



Official Site of the  
National Association  
of REALTORS®

## Featured CMA™ Marketing System

### Frequently Asked Questions

#### **Q: What is the “What’s Your Home Worth? And How To Make It Worth More!” tool?**

An on-line service developed to help prospective buyers and sellers become better informed about their local market conditions and, in the process, recognize the value of contacting a REALTOR® -- for a customized Home Value Report, help with a strategy to increase the value of their home, and to provide overall professional real estate market assistance. The “What’s Your Home Worth” (WYHW) tool is placed on the REALTOR.com® Home Page, all REALTOR.com® Search Results Pages, and on the Move.com home page.

**What's Your Home Worth?**  
**How To Make Your Home Worth More!**  
Immediately view recent home sales in your area.  
Street Address:  Zip Code:  **GO**  
 Residential Single Family  Condo/Townhouse

#### **Q: What is the Featured CMA Marketing System?**

This is a powerful marketing system that utilizes offline marketing brochures to help consumers understand the value of working with a real estate professional. The Featured CMA Marketing System is the most unique system of its kind because it helps demonstrate the value of a real estate professional to the largest audience of consumers -- at a crucial point in the home selling process. It's a complete integrated online/offline system that effectively positions the Featured REALTOR® at the beginning, center, and end of the real estate transaction. It consists of five easy steps for agents: 1) Announce with a Press Release, 2) send the direct mail letter, 3) include examples of “How to Make Your Home Worth More” Guides, 4) send out “Home Value Report” Postcards and “How to Make Your Home Worth More” Postcards, and 5) follow up with a customizable Email Reply Template.

#### **Q: How does Featured CMA work?**

An Agent or Office purchases a Display Territory (a single zip code or a group of adjacent zip codes) for an area they would like to have marketing and branding exposure in and receive inquiries from. All information displayed to consumers is presented as coming from the Agent or Office subscribing to the particular area.

#### **Q: What are the benefits to the REALTOR®?**

Featured CMA is a new type of marketing and inquiry generation service that incorporates targeted marketing & branding exposure in the REALTORS® service area, along with optional marketing system tools that include on-line and off-line marketing brochures, postcards, and “How to Make Your Home Worth” guides to assist in cultivating prospective clients.

**Q: What is offered to the consumer?**

The consumer uses the WYHW resource tool on REALTOR.com® to find out how much their home is worth and how a REALTOR® may be able to help them increase their home's value. The consumer is provided with a free list of the most recent home sales data -- presented by the REALTOR® or office subscribing to that territory, and branded with their photo or logo as the community expert. A secondary call to action allows consumers to request a customized "Home Value Report" and a strategy to make their home worth more.

**Q: What information is collected from the consumer and sent to the REALTOR®?**

The inquiry form captures the consumer's first and last name; complete address with city, state, and zip; phone number (optional entry), email address; total number of bedrooms, bathrooms, square footage of their property; and if this consumer is a Buyer, a Seller, or both. All the consumer information is sent via email to the REALTOR® for follow up.

A non-solicitation disclaimer appears on several pages within the FCMA process: "If your home is listed with another broker, this is not intended as a solicitation." This statement is intended to help minimize misunderstandings in cases where the consumer is already working with another real estate professional.

**Q: What details should I provide to a consumer who has requested a Customized Home Value Report?**

At a minimum, the Home Value Report should include homes currently on the market with photos, comparative list of similar sold properties that sold within the last 60 days with photos, any expired listings that did not sell, and a brief paragraph of how you can help make their home worth more. You may want to offer to send a printed guide, along with your thank you letter or personal note. It is recommended that all Home Value Reports are sent to the consumer as quickly as possibly, certainly within 24 hours.

**Q: Why are consumers provided with "free" recent home sales data without requesting their personal information upfront?**

Unlike a majority of home valuation products available on-line today, the REALTOR.com® WYHW tool is more respectful of consumers. By providing free home sales data as initial market information to consumers, the number of "curious" inquiries is reduced, focusing on more "serious" consumers wanting to make contact with an agent. This helps to reduce the fulfillment burden on agents by avoiding requests from consumers without the means or motivation to transact. Consumers choose the level of engagement they desire with a REALTOR®.

**Q: Where does the free recent home sales data come from?**

Home sales data is obtained from public records sources provided to us by Onboard, LLC. The recent sales data that is displayed is based upon actual sales of homes for the last 18 months for all full-disclosure states. We do not use any unique or proprietary algorithms to estimate values.

**Q: What are non-disclosure states?**

While most information concerning property transactions is available for public access, some states (or counties within states) consider the property sale value to be private and confidential information. However, they do provide property information and ownership transfers with loan amounts and / or mortgage transfer taxes. In these states, standard practice is to estimate the sale amount by applying a calculation to the mortgage value for sales (not refinances). This formula is based up on a careful study of millions of sales and the ratio of the purchase price to the mortgage amount. The values that result from this calculation are estimates. While on average they differ only slightly from the actual sale amount, for any individual property the calculated value may differ substantially from the actual sale amount.

