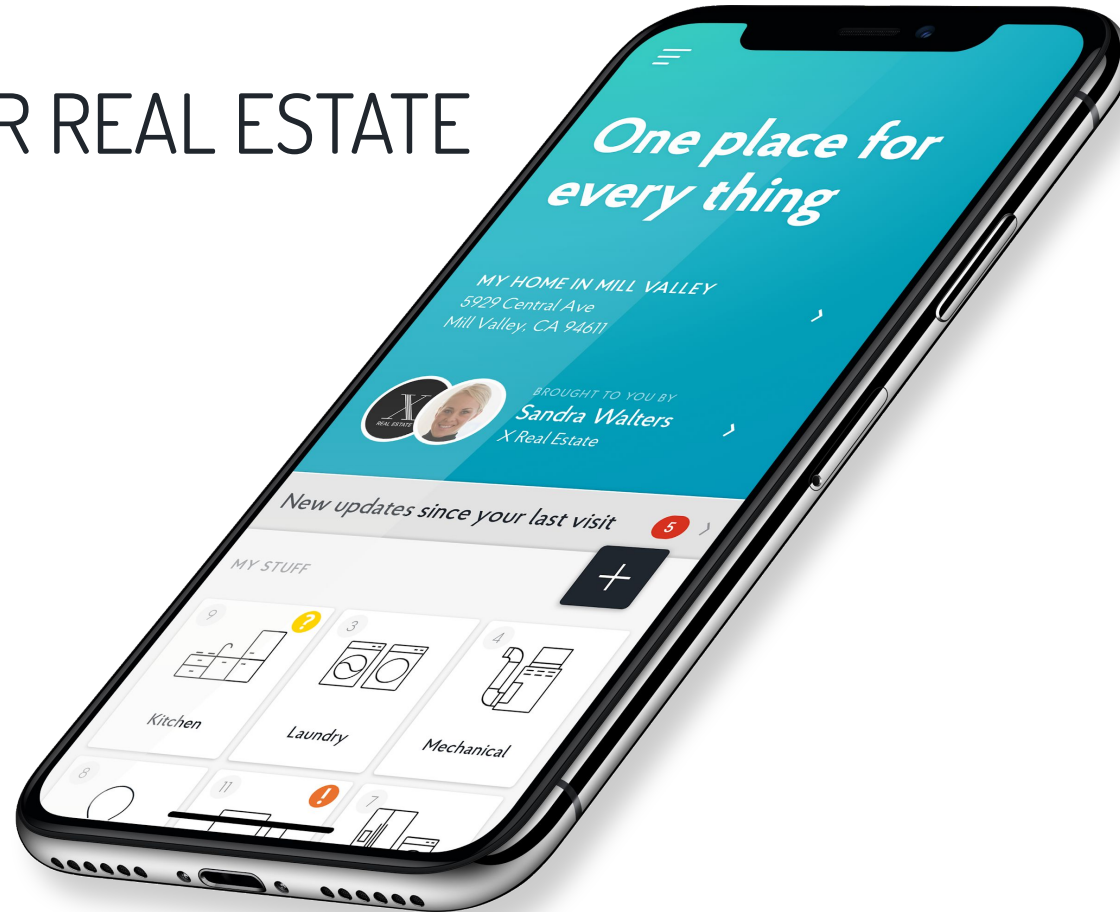




# USING CENTRIQ IN YOUR REAL ESTATE BUSINESS



# AGENDA

- WHY CENTRIQ FOR REALTORS?
- HOW DOES IT WORK?
  - DEMO
- USING CENTRIQ IN YOUR BUSINESS
- COVID CONSIDERATIONS
- QUESTIONS/FEEDBACK/GET THE APP

# THE PROBLEM

1. YOU ARE LOSING OUT ON REVENUE AND OPPORTUNITY RIGHT NOW.
2. WHY?
  - YOUR CLIENTS DON'T RETURN FOR THEIR NEXT DEAL
  - YOU SPEND ON CLOSING GIFTS, BUT THEY AREN'T EFFECTIVE



REALTORS® spend over \$500 MILLION  
on closing gifts each year...

...but its not effective





With Centriq, you set yourself up to leave a lasting impression by solving problems long after the sale...





Centriq is the award winning  
FREE home management app  
that helps save homeowners  
time, money and frustration  
by being the one place for  
everything in the home.

The New York Times



**This Old House** inman



# Powered by the world's largest curated database of product support knowledge

4,000,000 Parts & Supplies  
450,000 Products  
400,000 Manuals  
325,000 How-to Videos  
12,000 Brand and counting



Manuals  
Technical Guides  
Troubleshooting



Repair Parts  
Supplies  
Maintenance Reminders



How-to Videos  
Repair Instructions



Remaining Useful Life



Manufacturing Date

Product Age



24/7 Safety Recall Monitoring

Push Notification & Email Alerts

Detailed instructions to Resolve Recall



Warranty Information

## KEY TAKEAWAY

# Centriq is generally valuable to homeowners

It's packed with features and benefits that are relevant to anyone with things.

# DEMO



# CREATE YOUR ACCOUNT



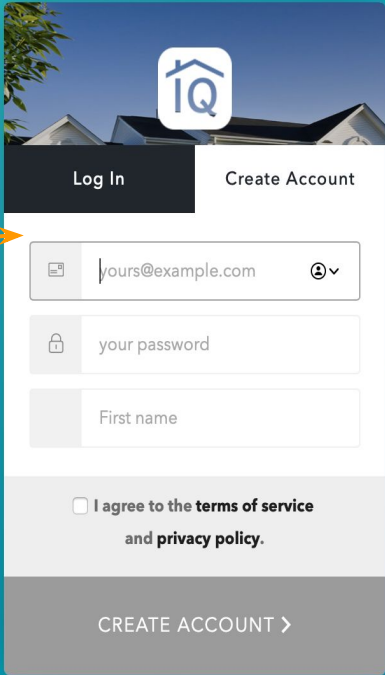
STEP

1

## Create an account

If you already have a Centriq account

click Log-in before entering your credentials (the form defaults to the sign-up screen).



The image shows a mobile app interface for creating an account. At the top, there's a header with a house icon and the letters 'IQ'. Below this, there are two buttons: 'Log In' and 'Create Account'. The 'Create Account' button is highlighted. Below the buttons, there are three input fields: an email field with the placeholder 'yours@example.com', a password field with the placeholder 'your password', and a first name field with the placeholder 'First name'. Below these fields, there's a checkbox labeled 'I agree to the terms of service and privacy policy.' and a 'CREATE ACCOUNT >' button. An orange arrow points from the text 'click Log-in before entering your credentials' to the 'Log In' button. At the bottom left of the app interface, there's a small button labeled 'Display a menu'.

## STEP 2

# Create your Professional Profile

Follow the steps over several screens to complete your business information. This is what your clients and prospects will see.

The screenshot displays the Centriq app interface with a modal form titled "PROFESSIONAL PROFILE". The background shows a "Welcome" screen with a navigation bar (DASHBOARD, HOME, FILES, ADD, ACCOUNT), a "MY SUMMER HOME" listing, and a "PROPERTY GROUPS" section. The modal form includes a close button (X) and a "NEXT" button. It contains the following fields:

