ePropertyWatch™ Release Notes

January 2019

Summary

New Product Pricing Plans for Teams and Brokers

This month's release of ePropertyWatch contains new pricing options primarily of interest to teams and small brokers.

ePropertyWatch Upgrade Features

A basic ePropertyWatch account can be upgraded in these areas:

- Increase the limit on the number of clients that can be enrolled.
- Activate lead generation features such as the website widget and social media landing pages.
- Provide free ePropertyWatch to others (e.g. members of a team or agents in an office).

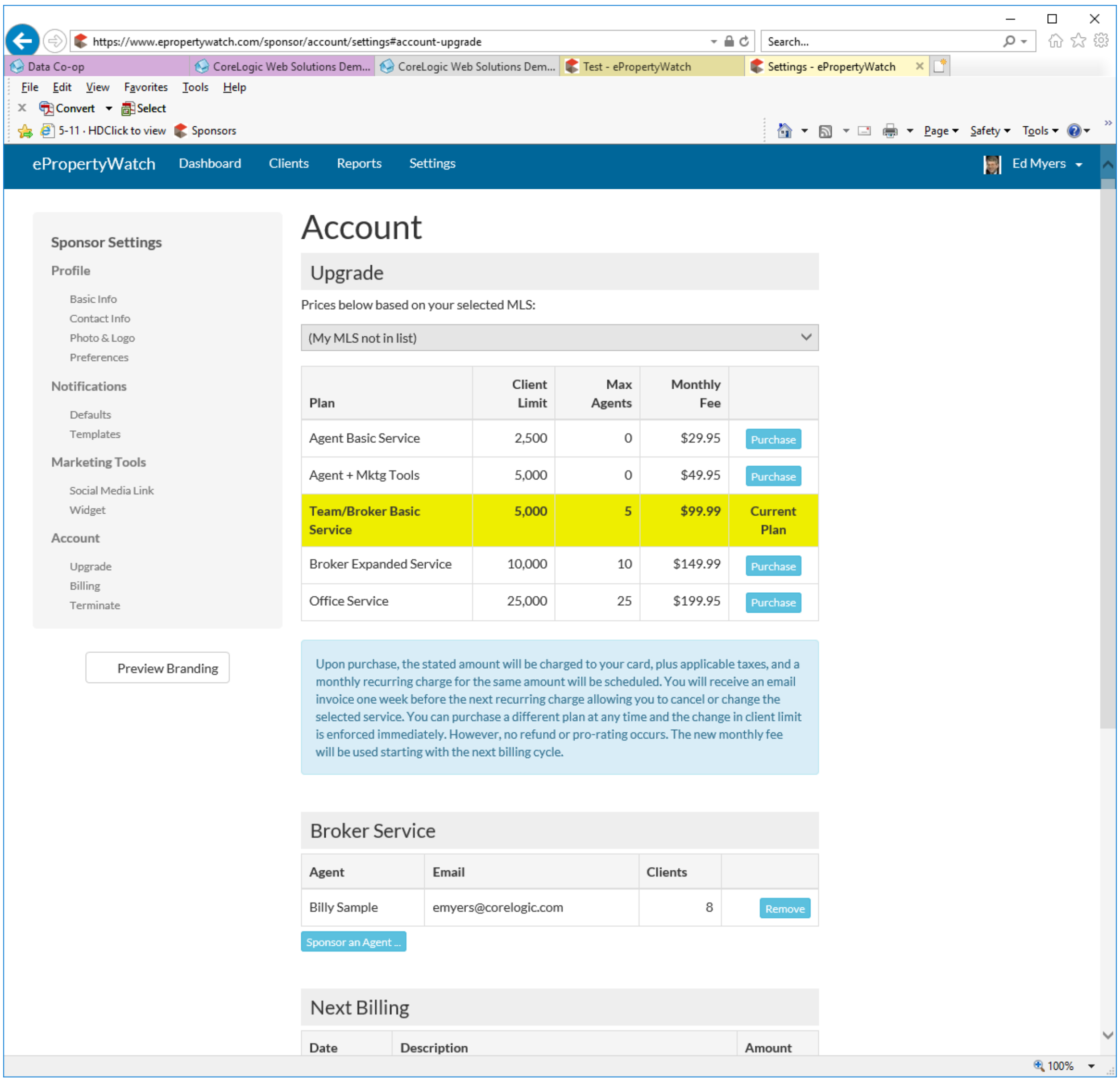
This is the first release where a sponsor can provide free ePropertyWatch features to other sponsors. Prior releases only allowed sponsors to provide free features to clients.

Details

Team/Broker Sponsored ePropertyWatch Agent Accounts

This feature permits an ePropertyWatch user to enroll other agents in a free ePropertyWatch account. Brokers and Teams might use this feature to provide ePropertyWatch to team members or office agents for recruiting and retention. Purchasing a set of ePropertyWatch accounts via a Team/Broker upgrade is less expensive than agents purchasing ePropertyWatch individually.

Users can purchase a broker pricing plan from the upgrade section of the Settings menu as illustrated below.



The pricing plans extend the maximum number of clients a “broker” user can enroll. In addition, the broker can “Sponsor an Agent” by entering the email address of a current ePropertyWatch agent. The broker provides sponsored agents with a free upgraded account. Sponsored agent accounts have a 2,500-client limit but also includes the lead generation marketing tools. The broker can sponsor up to “Max” agents.

CoreLogic has agreements with MLS partners to provide discounted ePropertyWatch upgrade fees for members. The prices shown in the above illustration are retail prices; they are not the price for all users. Sponsored agent accounts are valuable even in situations where the agent has a free basic ePropertyWatch account because it includes marketing tools which are otherwise available only with a paid upgrade.

Q & A

What happens to the free sponsored agent accounts if a broker account is deleted, suspended, or downgraded?

All the sponsored agent accounts are automatically converted into an Agent Basic Service account. The agent continues to have access to ePropertyWatch and retains all clients. The agent will need to enter their own credit card to continue the basic ePropertyWatch service unless it is free as part of their MLS subscription. Unsponsored agents will also need to pay for an upgrade to regain the marketing tool features.

Can a broker take over paying for an existing agent paying account?

Absolutely. If a broker sponsors an agent who is already paying for ePropertyWatch, the agent’s monthly billing to a credit card will terminate. However, there is no refund or partial month billing.

I am a broker with hundreds of agents. Are there larger plans?

We will offer larger office plans as needed. Pricing plans are only for an office level. Brokers with multiple offices should purchase a plan for each office. Larger offices with teams should have each team purchase their own ePropertyWatch plan. Brokers with multiple offices and hundreds of agents should contact CoreLogic about an ePropertyWatch enterprise license.

What is an ePropertyWatch Enterprise License?

The enterprise edition of ePropertyWatch provides additional features for brokers via a broker dashboard. From the dashboard brokers can control more elements of the branding (color, logo and email templates for themselves and their agents). Brokers can also incorporate affiliate messages and brand into their ePropertyWatch templates. Leads generated through social media or the website widget can be shared with agents. However, if the agent leaves, the leads remain with the broker and can be reassigned to another agent. Enterprise accounts require a contract and fees are billed monthly. Enterprise license fees start at $500 per month.