

HomePath® Online Offers Fact Sheet

Online Offers Overview

During 2011, Fannie Mae began testing the HomePath Online Offers Program in select markets to collect and manage offers on properties listed on HomePath.com. The Program was designed to ease and create transparency during the offer submission process with the following features:

- An easy to use, self-service offer submission system that can be accessed through HomePath.com
- A transparent offer process that keeps Selling Agents informed of the status of their clients' offers on HomePath properties listed on HomePath.com
- Improved communication between the Selling Agent and the Listing Agent regarding offers on HomePath properties listed on HomePath.com

In the test markets, Selling Agents preferred HomePath Online Offers Program to other submission methods:

- Over 8,000 agents registered and placed at least one offer using the HomePath Online Offers Program
- A survey of agents who placed at least one offer showed that:
 - About 75% recommend expanding the HomePath Online Offers Program to additional markets
 - Over 80% felt that the Program gave them better visibility into the status of their offer

Based on the positive results from the Selling Agents in the test markets, Fannie Mae is expanding the HomePath Online Offers Program to additional areas. Beginning on Wednesday December 7th, Selling Agents who wish to submit an offer on any HomePath property listed in California and Florida must use the HomePath® Online Offers Program.

Information for Real Estate Professionals

Selling Agents

- Beginning December 7th, Selling Agents who wish to make an offer on a Fannie Mae REO property within California and Florida are required to submit offers through the Online Offers system
- Selling Agents must register to create an agent account on HomePath before submitting an offer
- Agents may access training materials by visiting: <http://www.homepath.com/offerQuestion.html>
- Fannie Mae plans to expand the HomePath Online Offers Program to additional states in early 2012

Listing Agents

- In preparation for the December 7th launch, Fannie Mae Listing Agents must update each actively marketed Fannie Mae HomePath listing in their local MLS as follows:
 - In the Agent Only Remarks: *"The seller has directed that all offers on this listing made on or after December 7, 2011 should be made online in HomePath.com. Please click on www.homepath.com to make an offer."*
 - An abbreviated version of the Agent Only Remarks is: *"Beg. 12/7/11, offers must be made online via homepath.com."*
 - Listing Agents will insert the same instructions into the Agent Only Remarks in the MLS listing on any new Fannie Mae HomePath property that you are listing in California and Florida beginning on the launch date
- Fannie Mae provided training to Listing Agents who represent HomePath properties in California and Florida

Additional Resources

- Recorded webinars are available online in the HomePath Online Offers System. Any listing eligible for Online Offers will have a “Make an Offer” button. To the immediate left is a button with a question mark. Click the question mark to access training and resource materials
- Beginning December 7th, Real Estate Professionals with questions about HomePath Online Offers may call the Customer Support line at 866-218-4446
- For questions and inquiries about HomePath properties and Fannie Mae, Real Estate Professionals and consumers may always call the Fannie Mae Resource Center at 1-800-7FANNIE (1-800-732-6643)
- Coming Soon! Marketing materials and resources will be available to California and Florida Realtor Associations in early 2012

Spread the Word and Let Us Know How We’re Doing

- Distribute a short statement to inform your members of the HomePath Online Offers Program. The statement will contain key points of the test and links to the webinars. An example statement is below
- Provide Fannie Mae with feedback on the effectiveness of the Program

Sample HomePath Online Offers Program Statement for Members

Beginning December 7th, Fannie Mae will launch the HomePath Online Offers Program to collect offers and manage the offer submission process on properties listed on HomePath.com. Agents and brokers, representing buyers, are now required to submit offers exclusively on HomePath.com. All properties listed in California and Florida are eligible on the designated launch date.

Online Offers Program Benefits

The HomePath Online Offers Program is designed to ease and create transparency during the offer submission process with the following features:

- An easy to use, self-service offer submission system that can be accessed through HomePath.com
- A transparent offer process that keeps Selling Agents informed of the status of their clients’ offers on HomePath properties listed on HomePath.com
- Improved communication between the Selling Agent and the Listing Agent regarding offers on HomePath properties listed HomePath.com

Register with HomePath.com to Participate

- Selling Agents (agents representing buyers) who wish to make an offer on a Fannie Mae-owned property within the pilot markets are required to have an agent account on HomePath.com
- If you already have an agent account on www.homepath.com, click the “Log In” button. When prompted, enter your ID and password and continue the “Make an Offer” process
- If you do not have an agent account on HomePath, when you click “Make an Offer”, you will be prompted to “Register Now”. Registration is only necessary the first time you make an offer

Check out the Training Materials and Support

- Beginning December 7th, Selling Agents may access training materials, FAQs and many other resources on the HomePath Online Offers Resource page, www.homepath.com/offerQuestion.html
- Selling Agents can also find additional resources by logging on to www.homepath.com. Click the “question mark” to access training and resource materials on this program
- Selling Agents may call the HomePath Online Offers Customer Support line at 866-218-4446
- Coming Soon! Marketing materials and resources will be available to California and Florida Realtor Associations in early 2012

For Support and Questions, email homepath_online_offers@fanniemae.com