



HOA.COM

HOA.COM AMBASSADOR PROGRAM

KICK-START GUIDE

Summary

The HOA.com Ambassador Program has the opportunity to generate and drive an additional stream of income for you, for years to come.

This Kick-Start Guide provides everything you need to know about the HOA.com Ambassador Program, designed for your success!

Once you've selected your Referral Code, just add it onto any URL for HOA.com for it to track when sharing the HOA.com page links online.

· Add to cart links (shown below) require an ampersand (&) after the cart URL

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Step By Step Process to Get Started:

1. Must Watch Videos:

- ▶ [HOA.com Referral Rewards Kickoff Campaign & Contest](#)
- ▶ [HOA.com Mortgage Expert Program Masterclass Recording](#)
- ▶ [How to Set Your Referral Code in the HOA.com Portal](#)
- ▶ [Recording of a Network Activation](#)

2. Create an HOA.com Pro Portal Account:

The HOA.com Pro Portal is your primary hub for setting your referral code, managing referral partners, commissions, link clicks, and much more. Create your account, save the login information, and bookmark the page to your favorites.

Account Creation: <https://proportal.hoa.com/create-account/>

Account Login: <https://proportal.hoa.com/>

3. Activate Your Network

There are five primary ways to activate your network and start earning additional income faster.

1. Add your 'Trusted Team' manually into the Pro Portal

- Navigate to the 'Trusted Team' section of the portal and manually add each person in
 - This is the most time-consuming way to activate your network.*

2. Use the 'Activate My Network' button in Pro Portal

- Navigate to the 'Trusted Team' section of the portal and click the 'Activate My Network' button at the top of the screen.
- First Zoom will be 5-15 minutes explaining how a Network Activation call works
- Second Zoom will be scheduled 7-10 days after, scheduled for 30-45 minutes with your team on the call, covering the HOA.com products and membership levels.
 - This is the most effective way to get immediate responses from your network to join a call.*

3. Send a .XLS or .CSV file to HOA.com

- Download/export a list from your CRM and email it to hello@hoa.com where it can be imported into the Engage CRM, tagged as 'Referred by YOU'
 - This is the most effective way to activate your network, as well as now you are tagged as the referral for these contacts. Whether they join the network next week, next month, or later before a year's time, they'll be connected to you.*

4. Send Email/SMS to your network

- Send an email or SMS to your network contacts, informing that you're now a part of HOA.com and you want them to be a part of it too!
 - Ultimately this approach rolls back into #2 shown above, where you'll want to invite them to a Trusted Team Zoom call with HOA.com to explain the membership products and membership levels.*
 - We've noticed that this approach takes longer as you have your primary business to focus on.*

5. Share HOA.com Page Links on Social Media

- Shown below in the Primary Programs & Shareable Links section, sharing links can be helpful and valuable to those who are within your social sphere but not directly in your network. We're not looking for just anyone to join the HOA.com network, we're looking for the right Professionals to join us.
 - This is the least-effective way of activating your network.*

4. Understanding Your Referral Rewards Commission Payouts:

Assuming you have more than a \$50 Referral Reward Commission, you'll receive a direct deposit on the 15th of the following month.

Mortgage Lenders / Loan Officers Only:

Elite Expert Program: 20 Communities

- ▶ Membership Cost: \$19,997/2 years
- ▶ Affiliate Payout: \$3,999.40

Mortgage Expert Program: 10 Communities

- ▶ Membership Cost: \$3,997/2 years
- ▶ Affiliate Payout: \$799.40

All other Professionals that Serve Homeowners:

Premier Pro Program: 10 Communities

- ▶ Membership Cost: \$3,997/2 years
- ▶ Affiliate Payout: \$799.40

Expert Pro Program: 3 Communities

- ▶ Membership Cost: \$997/year
- ▶ Affiliate Payout: \$199.40

Certified Pro Program: 1 Community

- ▶ Membership Cost: \$357/year
- ▶ Affiliate Payout: \$71.40

5. Understanding the HOA.com HomeSafe Report™

The HOA.com HomeSafe Report is a report designed for homeowners, where any professional can send a report to them, based on their own home.

This report showcases home value, historical values, home equity information where applicable, all of the local pros that serve that home, and of course your trusted team that you've added into the Pro Portal to provide referrals to.

Run a Report:

<https://homesafe.hoa.com/>

6. Know What a Local Community Page Looks Like

Example of a Community Page:

<https://hoa.com/az/san-tan-ranch/>

7. Know What a Pro Page Looks Like

Example of a Pro Page:

<https://hoa.com/pros/stacey-dowling-luminate-home-loans-inc/>

Primary Programs & Educational Links:

For Professionals that Serve Homeowners (Realtors, Painters, Plumbers, Etc.)

1. Pro Application Page: <https://hoa.com/pro/r/XXXXXX>

- ▶ Action: Professional applies as a Certified Pro

After form submission, pros will see <https://hoa.com/grow/r/XXXXXX>

This page has the option for a free profile, which does not have Referral Rewards associated with it. Please share the next page (below) to have your network join the HOA.com network:

2. Activate Your Network: <https://hoa.com/activate/r/XXXXXX>

- ▶ Action: Your network selects an HOA.com package to join the network

3. Invite More Ambassadors: <https://hoa.com/win/r/XXXXXX>

- ▶ Your Referral Rewards Commission structure provides you with only 10% of whom your referral partners activate into the HOA.com network.

Mortgage Expert Programs

Loan Officers can select the program they want to join and the amount of communities they want to claim on HOA.com. You and they can learn more about everything that is included within these membership packages by accessing the Close Loans page on HOA.com.