**Q: Which states are non-disclosure states?**

Non-disclosure states include: Alaska, Idaho, Kansas, Louisiana, Mississippi, Missouri, Montana, New Mexico, North Dakota, Texas, Utah, and Wyoming.

**Q: How does the consumer know their state is a disclosure state or a non-disclosure state?**

The Featured CMA historical sales page has a link for further information regarding non-disclosure states to assist the consumer. Also, a non-disclosure “banner type” messaging appears when a consumer inquiry is made for an address within a non-disclosure state. The message clearly informs the consumer that the displayed property value ranges are based upon calculated estimates, not actual sale prices from past transactions. This clarification should help reduce any possible consumer confusion if displayed estimated property valuation ranges appear too high or too low. The messaging also reiterates the value of contacting you, a licensed real estate professional to better understand and more closely determine their home's actual value.

**Q: Do I have to purchase any other product in order to purchase Featured CMA?**

No. It is not a requirement that you purchase Listings Enhancements, Featured Homes™, a Personal Web site or any other product to purchase Featured CMA.

**Q: How can I purchase the Featured CMA product?**

Contact your Account Executive to place your order or feel free to contact Customer Care at 866-813-6338 or send an email to [FeaturedCMA@REALTOR.com](mailto:FeaturedCMA@REALTOR.com).

**Q: How do I determine what zip code I want?**

It is recommended you purchase Display Territories (a single zip code or a group of zip codes) for areas you consider your primary marketing zip codes.

**Q: Are all zip codes available to purchase?**

No. There are a limited number of zip codes available for purchase. PO Boxes, Military zip codes, Unique zip codes and zip codes with a low number of searches are not available at this time. An Account Executive can check to see what zip codes are available in your area.

**Q: How many slots are available per a Display Territory?**

There are from 1 to 4 slots per each Display Territory. The number of slots is determined by number of consumer searches per zip code.

**Q: How many slots in a Display Territories can I buy?**

Individual Agent's or Office's can buy a maximum of one slot per a Display Territory. There is no limit on the number of different Display Territories you can purchase.

**Q: Are the inquiries exclusive in Display Territories that have more than one slot?**

For Display Territories where there is only one slot available, each inquiry is exclusively sent to only one agent. For Display Territories where there is more than one slot available, a round-robin agent selection method is used. However, if the same consumer generates multiple Home Value Report requests within a 30 day period, the agent originally selected is provided those inquiries as well.

**Q: What are the Pricing Tier Levels for Featured CMA?**

Subscriptions are sold by zip code Display Territories, Single zips or Grouped zips and there are 4 Tier Levels for Featured CMA: Tier AA, Tier A, Tier B, and Tier C. We have attempted to follow the same price tiering method as Featured Homes™ based on median list prices and number of searches for a given zip code.

**Q: How can I find out what price Tier level a Display Territory falls into?**

An Account Executive can provide that information.

**Q: Do I have to pay up front all at once or can I pay monthly?**


Subscriptions are sold on an annual basis. You can pay in full all at once or you can divide the order total into monthly-billed pro-rated increments for a slight premium.

**Q: What Agent or Office information do I need to provide to fulfill my Featured CMA order?**

The information needed to set up the Featured CMA product includes: Agent or Office Name, Agent Photo or Office logo, phone number, email address for inquiries, website address, your Specialties, and Areas You Serve. If you already have a REALTOR.com® Control Panel Account we can most likely electronically retrieve this information from your Control Panel, Account Information Page. New customers will need to set up a REALTOR.com® Control Panel Account to add this information.

**Q: Should I go to my REALTOR.com® Control Panel to check my Account Information?**

Data that appears on the branding and marketing pages is set up similar to the example below. To make changes to your text, please go to your Control Panel Account Information Page. Review [Agent/Office Fulfillment List](#). To make changes to your marketing information, go to your Control Panel and make updates.

	<p><b>Simon Mills</b> <b>Realty Expert</b> Best Home Sales</p> <p>Call me: 1-800-222-2222 <a href="#">Email me</a>   <a href="#">Go to my website</a></p> <p><a href="#">See my property listings</a></p>	<p><b>I Specialize In:</b></p> <ul style="list-style-type: none"><li>• Houses</li><li>• Condos</li><li>• Townhomes</li><li>• Apartments</li><li>• Water Front</li><li>• Commercial</li></ul>	<p><b>Areas I Serve:</b></p> <ul style="list-style-type: none"><li>• Westlake Village</li><li>• Thousand Oaks</li><li>• Agoura Hills</li><li>• Woodland Hills</li><li>• Simi Valley</li><li>• Oak Park</li></ul>	<p><b>My Realtor® Designations:</b></p> <ul style="list-style-type: none"><li>• Accredited Buyer Representative</li><li>• Certified Property Manager</li></ul>
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**Q: How soon after I buy a Display Territory contract can I expect to see my Marketing Exposure web pages in use?**

Within 1 hour of the order's creation in the system, your Display Territory will become active.

