



HOMETRACKR



HOMETRACKR & CANYON TITLE PARTNERSHIP TAMES THE WILD WEST OF REAL ESTATE

HomeTrackr Home History Report Protects Home Buyer & Seller Investments

CHARLESTON, SC & DENVER, CO – MAY 5, 2015 – HomeTrackr – provider of the “real story” behind every home, and Canyon Title – a Boston National Company, a full-service title and escrow company, today announced their partnership to provide HomeTrackr Home History Reports to Canyon Title affiliated realtors, home buyers and home sellers.

With a greater number of home buyers than sellers, Denver’s highly competitive real estate market has created a frenzy akin to the Wild West era in the late 1800s. Real estate contract “shoot outs” consistently occur in the form of bidding wars and lotteries for prospective buyers to secure the chance to purchase a home.

Denver real estate competition is so fierce that home buyers are waiving home inspections when they make an offer. HomeTrackr’s cost-effective Home History Report quickly provides detailed background information about any home to help consumers make informed decisions.

“In a real estate environment where buyers are forced to quickly make offers, HomeTrackr Home History Reports give peace of mind,” said Robert Lindley, Canyon Title CEO. “This is an invaluable tool for due diligence, especially under the current market circumstances.”

HomeTrackr’s Home History Report provides:

- **Real estate agents** an insightful tool to provide their selling and buying clients, as well as a way to set themselves apart from competing realtors.
- **Home buyers** an invaluable resource to help them evaluate what they’re getting into before they make an offer.
- **Home sellers** a great device to strengthen prospective buyer’s comfort level so deals close quicker with less surprises.

“We built HomeTrackr to make the home buying and selling experience more transparent. Our Home History Reports surface detailed property information that can be generated instantly from any Internet-connected device,” said Rich Estes, HomeTrackr CEO & Founder. “Canyon Title’s commitment to consumer transparency and technology makes this partnership a natural fit.”

By providing realtors, home buyers and home sellers with aggregate property data and analytics, smarter purchasing and selling decisions can be made before the sale. The report displays: permit records, inspection reports, any fire, water or pest damage,

maintenance alerts, contractors who've performed work on the home, and much more. "We've seen our reports save buyers thousands dollars and know it can really make a difference in the way homes are bought and sold in the future," said Estes.

"At Canyon Title, our passion is to protect the investment of home buyers and sellers in all real estate transactions," said Lindley. "This aligns with my personal intention for the industry. Offering HomeTrackr to our clients helps us make our belief even more tangible."

About Canyon Title – a Boston National Company

Denver-based Canyon Title is a full service title and escrow company that services all of Colorado and 32 other states. Driven by state-of-the-art paperless technology, Canyon Title provides a seamless customer experience that is second to none. With a passion for protecting real estate investments, Canyon Title offers the ultimate customer experience by assuring transactions close smoothly and on time. Realtor, lender and investor clients can also experience strategic marketing solutions and innovative technologies to help their business grow. Visit <http://canyontitle.com/> and @CanyonTitle.

About HomeTrackr

Charleston-based HomeTrackr creates instant digital home history reports that help homebuyers, sellers, and real estate pros make smarter purchase decisions. HomeTrackr has been dedicated to establishing greater transparency in the home buying and home selling process since 2013. For more information on HomeTrackr, please visit <https://hometracker.com/>

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