

# Targeting New Home Buyers with Amazon and Realty



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# Amazon and Realogy Partnership

Amazon will provide leads to Realogy through a program called TurnKey.

In return, home buyers will receive up to \$5,000 in free services from Amazon:

- >Smart Home Devices
- >House cleaning
- >Maintenance
- >General handy-man service

# Terms

<https://www.amazon.com/adlp/turnkey?tag=curbed-20>

YOUR HOME PURCHASE PRICE

**\$150K - \$399K**

Package Value **\$1,000**

#### Amazon Home Services

Over **\$450** of credit toward your choice of services, including unpacking, cleaning, handyman services, carpet cleaning, furniture assembly, and more.

#### Amazon Smart Home Products

- 1 Echo Dot
- 2 Echo Show 5s
- 1 Ring Doorbell II

All products installed and set up in your home by Amazon or Amazon-vetted professionals.

#### Amazon Move

Amazon Move helps customers who are moving by providing convenient access to products, services, and Amazon programs that make relocating easier. Amazon Move customer receive a coupon good for 10% off on up to \$200 of eligible products shipped and sold by Amazon. Restrictions apply. See full terms and conditions [here](#).

YOUR HOME PURCHASE PRICE

**\$400K - \$699K**

Package Value **\$2,500**

#### Amazon Home Services

Over **\$1,000** of credit toward your choice of services, including unpacking, cleaning, handyman services, carpet cleaning, furniture assembly, and more.

#### Amazon Smart Home Products

- 2 Echo Spots
- 2 Echo Show 5s
- 1 Ring Doorbell II
- 1 Sonos Beam
- 1 eero WiFi

All products installed and set up in your home by Amazon or Amazon-vetted professionals.

#### Amazon Move

Amazon Move helps customers who are moving by providing convenient access to products, services, and Amazon programs that make relocating easier. Amazon Move customer receive a coupon good for 10% off on up to \$200 of eligible products shipped and sold by Amazon. Restrictions apply. See full terms and conditions [here](#).

YOUR HOME PURCHASE PRICE

**\$700K +**

Package Value **\$5,000**

#### Amazon Home Services

Over **\$1,500** of credit toward your choice of services, including unpacking, cleaning, handyman services, carpet cleaning, furniture assembly, and more.

#### Amazon Smart Home Products

- 4 Echo Spots
- 4 Echo Show 5s
- 1 Ring Doorbell II
- 1 Z-Wave Connect Camelot Deadbolt
- 2 Fire TV Cubes
- 2 Sonos Beams
- 12 Kasa Lightbulbs
- 1 eero WiFi
- 1 Smart Things Hub

All products installed and set up in your home by Amazon or Amazon-vetted professionals.

#### Amazon Move

Amazon Move helps customers who are moving by providing convenient access to products, services, and Amazon programs that make relocating easier. Amazon Move customer receive a coupon good for 10% off on up to \$200 of eligible products shipped and sold by Amazon. Restrictions apply. See full terms and conditions [here](#).

# Where Does the King County Housing Data Fit?

The higher the price of the house, the bigger the amazon package.

Amazon wants its devices in your house to:

