The HoodQ Homebuyer Hub

Frequently Asked Questions

1. **What is the HoodQ Homebuyer Hub?**

This one-stop homebuying research platform features detailed and trusted neighbourhood data. You can access:

- Detailed Address and School Reports for every address
- Guides and maps for every neighbourhood in the GTA
- The SchoolLife Resource Centre for a variety of school information including School Locator Tool, Neighbourhood School Guides, and much more
- A Personalized Recommendation Engine that gathers clients' lifestyle, location, and home wish-lists via a short quiz, to generate a list of neighbourhood recommendations
- An information centre with content related to financing, neighbourhoods, and other important topics for homebuyers

2. **Can I get a personalized version of the Hub?**

You have access to a personalized version of the Homebuyer Hub so that your name appears front and centre with your unique link.

3. **How do I use my custom link (personalized URL)?**

You can include your custom link on any marketing materials, including flyers, social media posts, plus share it with your current clients and prospects. Anyone who accesses that link will see your personalized Hub.

4. **Can I change my display name or my custom link?**

Yes, you can change either or both. Just log in to the Hub and you will see the option to edit.

5. **Can I change the colours of the Hub to match my brand and add pictures?**

The only customization options available currently are changing your display name or your custom link.

6. **I have clients outside the GTA – how can they use my custom link?**

Your clients can access your Hub to create free reports for any address. Currently, the features of the Hub are only available for neighbourhoods and schools in the GTA.

7. **I want to change my custom link, are there any restrictions?**

Yes, links another REALTOR® is already using and generic words like the name of a city are restricted. Your custom link should be individual to you or your team, not generic.

If you change your custom link, any previously shared or bookmarked URLs will no longer show your name, just an unbranded version of the Hub. You will need to share your new link with anyone with your old link so that they can update their bookmarks and continue to see your version of the Hub.

8. **How can I use the Hub for my team?**

There are a few different options for teams using the Homebuyer Hub. You can pick one account and change the display name, email address, and custom link to the team's information. Everyone on the team can simply use the team version, and not use their own generated accounts. This is a good fit for teams that use an 'info@teamname.com' shared email.

Alternatively, each team member can edit their display name and use a special link to reflect the team as well as themselves, e.g. Jane Smith - Jones Team as the display name and hoodq.com/jane-jonesteam as the link. This is a good fit for teams where members want to be individually contacted and market themselves individually, but still promote the team.

Or, you could do a combination of the above. Maybe your team leader has a team-branded account, and your whole team shares that link on social media, but each team member uses their own link with their own display name for established clients.

9. **How can potential clients contact me through my Homebuyer Hub?**

To allow potential clients to contact you, grant permission for LSTAR to give your email address to HoodQ. It will only be used for the purpose of enabling a contact form on your personalized Hub.

If you have not granted access, visit the Hub, click the pencil icon next to your name or click Edit Profile in the footer. You will see an option on the next screen to grant permission, or revoke it.

If you grant permission, a link will appear in the Hub footer to contact you.

10. I want to revoke permission for clients to contact me, or re-enable permission?

To change your permission settings, access the Hub, click the pencil icon next to your name or click Edit Profile in the footer, and you will see an option on the next screen to grant permission for LSTAR to share your email with HoodQ for this purpose, or revoke it. If you grant permission, a link will appear in the Hub footer to contact you.