HOUSE PRICE TRACKER

Timely house price update reports to stay in touch with customers, maintain relevance, and increase sales

Designed and created as a tool for lead generation and customer retention, the RPS House Price Tracker Report provides your clients and contacts with monthly updates on the value of their property. As we all know, staying in touch can lead to more business. We already have the ability to track investments, chequing and savings account balances, credit ratings and more; but until now, the value of our home and other investment properties at any given time has eluded us.

Ideal for:

- Large institutions looking to integrate this data as a service, through our API
- The informed mortgage professional or realtor as a CRM tool for their client list
- The savvy home owner and/or investor to track the home values and portfolio growth

Features & Benefits

Develop Deeper Relationships with Your Clients

You will be the go-to source for property value insights. This paired with providing tangible, easily delivered reports will drive business to you.

Increase Upsell and Cross-sell Opportunities

In addition to mortgages, you can use the report to help upsell and cross-sell wealth management services and other non-collateralized products

- Track the value of homes over time
- Detailed information by property type and neighbourhood
- Monthly reports delivered to you and/or your client
- Custom client reports and portfolio dashboard

Measure the Effectiveness of Your Campaign

You will have access to monthly analytics on how your House Price Tracker campaign performs, including email open rates and portfolio stats. You can stay ahead of the competition in an ever-changing marketplace. Tangible reports, such as these, help your business stay ahead of the innovation curve, provide a leg up on the competition and keep clients informed and loyal.

Customer Relationship Development

- **Lead Generation:** Generate client interest and increase your value-add during the ‘shopping stage’ of the home buying or refinancing process
- **Get the Meeting:** Establish your value by sending the report to leads, in order to get the meeting
- **Close the Deal:** Use the report at the meeting to show the value you add to the customer and provide a tangible reminder that you can leave behind
- **Drive Referrals:** Past clients provide the most referrals in the first 6 months after working with you; stay in touch during this critical time
- **Leverage Situation Changes:** Your clients’ lives change all the time, which can mean a new home or mortgage need at any point; being top-of-mind at the right time can translate into more business
- **Ensure Repeat Business:** Invest in developing deep relationships with your clients so the likelihood of retention is increased during renewal time.

The Report

- Property value and range estimates based on our powerful Home Price Index (HPI)
- Track the property value performance and annual rate of return since its purchase
- Obtain in-depth market insights right down to neighbourhood and property type
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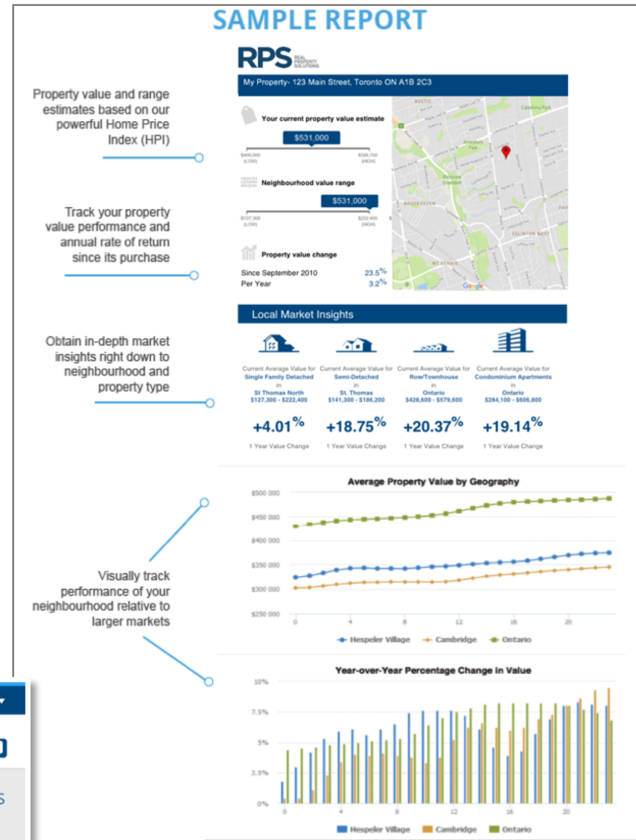

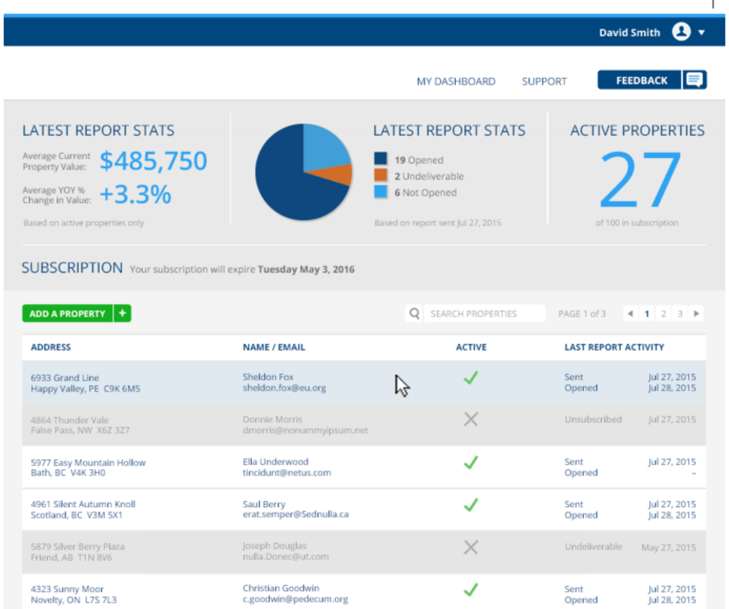

The Dashboard

- View, monitor, and analyze your entire portfolio of client properties in one central location.
- Use statistics to find opportunities to upsell and cross-sell to your clients.
- Leverage open rate metrics and other statistics to understand which clients are motivated, interested, and most likely to be ready for added financial products.

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