



Presenting RealVitalize®

Take Pride in The Homes You Sell



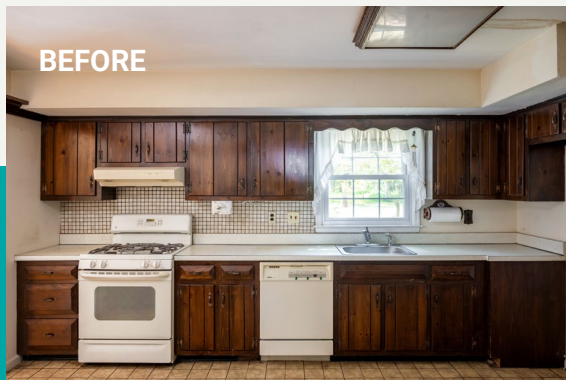
The RealVitalize® Philosophy

Show-ready homes spend fewer days on the market, attract higher bids, and require less work to sell. But often, homeowners are hesitant to spend dollars out-of-pocket.

RealVitalize helps to remove the barriers to maximize the sale price of your listing by:

- Offering home improvement resources at no upfront cost
- Providing access to a network of trusted professionals offering more than 500 types of services through Angi
- Sourcing and scheduling with a dedicated Angi Project Consultant guiding the way

RealVitalize can help your seller make the necessary improvements to get the best price for their home. With no hidden fees, liens, interest, or markups for the homeowner they get to enhance their home without incurring any out-of-pocket costs. Once the sale is complete, the full price of the RealVitalize project will be deducted from the final sale.*



The benefits speak for themselves**:

- 72% of properties that leverage RealVitalize sell at or above the listing price
- Agents see an increase of 24 basis points in their commission when using RealVitalize.
- When using RealVitalize, listing cancellation rates are reduced by more than 63%

*If the home does not sell within 12 months of the first project completion or is taken off the market, the seller is required to pay back RealVitalize in full within 15 days of either event.

**Based on program data from January 1, 2021 – December 31, 2021. Not a controlled study; results not guaranteed.

The RealVitalize[®] Methodology

RealVitalize is an effective, affordable, proven way for your clients to easily renovate their homes—helping you land a higher selling price.

It's been designed to be accessible to your clients. There is no minimum project cost. The project maximum is determined by your list-side commission amount while the program maximum will be set by your company or brokerage.

To qualify, there are only a few conditions:

- Agents must be affiliated with a Realogy brand: Coldwell Banker, Corcoran, Century 21, Better Homes and Garden Real Estate, ERA or Sotheby's*. Your broker must be enrolled in the program.
- RealVitalize is currently available nationwide, except the following states: Delaware, Rhode Island, Louisiana, North Dakota, and South Dakota.
- The property cannot be bank-owned, in foreclosure, or a short sale
- Your seller cannot be in bankruptcy



For Anywhere Company Owned brands in geographies where the seller controls the selection of the title company, they need to close with a [Realogy Title Group affiliate](#). This streamlines the payment process to RealVitalize at the closing.

*RealVitalize is currently offering a pilot program of RealVitalize to Sotheby's International Realty agents specifically in Houston, Texas.

The RealVitalize® Methodology

DETERMINING YOUR REALVITALIZE BUDGET:

- The maximum budget for a RealVitalize project is equal to the list-side commission rate of the home’s list price—though it’s worth noting that no matter how expensive the home, or how high the commission, the RealVitalize project cannot exceed the program maximum budget set by your brokerage.
- If the seller wishes to have additional work completed above the maximum approved budget, they can pay for any overages directly to Angi before the project begins. Alternatively, you can negotiate a higher listing-side commission to increase their budget.
- There is no minimum cost for projects—RealVitalize can be used for anything from a small paint project to a cleaning to get the home ready for viewing.

SEE HOW THE BUDGET IS CALCULATED:

List price	\$400,000
Sell-side commission rate	3%
Sell-side commission amount	\$12,000
Renovation Budget	\$12,000

The RealVitalize® Methodology

POWERED BY **Angi**

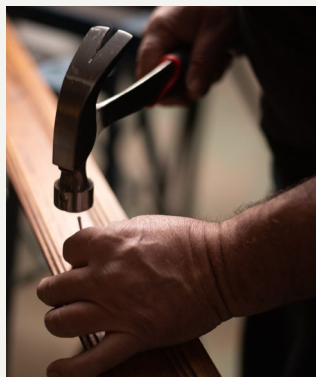
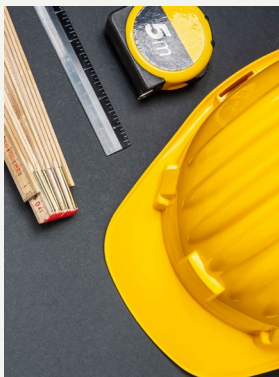
All RealVitalize home improvement projects are sourced and scheduled by your dedicated Project Consultant using the Angi network. Angi is the parent holding company of familiar brands like Angie's List, Home Advisor, and Handy. With RealVitalize, they do the heavy lifting so you can concentrate on supporting your client through the selling journey.

