



home**diary**<sup>®</sup> **PRO**  
every Home has a Story to Tell™



Cone Home  
*born 1997*

Home**Diary**<sup>®</sup>  
a FloorPlanOnline<sup>®</sup> Service

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# Solution



Problems we help **solve**

- **Repeat Business**
- **Costly Leads**
- **Unmanaged Asset**

# Story

A dedicated website for the Home featuring **floor plans**

ASKING \$2,500,000

# MAJESTIC MOUNTAIN VIEWS

37717 265TH PLACE SOUTHEAST, ENUMCLAW, WA

**\$2,500,000**  
ASKING

**5,502**  
SQUARE FEET

**5**  
BED

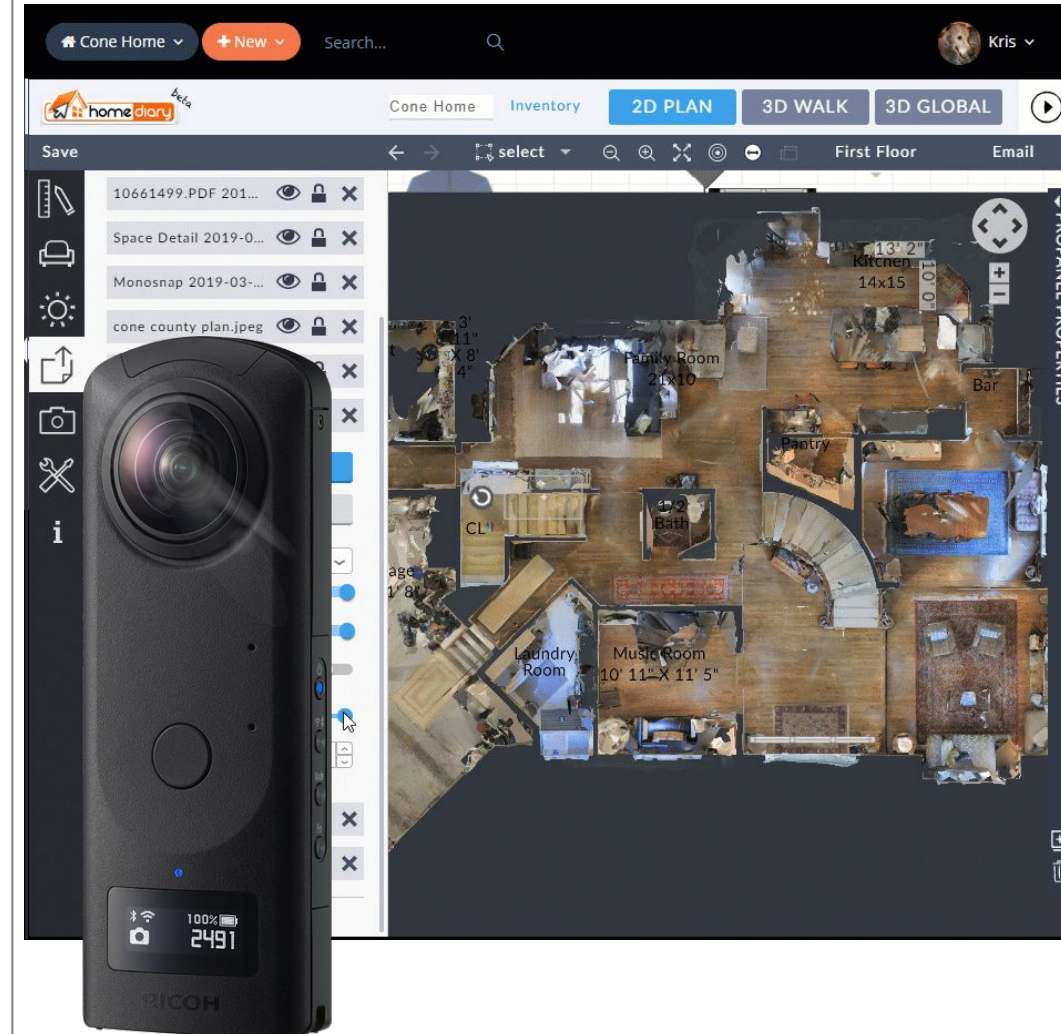
**6**  
BATH

**7.62 ACRES**  
LOT SIZE

# FloorPlans from any source, made easy

Exclusive floor plan tool with Matterport 360 camera integration

- Editable **3D FloorPlans + Designer**
  - 97%+ accuracy with details
- Usable by Agent, Seller & Buyer
- 5 minutes/1000 sq ft capture time
- 24 hr turn around