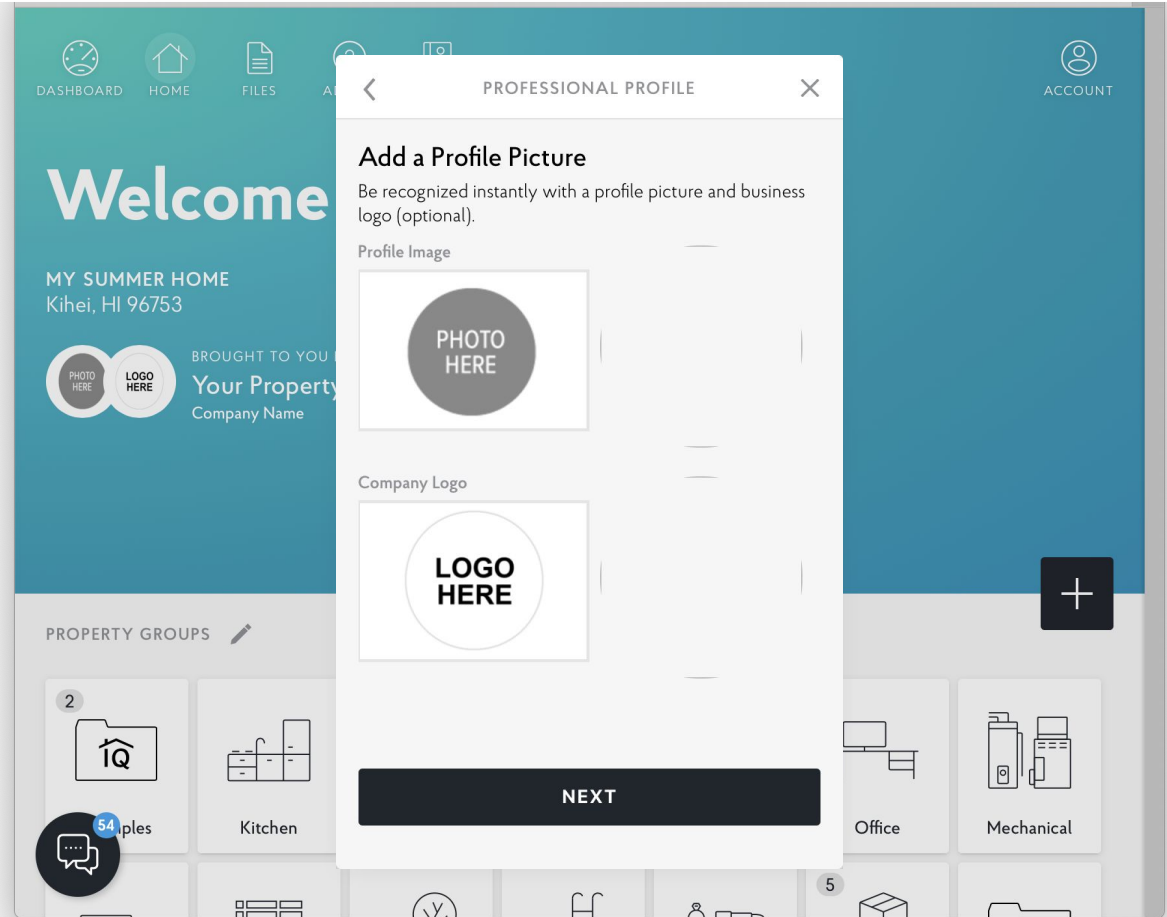
- Create your Professional Profile**  
This is the information your clients will see when they view your business card inside Centriq.
- NAME & BUSINESS**
- First Name**: Text input field with a dropdown arrow.
- Last Name**: Text input field, labeled "optional".
- Company Name**: Text input field, labeled "optional".
- Profession**: Text input field, labeled "optional".

At the bottom of the modal, there is a "NEXT" button and a progress indicator consisting of seven circles, with the first circle filled.

# STEP 3

## Add your headshot and logo

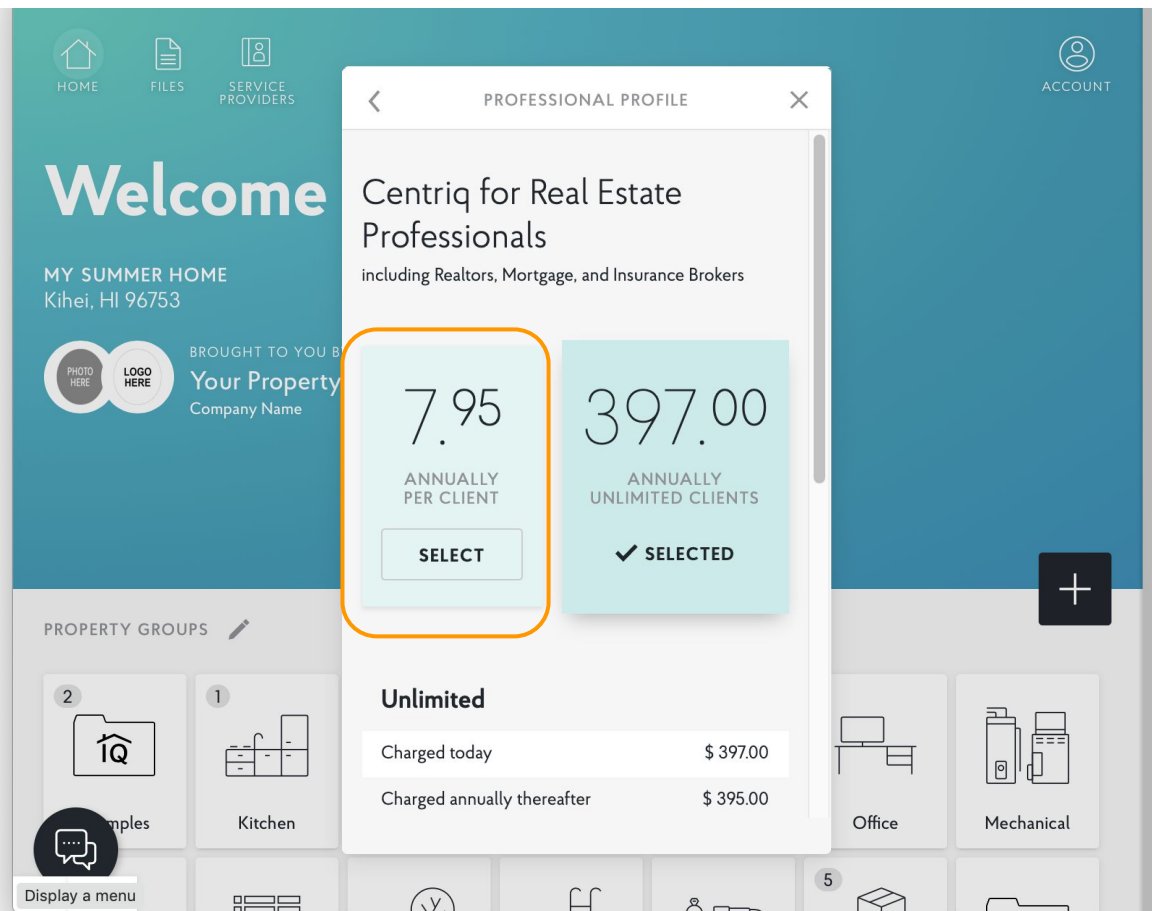
For the best results, upload a square image that is at least 300 x 300px.



STEP  
4

## Select your plan

Choose the “per-client” plan to try it out without being billed.



STEP  
5

Enter your payment  
information

The screenshot displays a mobile application interface. The background is a 'Welcome' screen with a teal header. At the top, there are navigation icons for 'HOME', 'FILES', and 'SERVICE PROVIDERS', and an 'ACCOUNT' icon in the top right. The main content area says 'Welcome' in large white text, followed by 'MY SUMMER HOME Kihei, HI 96753'. Below this are two circular placeholders labeled 'PHOTO HERE' and 'LOGO HERE', and the text 'BROUGHT TO YOU BY Your Property Company Name'. A bottom section titled 'PROPERTY GROUPS' shows icons for 'Examples' (with a count of 2), 'Kitchen' (with a count of 1), 'Office', and 'Mechanical'. A floating action button with a plus sign is in the bottom right. A modal form titled 'PROFESSIONAL PROFILE' is overlaid on the screen. It has a back arrow and a close 'X' button. The form contains a 'Billing Information' section with a 'CREDIT CARD' label, a 'Card number' input field, and a 'MM / YY' input field. A 'NEXT' button is at the bottom of the modal. A 'Display a menu' tooltip is visible near the bottom left of the screen.

