



Fannie Mae REO Agent Call

Single-Family Real Estate – Marketing

June 2024



Fannie Mae®



Agenda

- Key Dates
- HomePath for Listing Agents
- Escalations
- Q&A



National Homeownership Month



National Homeownership Month is in June. It celebrates the value that owning a home brings to families, communities, and neighborhoods across America.



Key Dates

Dates are subject to change. Please refer to the most recent Vendor Desk communications.

- Your next business call will be hosted by the Renovations team in August.
- Fannie Mae will be closed on the following days:
 - June 19
 - July 4-5
 - August 30

Agent Learning Series: *HomePath Affordable Products and Buyer Concessions*

Date: June 27th at 2:00 PM Central Standard Time

In honor of Homeownership month join our HomeReady team as they explore the different products and concessions available to homebuyers.

Watch for the meeting invite from the Vendor Desk.





HomePath for Listing Agents



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Role of the Listing Agent in HomePath

Engagement is required and plays a vital role in successful marketing and disposition of HomePath properties.



Marketing Materials

Display flyers, window clings and sign riders.



Verify Listing Details

Ensure HomePath listings are accurate.



Offer Management

Support the offer process between buyer and seller.



Communication

Support proper exchange of timely information.

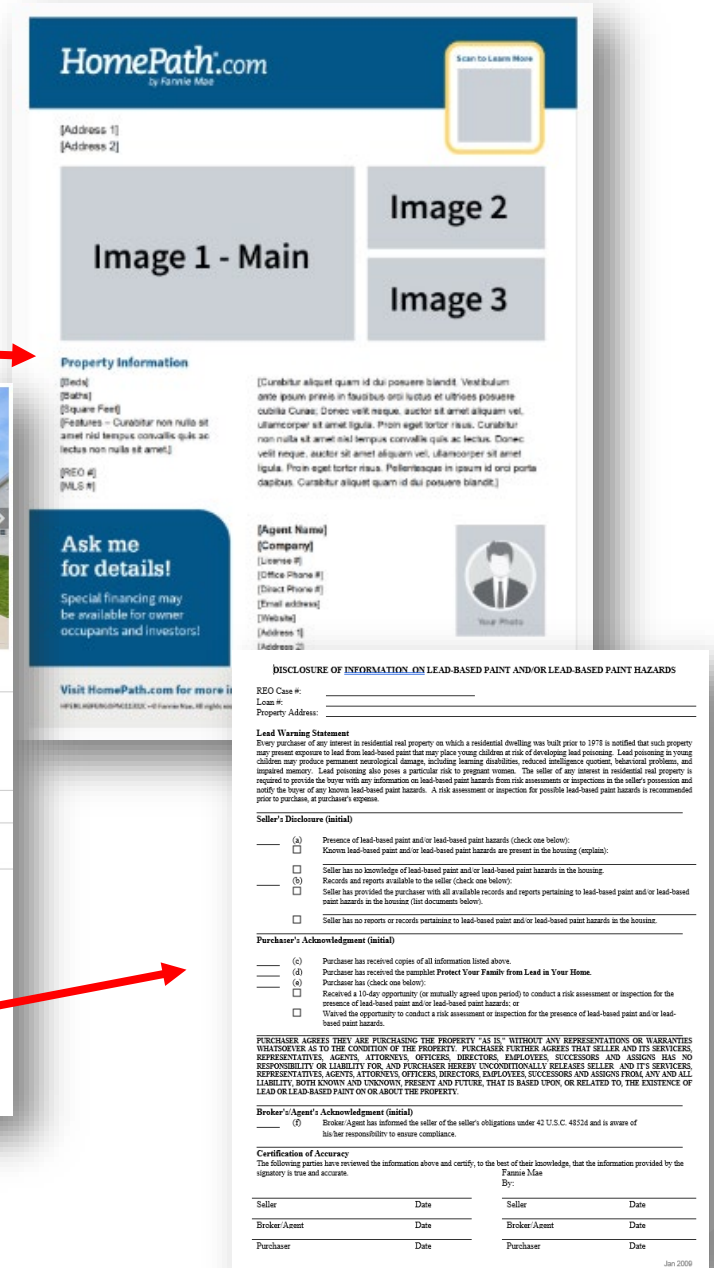
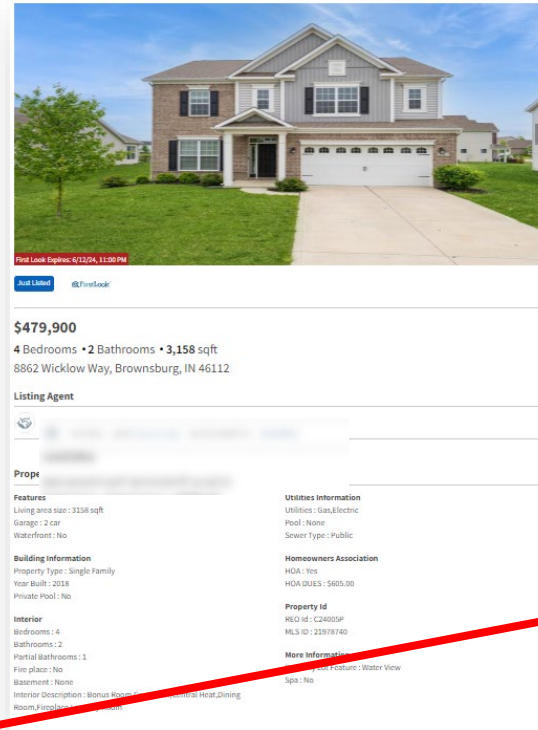