- >Suggest future purchases
- >Gather more data

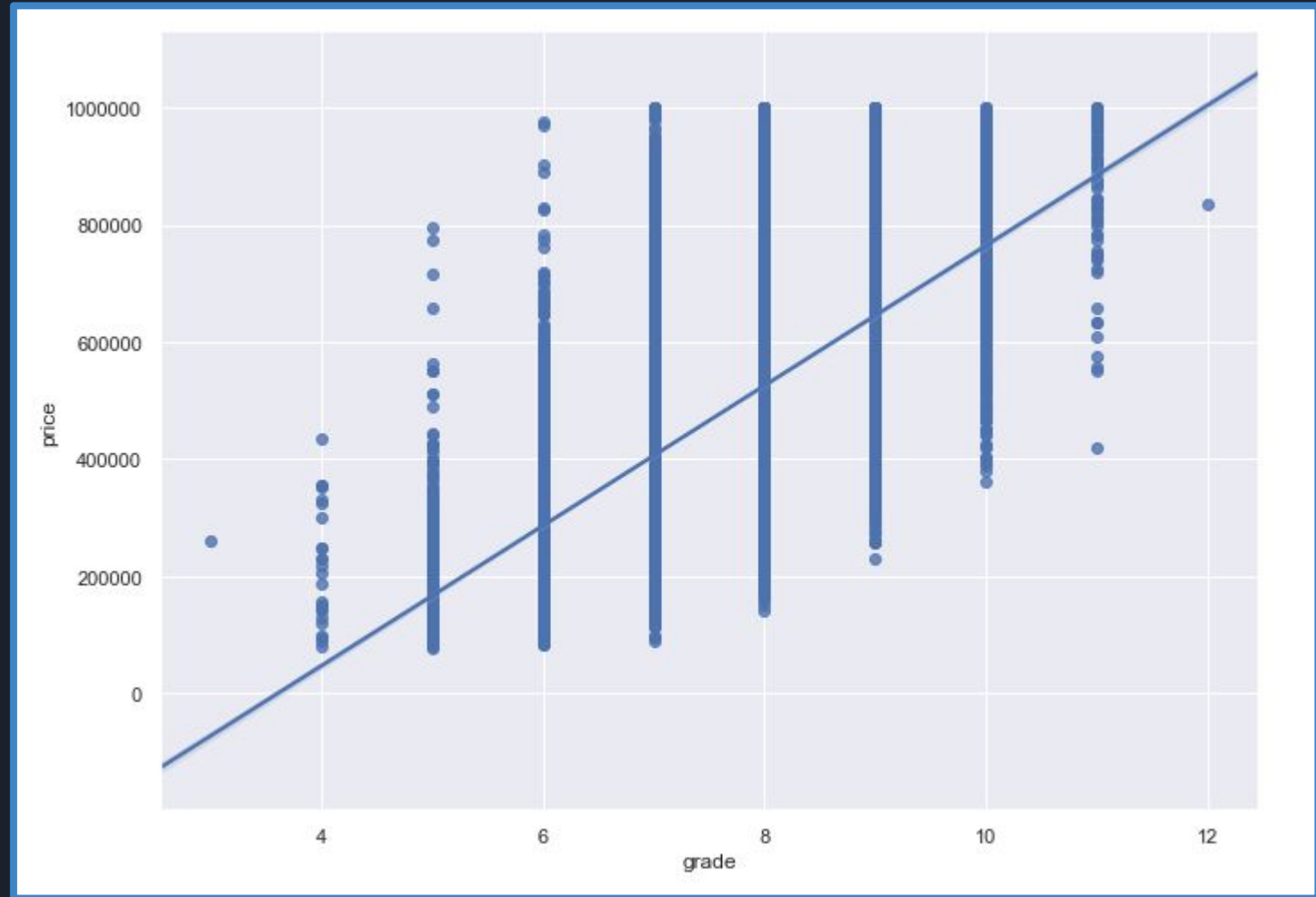
*What information is most important to land bigger buyers and generate better leads?*

# Grade

Grade is the quality of the house.

The higher the grade, the better materials & features of the house.

