

Targeting New Home Buyers with Amazon and Realogy

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Amazon and Realogy Partnership

- Amazon will provide leads to Realogy through a program called TurnKey
- Homebuyers in return 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

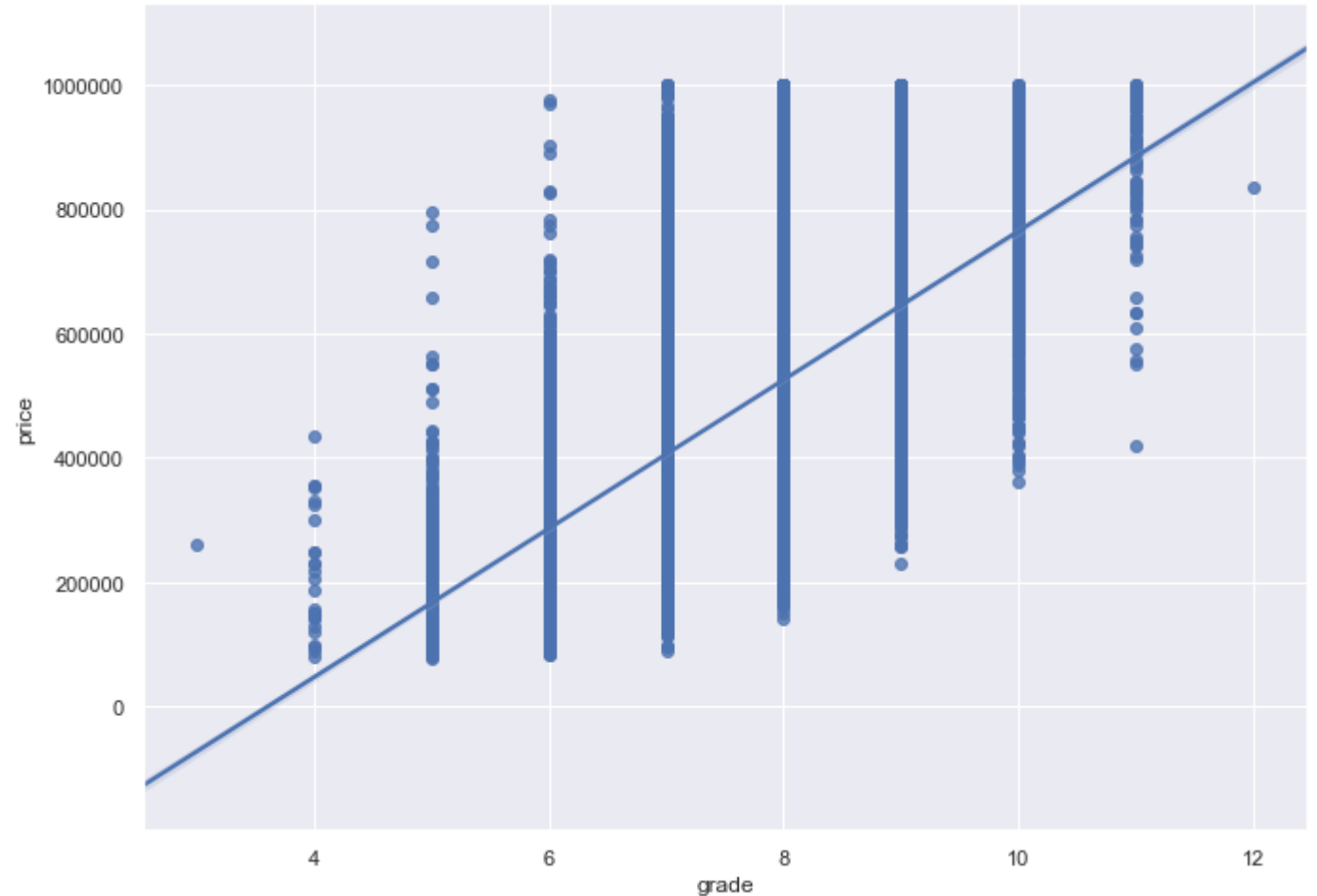
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Where does the King County Housing Data fit?

- The higher the price of the house, the bigger the amazon package.
- Amazon wants its devices in your house.
 - Suggest future purchases
 - Gather more data
- What information is most important to land bigger buyers and generate better leads?

