



Maestro

Maestro: A simple,
seamless tech experience

The Problem

When technology gets in the way

Technology should offer a strong foundation that supports your business today and lets you grow with the times tomorrow. It shouldn't create hassle, limit your opportunities, or keep you from doing your best work.

For years, you have navigated multiple tools to manage relationships, marketing, accounting, and consumer search. And those tools haven't always been the simplest or the best at supporting your time and your business growth.



Introducing Maestro

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A simpler, more connected technology experience

Together, we're taking an important step toward a simpler, reliable technology experience for our professionals to focus on what they do best, serving clients.

Welcome to Maestro — our new platform that is more than technology, it is an orchestrated advantage, a smarter, simpler, more connected way to work.



Why Maestro

Improve the way you work

Maestro brings together consumer search, agent marketing and CRM tools, and business dashboards into a simple, connected, and intuitive experience. It is designed to remove friction, save time, and help you stay focused on serving your clients.



One intuitive, connected experience



Clearer insights and unified systems



Simpler, streamlined workflows



Practical, helpful AI that supports your daily work



More efficient way to run your business

Why Maestro

The goal is straightforward:

**Remove friction and
give our professionals
a clearer path to focus
on what they do best,
serving clients.**



So you can do
business with
confidence.



Maestro

For agents:

Everything you need to work efficiently, **serve your clients** and grow your business.

For brokerage leaders:

A strong foundation to **manage your business**, gain insights, and support agents.

For HomeServices of America:

Streamlined and connected capabilities designed to **speed business growth**.

Everything you need to grow

01

A powerful advantage

Maestro is your key to marketing, relationship management, and transactions that flow.

02

Run your business efficiently

Maestro removes complexity and simplifies day to day work in one place.

03

Simplified workflows & single sign on

Eliminate the hassle of dozens of tools and logins.

04

Practical AI tools to give you speed and your clients' insights

We've adopted AI that works to alleviate administrative tasks and enhance consumer timelines.

Why Maestro

One solution.
Everything
under control.



A photograph of two women in a dark room, illuminated by the light from a tablet. The woman on the left is in profile, wearing glasses and a blue shirt, holding the tablet. The woman on the right is also wearing glasses and a blue shirt, looking at the tablet. The background is dark with some faint blue light.

This is an investment in your future, and we're committed to executing it well.

Support

Onboarding to Operations Support

What to Expect:

- Readiness assessments about completion of onboarding and other preparatory tasks
- Clear communication of what is happening and when
- Plenty of hands-on training opportunities for staff and agents
- A period of focused, hands-on technical support at your go-live date
- Ongoing resources to support your staff and agents



Drive Agent and Staff Success Through Training

Align training to each company's go-live so support lands at the right time

Design training to be repeatable and scalable, enhancing it as we progress

Equip agent-facing support teams with resources that help them guide agents effectively



Build excitement through awareness and simple, role-based prep

Sequence learning in a way that helps people gain confidence and deepen their skills

Agent Training Classes

- A structured rotating curriculum builds agent capability across Maestro tools.
- Flexible learning options support agents as their proficiency grows.
- Ongoing advanced training opportunities will be added over time.
- Training will be available live and on-demand.

Getting Started & People

Leads & Marketing

Transactions

AI assistant

Agent financials

Additional topics

Enterprise and Local Trainer Collaboration

Our approach blends enterprise-led essential training with support for local trainers, ensuring everyone has the tools, resources, and collaboration needed for a successful launch.

- Provide **essential training** at the enterprise level
- **Share resources** with local trainers for in-person training and support
- Build a **community of training leads** who share learnings and support each other through successive launches



Investing in our Future with **Maestro**

Maestro is an exciting investment in our people, our future, and the experience we deliver every day for our clients.



Have a **question** about Maestro?