

## **Builders Update FAQ**

### **1. What is Builders Update?**

Designed by real estate agents for agents, Builders Update is the #1 online source for new home inventory. We use the latest map-based search technology to bring the most comprehensive and accurate listings of new homes, to-be-built homes, and condos directly to real estate agents and homebuyers.

### **2. How is Builders Update different?**

First, while anyone can search on Builders Update, the most complete data is available only to licensed real estate agents. Second, we are exclusively focused on new homes, to-be-built homes, and condos. Since we're Web-based, our data can be accessed and updated 24/7 from just about anywhere at any time (unlike print media). The data is consistently updated for accuracy in real-time. Our mapping features allow agents to search the same way a homebuyer does, making the agent's job faster. Our patented system and online collaboration tools feature an industry-first Buyer Registration process that brings new levels of transparency and accountability to the agent-builder relationship. We have all of the data and functionality an agent needs to facilitate selling new homes.

### **3. Is Builders Update a substitute for a listing in a Multiple Listing Service?**

No. A Multiple Listing Service (MLS) is associated with local agents in the market area who provide a higher level of service usually associated with a particular agent working through a brokerage firm. That agent is providing key marketing services to help meet a builder's specific needs per an extensive marketing plan. The local MLS, paired with a top agent, is the most powerful tool individual builders can avail themselves of. Builders Update is the best way to augment an individual agent's marketing plan, provided their builder adds their inventory data into the Builders Update system. In many cases, Builders Update has partnered with local MLSs to augment their existing inventory of new, and to-be-built, homes to make the data readily available to agents using 'single sign-on capability.

**4. How does Builders Update save time?**

Agents and builder representatives now have a single site loaded with everything the agent needs to be able to sell a property. No more “phone tag” trying to get questions answered, or having to search ten different websites. All of the details can be acquired online in one spot: Floor plans, directions, contacts, prices, a map with directions, incentives—it’s all here, available 24/7.

**5. Can I view available to-be-builts as well as properties readily available (quick move-ins)?**

Absolutely! A unique feature of Builders Update is the ability to view an accurate listing of quick move-in properties and properties that will soon be available for purchase in any given area.

**6. What is the New Home Spotlight™?**

The New Home Spotlight™ is a great free tool to show your buyers that you’re a new home expert. It creates a personalized version of the Builders Update search tool for buyer prospects that brands the home to you, including your logo, picture, and contact information. When a homebuyer uses your New Home Spotlight™ search tool on your site, all property addresses and builder brands are hidden in the search results. You, and only you, are listed as the point of contact for all listings, driving more leads directly to you. Because this is a URL/link, you can use it on your website in various locations, on your email signature, on social media portals, and more.

**7. How do I create My New Home Spotlight™?**

Once you log in as a registered agent, go to My Tools>My New Home Spotlight™. Then, it's three simple steps: 1) Select some short text that will be placed in front of .buildersupdate.com so that we can create a personalized URL for your use. 2) Upload your logo. 3) Upload your headshot. Finally, click the "Complete My New Home Spotlight™" button, and your New Home Spotlight™ tool is set up within minutes, ready to be inserted into your private website.

**8. Can my clients use the search tool to identify homes they are interested in?**

Yes! Invite Homebuyers to your New Home Spotlight™ on your private site to increase the visibility of your brand and give yourself capabilities you never had before to monitor their activity. We’ll email your client a unique login and password with an invitation to search for new homes using your New Home Spotlight™ search tool. When they find a home they like, they will be able to email you the homes they wish to see. Also, as their agent, you can monitor their search activity and narrow down the home search criteria to what they want (which may differ from what they may have told you they want!).

## **9. What is My 24 Hour Concierge?**

Use My 24 Hour Concierge to make sure you never miss new inventory! My 24 Hour Concierge will automatically conduct searches for you and notify you the moment Builders Update finds inventory that matches your criteria. You can create up to fifteen 24 Hour Concierges.

## **10. How do I use My 24 Hour Concierge?**

For each 24 Hour Concierge, specify your search criteria, such as the geographic search area, subdivision, school districts, builder brand, property type, price range, square footage, etc. Then, select how often you want your 24 Hour Concierge to email you when properties that match your criteria come online. You can view search results and review or change your 24 Hour Concierges' search criteria any time from the Manage 24 Hour Concierges page.

