



ONLINE REAL ESTATE MARKETING PLATFORM

The Hubzu® online real estate marketing platform provides an innovative solution for buyers, sellers, investors, financial institutions and other professionals to facilitate the purchase and sale of residential real estate.

OUR APPROACH

Hubzu offers a better, more transparent online real estate marketplace:

- ⬆ Offers online residential real estate sales and marketing services to drive competitive bidding.
- ⬆ Provides transparent bid and offer tracking to decrease the risk of fraud and increase buyer engagement.
- ⬆ Engages bidders even after a buyer is selected to help sellers convert unsuccessful closings into successful, quick sales.

PROVEN EXPERIENCE

Our numbers demonstrate that we have the scale and agility to meet the needs of a fast-changing marketplace:

- ⬆ Over 227,000 residential properties have been sold to date.¹
- ⬆ 58% of homes marketed on Hubzu are sold within 60 days they are active on the market.²
- ⬆ Trusted by 1.8 million users as of September 2020.

HOW IT WORKS

Backed by an innovative data management and analytics team, the Hubzu platform helps identify the key drivers that can improve sale results:

- ⬆ **AMPLIFIED MARKETING:** Our sophisticated marketing approach utilizes the best engagement and sales strategies to promote properties to the most relevant and interested prospective buyers, including through use of SEO, social media marketing, customized marketing campaigns, targeted display advertisements and remarketing.
- ⬆ **PREMIUM LISTING VISIBILITY:** Properties are syndicated to over 200 leading real estate websites, including Zillow, Trulia and Realtor.com.
- ⬆ **SUPERIOR SELLER PORTALS:** Our easy-to-use seller dashboard generates updates on property page views, bid and offer activity, dynamic bid increments and marketing metrics.
- ⬆ **BUYER SCREENING:** Our buyer review process uses predictive and behavioral analytics to promote process integrity and increase serious buyer engagement.

¹ Sold between January 2009 – September 2020

² Sold between October 2019 – September 2020