HOME FILES SERVICE PROVIDERS ACCOUNT

# Welcome

MY SUMMER HOME  
Kihei, HI 96753

PHOTO HERE LOGO HERE

BROUGHT TO YOU BY  
Your Property  
Company Name

PROPERTY GROUPS

2 Examples 1 Kitchen

Office Mechanical

5

Display a menu

PROFESSIONAL PROFILE

## Billing Information

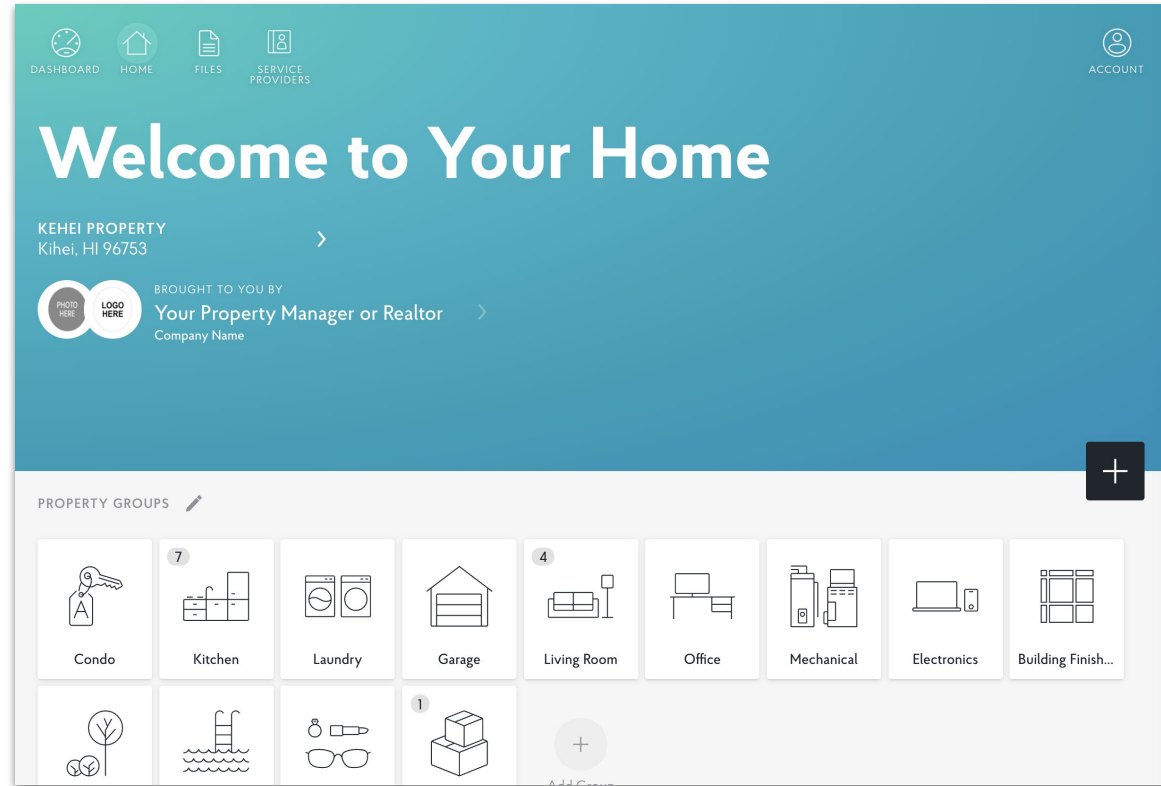
CREDIT CARD

Card number MM / YY

NEXT

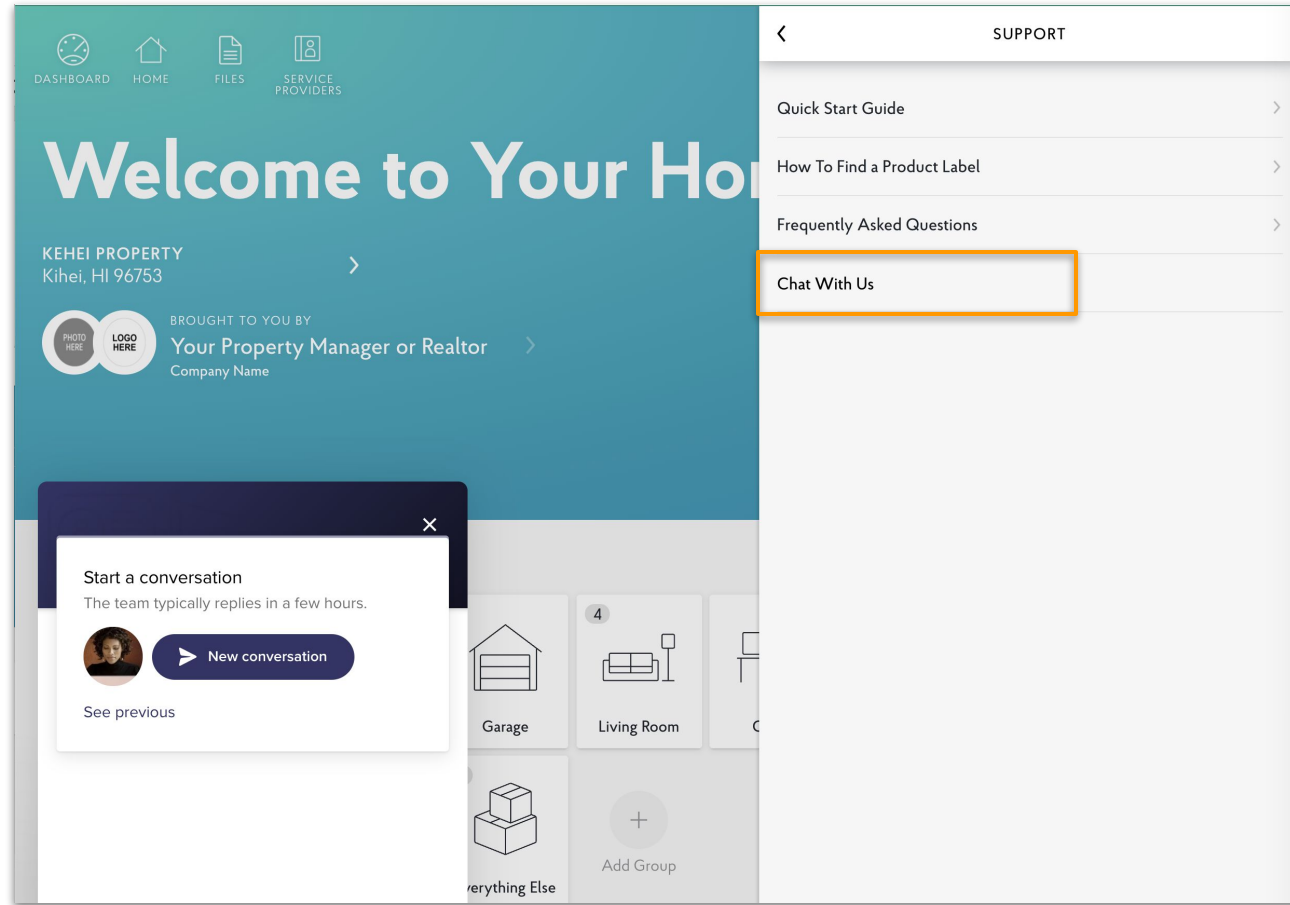
You're done!

If you have any questions select Help from the Account menu to connect with your dedicated business success manager.



# CONTACT US!!!

Reach out any time if you run into any snags. You just click the help icon in the lower corner or under Help on the menu.



# YOUR DASHBOARD

One page resource showing the properties you've added in the app, anyone who has signed up with your link, and access to help.

Kehei property >

DASHBOARD PRO

SIGN-UPS

Search

EMAIL	WHEN	PROPERTIES	ITEMS
imanitestandroid10142@centriqhome.com	2 years ago	1	0
alex@centriqhome.com	a year ago	15	37
imanitestanimobileweb@centriq	2 years ago	1	0
imanitestbrowser@centriqhome.com	2 years ago	1	0

1-4 OF 4

CLIENT PROPERTIES

Search

PROPERTY	SENT TO	SENT ON	STATUS
My Home in E Palo Alto	Damali A	2 years ago	Accepted 2 years ago
My Home in E Palo Alto	Imani Brown	18 days ago	Pending
My Home in Oakland	Mark Aiken	7 months ago	Accepted 7 months ago
My Home in Palo Alto	First Name Last Name	2 years ago	Pending
My Home in Kihei	Jennifer Copeland	a year ago	Accepted a year ago

>

1-5 OF 6

NEW TRANSFER

PHOTO HERE

LOGO HERE

BROUGHT TO YOU BY  
Your Property Manager  
or Realtor  
Company Name

MANAGE PROFESSIONAL PROFILE

https://centriq.me/510-555-5555

COPY LINK

CENTRIQ PRO HELP

Pro Account Overview

How to manage your pro account

How to find and share your Centriq Pro link

How to digitize a home

How to transfer a property

SEE ALL HELP ARTICLES

1Q

POWERED BY CENTRIQ



# WHEN TO USE CENTRIQ

CLIENT PROSPECTING  
**SHARE YOUR LINK AND FLYER**

# YOUR LINK

Share your link:

- Social media
- Newsletter
- Emails
- Flyers
- Listing materials
- Business Card
- Everywhere!

