



**Press Release**  
**November 28, 2016**

**NextHome, Inc. partners with SmartZip Analytics to bring innovative predictive marketing platform to its entire franchise network**

*The technology will be integrated into NextHome's in-house built CRM*

**Pleasanton, CA — November 28, 2016** — National real estate franchisor, NextHome, Inc., announces new partnership with SmartZip Analytics, the leader in predictive marketing solutions for the real estate industry. The companies join forces to help real estate professionals leverage their personal databases for new business opportunities.

The partnership will focus on integrating SmartZip's newly released technology, *SmartTargeting for Your Sphere*, into NextHome's advanced customer relationship management (CRM) software. Through this strategic move, NextHome franchise members will gain a strong competitive advantage in their market.

"We are thrilled to be partnering with NextHome to bring this solution to thousands of their agents," said Avi Gupta, CEO of SmartZip. "It's another testament to their progressive use of technology to arm their agents with tools to be more productive and successful in their prospecting efforts. An agent's sphere of influence is the best source of repeat and referral business, and our new *SmartTargeting for Your Sphere* solution taps into that gold mine of business opportunities by making it easier for agents to identify listing prospects and nurture long-term relationships," added Gupta.

In addition to tracking leads and fostering better client relations, NextHome's CRM will lean on SmartZip's algorithm to predict the selling intent of every contact inside an agent's database. After analyzing thousands of variables, the system will assign each contact a score that indicates a person's likelihood to move. This information will allow real estate professionals to focus their marketing budget on reaching the best prospects.

"We couldn't be more excited about this partnership," said James Dwiggins, CEO of NextHome. "SmartZip has been the industry leader in predictive marketing solutions and by pairing their technology with our proprietary CRM system, we'll be able to help our agents be more productive by knowing which of their prospects are more likely to sell and in what timeframe. This will allow our agents to focus their advertising dollars and save an enormous amount of time in prospecting. This integration continues our momentum of being the most technology innovative and fastest growing real estate franchise in America," added Dwiggins.

The program will also include email campaigns, direct mail pieces, banner ads, postcards and other marketing materials to help the agent stay top of mind with the prospects who scored higher moving numbers on the scale. The goal is to market to the right people at the right time.

A systems integration at this level is the first of its kind in the real estate industry. Through this partnership, NextHome and SmartZip will solve a major pain point for most real estate professionals: nurturing past and potential clients in an easy, structured way. Many agents lose



out on listing and referral opportunities simply because they didn't stay in touch with their database. NextHome's CRM, together with SmartZip's algorithm, will help NextHome franchise members stay top of mind for the long term, giving them a better chance to win the next real estate transaction.

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### **About SmartZip, Inc.**

SmartZip Analytics is a national leader in predictive marketing solutions for real estate and related industries. Using patent-pending home intelligence, predictive analytics and automated marketing campaigns, SmartZip's SmartTargeting platform offers an integrated solution that can identify top prospects accurately, and engage them through targeted online and offline marketing channels. Leading national real estate companies, including realtor.com, Homes.com, ZipRealty.com, HomeSnap, RealtyStore.com and others rely on SmartZip's best-of-breed analytics for their online businesses.

SmartZip is backed by Intel Capital, Claremont Creek Ventures, Crest Capital, Javelin Venture Partners and Cue Ball Capital, and is headquartered in Pleasanton, CA.

### **About NextHome, Inc.**

NextHome, Inc. is an independently owned company with a focus on changing the way consumers work with local agents and shop for real estate. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 300 offices and more than 1,700 agents. The company closes over 8,000 transactions annually worth over \$3B in volume.

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