1. Loan Officer Application: <https://hoa.com/lo/r/XXXXXX>

- a. Action: Lender/Broker applies, schedules a strategy session with the HOA.com team

2. Loan Officer Packages: <https://hoa.com/closetoans/r/XXXXXX>

- a. Action: Lender/Broker see's packages, unable to schedule, but able to license communities

3. Loan Officer Masterclass Registration: <https://hoa.com/mortgage/r/XXXXXX>

- a. Action: Lender/Broker can register for an educational Masterclass on the HOA.com programs

4. Most Recent Mortgage Masterclass Recording: <https://hoa.com/mortgagewebinar/r/XXXXXX>

Swipe Copy

The swipe copy shown below are simply templates. They're designed to be changed up to target the audience being shared with. They're designed to give you a starting point for creating your own messaging around the HOA.com membership programs and point people in the right direction with specific landing pages.

Be sure to include your Referral Code to get credit for increasing the HOA.com network that helps serve more and more homeowners on a daily basis.

Marketing to Loan Officers / Loan Agencies / Mortgage Brokers:

If you are a mortgage loan officer looking to close more loans in less time, I wanted to share a powerful new program where you can get top-producing Realtors chasing you asking to become your ambassador.

This system uses hyper-local social farming where you become the exclusive mortgage expert for local communities and you lock up these communities and actually lock your competition out.

Other LOs are getting 90-100% of the top-producing real estate agents they are calling to say YES, so be sure to check this out before all the communities are claimed. They will even call and schedule appointments for you with top-producing Realtors who have already said YES and agreed to meet and work with you.

Check out the free Mortgage Expert Masterclass and register now at
<https://hoa.com/mortgage/r/XXXXXX>

Registration is open, but spots are limited so be sure to sign up quickly before the spots are gone.

Or, you can select the communities you want to claim here
<https://hoa.com/closetoans/r/XXXXXX>

Variation 2

Attention Mortgage Loan Officers:

Are you ready to close more loans in 2023?

If so, now is your chance to learn the secrets behind hyper-local social farming and how to claim communities and become the top-trusted Mortgage Expert in your area.

The Mortgage Expert Masterclass registration is open, and spots are limited. Register free now:
<https://hoa.com/mortgage/r/XXXXXX>

Variation 3

Loan Officers: Stop chasing top producing Realtors and have them start chasing you! Elevate your expert authority and own your local market.

Learn how at the Mortgage Expert Masterclass. Registration is open and spots are limited so register now at
<https://hoa.com/mortgage/r/XXXXXX>

Variation 4

If you're a mortgage loan officer, you're always looking for ways to add value to Realtors to win their loyalty and referrals. You want to be in-demand and not on-demand so Realtors are chasing you trying to win your business and loyalty.

<https://hoa.com/mortgage/r/XXXXXX>

Variation 5

If you're a mortgage loan officer, you're always looking for ways to add value to Realtors to win their loyalty and referrals. You want to be in-demand and not on-demand so Realtors are chasing you trying to win your business and loyalty.

To learn how to become the #1 top-trusted loan officer in your local community, register for the Mortgage Expert Masterclass at <https://hoa.com/mortgage/r/XXXXXX> Registration is open and spots are limited so register now.

The Mortgage Expert Masterclass registration is open, and spots are limited. Register free now:
<https://hoa.com/mortgage/r/XXXXXX>

Variation 6

Learn how Loan Officer Matt Baker received 4 loan applications in just 1 day. The Mortgage Expert Masterclass registration is open, and spots are limited. Register free now:

<https://hoa.com/mortgage/r/XXXXXX>

Variation 7

Loan Officer Matt Baker received 4 loan applications in just 1 day, and so can you..

Learn how on the Mortgage Expert Masterclass every first Wednesday of the month. Registration is open, and spots are limited. Register free now:

<https://hoa.com/mortgage/r/XXXXXX>

For FB Groups:

Hey group! Todd Bookspan with WinByNoon has teamed up with HOA.com and is teaching the top 5 ways to WIN in 2023 in the real estate world! Learn about what hyper-local social farming is for Loan Officers, Realtors, and professionals that serve homeowners!

The Mortgage Expert Masterclass registration is open, and spots are limited. Register free now:

<https://hoa.com/mortgage/r/XXXXXX>

Marketing to Realtors / Agents / Real Estate Brokerages:

Variation 1

Hey real estate agents! I wanted to share with you this amazing program where you and your LO's can start hyper-local social farming on and get in front of hundreds to thousands of homes by claiming communities on HOA.com.

Not sure what this means or how it works? Apply to become a Certified Pro and schedule a strategy meeting today:

<https://hoa.com/realtors/ref=XXXXXX>

Variation 2

Attention Realtors! Do you want more clients? More Referrals? More brand exposure?

You can OWN local communities on HOA.com and be the #1 agent homeowners go to for home purchasing and home sales.

Apply now:

<https://hoa.com/realtors/ref=XXXXXX>

Marketing to People with Large Networks of Professionals:

For Other Ambassadors: (you earn 10% on indirect sales!)

Did you know that HOA.com has a Ambassador Program where you can earn additional revenue on your existing network?

Sign up and start earning money here:

<https://hoa.com/win/r/XXXXXX>

Variation 2

Do you know a ton of Realtors? Want to make some additional cash off them serving more homeowners? It's a WIN WIN!

Sign up here:

<https://hoa.com/win/r/XXXXXX>

Variation 3

Do you have a large network of professionals that serve homeowners? Did you know you can earn up to \$4,000 on just one loan officer? How about \$800 on one real estate agent?

Learn how:

<https://hoa.com/win/r/XXXXXX>

Have more questions?
Email Success@hoa.com