

HOW TO TALK TO CLIENTS ABOUT **HOMECONCIERGE**

Below are talking points, FAQs and points of comparison with other pre-sale renovation services that you can use when talking to your clients. When you have a project, please email hello@caconc.com. We will do a brief intake call to get details about the property, and assign you a Project Director for a walk-through.

HIGH LEVEL TALKING POINTS

I partner with a company called HomeConcierge, which provides pre-sale home preparation and renovation services.

HomeConcierge is a home renovation company focusing on high value updates for homes that are about to go on the market. They work with realtors like me to help my clients sell their homes more quickly, profitably and painlessly.

HomeConcierge will design, manage and pre-pay for your home renovations. Then you reimburse HomeConcierge out of escrow after the home sells. They don't charge interest on the money they pay for your project.

We have one year to sell the home to reimburse HomeConcierge after the project is completed.

HomeConcierge will provide a local dedicated Project Director who takes care of everything.

The reason I like HomeConcierge is because the Project Director is a designer and a project manager rolled into one. They live locally and understand what sells in this neighborhood.

The Project Director will be responsible for recommending high value upgrades, hiring and managing subcontractors and buying all materials. We'll give input, but we don't have to deal with any of the project management, which takes a ton of time and is a hassle. The Project Director will provide regular email and text updates, keep track of the schedule, and send pictures of the progress.

HomeConcierge's goal is to help you to capture more profit on the sale of your home.

The Project Director will only recommend upgrades that will help sell your house for more.

HomeConcierge works just like any other general contractor. Out of every 100 dollars spent, \$20 of that goes to HomeConcierge. For that, you get a dedicated Designer / Project Director, a fully licensed and insured general contractor AND an interest free payment deferral for up to 1 year from the completion date. Most people agree that it's a pretty great value compared to managing and paying for the work yourself.

HomeConcierge will fund projects up to 70% combined loan-to-value

HomeConcierge does not have an arbitrary cap on the size of projects. HomeConcierge will take on renovations where the combination of the existing home loan and the HomeConcierge project cost do not exceed 70% of the after-renovation value.

It's easy to qualify. HomeConcierge does not check the homeowners' credit, background or income. We will share a copy of your mortgage statement to prove that you have enough equity in the home.

HomeConcierge will provide a fixed bid final quote, which means that the price doesn't change if the scope doesn't change.

The Project Director will provide a fixed bid final quote after visiting the property and everyone agrees on the scope. If the scope of work doesn't change throughout the project, the contract price will stay the same.

If we need to request additional work or new scope is necessary due to unforeseen problems, HomeConcierge will issue a change order and of course you will have the right to approve any additional costs.

Remodel costs are paid out of escrow

Remodel costs are paid by the escrow agent when the sale closes. As part of the contract, you will sign a "Sellers Escrow Demand" which authorizes the escrow agent to pay the amount of the contract out of the proceeds of the sale.

If your project is over \$50,000, you will also sign a deed of trust with a notary and mail a hard copy to HomeConcierge.

HomeConcierge mitigates your risk and my risk.

HomeConcierge is a fully licensed and bonded general contractor in the state of California and carries workers compensation insurance as required by law. I don't have to worry about either of us being legally responsible if an accident occurs during the project.

HomeConcierge carries \$2M in general liability insurance from AIX Specialty Insurance. If you wish, HomeConcierge can issue a Certificate of Insurance that names you as "Additional Insured" on the policy within one business day of request.

HomeConcierge has the resources to deliver projects quickly

HomeConcierge has a large and growing base of contractors in this area, and an entire department that vets each contractor to ensure they perform high quality work, reliably and on-time.

Contractors like to work with HomeConcierge because they pay quickly, and the project directors pass along a steady flow of work. HomeConcierge will likely have an easier time getting contractors to show up than we would.

The duration of project will vary based on the work they do and typically ranges from 2-4 weeks for simple pre-sales preparation to 2-4 months for full renovations with a new kitchen and bathrooms.

HomeConcierge provides a 1 year warranty on their work, which transfers to the buyer

HomeConcierge's standard Home Improvement Contract gives sellers like you significant protections for the disclosure process. It's nice to add to our marketing and presentation package that the work HomeConcierge has done is guaranteed!

SEE NEXT PAGE FOR LIST OF SERVICES AND POINTS OF COMPARISON

HOMECONCIERGE SERVICES

IN-SCOPE

- MOVING
- DECLUTTER / JUNK REMOVAL
- INTERIOR & EXTERIOR PAINT
- FLOORING
- ELECTRICAL & PLUMBING
- INTERIOR CARPENTRY
- KITCHEN REMODEL
- BATHROOM REMODEL
- LANDSCAPING
- HVAC
- FOUNDATIONS
- ROOFING
- CLEANING
- STAGING

OUT-OF-SCOPE

- ADDITIONS
- ADUS
- NEW GROUND UP CONSTRUCTION
- RURAL PROPERTIES
- MANUFACTURED HOMES
- MOBILE HOMES
- COMMERCIAL PROPERTIES

HOMECONCIERGE VS. 3RD PARTY CONCIERGE SERVICES

HOMECONCIERGE

Local Project Directors manage projects in-person.

Every Project Director is a highly motivated & skilled entrepreneur

Does not offer any services that compete with agent's sale

Not a real estate broker and has no agents on staff

Will prepare & submit permits and have no project time limit

3RD PARTY COMPETITORS

Remote project managers coordinate projects from a call center

Project managers are paid staffers with no financial stake in the project outcome

Offer "Trade-In" or "Cash Offer" services that compete with agent's sale

Are a broker and have agents on staff to provide services that compete with agents

Will not do projects that require a permit or take longer than 2 months