Verify Listing Details

Information submitted into Equator tasking will feed to HomePath.

Marketing Description Task

Equator Task Field:	Feeds to HomePath:
Marketing Description	Marketing Materials - Flyer
Property/Lot Feature	
Interior Features	
Exterior Features	
Garage Description	
MLS Number	HomePath Property Details Page
Pool Description	
Basement Description	
Lot Size	
Subdivision Name	
Real Estate Tax Paid	
Real Estate Tax Year	
Utilities Description	
Sewer Description	
Elementary School Name/District	
Middle School Name/District	
High School Name/District	
HOA	
HOA Amount	
Parking Desc	
Year Built	



* MLS Number will be associated with HomePath listing. If you utilize more than one MLS or if the MLS number in the Marketing Description task is invalid, the listing will be displayed twice (HP and Non-HP).

Certification of Accuracy			
The following parties have reviewed the information above and certify, to the best of their knowledge, that the information provided by the signatory is true and accurate.			
By:		By:	
Seller	Date	Seller	Date
Broker/Asst	Date	Broker/Asst	Date
Purchaser	Date	Purchaser	Date




Verify Listing Details

It is critical that Agents verify the listing details. We need to make sure that all the data points are displaying in HomePath as expected.

Upon Listing

- ✓ **Confirm listing is active** on HomePath by **property search** and **REO ID search**. *Your Offer Management Dashboard in HomePath will only display properties with offer activity. Active listings will not be displayed in your dashboard without offer activity.*
- ✓ **Verify property details** such as year build and lot size are correct. Ad hoc the **Marketing Description** task in Equator if corrections are necessary (Contact your Sales Rep for bed, bath or square feet).
- ✓ Verify Listing Agent contact information.
- ✓ Professional **marketing photos are displayed**. Photos feed from the **Supply Marketing Photos** task in Equator.
- ✓ Customize and download **Marketing Materials** in HomePath. Professionally print and display in property.



First Look Expires: 6/5/24, 11:00 PM

Just Listed @FirstLook

\$317,900
3 Bedrooms • 1 Bathrooms • 1,174 sqft

Listing Agent

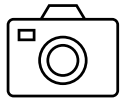
Property Details

Features Living area size : 1174 sqft Lot size : 9583 sqft/acres Garage : 2 car Waterfront : No	Utilities Information Utilities : Gas,Electric Pool : None Sewer Type : Public
Building Information Property Type : Single Family Exterior Description : New Roof Year Built : 1979 Private Pool : No	Homeowners Association HOA : No
Interior Bedrooms : 3 Bathrooms : 1 Fire place : No Basement : Unfinished Interior Description : Central Air,Fireplace	Property Id REO id : C1901KH MLS ID : 50341166
	More Information Property Lot Feature : Cul de sac,Ranch Parking Description : Garage 2 Car Spa : No



