ePropertyWatch™
Home and Neighborhood Insights Your Prospects and Clients Crave
Don’t lose another lead or past customer again!
National real estate portals know it’s all about the homeowner.

It’s no secret. Consumers love information about their homes and neighborhoods. It’s where they live and raise their families. And it’s also their #1 asset.

The big portals and online media companies provide home and surrounding neighborhood information on demand—it’s one of the main reason millions of homeowners visit their sites. But how good is their data? Are these sites giving your prospects and clients the accurate home values and local market information they need to make good decisions? Chances are, you and your agents spend way too much time and energy correcting misperceptions gleaned from these sites.
If you don’t offer this data, you may be losing important leads.

The consumers in your farm—your prospects—are searching for insights about their homes and neighborhoods. And they are finding this information on national websites. But they are also finding the agents who paid to promote themselves, agents who probably don’t work for you.

Simply put, because you can’t offer the insights your local consumers crave, the big portals, headquartered perhaps thousands of miles away, can often shift your prospects away from you and toward a competitor.

With ePropertyWatch, this dynamic changes. With ePropertyWatch, your brokerage and agents sponsor an email and web service that delivers a professional, personalized data experience to prospects and past clients—including their home’s valuation using CoreLogic’s gold-standard Automated Valuation Model (AVM)*, surrounding listings, sales, foreclosures, auctions, CoreLogic HPI valuation forecast, mortgage information, nearby trends, forecast analytics, and much more. And it’s 100% free for consumers. They pay nothing for this insight, and it’s delivered to their inbox every month.

*CoreLogic is the chosen AVM provider of 18 of the top 20 U.S. mortgage lenders.
Why ePropertyWatch?
Seeing is Believing.

It makes you the market expert
► ePropertyWatch delivers accurate, superior data
► Prospects will rely on you for home values and neighborhood activity instead of the national portals
► Data is dynamic and fresh each month

A 50%+ open rate—every month
► The ePropertyWatch email open rate is about 10 times higher than other drip email campaigns
► Homeowners love to see their home’s current value
► Homeowners crave information on local real estate activity affecting their home’s value or livability
► ePropertyWatch is important—it’s all about the homeowner’s #1 asset

You’re never forgotten
► Did you know 83% of consumers don’t use their agent again often because they forget their agent’s name?
► ePropertyWatch is prominently sponsored by your brokerage or agents, keeping your name top-of-mind
► It’s the drip-marketing platform that never sleeps and is always interesting
Why CoreLogic?

With valuations considered by many to be the industry’s gold standard – the CoreLogic® AVM:

- **LOWEST VALUE**: $474,966
- **MEDIAN**: $502,300
- **HIGHEST VALUE**: $515,966
- **$495,966**

And nearby transaction information homeowners love to see:

**Neighborhood Explorer**
Zip code level trends:

Distressed Property Activity for ZIP 28557

Plus home value history and CoreLogic HPI forecasts:

Value History
What users are saying about ePropertyWatch™

“I love being able to keep tabs on the value of our home, especially compared to the values of my neighbor’s homes.”

“There’s no doubt that my house is my single biggest investment, so knowing its current value is very important to me. ePropertyWatch makes it easy to stay on top of that information, and that gives me peace of mind.”

“It used to be really hard to find out how much a house on my street sold for. Now that information gets delivered straight to my inbox. This is an awesome program!”

“ePropertyWatch makes it truly effortless to keep track of everything that is happening in my neighborhood. I look forward to getting the report every month.”