Kehei property >

DASHBOARD PRO

Search

SIGN-UPS

EMAIL	WHEN	PROPERTIES	ITEMS
imanitestandroid10142@centriqhome.com	2 years ago	1	0
alex@centriqhome.com	a year ago	15	37
imanitestanimobileweb@centriq	2 years ago	1	0
imanitestbrowser@centriqhome.com			

1-4 OF 4

CLIENT PROPERTIES

PROPERTY	SENT
My Home in E Palo Alto	Dam
My Home in E Palo Alto	Iman
My Home in Oakland	Mark Aiken
My Home in Palo Alto	First Name Last Name
My Home in Kihei	Jennifer Copeland

> 1-5 OF 6

BROUGHT TO YOU BY  
Your Property Manager  
or Realtor  
Company Name

MANAGE PROFESSIONAL PROFILE

https://centriq.me/510-555-5555

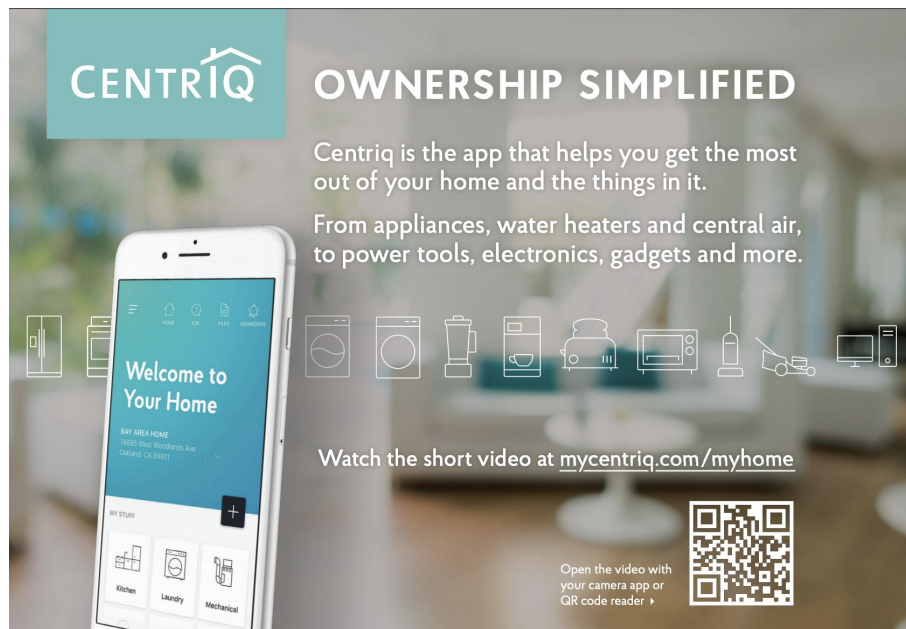
https://centriq.me/510-555-5555

COPY LINK

SEE ALL HELP ARTICLES

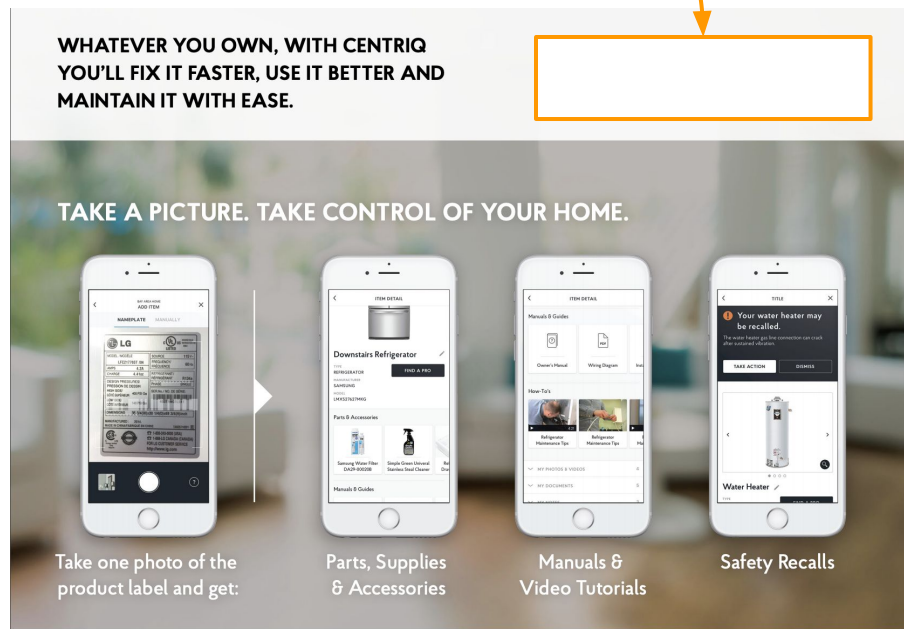
NEW TRANSFER

# DOWNLOAD FLYER



Front

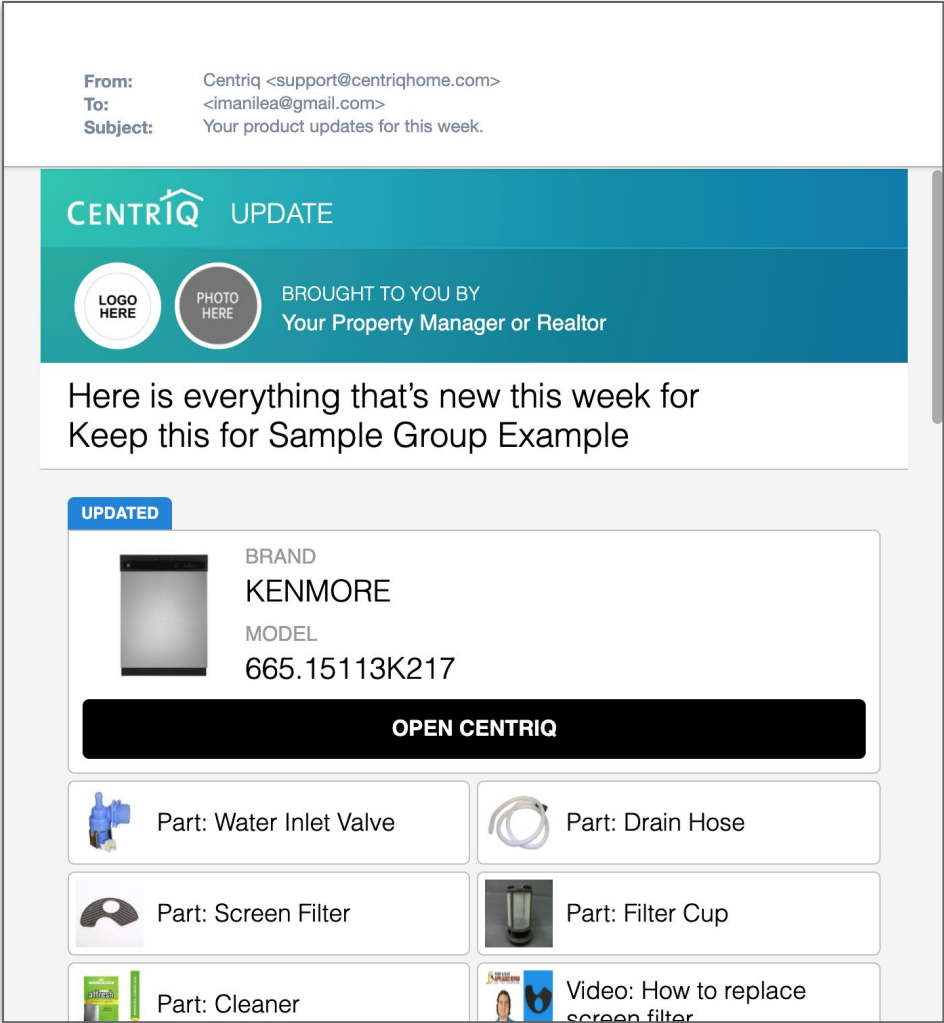
Add your branded sticker here



Back

# BE SEEN COUNTLESS TIMES PER YEAR

Ongoing  
engagement via  
the app and email



# KEY TAKEAWAY

## Turn passer-by into Clients

When lookie-loos show up at your open house with no intent to buy, send them away with your branded flyer for Centriq, or better yet, show them the app. You'll be with them when they ARE ready to make that purchase or sell.