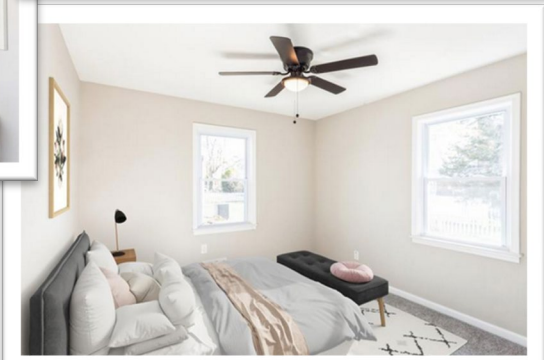
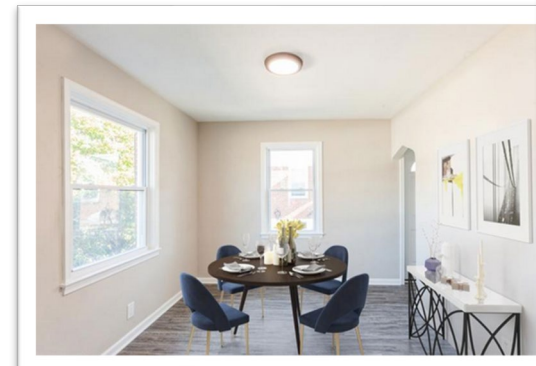
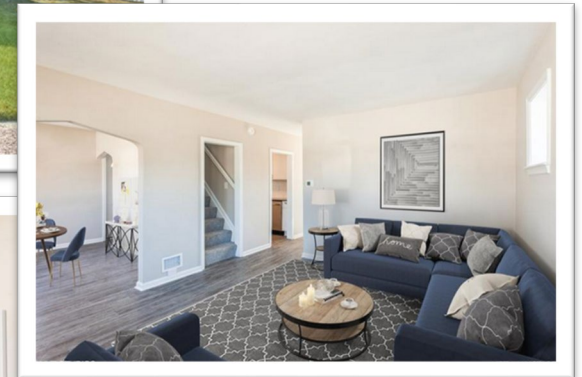
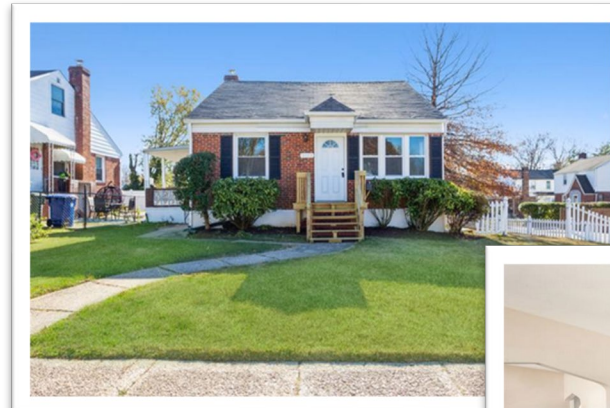
HomePath Marketing Photos

HomePath is the public face and primary source of information about Fannie Mae REO. It is critical that the properties listed are presented accurately and with their “best foot forward.”



Guidelines for Uploading Photos to HomePath

- The **Supply Marketing Photos** task feeds photos from Equator to HomePath. This task will automatically trigger when we are ready to list. ** Photo sequence ticket in the backlog.*
- Include a minimum of ten professional photos that show positive attributes.
- Photos should be appropriately-sized with the primary photo being a shot of the property’s front view. No date stamped photos.
- If the season changes, upload replacement photos. You can ad hoc the **Supply Marketing Photos** in Equator.
- Virtual staging makes a great first impression. Consider ordering drone, twilight shots and virtual staging through VHT.



VHT Support: Text or Call (800) 790-TOUR (8687)
My.vht.com

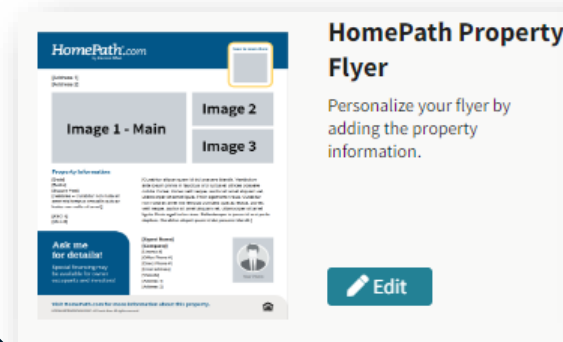


Marketing Materials

Fannie Mae expects every active listing to have property-specific, HomePath branded flyers which include marketing photos, property information and agent contact information.

