

WHAT IS UPDATER?

Updater is an amazing technology that helps people who are moving organize and complete all of their moving-related tasks (think things like reserving a moving company, connecting home services, updating accounts, forwarding mail, transferring utilities, etc.) Best of all, Updater is branded and customized to each client's unique move.

WHAT SERVICES DOES UPDATER OFFER?

Updater offers a number of wonderful, time-saving services for your clients. They can forward their mail online, notify all the organizations they care about of their new address, send digital moving announcements, and much more. If you'd like to see the full product and have the chance to ask some questions, Updater hosts a product tour webinar everyday at 1pm EST/10am PST, which you can access [here](#) or through your dashboard.

WHY SHOULD I USE UPDATER OR RECOMMEND IT TO MY CLIENTS?

Clients who use Updater save serious time, money, and stress. Updater's features make you look like a hero during their stressful moving process, keep you top of mind long after closing, and can help generate referrals (and repeat business).

HOW WILL MY CLIENTS BE MADE AWARE OF THIS SERVICE?

Updater will send customized email invitations to your clients. (The email will appear to come from you, sent "via Updater"). The special unique link in the email will direct the clients to their Updater website, and the entire experience will be personalized for each client.

WHAT IF MY CLIENT WISHES NOT TO BE CONTACTED OR RECEIVE ANY EMAILS?

Of course Updater will never send invites to clients who wish not to receive them. In the unlikely case that you do have a client who does not wish to take advantage of this awesome technology, you can cancel their invite from within your dashboard. If your company is integrated with Updater, we will also send you an email notification two days before your client's invite is sent so you can make any necessary changes or cancellations. That way, you'll never be caught off guard.

IS MY CLIENT'S INFORMATION SAFE WITH UPDATER?

We will never share your clients' information with a third party unless instructed by the client. Updater takes privacy very seriously and has a very strict user agreement. To learn more, you can read the full privacy policy [here](#).

WHAT HAPPENS IF MY CLIENT'S MOVING DATE CHANGES?

Updater is designed to help minimize related complications for you and your clients. When your clients organize and complete their tasks via Updater, it's much easier for them to communicate date changes or cancellations with third parties, and update forms/orders. They just email their Updater Moving Concierge with the date change or cancellation, and Updater takes care of the rest. Without Updater, your client would be left managing the change all alone! So, Updater actually helps minimize risks and complications related to date changes or transactions falling through.

IF MY CLIENTS ARE RECEIVING INVITES AUTOMATICALLY, WILL I BE NOTIFIED WHEN AN EMAIL GOES TO THEM?

If your company is integrated with Updater, in addition to receiving a notification email two days before your clients receive their Updater invitation, you can choose to receive an email receipt after your client receives their invite. To manage your notification settings, just go to the Invite Settings tab in your agent dashboard.

WHAT IF I HAVE A PROBLEM USING THE SITE?

If you have questions or need help, you have a few great options. Updater's Support Stoop [blog](#) is great for learning how to maximize your Updater account and the resource center is great for quick questions and how-to's. But if you get really stuck (or just want to say hi!) you can always reach out to success@updater.com.

CAN I USE THIS NEW SERVICE FOR PROSPECTING?

Of course! Listing presentations are an ideal time to mention that you offer Updater – you understand that moving is a hassle, which is why you've invested in technology to help your clients save time, right when they need it the most!

You could even go a step further and promote the fact that you use Updater on your blog, website, or social media pages. That way, not only will your current clients see that you offer Updater, but potential clients who are checking out your website will, too.

This document contains suggestions and best practices that you may use at your discretion.

Questions? Email success@updater.com.