# KEY TAKEAWAY

## Enhance your Outreach

Use Centriq as a reason to reach out to past clients - send an email to tell them about it.

Hello Sara!

I hope things are going well for you and your family since you purchased your home. I wanted to let you know about this great new product I came across recently.... Use my link to download the app.

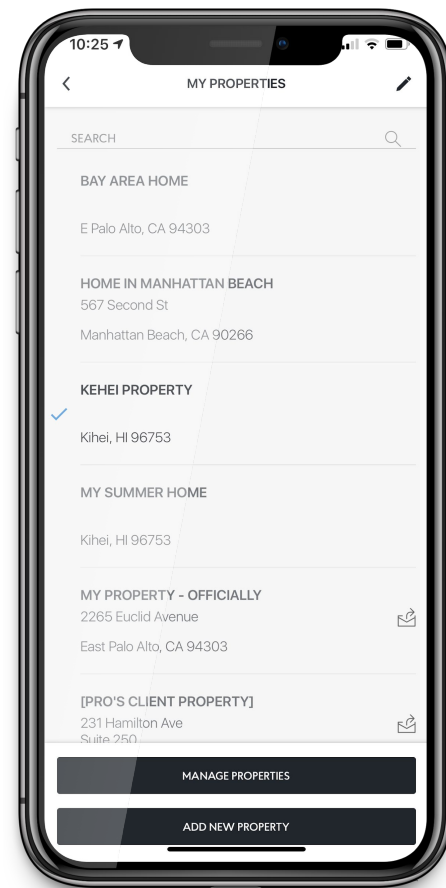
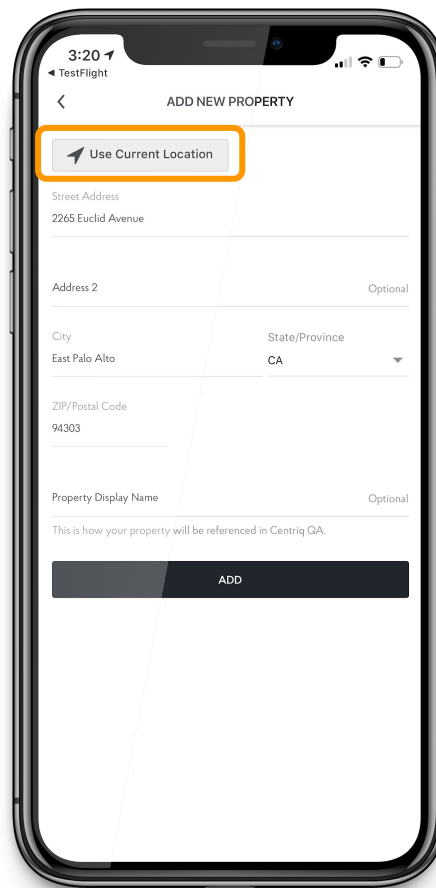
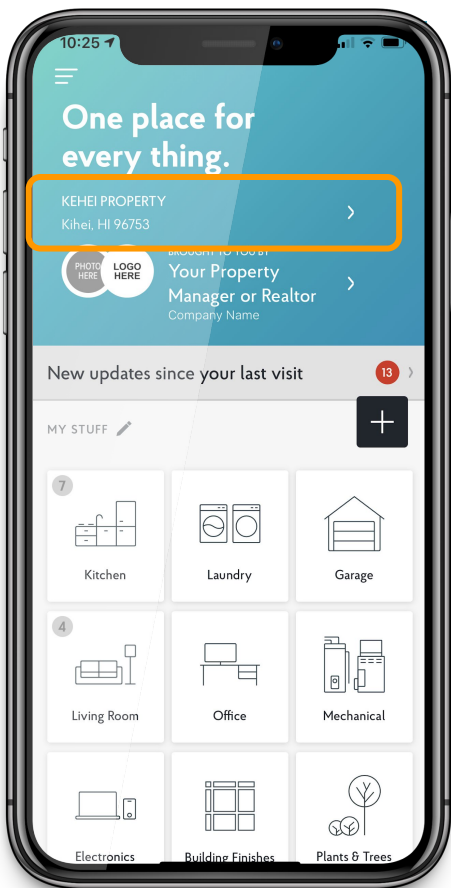
Its FREE!



BEFORE THE SALE  
**ADD YOUR LISTINGS**



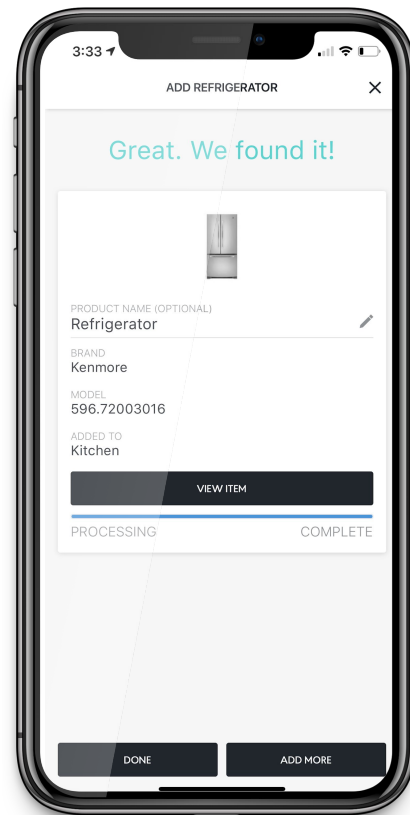
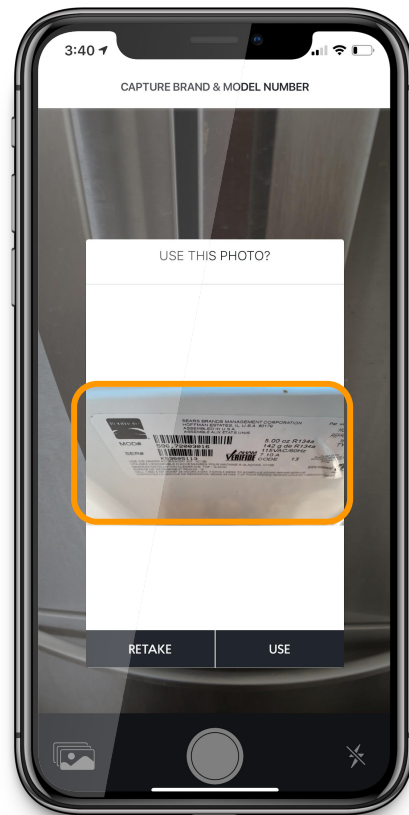
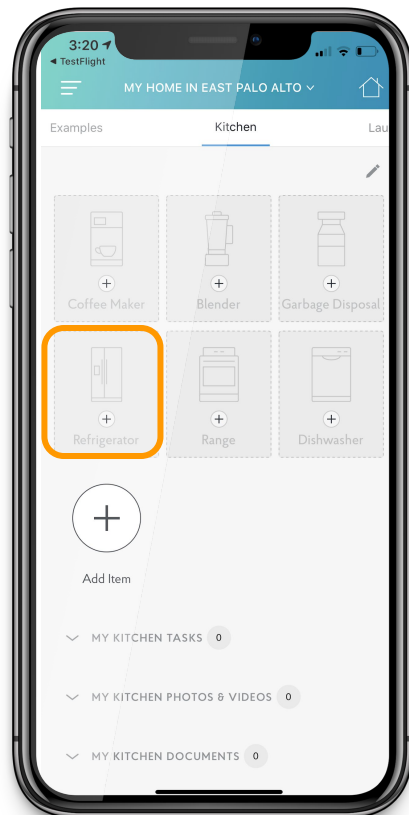
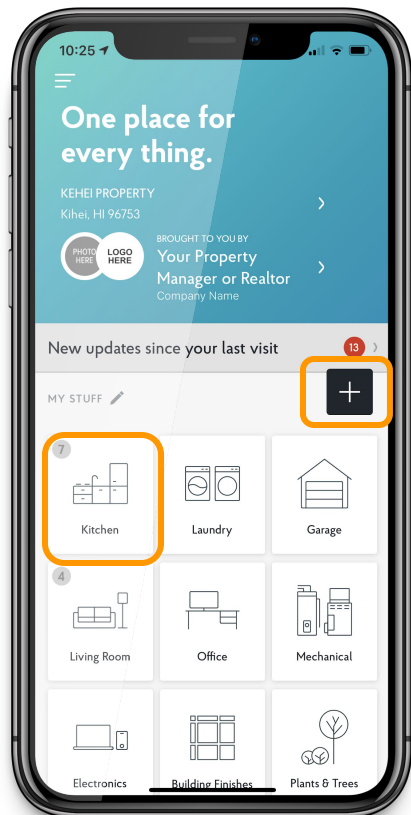
# ADD THE PROPERTY IN THE APP



