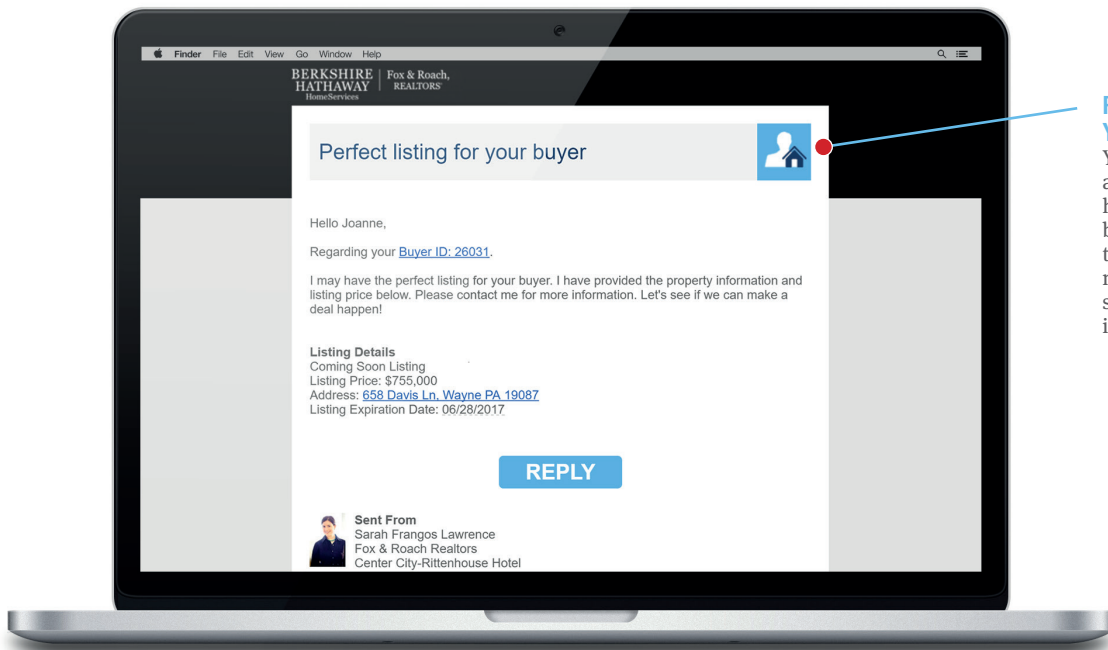
# NOTIFICATIONS AGENTS CAN RECEIVE

Here are some EXAMPLE emails you may receive from other agents on the platform as well as notifications/alerts from the system such as the Hotsheet.



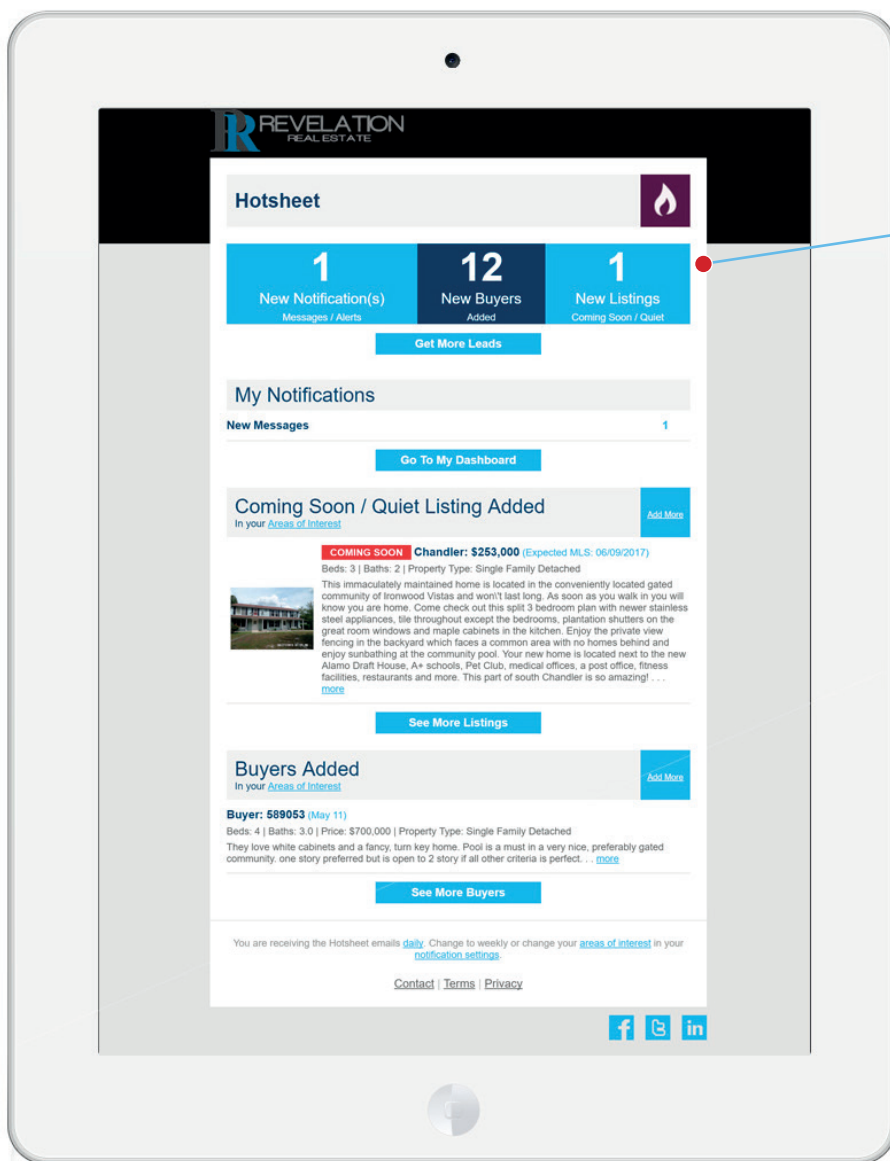
## PERFECT BUYER FOR YOUR LISTING

You'll receive this email when a buyer agent feels their buyer would be interested in your new listing.