In HomePath:

- Customize property flyers and window clings .
- Download property specific QR code decals for sign rider.
- Download incentive flyers and HomePath logos.



HomePath Property Flyer
Personalize your flyer by adding the property information.

Image 1 - Main
Image 2
Image 3

Property Information

Ask me for details!

[Edit](#)

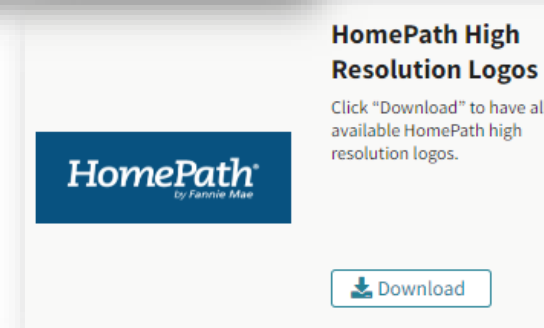


HomePath Incentive Flyer
Click "Download" to have the flyer ready for printing.

Closing cost assistance may be available for owner-occupant buyers of HomePath properties.

6%
Closing cost assistance

[Download](#)



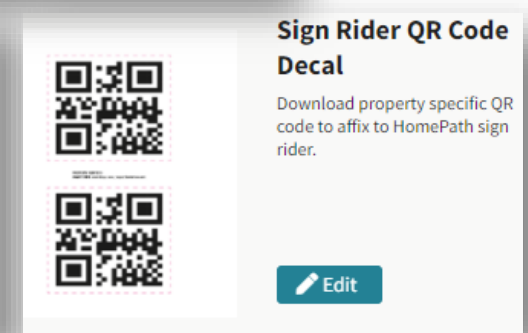
HomePath High Resolution Logos
Click "Download" to have all available HomePath high resolution logos.

[Download](#)



HomePath Window Cling
Personalize the window cling with your information.

[Edit](#)



Sign Rider QR Code Decal
Download property specific QR code to affix to HomePath sign rider.

[Edit](#)

Marketing materials job aid can be found by clicking [here](#).



Offer Management

How can you assist in making the online offer process flow seamlessly?



Upon receiving new offer

- Login to Homepath and review offer(s).
- Contact buyer's agent to introduce and discuss the offer.
- In compliance with state and local law, disclose in writing any known issue(s).
- Does the buyer qualify for AMI?
- Verify if there are any contingencies.
- Confirm any eligible bonus, concessions, etc. are included in the offer details.
- Communicate offer details to your Asset Manager by selecting "view" and expanding the "comments" section within the offer. This section is visible to list agent and seller only.
- Upload any required documents including proof of funds, prequal, state/agency disclosures, etc.
- Monitor offers during negotiations and address any seller conditions or requests.



Offer Management Dashboard

Your dashboard will display properties with offer activity only. To view your listing, conduct a property search on HomePath.

Offer Management

REO ID: Filter displayed results

Status: All

- Offer Submitted
- Negotiating
- Buyer Accepted Terms
- In Review
- Accepted by seller

Search by REO ID or filter for status or free form text.

of offers in negotiations

of new offers

REO ID	Assigned To	FM Program	MOR	Negotiating	New	Date	Actions
A1702D2	EMILY BELDEN		12/15/2022	0	3	04/21/2021	Pending Seller Response
C210004	MELISSA GONZALES			0	1	10/01/2021	Pending Seller Response

Open offer here

Asset Manager

MOR Expiration Date

Date offer version received

Which party is pending action

4933 Morgan's WalkX, GALESBURG, IL, 61401

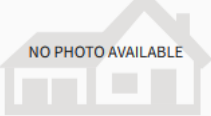
ORLANDO, FL, 32817

Items per page: 100 1 - 2 of 2



Offer Management Dashboard

From this view you can review all offers on a specific property. You can also select “offer history” or “view” for offer specific details.