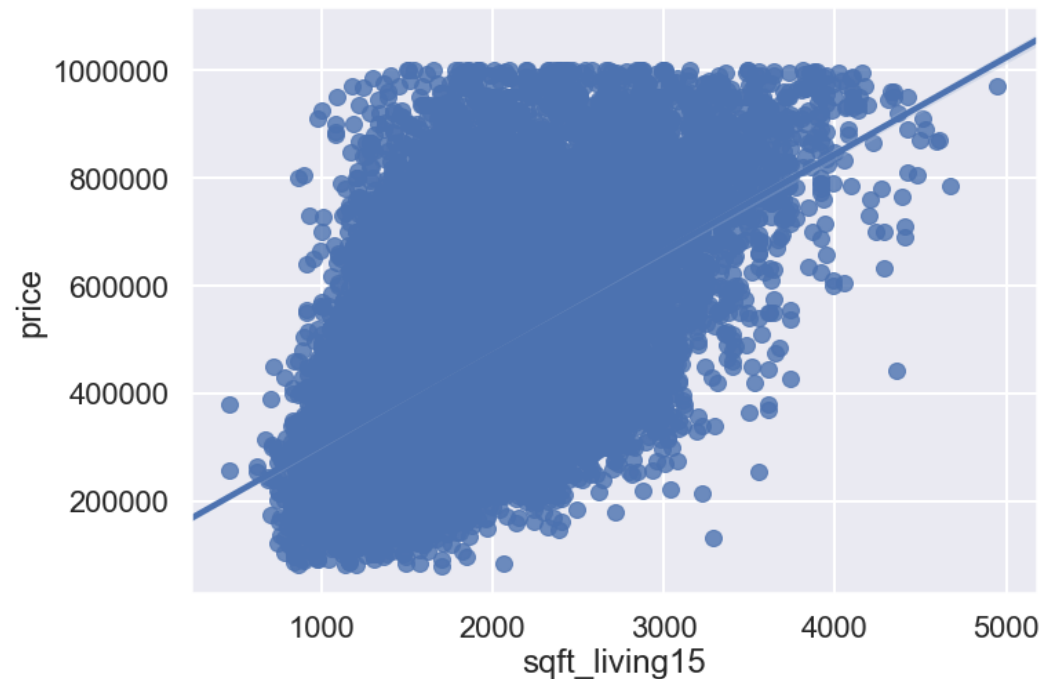
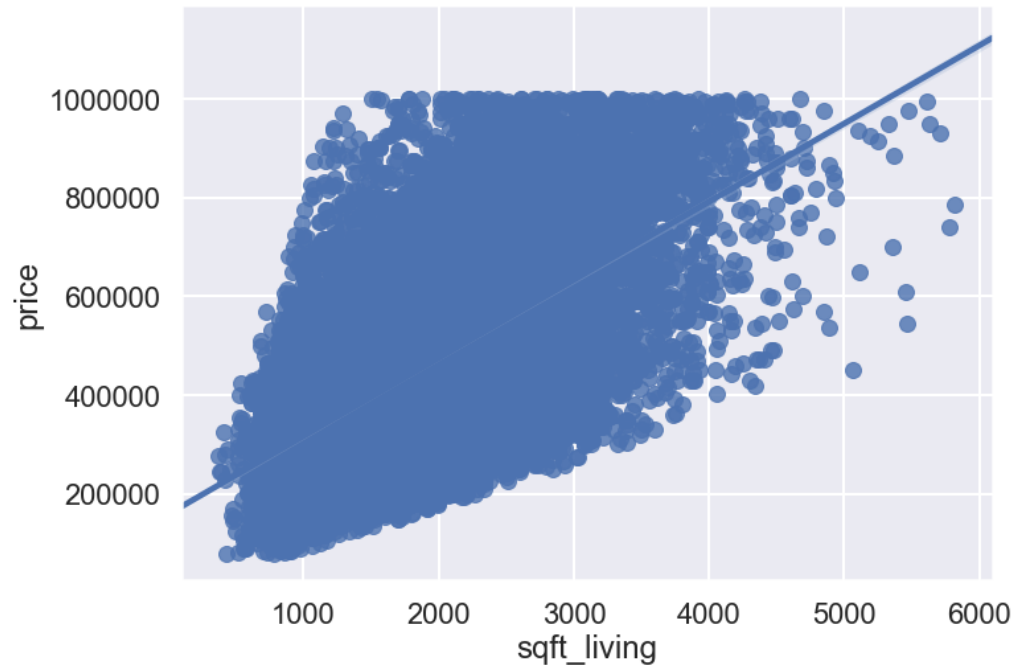
Grade

- Grade is the quality of the house
- The higher the grade, the better materials and features of the house.
- If you know the grade, you can determine intervals for pricing



Sqft of Living Space and neighbors

- The overall size of the house and the surrounding neighbors.
- Simple to understand. The bigger the house, the higher the price generally.



Why this matters

- Knowing these three housing features. You can generally predict the selling point of a house and if it is sold through the TurnKey program Amazon will be able to provide its services.
- You will be able to estimate services available for specific houses in advance of them selling.