### PERFECT LISTING FOR YOUR BUYER

You'll receive this email when a listing agent feels they might have the perfect listing for your buyer - it might be a listing that's "coming soon" or they may want to give you a head start before a price reduction is made.

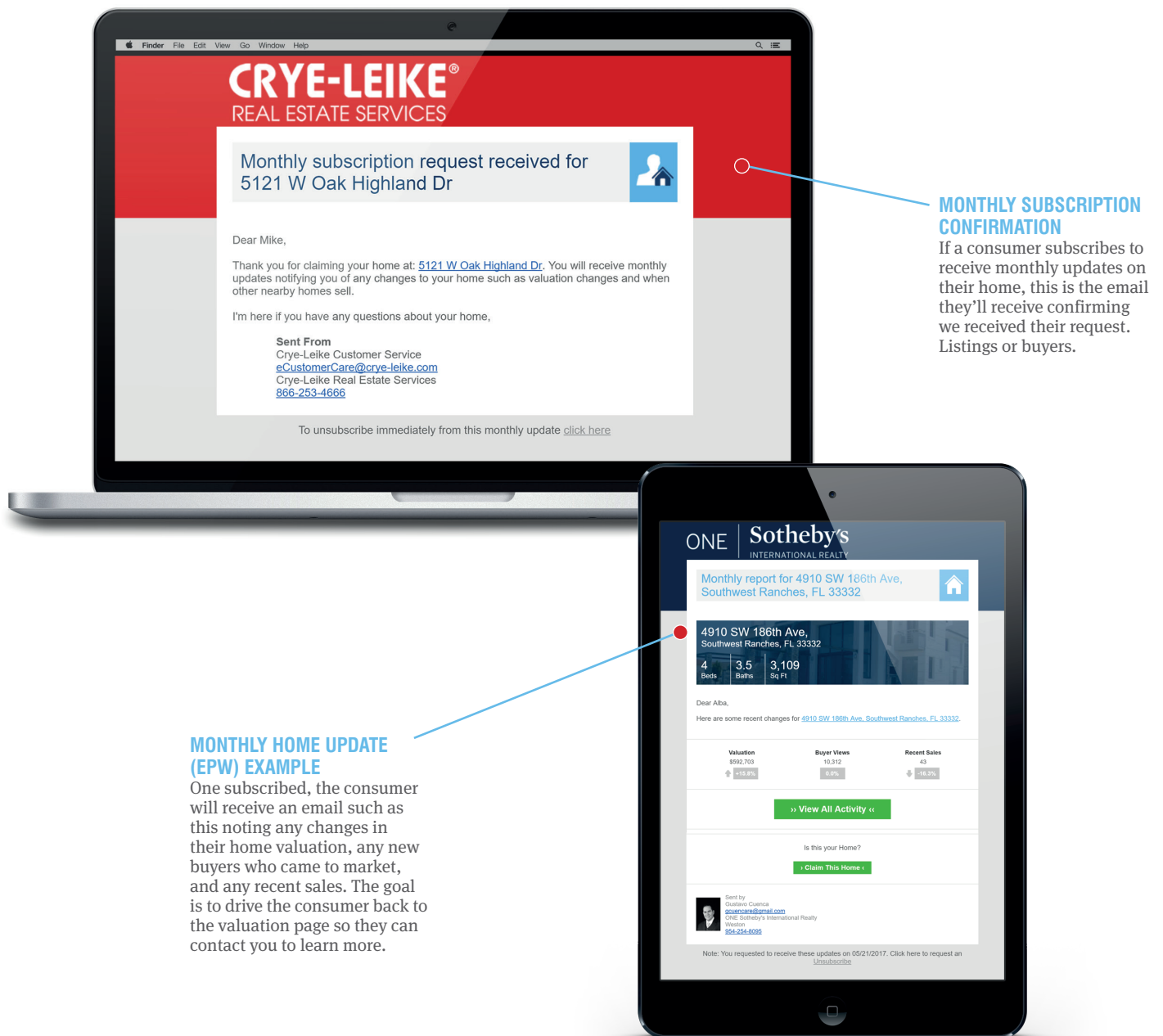


## HOTSHEET

This is email generated by the system to keep users alerted to new inventory hitting in their areas of interest.

# NOTIFICATIONS CONSUMERS CAN RECEIVE

Here are a few examples of emails that consumers will receive when they subscribe to your Home Valuation System



“The data imparted through Buyside boosts an agent’s credibility as an authority on pricing a property, and as an economic expert, in general.”



*Tom Hosack  
CEO, Northwood*





[GetBuyside.com](http://GetBuyside.com)