



BuyerHunt.®

The Ultimate Agent Advantage

*We help you sell listings in hours -
and attract more serious buyers.*

Meet BuyerHunt

Our high tech, patent pending smartphone app helps you list more homes, sell those listings in hours, and attract more serious buyers. It also makes buyers stay loyal until they buy because of the advantage you offer them.

It starts by giving buyers a home shopping advantage, a way to learn about newly listed homes before other buyers, often 2-3 days before they appear on websites like Zillow and Realtor.com.

Offering buyers a “first to know” advantage enables you to build a database of serious buyers sorted by their home search preferences.

Simultaneously, we’re building a buyer database you can access to sell your new listings faster at less expense. This database of buyers is the best in real estate because they’ve indicated what they’re looking for and they’ve asked to be notified when a matching home is listed. It doesn’t get better than that!

In this brochure we explain how it all works, how our model helps both listing and buyer agents, and why this could be the golden ticket to end our profession’s dependence on third party websites like Zillow.

BuyerHunt Benefits All Parties To The Transaction

- **Buyers** learn about newly listed homes before other buyers.
- **Sellers** have a way to sell faster, with less inconvenience.
- **Listing Agents** have a quick way to expose homes to quality buyers.
- **Buyer Agents** have a powerful way to attract more buyers.

**“We streamlined the process to sell homes,
while showcasing the value of real estate professionals.”**



Buyer App

+



Agent App

+

BMP

Buyer Match
ProcessorSM

In A Nutshell - How It Works

We've created two versions of a smartphone app, one for homebuyers and one for agents.

Buyers use their app to enter the zip code(s) and price range of homes that might interest them. This takes less than a minute.

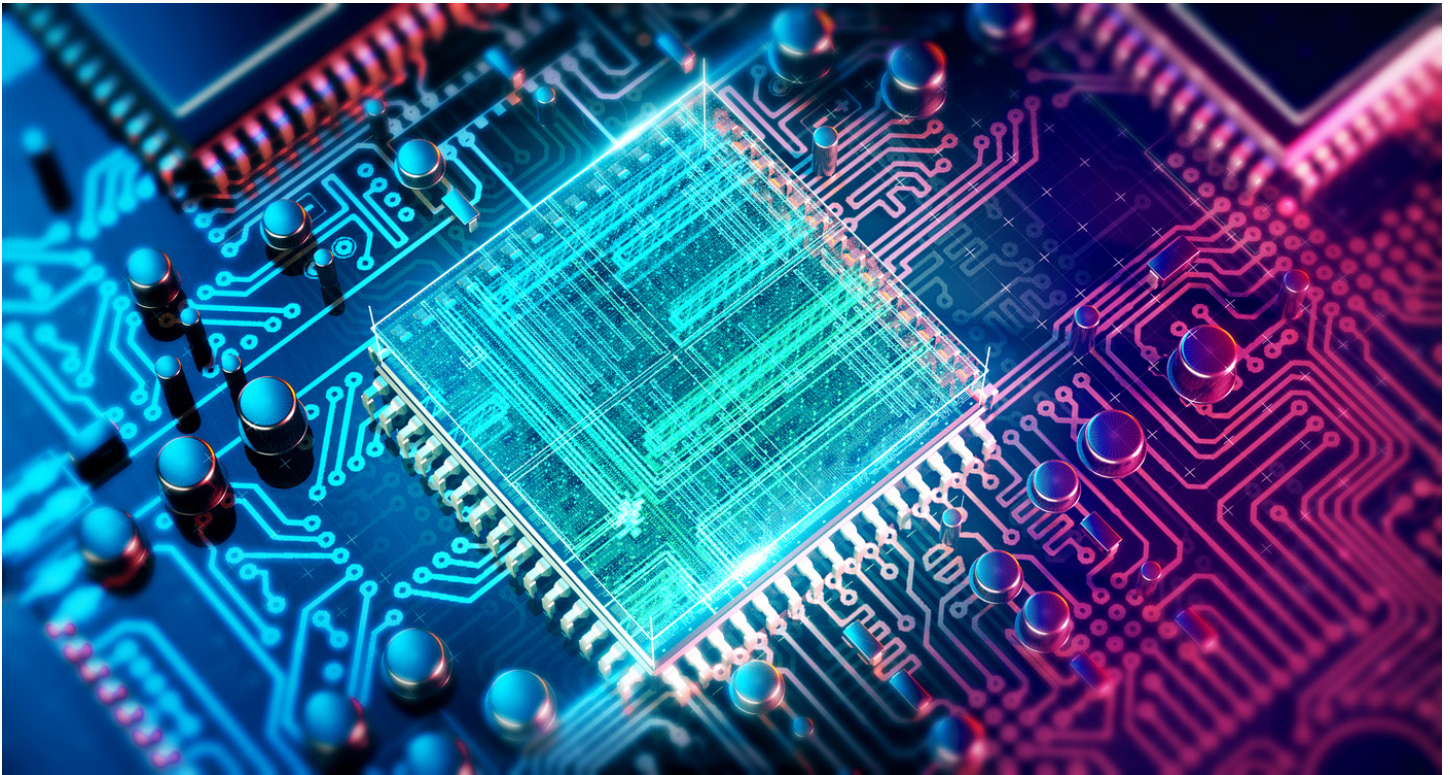
You use the app to enter the address, price and description of the home immediately after sellers sign a listing agreement. You'll also take a photo and record a 45-second audio.