While all vendors that get work through RealVitalize are part of the Angi network, you can also onboard your own preferred vendors to service your listings through the program as well. Complete the preferred vendor submission form [here](#), but bear in mind that screening and onboarding new vendors can add approximately one to two weeks to the timeline, and it's best if you begin this process well in advance of your sale.

Please note that all Angi vendors pay a per-project management fee back to Angi for work they do through RealVitalize. Your preferred vendor's first project is fee-free.

Happiness Guarantee

By leveraging Angi's nationwide network of more than 200,000 qualified and screened home improvement professionals, you can have confidence knowing a great team is doing the work. This sourced work is backed by the Angi Happiness Guarantee. If your seller is not satisfied with your home project or service, they'll work to make it right at no additional cost to the homeowner.



The RealVitalize[®] Pitch

If you know of a client who could benefit from RealVitalize, here are few ways to bring the program to their attention:

1. During the listing consultation, pitch RealVitalize as a great way to complete home upgrades that can maximize the sell price and reduce time on market without paying anything upfront. *Please note, RealVitalize cannot be used to prospect for listings in New Jersey.*
2. If a property has been sitting idle on the market, contact the homeowner and propose RealVitalize as a way to revive the listing and make it competitive again.
3. After potential buyers have completed their inspection of the home and are negotiating for repairs, tell your seller how they can make these at no upfront cost.

Services can include*:

- Staging the home
- Kitchen and bathroom renovations
- Purchasing and installing appliances
- Installing new carpeting or flooring
- Cleaning and maid services
- Carpentry and handyman services
- Wall and ceiling repairs
- Drywall and insulation
- Plumbing and electrical repairs
- Interior and exterior painting
- Landscaping and lawn maintenance
- Curb appeal enhancements
- Junk Hauling
- Moving and Storage
- And more!

*structural work, such as home additions, wall removal, or new roofs fall outside the scope of the program.

The RealVitalize® Process

READY TO GET STARTED?

Once you have the listing agreement and the RealVitalize participation agreement signed, your client is ready to move forward with their renovations. Fill out our online [enrollment form](#) and upload the agreements. Enrollments are approved within 1–2 business days.

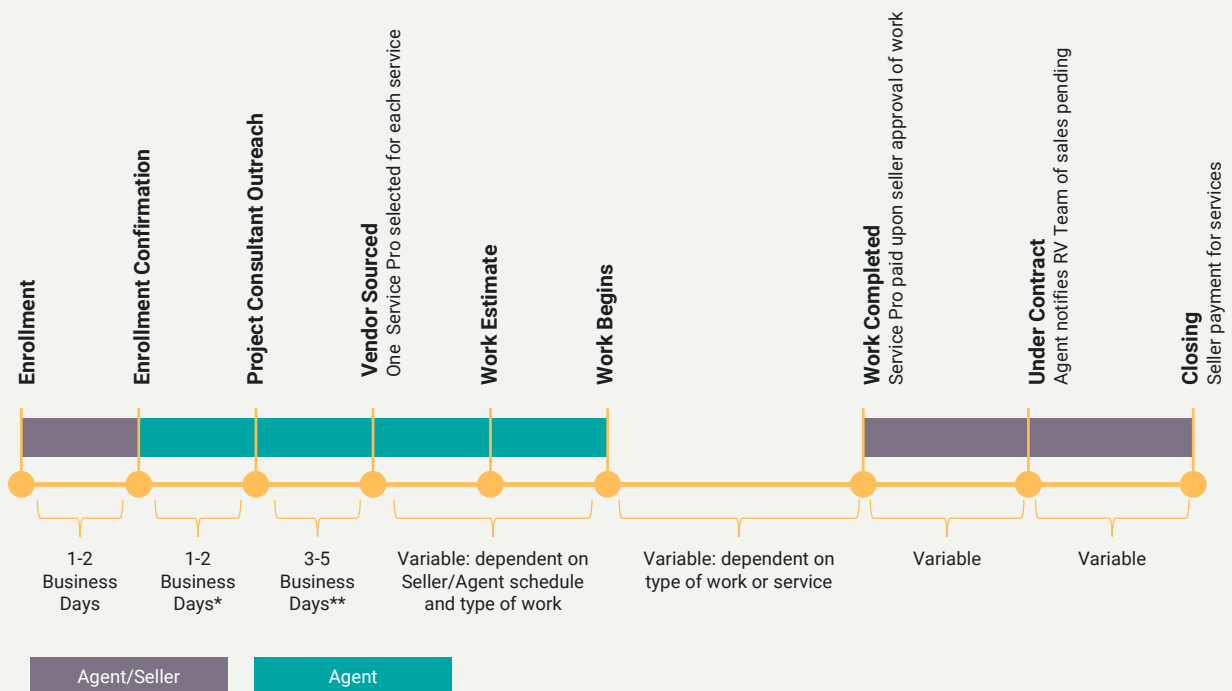
When the listing is approved for the RealVitalize program, a dedicated Project Consultant from Angi will work with you or the home seller to create a scope of work for you to review with your client to ensure it covers everything they need. Working remotely, the project consultant then sources local contractors and schedules walkthroughs when it's convenient for you or your client to be on hand. An estimate is then provided.

