



Fact Sheet

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HearthandBeam.com

Launched in June 2016, HearthandBeam.com is a new way for homeowners to share their valuable and memorable improvement projects and house-to-home journey while driving a more emotional connection with proof points for potential sellers, realtors, DIY homeowners and renovation experts in the residential market place.

- Every story can be shared to social media including **Facebook**, **Instagram** and **Twitter**
- Stories may be tagged for easy search by kitchen, bath, outdoor spaces, etc.
- Renovations categorized by interiors, exteriors, design and projects





Homeowners create a free profile to storyboard and share the details of their home improvement projects.

Homeowners can also -

- Upload photos and video to journal house-to-home transformations.
- Share memorable experiences about living in their home while meeting new friends and like minded DIY creators
- Journal stories about their neighborhood
- List their home for the **HearthandBeam.com** community when they are ready to move
- Share a storyboard with a real estate agent to bring their listing to life
- Ask local experts questions about a renovation they are currently working on
- Write reviews on experts and agents profiles and posts
- Secure file sharing and inventory features for project collaboration



Agents & Brokers

Joining for a monthly subscription of \$20.00 for up to 10 shared home stories, hearthandbeam.com helps realtors connect with their clients and share the improvement history of each home they have on the market.

Agents & Brokers can also -

- Highlight the unique traits and stand out features of each listing
- Blog about their skills, talents and insider knowledge about the local real estate market
- Share their experiences and knowledge about the charm and appeal of specific neighborhoods
- Answer questions about improvement projects that bring the highest return
- Secure file sharing and inventory features for project collaboration



Experts

Also joining for a monthly subscription, experts include architects, designers, builders and those that specialize in remodeling improvements and landscaping design. Subscription pricing increases with the amount of stories being shared.

Experts are encouraged to -

- Answer homeowner questions and concerns and offer promotional incentives to HearthandBeam.com community members
- Share their before and after photos and videos of current and recent renovation projects
- Upload tips and recommendations to help DIY enthusiasts
- Offer local knowledge about remodeling projects by climate and season
- Secure file sharing and inventory features for project collaboration