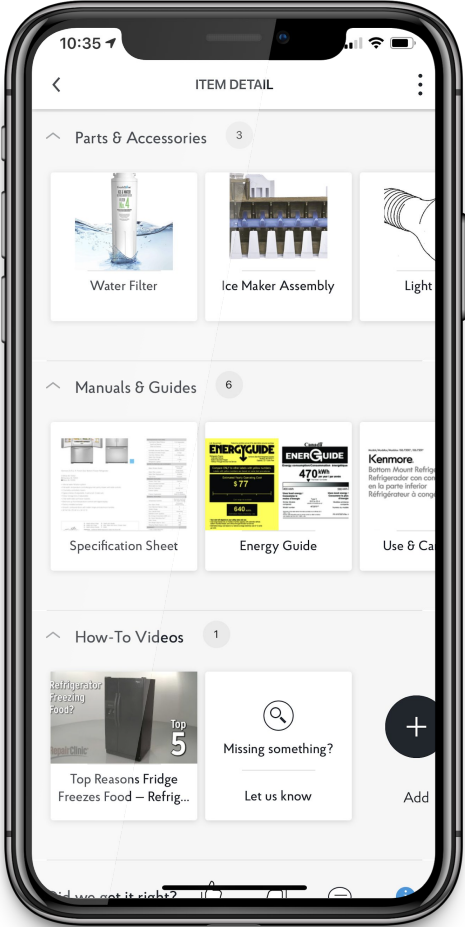
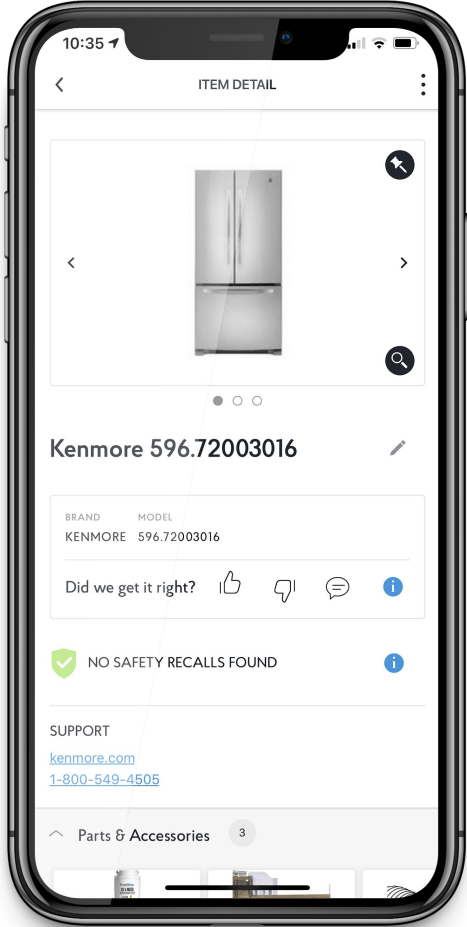
# DURING YOUR WALK THRU **ADDING ITEMS**

# ADD ITEMS

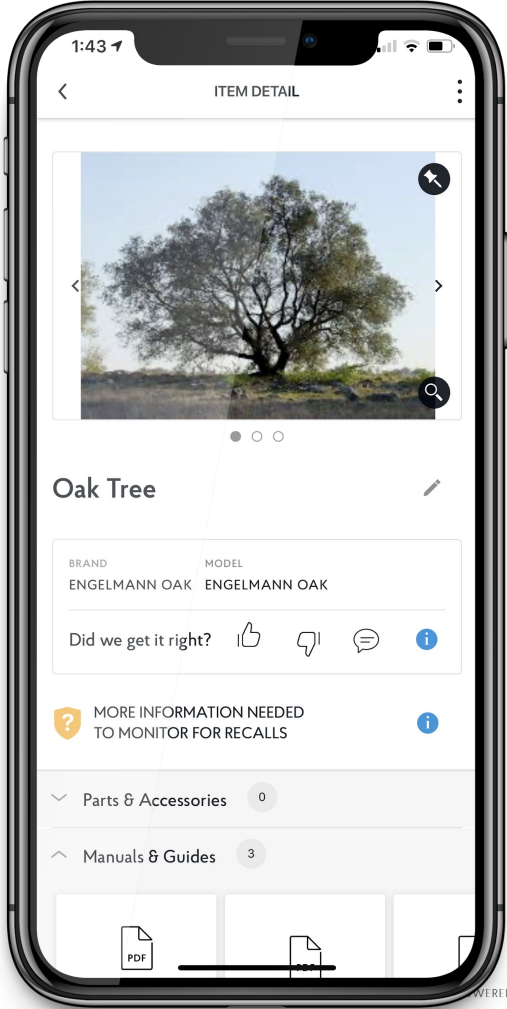
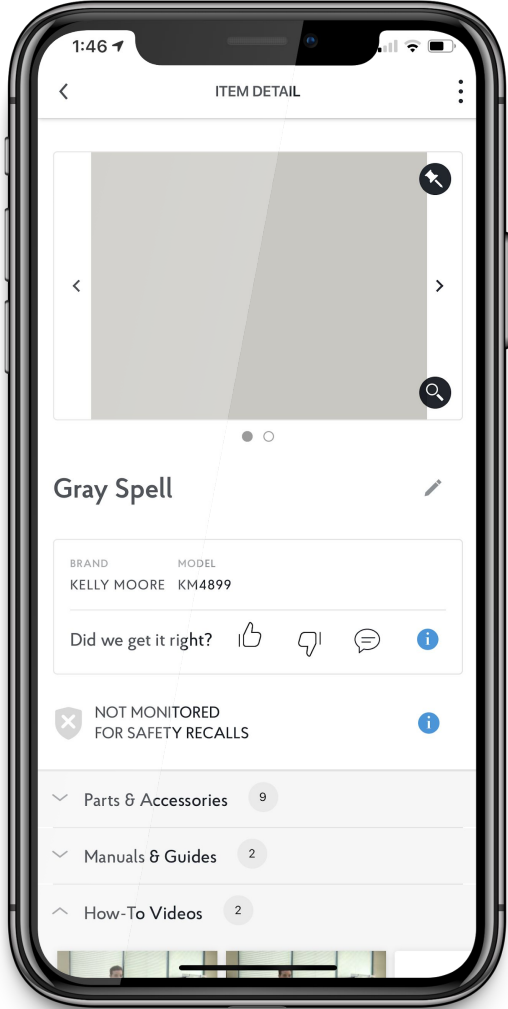
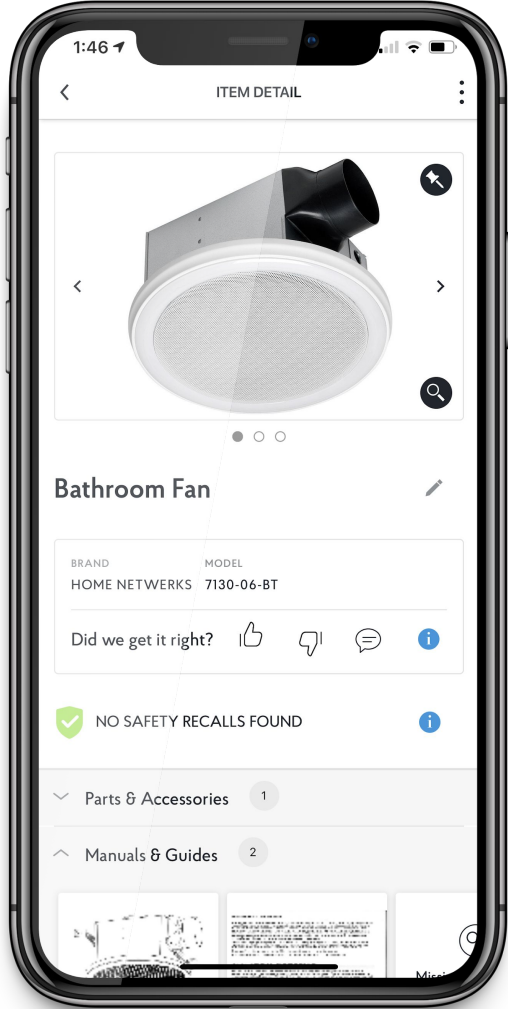
Just take a photo of the product label.



