

S.O.P. HOW TO MOVE TO A NEW HOME VALUATION PRODUCT



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1 Determine what product you will use for your new home valuation tool. This should be determined by your

1. Your Budget
2. Size of your team or Business Model

Prices Range from \$30 to \$300/mo & more

Here's a few: Real Scout, Fello, Backatyou, Homebeat, Homebot



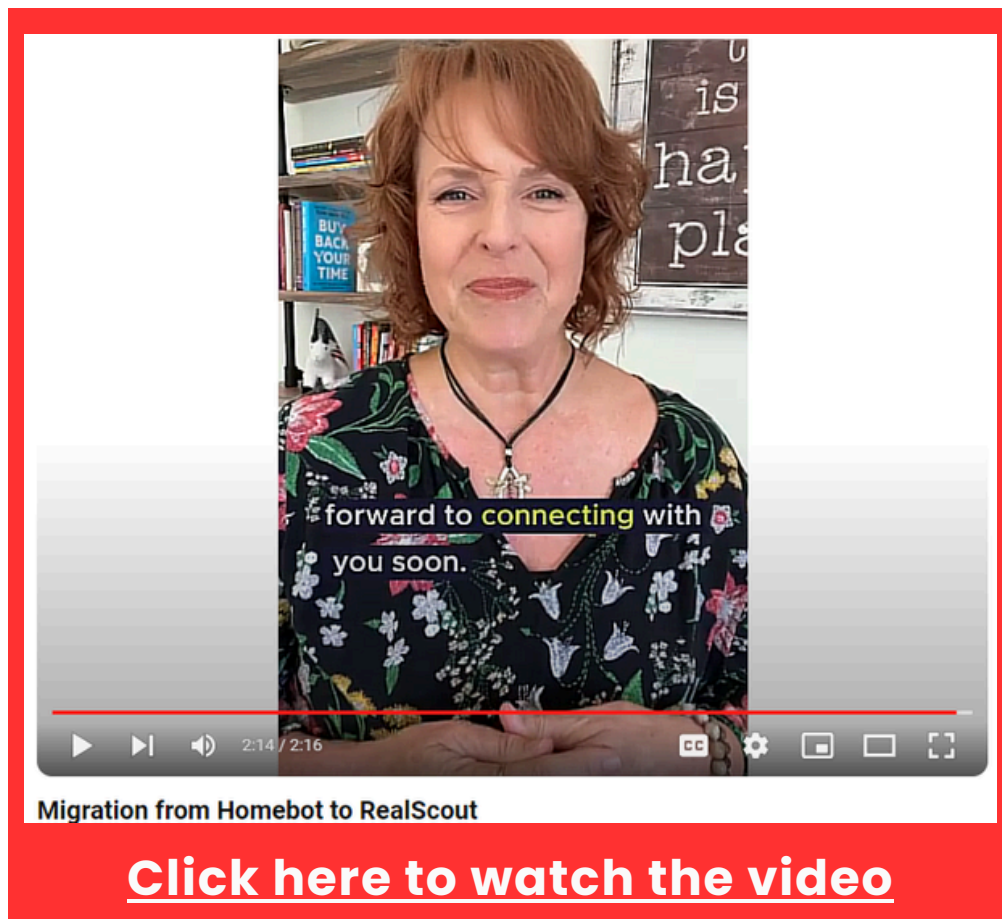
RealScout

2 Export all of your contacts that are in your current Home Valuation Product and import them into your CRM and TAG them the Name of your old HVA (ie: Homebot)

3 Turn on new HVA (home value app) and test it with yourself. Learn how it works
WATCH ALL THE TRAINING VIDEOS!

4 Send out an email from your CRM to all your people tagged "HVA Name"

Include a video like this one



Tell them that you have this great new tech product that you believe will enhance their experience and you'll be moving them from the current tech to the new one and they don't have to do a thing.

5 Get all of them set up in new product and run it side by side Old Product.

6 Now determine where you have the Old Product widget and swap it out for the new product widget.

Areas to look...

- QR codes you may be using on postcards/ads/magazines etc,
- Your website, Signs you may have put it many places.

Document these changes so you will know the next time where to look to make changes

7 Once you feel comfortable that the transition has been completed, Shut off Old Product.