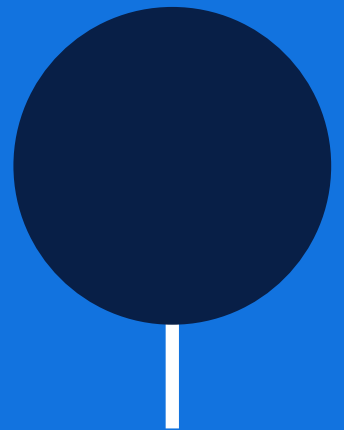
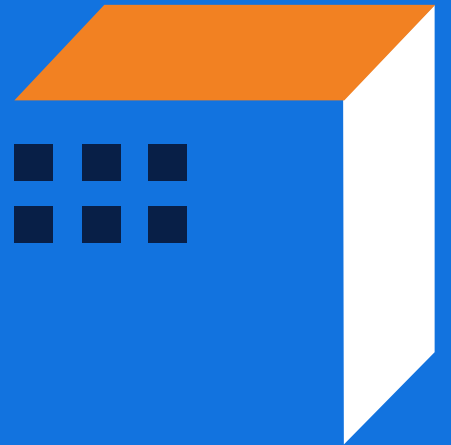
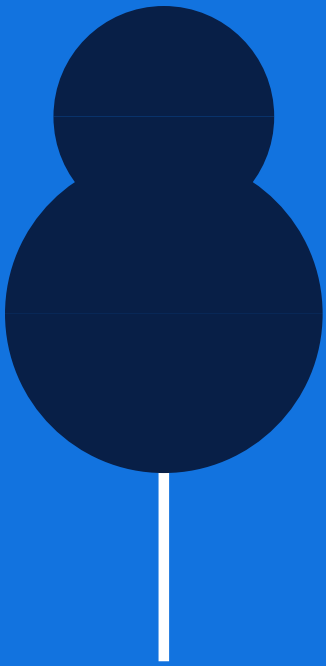


# The smarter way to find customers and grow.

Introducing **HomeBuyer**. The smarter way  
to find customers and grow your business.



Brings you

# HomeBuyer

Powered by  
**smatr.**<sup>365</sup>

# Welcome to HomeBuyer. **The smarter way to find customers and grow.**

**HomeBuyer** is giving brokers everywhere the tools to find new clients in a revolutionary way. Straightforward, simple, and powered by Smart365, it's an app you can trust and one that will transform the way you find, connect to and give mortgage advice to your customers.

This guide tells you more about HomeBuyer, and how it can help you grow your business.

Here's to finding customers quicker and keeping them happy!

**Conor Murphy**

Smart365 and HomeBuyer CEO



# What exactly is HomeBuyer?

**HomeBuyer** is the new app that's helping brokers across the country find new mortgage customers directly, easily, and efficiently, and grow their businesses more smartly.

Brokers, estate agents, solicitors and property developers across the UK are channeling prospective property buyers through HomeBuyer. It cuts through the sales funnel, giving you the ability to connect directly to prospective customers, to help give them the mortgage advice they need and offer them a smart, digital experience for a speedier, more personalised mortgage process.



# How does HomeBuyer work?

With **HomeBuyer**, we've made the end-to-end process straightforward and seamless. Let's see it in action:

## One

You generate a QR code or a link from the HomeBuyer portal. This allows people looking for mortgage advice to connect with you and your company directly from anywhere they see it, with a simple scan of the code or click on the link.

## Two

You can then pass your QR code or link to introducers including estate agents, solicitors and property developer firms who can display it on all their promotional material. You can display your QR code or link in all your own personalised promotional materials too. That way any customer leads can go directly to you for mortgage help.

## Three

The magic of HomeBuyer is its simplicity. Say a house buyer sees a property they love and wants to know if they can afford it. Their estate agent simply shows them your QR code or link. They scan it or click it and you're connected. It's good for the customer, the agent and you.

## Four

Once the prospect downloads the HomeBuyer app and submits their details, you instantly get a notification.

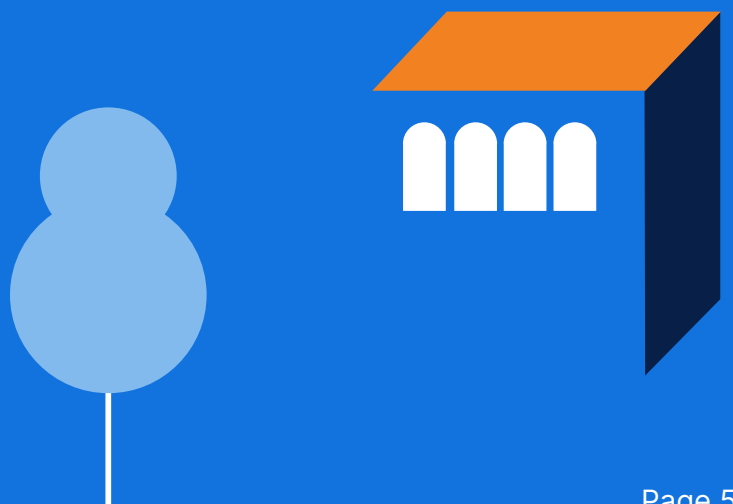
# What's HomeBuyer like from the client's perspective?

When a new client arrives with you via HomeBuyer you can not only help them find the best mortgage deal, but also get their mortgage application processed quicker. This is another big benefit of the platform.

Once connected, a customer can verify their ID and provide you with credit scores and banking information all online without the usual paperwork and effort. And in a way that is packaged up and ready for the lender.

Your client can also monitor their application status themselves rather than relying on you. And after completion, your client can keep an eye on their property valuation and LTV through our home value tools.

Finally, you can stay in contact with your customer, helping them with their remortgage needs and keeping them loyal to you.





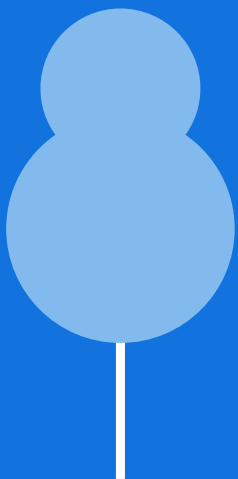
# What happens next?

**HomeBuyer** is already up and running. And, because it's brought to you by the people behind Smartr365, you can trust that the technology will work as it should from day one.

We've also got customisable promotional materials ready to go, so you can start adding new clients to your sales funnel sooner.

**Talk to us at** [brokers@homebuyer.com](mailto:brokers@homebuyer.com)  
about integrating HomeBuyer into your business.





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