REO ID A1702D2	ADDRESS 8509 PORT SAID ST Orlando, FL 32817	PROP TYPE Single Family	EQ STATUS Available	OCCUPANCY Vacant	CHANNEL Unknown
ALT DISP	MRKT START As Is	LIST PRICE 194000	LIST DTE EXP 05/11/2018	CLOSE DT	1st LOOK EXP
DAYS INV / DOM 2246/ (1169)	AGENT ROD D'ENTREMONT	SALES REP BRAD EUBANKS	HECM Yes	HOA No	
MRKT TITLE EST	MRKT TITLE EXP	MRKT TITLE EXT	CLEAR TITLE Yes		

Offers Show Offers All Offers Sort Order Status

← Back Search

Active MOR's will display expiration date

Offer Round Expiry Date
12/15/2022

Create New Offer Round Compare

New Offers

Offer# 31

New Status History

1st Look	Ver.#	Identity	Sent From	Sent To	Offer Date	Financing type	Public Funds	AMI	Offer Amt	Net Amt	Offer To List
→	1	Buyer	C. Test	B. Eubanks	03/24/2023	VA	No	NO	\$190,000.00	\$190,000.00	97%

Identifies if Seller or Buyer sent this offer version.

PF = No, Retail Sales Rep
PF=Yes, contact PF Sales Rep

To see full offer history.

Offer History Buyer: Zoom Johnson (Owner Occupant)

To see most recent Seller/Buyer offer version.

View





Offer Management Dashboard

Select “view” and expand additional sections for more offer details.

Offer# 31

New Status History Offer History Buyer: Zoom Johnson (Owner Occupant)

First Look	Ver.#	identity	Sent From	Sent To	Offer Date	Financing type	Public Funds	AMI	Offer Amt	Net Amt	Offer To List
	1	Buyer	C. Test	B. Eubanks	03/24/2023	VA	No	NO	\$190,000.00	\$190,000.00	97%

To see most recent Seller/Buyer offer version.

[View](#)

Offer Level Data

Buyer Information

Section 38

Documents

Comments / PE Funding source comments

Latest Seller/Buyer Offer versions

Contact Information for Buyer’s Agent & Lender

Selections are made by Seller

Upload certificates, prequals, disclosures. Contract & amendments will auto load after execution.

Visible to List Agent & Sales Rep only.

Expand



HomePath Offer Status

Offer Management

REO ID: _____ Status: Action Required

Filter displayed results: _____

REO ID	Address	Assigned To	FM Program	MOR	Negotiating	New	Date	Actions
A1709JQ	3629 38TH ST NW 101, WASHINGTON, DC, 20016	ASHLEY HOPKINS			2	1		No Action Required
A21002M	8721 West MewsX, BEVERLY HILLS, FL, 34465	EMILY BELDEN			0	1	05/14/2024	Pending Seller Response
C210004	4933 Morgan's WalkX, GALESBURG, IL, 61401	MELISSA GONZALES		10/31/2023	0	1		No Action Required

Identify if any action is pending ↓

↑ Open offer for more offer status details.

HomePath Offer Status	Definition
New Offer - Pending Seller Response	Offer received Seller has not reviewed
Negotiating - Pending Seller Response	Buyer responded, pending seller review and response
Negotiating - Pending Buyer Response	Seller responded, pending buyer review and response
Buyer Accepted - Review and Approve Offer	Buyer accepted. Pending final approval by Asset Manager
In Review - Pending DOA	Asset Manager approved. Pending approval by Sales Manager/Director
Accepted by Seller - Pending Buyer Execution	Contracts sent to Buyer(s), Buyer Agent & Listing Agent via DocuSign
Buyer Signed Contract - Pending on EQ	Offer data integrated into EQ. Pending MI approval if applicable.
Ready for Execution - Pending Seller Execution	Offer data flows back to HP and contract sent to Asset Manager via DocuSign
Contract Executed	Updates based on EQ Status
Closing Initiated	
Closing Completed	
Post Closing Initiated	
Completed	
Cancelled	

Held In Review

Offer# 1

Held For Review (Seller has accepted the offer terms waiting on buyer to sign the contract) Status History Offer History Buyer: Ccfname Cclname (Owner Occupant)

First Look	Ver.#	identity	Sent From	Sent To	Offer Date	Financing type	Public Funds	AMI	Offer Amt	Net Amt	Offer To List
	1	Buyer	C. Test	B. Eubanks	01/05/2024	Conventional	No	NO	\$500,000.00	\$475,000.00	101%

View





Offer Management

How can you assist in making the closing process flow seamlessly?