# ALL THE INFORMATION ABOUT THE ITEM ADDED FOR YOU

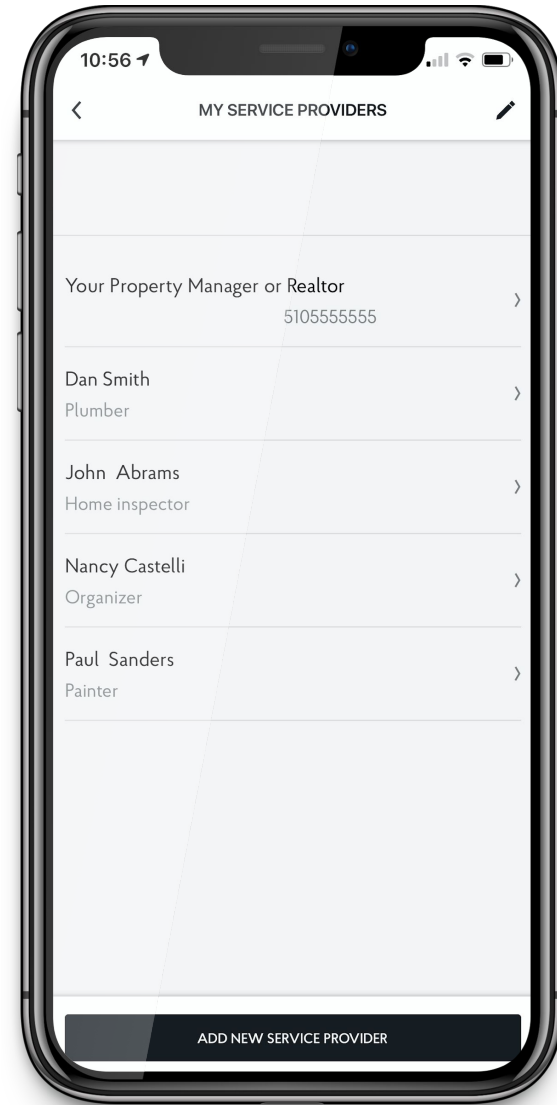


# ADD BUILDING MATERIALS, PAINT COLORS, and LANDSCAPING TIPS



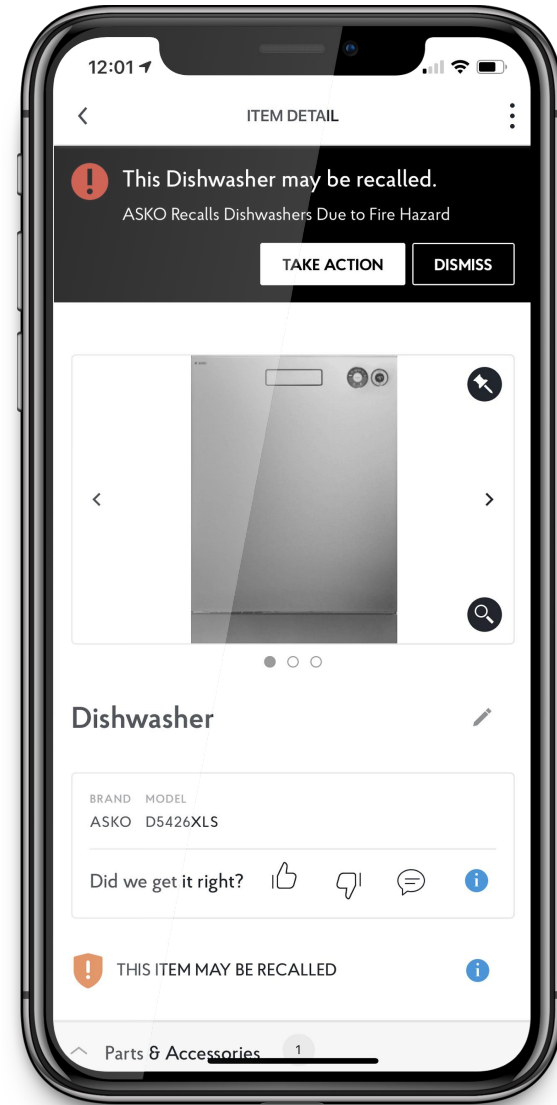
# SERVICE PROVIDERS TOO!

Add your preferred team of service professionals to share with you clients as well.



# GET AHEAD OF RECALLED ITEMS

In some states it is illegal to sell a home with recalled products inside. Centriq let's you know.



# COMING SOON - THE PROPERTY REPORT



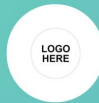
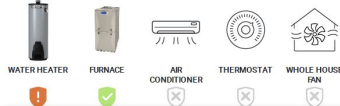
## This home may contain recalled items\*

For your safety and those around you, please review this document with care and take immediate action to confirm and resolve any recalls.

### APPLIANCES



### HEATING, COOLING & VENTILATION



Your Property Manager or Realtor  
Company Name

POWERED BY CENTRIO

PRODUCT SAFETY RECALL REPORT FOR

Jennifer Copeland  
Kihei, HI 96753

Verified on April 02, 2020

## Item Details

The "expected useful life remaining" shown below for some items is what we estimate to be typical for most products of its kind and is provided as a guideline only. This may vary depending on use, maintenance, repairs, and other circumstances. A recall may also significantly impact this life expectancy, depending on the severity of the recall.



### Samsung WA45H7200AW/A2

MODEL  
WA45H7200AW/A2  
SERIAL NUMBER  
NOT IDENTIFIED

MANUFACTURING DATE  
NOT IDENTIFIED

APPROXIMATE AGE  
NOT IDENTIFIED

TYPICAL MANUFACTURER WARRANTY  
1 YEAR

EXPECTED USEFUL LIFE REMAINING  
NOT IDENTIFIED

THIS ITEM MAY BE RECALLED



ACCESS ADDITIONAL  
INFORMATION IN THE CENTRIO  
APP

- 3 HOW-TO VIDEOS
- 4 MANUALS & DOCUMENTS
- 273 PARTS & ACCESSORIES



### Bosch SHV7PT53UC/07

MODEL  
SHV7PT53UC/07  
SERIAL NUMBER  
NOT IDENTIFIED

MANUFACTURING DATE  
NOT IDENTIFIED

APPROXIMATE AGE  
NOT IDENTIFIED

TYPICAL MANUFACTURER WARRANTY  
1 YEAR

EXPECTED USEFUL LIFE REMAINING  
NOT IDENTIFIED

NO SAFETY RECALLS FOUND



ACCESS ADDITIONAL  
INFORMATION IN THE CENTRIO  
APP

- 4 HOW-TO VIDEOS
- 5 MANUALS & DOCUMENTS
- 6 PARTS & ACCESSORIES



### Samsung RF265BEAESR/AA

MODEL  
RF265BEAESR/AA  
SERIAL NUMBER  
NOT IDENTIFIED

MANUFACTURING DATE  
NOT IDENTIFIED

APPROXIMATE AGE  
NOT IDENTIFIED

TYPICAL MANUFACTURER WARRANTY  
1 YEAR

EXPECTED USEFUL LIFE REMAINING  
NOT IDENTIFIED

NO SAFETY RECALLS FOUND



ACCESS ADDITIONAL  
INFORMATION IN THE CENTRIO  
APP

- 3 HOW-TO VIDEOS
- 4 MANUALS & DOCUMENTS
- 509 PARTS & ACCESSORIES



### Samsung DV45H7000EW/AC

MODEL  
DV45H7000EW/AC  
SERIAL NUMBER  
NOT IDENTIFIED

MANUFACTURING DATE  
NOT IDENTIFIED

APPROXIMATE AGE  
NOT IDENTIFIED

TYPICAL MANUFACTURER WARRANTY  
1 YEAR

EXPECTED USEFUL LIFE REMAINING  
NOT IDENTIFIED

NO SAFETY RECALLS FOUND



ACCESS ADDITIONAL  
INFORMATION IN THE CENTRIO  
APP

- 2 HOW-TO VIDEOS
- 2 MANUALS & DOCUMENTS
- 2 PARTS & ACCESSORIES



# KEY TAKEAWAY

## Know the property!

You will do a walk-thru and set up for the open house anyway, let the seller know you'll create a digital user guide for the home.