After entering the home data, you press the upload button and the information is relayed to our proprietary Buyer Match Processor (BMP).

To fulfill our quick notification promise to buyers, you agree to upload home info within one hour of sellers signing a listing agreement.

Upon receiving a newly listed property, our BMP instantly searches our database for matching buyers. It then alerts matching buyers via a push notification to their smartphone app.

The integration of the two apps through our Buyer Match Processor gives consumers a home search advantage. It also benefits you with immediate access to a rich source of buyers to sell your new listings fast, or quickly demonstrate to your sellers that the home may be overpriced.



Buyer Match Processorsm (BMP)

The Buyer Match Processor (BMP) sorts new listing data by home search preferences previously provided by buyers on their app. When a new listing matches a buyer's criteria they receive a push notification flash on the screen of their smartphone, and a red dot appears in the upper right corner of their BuyerHunt app icon. This number increases as additional matching homes become available.

Buyers open the app to see a photo of the home, the address, price, and can also listen to a descriptive audio recorded by you immediately after you list a home. Buyers can tap on your phone number to call you for more info or request a showing appointment via a date/time spin dial on their app. You are notified via your app when buyers request showings and you can then confirm or reschedule.

BuyerHunt enables buyers to learn about homes within minutes of when they're listed and allows you to expose your new listings to buyers who are excited to hear from you. This all happens within minutes after you upload info on a new listing.

Our ultimate goal is to register every potential buyer for every type of home in every market, enabling you to sell your listings faster, or quickly demonstrate to sellers that the price is too high.

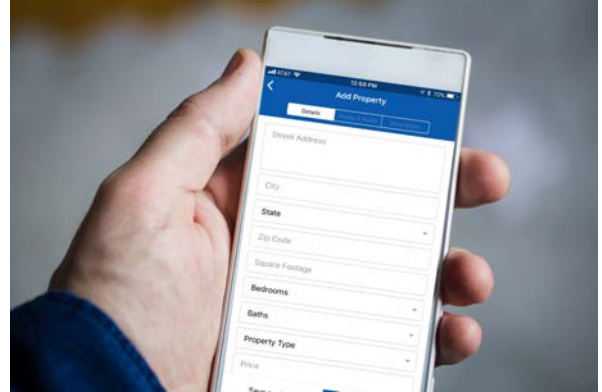
4-Step Process

Step 1: Seller Signs Listing Agreement



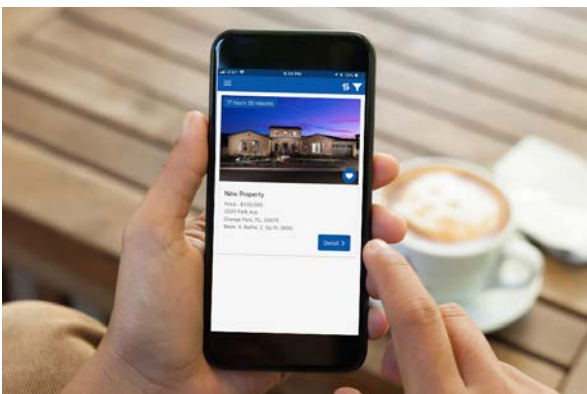
Seller signs listing agreement with you at their home.

