

# LAMP

## Listing Agent Marketing PUSH

*Lighting the Path to Listing Agent Engagement*

- New listing ValueTest.ai marketing
- Valuetest.ai Transaction Test for Appraisal Troubleshooting
- Agent Outreach within Fannie Mae Guidelines
- Appraisal Gap/ROV Support
- Annual Equity Reviews with Co-Marketed Valuetest.ai
- Prospektr CMA with Lead Gen Tools

**“An innovative plan now exists for lenders to be prepared for any referral chain disruptions post NAR settlement”**

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Created for Loan Officers by:



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