

Pro vs Pro +

Homesnap Pro	Homesnap Pro+
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Homesnap Pro automatically syncs and posts listings—both for sale and for rent—on behalf of real estate professionals in NYC to the Homesnap consumer portal for free. Brokers and agents also get access to comprehensive market data through the Homesnap app.

- **Never Pay to List.** All of your rental and sale listings post to Homesnap for free.
- **Free, Automated Listing Sync.** Homesnap feeds directly from RLS, so there's no need to upload your listings or pay for an automated sync.
- **Your Listing. Your Lead.** Homesnap does not allow third-party advertising. All leads for a listing go directly to the listing agent for free.
- **Comprehensive Search.** Search for-sale, for-rent, and off-market properties, and use NYC-specific search filters. Access building pages, historical property info, neighborhood overview pages, and Sky Cam aerial views of buildings.
- **Client Collaboration.** Connect with your clients in Homesnap to share listings via in-app direct messaging, and view your clients' favorited properties.
- **Homesnap Showings.** Manage showings for all of your listings and create touring itineraries for your clients.
- **Agent Deal Flows.** Get a better understanding of the agent on the other side of the deal by accessing their transaction history.
- **Comparative Market Analysis.** Instantly create and share CMAs with your clients.
- **Net Sheet Calculator.** Help potential sellers understand how much they could make when they sell their home.
- **Homesnap Pro Ads.** Purchase

Homesnap Pro+ helps Homesnap Pro agents strengthen their online reputation and get unrivaled property and market insights, all for a single annual membership fee.

- **Google Business Profile.** Get instant verification and on-going optimization to ensure you appear at the top of Google search results.
- **Boosted Homes.com Profile.** Reach more consumers through priority placement in the Homes.com agent directory.
- **Enhanced Homesnap Profile.** Look your best on Homesnap with Google ratings and reviews on your Homesnap profile, as well as a blue check-mark that confirms you're a verified agent.
- **Custom Real Estate Website.** Claim a personalized agent website powered by Homesnap search that features your brand on every page.
- **One-Click Review Tool.** Send review requests and follow-ups in a single click. Every review you collect will post to Google, Homes.com, Homesnap, and your custom real estate website.
- **Who's Viewed My Profile & Listings.** Understand how many consumers are viewing your listings, as well as which agents have viewed your profile and listings.
- **Advanced Heatmaps & Filters.** Filter off-market properties by such criteria as distressed homes, ownership type, home equity, and loan balance.
- **Listing Lead Pages.** Create single-property websites in a single click that are sure to impress landlords and seller clients.
- **Flashback Photos.** Unlock galleries of historical listing photos to understand recent renovations.

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