# KEY TAKEAWAY

## Add Centriq to your listing presentations

Build confidence with the sell and potential buyers.

“This home comes with Centriq, the digital user manual for the home” is far more compelling than “I’m gorgeous inside!”

# KEY TAKEAWAY

## Emphasize the value for marketing

Explain how you'll use Centriq to differentiate the listing on MLS, and in all your marketing materials.



JUST LISTED

YOU ARE INVITED TO  
OUR OPEN HOUSE!

No appointment necessary.  
Feel free to stop by!

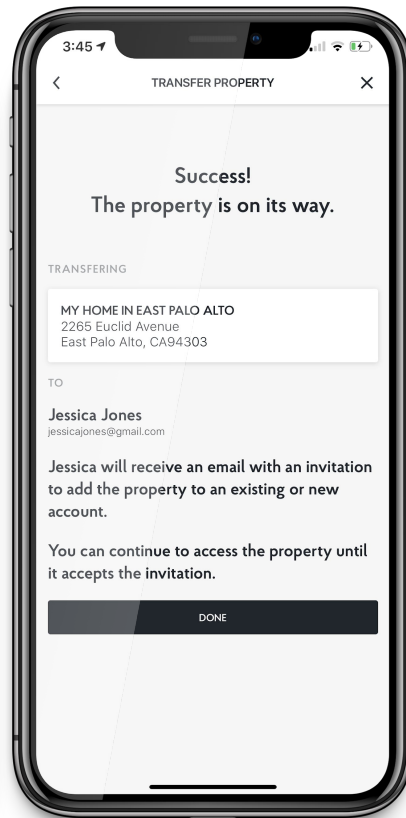
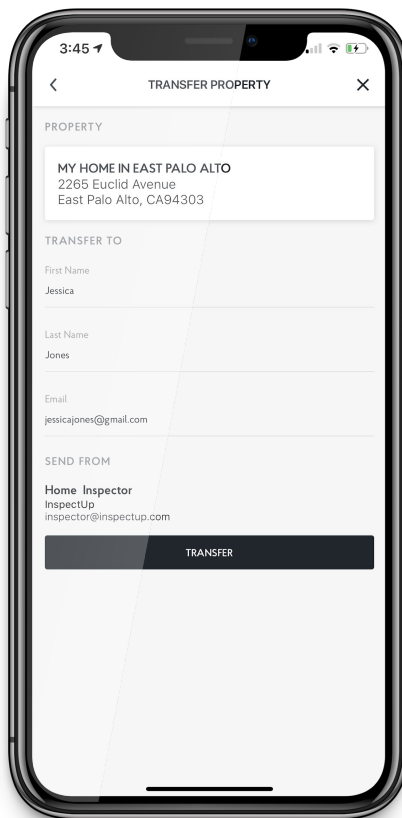
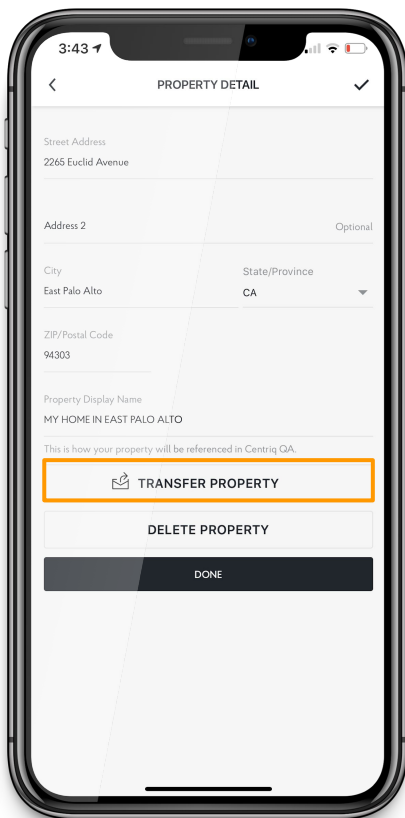
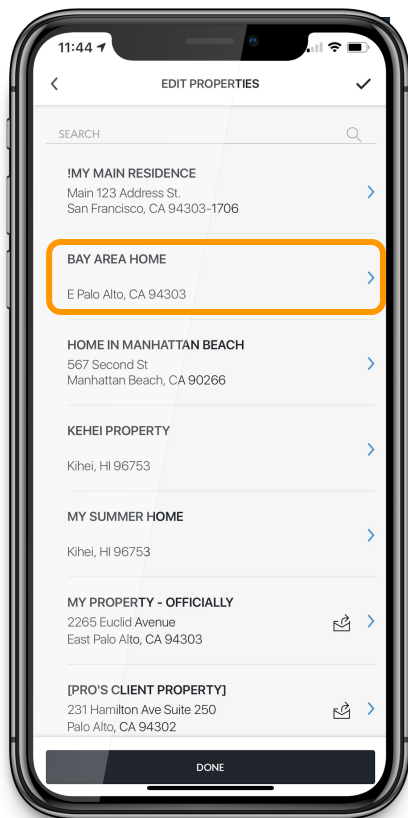
This home comes with a  
digital user guide.



# AFTER THE SALE HANDING OFF THE PROPERTY

# TRANSFER THE PROPERTY

The buyer or recipient receives an email to accept the account.



# KEY TAKEAWAY

Digitize every listing

Give the account as a closing gift

Stay top of mind

.... It's that simple





# Any Device, Anywhere

Whether in the field or at the desk, Centriq is optimized to get the job done on any device.

# RESOURCES



- Sign up

Open a browser\* and go to  
<https://mycentriq.app.link/welcomerealtor>

\* Because of a known issue on iOS devices, we recommend following these steps using a browser on a desktop or laptop, or Android device.

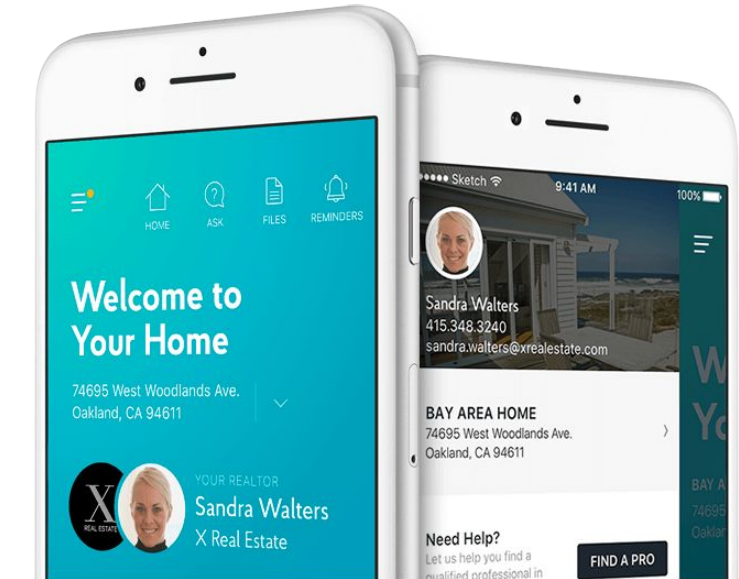
If the link does not apply the discount enter code: welcomerealtor

- CENTRIQ WEBSITE

<https://mycentriq.com>

- Video

<https://vimeo.com/209503865>





If you have questions or need more information please reach out!

**Imani Lea Brown, Product Manager**

Centriq Technology, Inc.

[imanilea@mycentriq.com](mailto:imanilea@mycentriq.com)

415 . 967 . 3993

