



CALIFORNIA  
ASSOCIATION  
OF REALTORS®



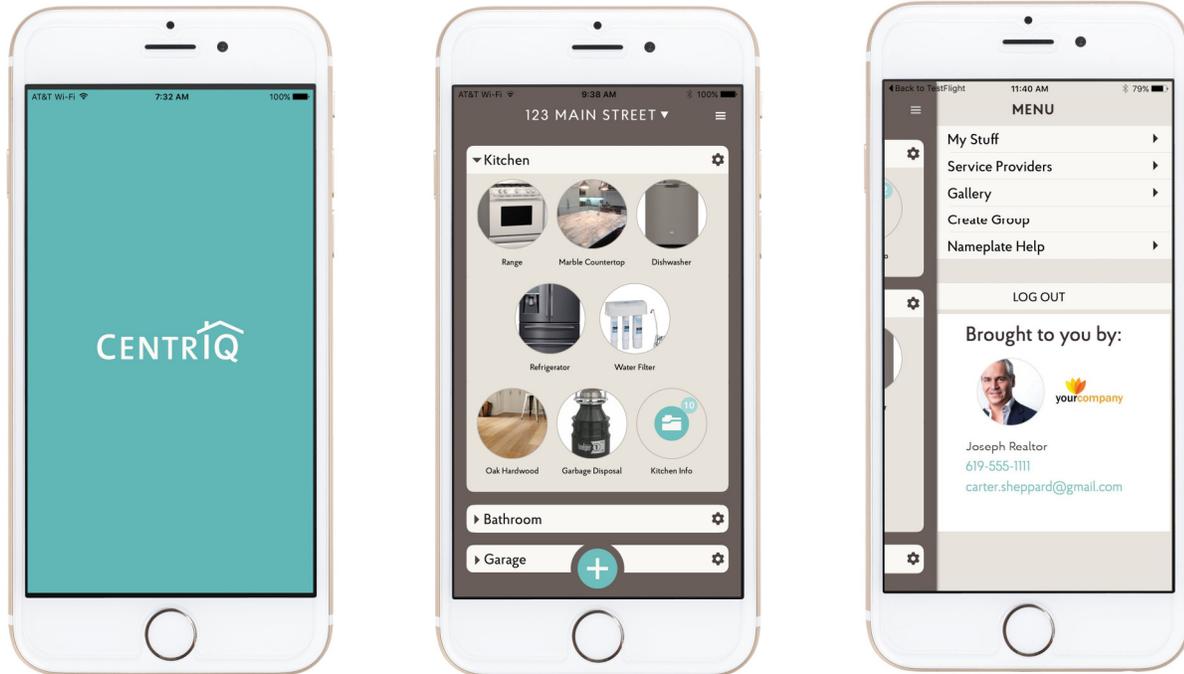
CENTRIQ™  
Your home in your hands

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## The CALIFORNIA ASSOCIATION OF REALTORS® and Centriq announce a partnership that helps REALTORS® simplify homeownership for their clients

San Francisco, Jan. 25, 2017 – Real Estate Business Services® Inc. (REBS®), a subsidiary of the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.), and Centriq have announced an exclusive marketing partnership to promote the Centriq app to the real estate industry in California. Centriq’s new app enables the easy transfer of knowledge from the home seller to the buyer in a real estate transaction. In addition, it aggregates everything buyers need to know about their new homes in one place -- from user’s manuals and appliances, to “how to” videos, and even recall alerts and manufacturers’ recommended maintenance schedules. Customized specifically to *each* home, Centriq helps consumers easily track and manage the ongoing maintenance of their homes and move in with confidence, eliminating many post-sale questions.



Real estate agents and brokerages can sponsor Centriq, which enables agents to give a branded version of the app to their current and past clients, making it useful for referrals and future business. In support of this partnership, Centriq has launched an exclusive website for California real estate agents where they can sign up for a sponsorship account.

**How it works:** REALTORS® sign up for sponsorship at [www.centriqhome.com/CAR](http://www.centriqhome.com/CAR), and create a profile by uploading their logo, photo, and contact information (which is what is seen in the app by their clients). Then either the REALTOR® or their client can add and digitize their home systems and major appliances, a process that simply involves taking photos of the identifying labels on those items. From these photos, Centriq’s patent-pending technology obtains the makes, models, and serial numbers, and then populates the app with the manufacturers’ information, including user’s manuals, maintenance schedules, lists of commonly purchased parts and supplies for maintenance and repair, and even “how to” videos from experts. In addition, sponsoring agents can work with sellers to capture other home-specific knowledge that will be useful to buyers (e.g. existing service providers, important documents, and even paint colors).

**Benefits for REALTORS®:** Giving homeowners the Centriq app also benefits REALTORS®. Digitizing a home with Centriq is typically done early in the listing process to reduce prospective buyers’ anxiety and uncertainty - and the resulting contingencies that often accompany the offer. It can also help REALTORS® differentiate listings to attract more buyers, reduce post-sale “how do I” calls, and most importantly, stay top-of-mind with homeowners to facilitate repeat business and referrals.

The Centriq app was developed by Centriq Technology, Inc.

**About Centriq:** Centriq was founded in January 2015 by software executives who were also frustrated homeowners looking for a better way to stay on top of their homes. They realized that a home, the single most expensive and complicated purchase that most of us will ever make, should come with an interactive, intelligent user’s manual. Centriq is headquartered in San Francisco, and has a global team of 30, with a strong advisory board that includes executives from the National Association of Home Builders, The Home Depot, Salesforce, Dropbox and Accenture.

If you’d like more information on Centriq, please contact:

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Download Centriq at: <http://apple.co/2aw6qED>

#### **About Real Estate Business Services®**

Real Estate Business Services® Inc. (REBS®) is a subsidiary of the [CALIFORNIA ASSOCIATION OF REALTORS®](#) (C.A.R.) and is the leading provider of real estate products and services to practitioners in California and nationwide.

#### **About the CALIFORNIA ASSOCIATION OF REALTORS®**

Leading the way...® in California real estate for more than 110 years, the [CALIFORNIA ASSOCIATION OF REALTORS®](#) (www.car.org) is one of the largest state trade organizations in the United States with 185,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

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