Step 2: You Upload Listing Info With BuyerHunt App



You use BuyerHunt app to upload photo, details and audio about the home.

Step 3: Buyers Get Instant Notification On Their App



Buyers receive immediate notification when homes matching their criteria are uploaded.

Step 4: Buyers Contact You Through Their App



Buyers contact you through their app for more info or to set a showing appointment.



Great For Listing Agents

We not only offer you a quick, easy way to sell your listings, we also give you a powerful tool to obtain more listings.

Home sellers need buyers, and agents with access to our growing database of buyers will have a competitive advantage over agents who don't. Hopefully this will motivate more agents to use the BuyerHunt App to remain competitive.

That's a positive thing because as more listings are uploaded, more buyers will be attracted to our platform. With more buyers, you'll be able to sell your listings more quickly and have more buyer leads to work with too. This "circular virality" model will also attract buyers directly to agents, ending our profession's dependence on third party websites like Zillow.

Great For Buyer Agents

Offering buyers a "first to know" home shopping advantage is lead capture heaven.

We'll show you how to market BuyerHunt's first mover advantage on your own Facebook lead capture page. This is an incredibly powerful way for you to acquire contact info for the most serious buyers in your market.



We also offer training and sample signup forms to help you capture buyers' names and contact info when you conduct open houses. In our open house demos, offering buyers a "first to know" advantage has proven to be the most powerful lead capture technique we've ever seen.

Traditionally, listings have been the most productive source for attracting buyers. Now, the BuyerHunt App gives agents without listings a powerful tool to attract serious buyers too.

6 Major Advantages For Real Estate Firms

BuyerHunt is a powerful growth tool for real estate firms.

1. It gives listing agents a high tech, one-of-a-kind tool to list more homes. They simply show sellers that they have access to a database of buyers waiting to see a home like theirs. It's what every seller wants to know, "Do you have buyers for my home?"
2. It gives buyer agents a quick way to know when agents list a property that fits their buyers' needs. This is achieved by buyer agents downloading the BuyerHunt consumer app and entering their buyers' desires.
3. It gives listing agents a fast, inexpensive way to expose their new listings to matching buyers who are excited to hear from them.
4. It gives agents a powerful buyer acquisition tool by offering buyers our first mover advantage at open houses and using Facebook ads.
5. It gives real estate firms a way to generate buyer leads for its agents, and collect a referral fee.
6. It gives real estate firms an added value proposition to attract new agents, and better serve the agents they have.

Go to BuyerHunt.com to see an example of the high quality branding, video and digital imaging we'll continue to produce to help your agents attract new business.



Click The Link Below!

BuyerHunt.com

72 Hour Countdown Timersm



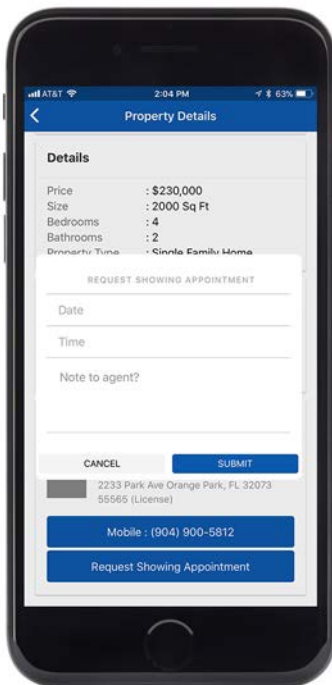
A unique attribute of our app is that newly listed homes are available to view for only 72 hours, at which time they disappear.

When buyers view newly listed properties in our app they see an hour/minute timer in the upper left corner of the home photo.

The timer emphasizes the newness of our just listed properties and the time sensitivity for buyers to act quickly... Snooze you lose!

The point is to present our properties as the fresh, Zillow and others as the rest.