As soon as the seller accepts the estimate, the vendors get to work. The project consultant oversees progress on the project and handles all the upfront contractor payments. The final payments aren't released until the work is complete and the project consultant has confirmed that you and your client are completely satisfied*.

Please note that enrollments are no-obligation, and the seller does not need to agree to start the work even after receiving estimates.

*Once the work with RealVitalize is complete, the seller has 7 days to complete and confirm their satisfaction of the project.

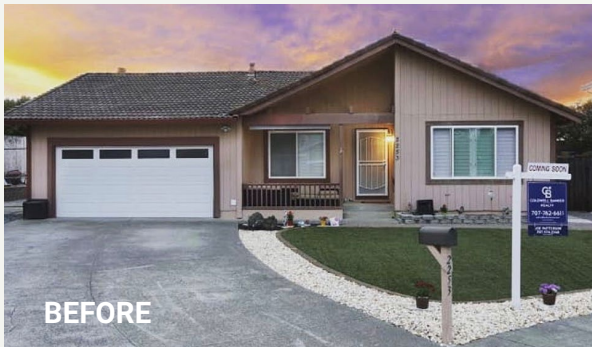
HERE IS A TIMELINE OF A TYPICAL REALVITALIZE ENGAGEMENT:



*Agents can reach out proactively to engage with their Angi Project Consultant.

**On-boarding a preferred vendor can take one to two weeks.

See RealVitalize® at Work



Real estate agent Joe Patterson noticed that a promising Northern California property had been sitting idle on the MLS, so he told the seller about RealVitalize, and how something as simple as a new color palette could transform the property. He was right—all it took was some smart paint selections, and the home sold within 10 days for more than its list price.



After a home was sitting stale on the market with another brokerage with no offers, Real estate agent Susan Matthews stepped in. She was able to refresh the property through RealVitalize with painting, staging, and updates to the kitchen and bathroom. Within one day of listing, they had a competitive offer in hand.

See RealVitalize® at Work



"We decided to use the RealVitalize program to restore this home which was damaged by a previous tenant. With no out-of-pocket money, we made a budget and plan, cleaned it up, painted, installed new flooring, updated bathrooms, painted decks, added gravel, and staged it. When we listed, we received multiple offers and were under contract in 5 days, over asking price, and sold for \$2,200,000.... \$500,000 more than previously listed!"

Katherine Berlyn, Real estate agent



"We are heroes with the neighbors in this condo building. When the unit was originally listed and did not sell, the traditional response would be to lower the price. But this would have resulted in a very unfavorable comparable that the neighbors would have been trying to explain away for years to come. Instead, we sold it for a premium, and this sale is now helping justify higher property values in the building."

Marilyn Kneafsey, Real estate agent

Leverage the Power of RealVitalize®

There are a range of resources dedicated to helping agents stay in-the-know on all things RealVitalize, including:

- Pre-recorded training sessions, quick start guides, and the enrollment process overview.
- A comprehensive list of FAQs for answers to common questions about RealVitalize.
- All the documentation you'll need for you and your clients to participate in the program.
- The online Vendor Submission Form [here](#) if you would like to enroll your preferred service providers.
- Additional agent resources include an Service Level Agreement (SLA) one pager, an availability map of the RealVitalize program, and a competitive comparison sheet to help illustrate its value for clients and colleagues.

You can find a wide variety of RealVitalize marketing materials within CB Desk:

- Access branded flyers, brochures, and postcards that can be mailed to your sphere or pre-printed through XpressDocs.
- Find flyers that summarize key program features and benefits, which you can add to a pre-listing packet or distribute to prospects.
- Connect with your sphere with a variety of RealVitalize email blasts and email drip campaigns in Moxi Engage.
- Incorporate into your Moxi Present listing presentations. Simply click on the Moxi Present tile and add the RealVitalize page to your presentation from the brokerage page library.
- On BrandSrv, you can find social media content to share, as well as customizable templates to show your own RealVitalize transformations.

There are also program experts who are happy to discuss RealVitalize with you in greater detail.

- Complete this form to be connected with our support team: bit.ly/contact-RealVitalize
- Or give us a call at [877.668.4366](tel:877.668.4366) with your questions



Execution of program agreements is required. RealVitalize is not available in all states and available only at participating offices. Void where prohibited by law. Additional terms and conditions apply. Results not guaranteed. If the listing doesn't sell within 12 months from the first project completion, the seller must pay back the full amount of covered services.

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