**Q: What if I do not receive any inquiries in my first few months?**

The primary value of the REALTOR.com® Featured CMA product is the marketing exposure provided for the REALTOR® or office, and the value created in the consumer's eyes for the REALTOR®. Our message to consumers focuses on "as a Professional REALTOR®...we can help you (the consumer) create a strategy to make your home worth more, how you can sell your home for more, and why you need a REALTOR® as a "value proposition." It is a new addition to a broader, industry-leading marketing system and, secondary, an inquiry generation service.

**Q: What if my company sends automatic data feeds to REALTOR.com for services such as Company Showcase, how will that affect my Featured CMA product?**

Your appearance on the REALTOR.com® website will remain unchanged, however, inquiries that you receive from your display territory may inadvertently be sent to your office or system administrator who routes your Internet inquiries. We recommend you contact the person in charge of the systems to notify them you have purchased a new product and you are expecting to receive inquiries via email from [FeaturedCMA@REALTOR.com](mailto:FeaturedCMA@REALTOR.com), in the event you do not receive your inquiries.

**Q: Is your e-mail account set up to receive inquiries?**

Review your email account to ensure your ISP provider and email application does not block, filter, or reject the email inquiries received from your display territory. Add [FeaturedCMA@REALTOR.com](mailto:FeaturedCMA@REALTOR.com) to your address book to ensure your inquiries are received properly. You may also want to sign-on to your REALTOR.com® Control Panel, and go to the Account Information page to make sure your email address is listed correctly.

**Q: How can I check to see how my marketing exposure and inquiry generation services are performing?**

*Coming Soon!* REALTOR.com® Control Panel Reporting functionality. We are in the process of adding new functionality to your Control Panel to include the number of Page Views to your marketing/branding pages and the number of inquiries received -- and saving all consumer information.

**Q: For an Un-Sold Display Territory what is the secondary call to action for the consumer?**

In zip code Display Territories where no slot has been sold, the consumer still receives free comparables of closest home sales and most recent home sales, with a secondary call to action to “Find-a-REALTOR®” in their area to request a Home Value Report.

**Q: Will Canada get the Featured CMA Marketing System?**

This product is not available in Canada.

**Q: How do home searchers find Featured CMA?**

The Featured CMA, “What’s Your Home Worth? And How To Make It Worth More!” tool can be viewed by consumers from the REALTOR.com® home page, the most visited real estate home page in the world, and also on all Find A Home Search Results Pages in the left navigation bar.

**Q: How do I know what city the zip code I purchase is associated with?**

The REALTOR.com® search is based on United States Postal Service (USPS) data, so if the USPS considers a zip code associated to a specific city/state combination; we will do the same for that zip code for Featured CMA. You can see what city the USPS considers your zip code to be a part of by going to: <http://usps.com/zip4/citytown.htm>

**Q: Why do certain zip codes cost more than others?**

For the higher priced Display Territories, historical data has shown that those zip codes are receiving, on average, more home searches per zip. The higher the total average number of home searches conducted per zip allows for increased page views of your marketing exposure and inquiries, the higher the price or zip tier that zip code will fall into.

**Q: The zip code I want is not listed. Why?**

It is possible that the zip code that you specified is so new that we have not been able to log enough historical search data to place it into the proper price tier. It is also possible that you entered a zip code that the USPS does not recognize. It may also be a zip code that will not yield a sufficient marketing exposure rate.

**Q: The USPS introduced a new zip code that I would like to purchase. When will it be available?**

Since we revisit the list of USPS zip codes on a quarterly basis along with the 3-month rolling average of home searches that each receives, it is possible that it could be available within one week or take as long as 3 months before the zip code is available.

**Q: How are zip codes placed into different price tiers?**

Each quarter we look at all of the USPS zip codes and take the average total number of home searches conducted in each zip code for the last 3 months. This data is compared to the established completed home search range tiers, to see which tier the zip code falls within. Therefore, it is possible that a zip code may fall into either a higher or lower tier when we revisit the performance data.

**Q: What if a zip code that I purchased is now in a different price tier?**

You will continue to pay for that zip code under the original contracted price. At renewal, the price will change.

**Q: My Featured CMA contract(s) are up for renewal. Will I pay the same price that I paid last time?**

At the time of renewal, you may pay the same, a higher or a lower price, depending on what tier that zip code now falls into.

**Q: Are customers automatically renewed at the new price?**

No. There is no automatic renewal functionality for Featured CMA. You will be contacted by your Account Executive and will be given the opportunity to renew your contract.

**Q: How do I order the "What's Your Home Worth?" brochures and postcards available through the Featured CMA Marketing System?**

Go to <http://www.resource.realtor.com/agent/FeaturedCMA.aspx> and click on the links for these marketing components. You will then be directed to a site that allows you to customize the postcards and brochure. There are two options to send these materials: 1) Print and Mail to Your Prospects allows you to either upload your prospect list or select a list from the system to send the postcards on your behalf. 2) Print and Ship to Your Home/Office allows you to have these materials sent to you.