Upon offer acceptance

- Follow up with all parties to execute the contract.
- Confirm earnest money has been forwarded to Seller's attorney upon contract execution.
- Monitor the case for buyer's inspection compliance.
- **Manage offer renegotiations in Equator.**
- Maintain communication with lender, closer, agents or any party related to the closing.
- You will be tasked weekly with **Is Closing on Schedule.** This task is used for extensions only.





Sales Amendments

Use required verbiage when Fannie Mae agrees to closing concessions:

Seller will contribute up to \$ _____ towards, but not to exceed, the amount of buyer closing costs, points, and prepaids. Credit excludes costs for title insurance, taxes and assessments, broker fees, and POC items. In the event that the buyer's lender restricts the allowable Seller contributions toward Buyer's closing costs, Seller's actual and total contribution shall be limited to the allowable amount.

Seller will perform repairs prior to closing not to exceed \$ _____ in accordance with Section 8 of this contract.

Need to add an additional buyer?

1. Edit the offer in EQ
2. Note in offer comments the new buyer's name and address.
3. Click Submit.
4. Upon approval, upload a new CONTRACT package to the **Send Signed Amendment** task.

*** Seller requires a new contract vs. amendment to add an additional buyer.**

If there is an active amendment task and the offer is re-negotiated, the amendment task will be cancelled.

You must ensure ALL changes including subsequent changes are included on the new amendment.





Communication & Escalations



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Agent Escalation Guide

- ❖ **Send messages in Equator for visibility**
- ❖ Do not include higher points of contact on your initial request
- ❖ Allow 24 business hours for a response before escalating to next point of contact
- ❖ Direct messages to appropriate party if contact is out of office
- ❖ Do include the previous points of contact in each level of escalation
- ❖ Subject line should clearly state the issue in addition to the request numbers

	Potential Topics	1 st Point of Contact	2 nd Point of Contact	3 rd Point of Contact
Marketing & Sales Team email box only to be used when your 1st point of contact is out of office. REOsales_three@fanniemae.com	Updated BPO's, MMR's, offer negotiations, expenses, etc.	Sales Rep	Sales Manager	N/A
Public Funds Team email box only to be used when your 1st point of contact is out of office. publicentity_reosales@fanniemae.com	Offers from public entities, public funds, demo donations, etc.	Public Funds Sales Rep	Public Funds Sales Manager	N/A
Field Services	Special requests, periodic cleaning, winterizations, emergencies such as flooding, roof leak, etc.	Field Service Company	Field Service Specialist	Field Service Manager
Title Issues	Title Issues found by Buyer's Title Company, Blocked Property Access, Property Encroachment	Title Company	Title Specialist	Title Lead
Closing Issues	EMD Questions, Closing Status	Closing Company	Closing Specialist	Closing Lead
HOA/Tax Issues	HOA issues, orders, and fines.	HOA or Tax Company	HOA or Tax Specialist	HOA or Tax Lead
Code Violation Issues	Maintenance, health, and safety violations.	Code Violation Services	Code Compliance Specialist	Code Compliance Manager





List Agent Resources

Worldapp_support@fanniemae.com

HomePath_Website_Support@fanniemae.com

Repair Expectations Box training <https://fanniemae.account.box.com/login>

Box demo [Completing Non-SAM Repairs in WorldAPP](#)

Business Portal Link: [Real Estate Owned \(REO\) Agents and Vendors | Fannie Mae](#)

Equator Support - 310-469-9168 or agenthelp@equator.com

Precedent

- 786-452-1807
- Send W-9 to RealtorInfo@precedentmgmt.com

VHT

- My.VHT.com
- For Support: Orië Roberts, Regional Sales Director oroberts@matterport.com 406-471-8479

Listing Agent HomePath Password Reset

- <https://passwordreset.fanniemae.com/#/signin/forgot-password>



Q&A





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