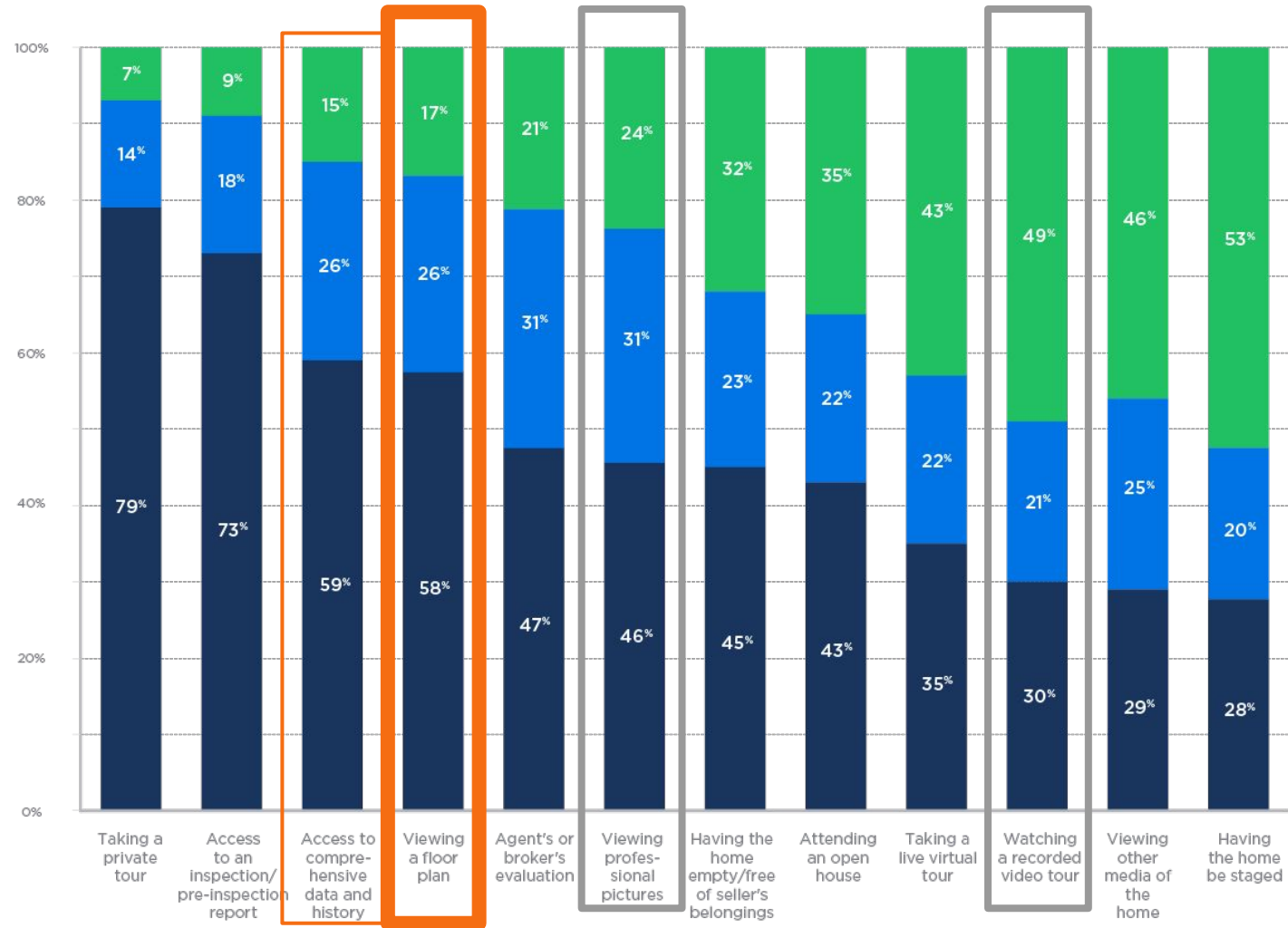




# FloorPlans #1

Zillow's 2018 research ranks **floor plans** more important than Pro Photos & **2X** more important than video...