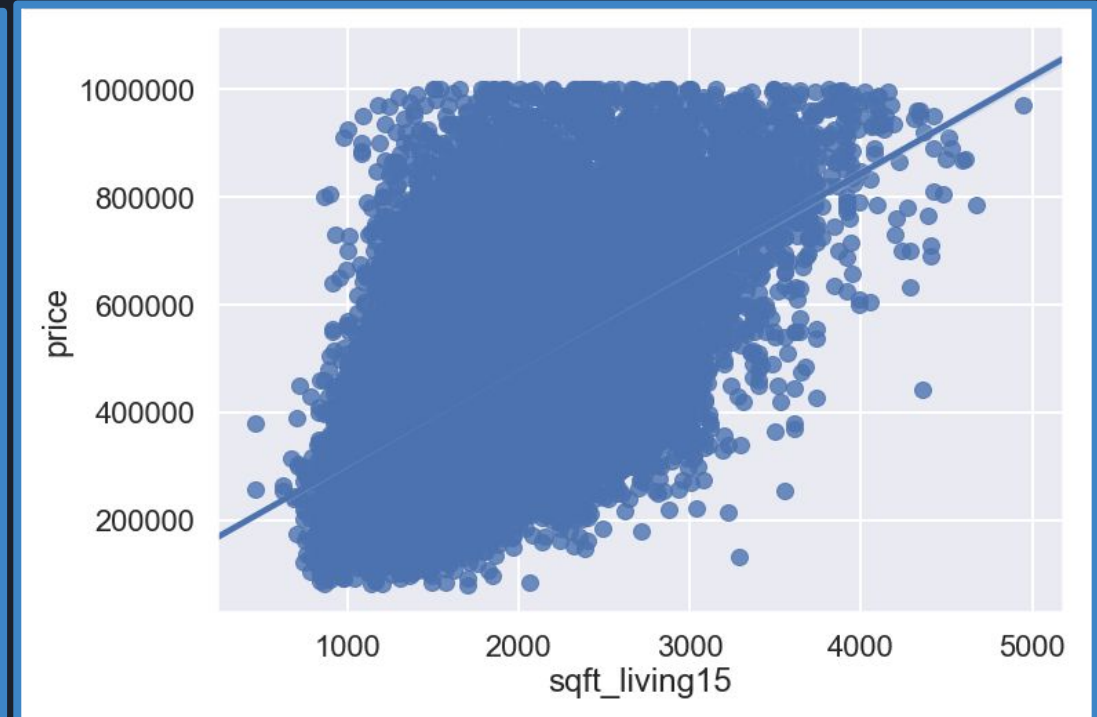
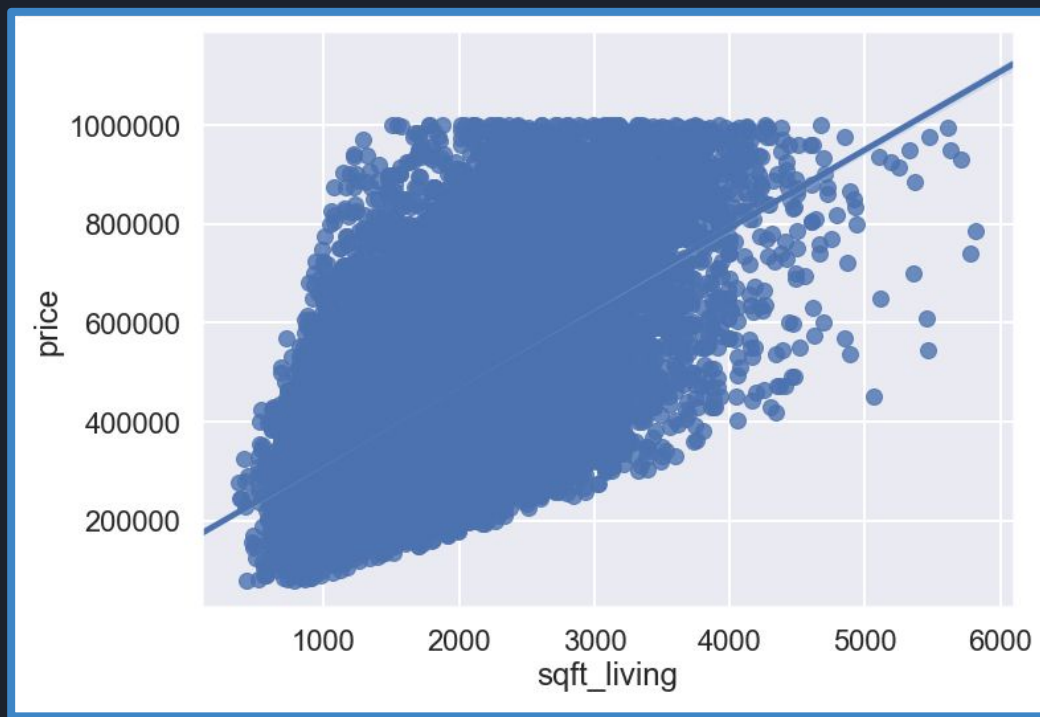
If you know the grade, you can determine intervals for pricing.



# Sqft of Living Space and Neighbors

Simply understood as the overall size of the house and that of surrounding neighbors.

The bigger the house, the higher the price (generally).



# Why This Matters

Knowing these three housing features (grade, sqft, and neighbors sqft), you can generally predict the selling point of a house.

However these aren't the only features provided in the King County dataset and all features should be explored to maximize prediction accuracy.

*The final point is you will be able to estimate services available for specific houses in advance of them selling.*