## **11. What is Buyer Registration?**

Builders Update developed Buyer Registration to protect your claim to a commission by bringing more transparency to the agent-builder-buyer relationship. It's a new tool that allows you to notify a builder in advance that you have identified a buyer interested in one or more of their properties. If your buyer should decide to visit the builder before you're able to physically bring them to the home, then the builder knows in advance that you found the property first. When used properly, Buyer Registration can defuse nasty problems for both the agent and builder.

## **12. How do I use Buyer Registration?**

1. Upon submitting a Buyer Registration request, your buyer will be emailed and **MUST ACCEPT** the registration before the request will be sent to the Builder.
2. Your protection period begins from the date the Builder approves the request. This provides you with a time/date stamped approval and protects you if the Buyer visits the Builder without you for that period.
3. You will need to bring your buyer to the Builder to fully register before your protection period runs out.
4. Protection periods and full registration processes vary by Builder.
5. Buyer Registration is for the Metro area, not by property. You only need to register your buyer with the Builder once per Metro.

6. Only the name of the Buyer is sent to the Builder, no contact information is provided.
7. If the Builder decides to decline the request, you will be notified via email with a reason why the request was declined.
8. Agents can check the status of Buyer Registrations by logging in and viewing the report in My Tools > Manage Homebuyers > Manage.

**13. What will it cost me to use Builders Update?**

Nothing. Searches of the system are free to both homebuyers and all actively licensed real estate agents who have been registered as users. Builders may upload their data for free as well. This assures agents that we will have the most up-to-date and complete inventory for them to review, all in one place.

**14. Will my Builders Update account expire at some point?**

No. As long as you are: 1) registered as an agent with an active real estate license, or 2) registered as a builder or builder's representative with active inventory in the system, you can access the system.

**15. What if my agent license is inactive or suspended?**

We continuously validate agent licenses daily. If your license becomes inactive, expired, or suspended, you cannot access the system until you update us with a current license number. Under extenuating circumstances—for example, you submitted your statewide education requirements late— contact Builders Update so that we may override your requirement and give you time to re-activate your license. Our goal is to protect the integrity of the system as a tool for actively licensed agents only.

**16. I am licensed in several states. May I use a single account?**

Yes. We just require you to be licensed in one, so you can use one for your registration and access whatever geographic area you desire from our site since we are map-based.

**17. Is there a usage limit?**

No. You have unlimited access to your licensed area.

**18. Will my email account be shared with others?**

No. We respect everyone's privacy and do not sell your data or personal information. Frankly, this is why we do this as a subscription model, so we can control the system and not be influenced by anything other than building a very efficient system.

**19. How is accuracy assured?**

Our data is only as good as the data provided to us by the builders in a timely fashion. Our patented system time/date stamps every property detail and community page so you can verify how fresh the data is. Typically, data is uploaded, re-verified, and updated if necessary every 24 hours.

**20. How do I sort data on Builders Update?**

After initiating a search, you can modify your search criteria to reduce the number of properties shown to a manageable list of properties. Properties are presented in a list format that can be quickly sorted or grouped by categories. Search results are automatically sorted by price from high to low and can be sorted by categories, such as builder or square footage. Prices sort in numerical order. Subdivisions group homes by subdivision in alphabetical order.

**21. Can my clients view the homes I've found?**

Once you've created a list of properties, you can email your client a special link to the property detail pages allowing them to view the images, floor plans, and mapping from your search.

**22. Can I email data to my clients?**

Yes! The system allows you to send your clients a link so they can access specific property data and images. You can send data to two addresses at a time, and also pre-register your buyer with the builder at the same time.

**23. How do I speak with a real person?**

Call us at (512) 901-9899 between 8 AM - 5 PM CST and we'll get you fixed up. Or you can e-mail us at [agentsupport@buildersupdate.com](mailto:agentsupport@buildersupdate.com) and we will get you an answer.

**24. How do I send you comments and feedback?**

Please email us at [agentsupport@buildersupdate.com](mailto:agentsupport@buildersupdate.com). We'd love to hear from you!