Spin Dial Appointment Settersm

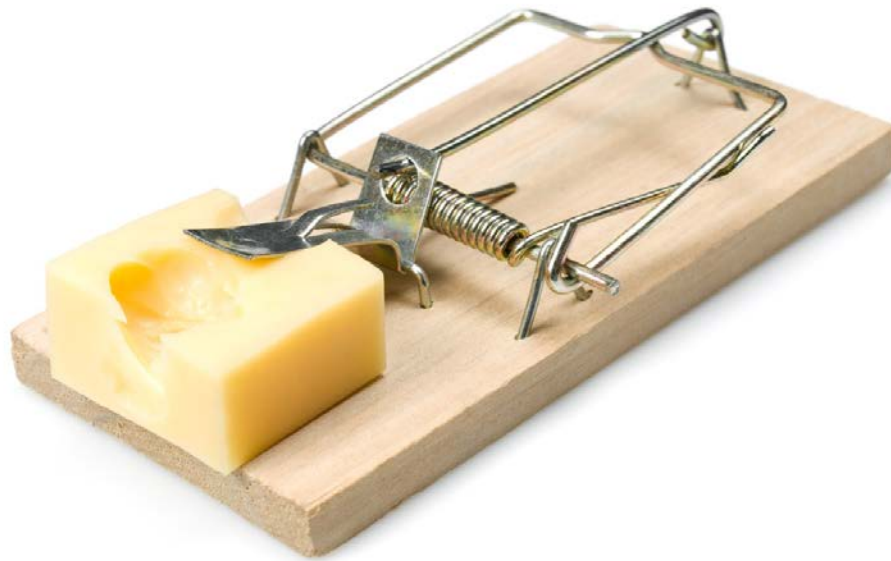


Buyers can request a showing appointment from their app with a date/time spin dial, or call you directly from the app.

You'll receive notification of requested showing appointments, along with buyers' contact info.

You can then call the buyer to confirm the appointment, reschedule the time, and/or provide additional info.

We believe our spin dial appointment setter will resonate with today's buyers, generating more showing appointments for you.



A Marketable Mousetrap

The old adage “Build a better mousetrap, and the world will beat a path to your door.” is rarely true. The world has to know about your mousetrap or it won’t rush to buy it. Business success is fueled by an easy-to-understand benefit conveyed in a compelling and memorable way.

That describes BuyerHunt, possibly the most marketable new mousetrap ever in real estate.

Homebuyers intuitively understand the benefit of being first to know, see, and have the opportunity to buy newly listed homes. This is particularly true in the “bread and butter” price range, where demand is high and fairly priced inventory is scarce. It’s commonly known that the best way to find the best homes is to be first in the door, and first to decide, before other buyers.

BuyerHunt has one of the most easily understood and compelling messages in real estate. Our “see homes first,” “be first in the door,” “snooze you lose” message allows for an array of creative approaches to capture homebuyer attention. This unique benefit should propel rapid adoption in the form of app downloads.

Since BuyerHunt benefits are obvious and the app is free, there is no reason why it shouldn’t be embraced by every homebuyer.



Intellectual Property Protection

The BuyerHunt trademark has been approved and our technology is patent pending. Our research has not found any similar service.

While patent approval is never certain, our patent could provide participating real estate agents and firms with competitive protection and a significant market advantage in the pre-MLS, homebuyer notification space.

We believe our unique approach to help agents sell homes is a paradigm shifting model that will lower agents' cost, save agents time and ultimately eliminate our profession's dependence on third party websites like Zillow.



Watershed First In Real Estate

Our Agent App and Consumer App, powered by our Buyer Match Processor, could reshape the way buyers search for homes and how agents sell their listings. As we achieve widespread buyer adoption, agents in each market will have immediate and inexpensive access to virtually every potential buyer for their new listings.

Because our app is free and clearly gives homebuyers a significant advantage over other buyers, every buyer should use it.

Everyone Wins

When every buyer uses it, every real estate agent in America will be able to sell homes more quickly, at less expense, with buyers coming to them before third party websites like Zillow.

Also, buyer agents will be able to attract more buyers who are more loyal because those buyers gain a “first to know” advantage over using third party websites like Zillow.

Buyers gain a home shopping advantage. Agents have a tool to list more homes, sell those listings in hours, and attract more serious buyers who stay loyal until they buy.

Perhaps the best news for the real estate industry is our ultimate mission - to eliminate our dependence on third party websites and take back control of our amazing profession.



BuyerHunt[®]

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