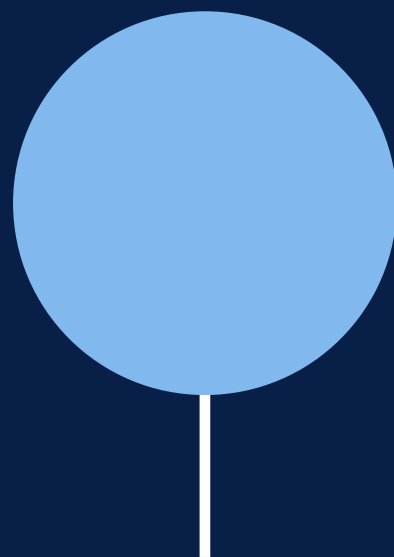


# Helping your customers **buy their dream property.**

Introducing **HomeBuyer**. The smarter way to help your clients get the expert mortgage advice they need to buy their dream property and grow your business.



Brings you

## HomeBuyer

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

# Welcome to HomeBuyer.

## The smarter way to help your clients purchase their dream property.

**HomeBuyer** gives your customers a revolutionary way to get instant mortgage advice from your selected brokers, to find the best mortgage deal for them to buy your property. And, it's not just great for clients. If your selected broker offers a referral fee for customer leads, it will also help you track these referrals more easily and in real time — all while giving you a service advantage over your competitors.

This guide tells you more about HomeBuyer, how it can help your customers buy their dream home, and stay with you for the long-term.

Here's to happy customers and hassle-free mortgages!

**Conor Murphy**

Smart365 and HomeBuyer CEO

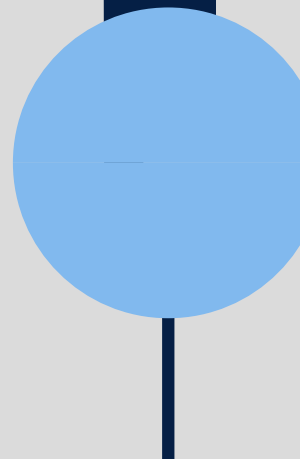
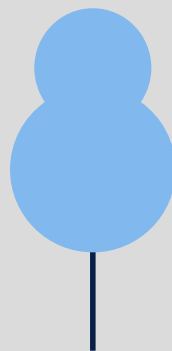


# What is HomeBuyer?

**HomeBuyer** is the new app that's helping estate agents, solicitors and property development firms across the country connect their customers to their selected mortgage brokers – directly, quickly, and efficiently – to buy property from you and grow your business.

But it's more than just a way to direct customers to your selected mortgage brokers. It also means a better experience for your customers, with a smart digital experience and a speedier, more personalised mortgage process.

And for the first time the HomeBuyer platform enables you to track the progress of a buyer's mortgage application. A big help during the sales process and in making sure your customers continue to have a happy experience with you and stay loyal to you, in the long-run.



# 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 link from the HomeBuyer portal, or you get your chosen mortgage brokers to create their own and send them to you.

## Two

QR codes or links can be on websites, email footers or property details. You can even text them to prospective buyers. The HomeBuyer portal offers downloadable marketing materials to help promote the service, too.

## 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. Show them the QR code or link. They scan it or click it and it instantly connects them to your selected mortgage brokers, to get advice on what mortgage they can get.

## Four

Once the buyer downloads the HomeBuyer app and submits their details, the your broker gets a notification.

## Five

You can track the progress of every customer lead you've referred directly from your introducer portal. Any status updates your broker makes will automatically be reflected for you in real time, so everyone knows how far along everything is.

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

Once your client chooses the property of their dreams you can help them find the best mortgage deal, via HomeBuyer, by connecting them to your selected mortgage brokers.

Your mortgage brokers can not only provide them with the expert help to choose the best mortgage deal and make sure they can afford the property.

On top of that, they can speed up the mortgage application as 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.

This means you can more quickly assess they can afford the property, and they can purchase it faster too. Keeping your customer happy and loyal to you.

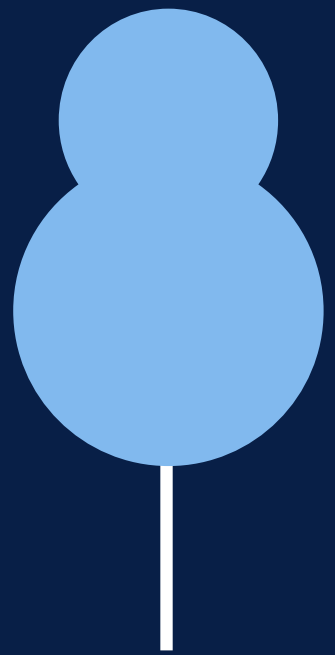
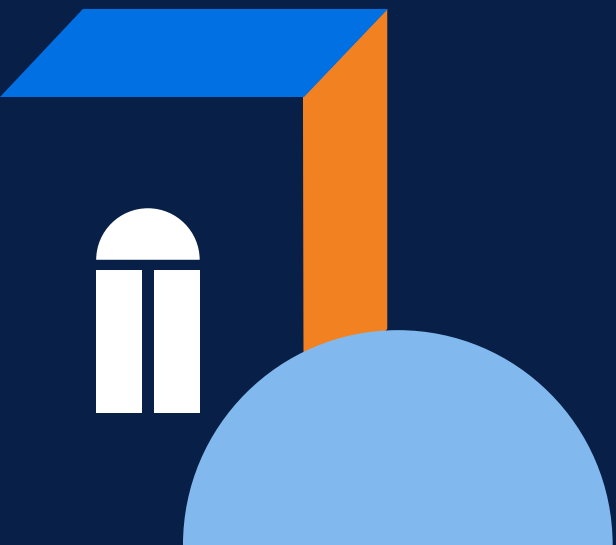
Finally HomeBuyer can also make it easier to track the number of customers that you provide to your selected mortgage broker, in real time, making it easier to calculate any commissions that may offer you for these leads.

# 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 using it in your marketing straight away.

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



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