84% of Zillow Buyers think viewing a floor plan online is an important part of the Home Search



B-10: IMPORTANCE OF BUYING ACTIVITIES FOR HOME DECISION

Purchased home in past 12 months.

● Extremely or very important ● Somewhat important ● Not at all or not very important

# Just uploading photos to the MLS does not get you free advertising

Total Visits (in millions) for Top 10 Residential Search Websites



Jill Smith  
KW REALTOR®

Patent-pending  
**Brandkeepr**

**96%**

of Top 10 displays **You**

September 2018 Vists

Stay **relevant**  
post sale



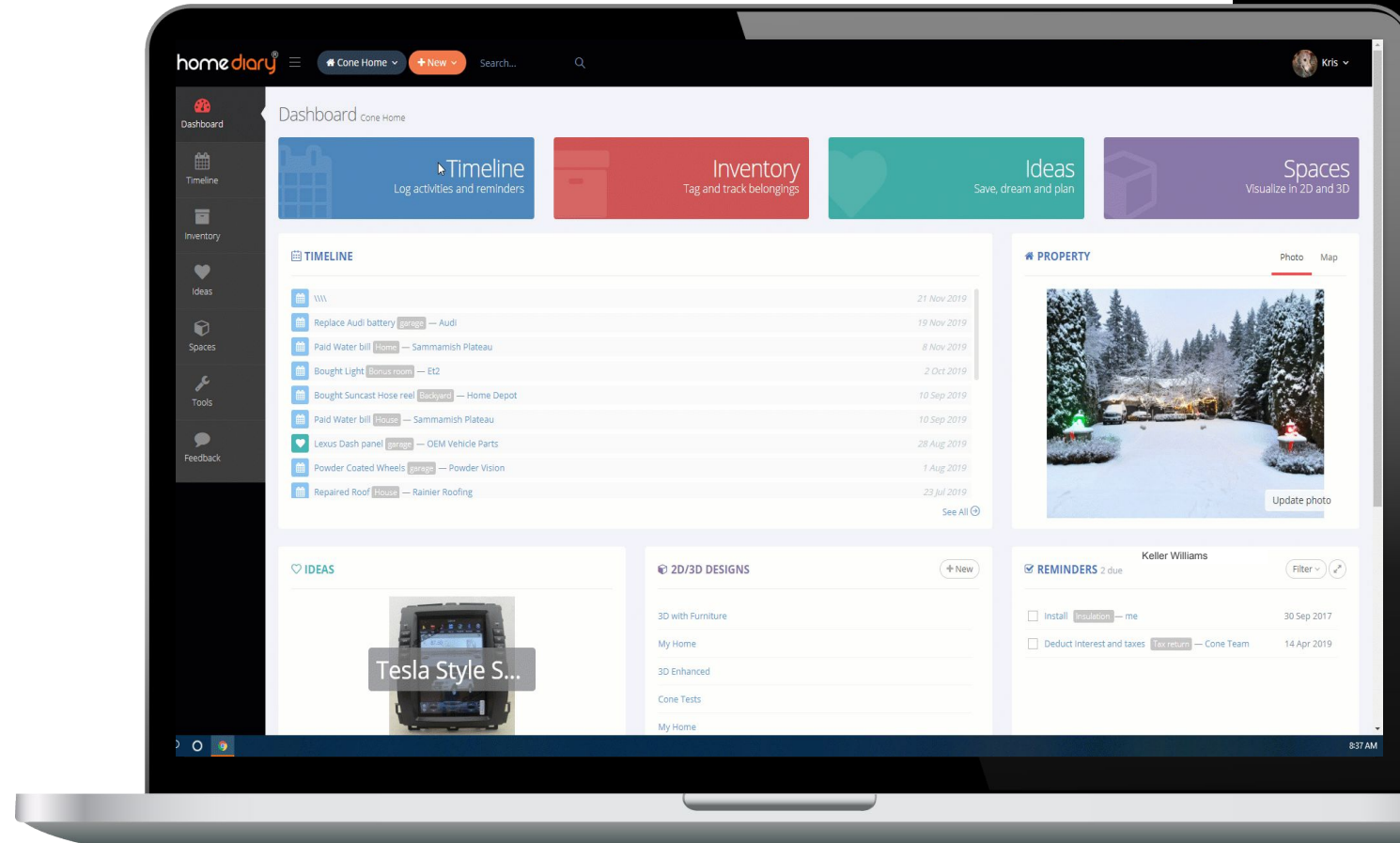


# Diary

Dream | Manage | Do



Available on the  
**App Store**



# HomeDiary Toolbox

Timeline  
Reminders  
Inventory  
Ideas  
3D Spaces



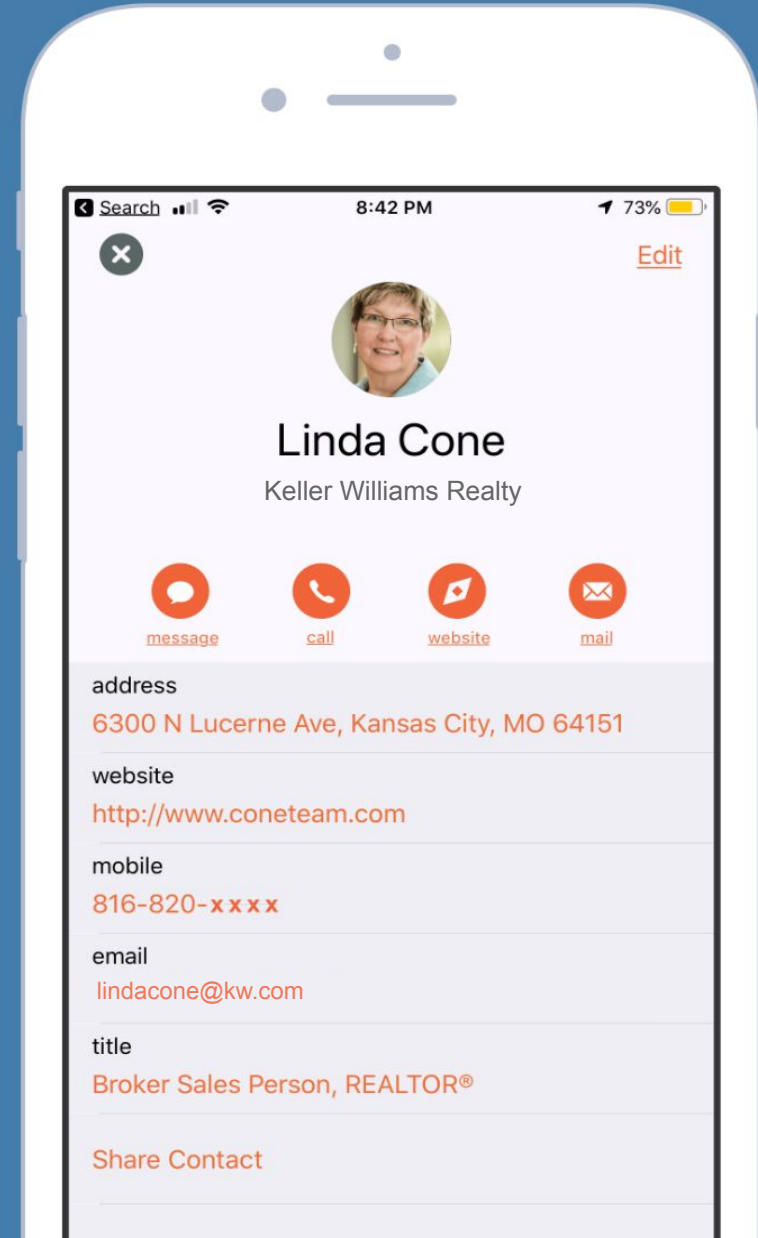
Stay connected & top of mind  
more referrals and repeat business



# Sponsorship

## Default Home Pro

Your info is just a tap away



# Pricing Options

Subscription based on participation



## Agent

\$199.99/yr or \$19.99/mo  
33% off, free floor plan drawing



## Office

\$500/mo for up to 50 Agents  
\$10/agent over, 67% off



## Company

Based on volume  
agent or transaction based

**Unlimited Stories & Diaries** - Keller Cloud integrated & automated based on transaction events to pull in closing docs & more!

Stop chasing leads, start **fostering** relationships





# every **Home** has a **Story** to tell™

Try it for your home at [HomeDiary.com](https://www.HomeDiary.com)

- or -

 Download on the  
App Store

KW agents, get notified when available at [pro.homediarary.com/KW](https://pro.homediarary.com/KW)

# future



homediar<sup>y</sup> PRO

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