

FENG SHUI IQ · PANEL-REVIEWED FIELD GUIDE

The ProperQi™ Score Card Playbook

How high-producing agents work ProperQi™ score cards into every stage of the deal — from the listing appointment to the closing table.

Built from a live-site working review of fengshuiiq.com/agents by a panel of five agent profiles — a luxury specialist, an international-buyer specialist, a high-volume digital-first agent, a family/relocation specialist, and a builder-relations agent — each reading the site the way their own clients would.

Reviewed August 2026. Reflects what is actually live on the site today, not the roadmap.

What Is Feng Shui, Really?

Every agent using this will get asked this question sooner or later. Here's the answer in plain English — the same framing this playbook and the site itself use throughout.

Feng Shui ('wind and water' in Chinese) is exactly what it sounds like: a practice built around how wind exposure, water, sunlight, terrain, and the physical shape of a piece of land affect a home's comfort and livability. That's not a mystical name — it's a description of what's actually being studied. Long before anyone called it Feng Shui, people were making the same observations: a home sheltered from harsh wind, near clean water, with good sun exposure and solid ground underfoot, was simply a better place to live. Feng Shui organized those observations into a formal practice.

It's also one of the oldest continuously practiced traditions of environmental observation in the world — documented for well over three thousand years, refined across generations by people whose literal job was reading landscapes for where to build and live safely. That's a long track record of real-world observation, not a modern invention. It's also why ProperQi's Form School factors — water, green space, terrain, road exposure, hazards, sun/compass direction — line up so closely with things any buyer already cares about, like walkability or a quiet lot: it's the same physical reality, described in an older vocabulary.

The single most important thing to get right when you explain this to a client: Feng Shui was never about labeling a place "good" or "bad." It's a diagnostic — understanding what you're actually dealing with — paired with a tradition of cures and adjustments for working with it. A classical Feng Shui practitioner doesn't tell a client to walk away from a home; they explain what's going on and how to improve the energy flow from there. That's exactly how ProperQi is built too: every score leads with what's already working in a home's favor, and a lower score points to what a simple, traditional adjustment (or a consultation) could improve — never a reason to rule a home out.

"What is Feng Shui, anyway?"

"Feng Shui literally means 'wind and water' in Chinese — it's a practice, going back well over three thousand years, of reading how wind, water, sunlight, and land shape affect a home. It's not about labeling a home good or bad — it's about understanding what you're working with, and there's a long tradition of simple, practical adjustments to improve the energy flow from there."

1. Get Set Up (10 minutes, once)

Everything else in this playbook assumes you've done these five things. Do them once, before your next listing appointment.

- 1 Pick your tier** based on how often you actually check properties — use the table below. You can always start free and upgrade the first week you're checking more than a couple of addresses.
- 2 Create your ClientHub account** at fengshuiiq.com/agents ("For Professionals"). If you subscribe, you'll get a one-time email sign-in link — no password to remember.
- 3 Import your existing client list.** Don't add people one at a time — in ClientHub, click "Choose file to import" and upload a CSV (name/email/phone/notes columns, or a header row we match by name) to bulk-load your whole book in one shot.
- 4 Grab your two distribution assets:** the embeddable website badge (for your listing pages) and bookmark the flyer generator (for print/open house). Both are free forever, subscribed or not.
- 5 Bookmark your ClientHub** at fengshuiiq.com/agents (also reachable via "For Professionals" in the nav) — this is where you'll actually work day to day. See Section 2.

ONE GATING DETAIL WORTH KNOWING

ClientHub itself only opens up once you're on a plan — a 30-day free trial or a paid first-month-free offer both count, so it's not a hard paywall. Once it's open: the **\$39/mo entitlement** gives you unlimited Free + Expanded scoring across every address in your ClientHub; the **\$149/mo entitlement** unlocks every scoring tool, including Match. The public badge and flyer generator stay free and unlimited either way — it's the ClientHub account itself that needs a plan.

Which tier fits how you actually work?

YOU ARE...	RECOMMENDED TIER	WHY
Checking a handful of properties a year	Free + pay-per-address (\$4.99 Expanded / \$49 Match)	Unlimited free Basic scores, badge, and flyer already cover most open-house use. Paying per address is cheaper at low volume.
Listing regularly, want deeper site detail on demand	Expanded — \$39/mo	Unlimited Expanded unlocks under your own account for any address, plus an 88-address comparison panel. 30-day free trial. This is what lets you tell a buyer "I'll run this for you — no charge" instead of sending them off to pay \$4.99 themselves.
Working FS-conscious buyers who want personal compatibility	ProperQi Match — \$149/mo	Every scoring tool unlocked, including Match — the household/resident-level reading, not just the address. Nothing left for a client to ever pay for out of pocket.
Running a team or brokerage	Brokerage / Team (contact sales)	Consolidates billing and access across every producing agent instead of everyone paying separately.

Already unlocked an address the old, pay-per-address way? That purchase stands — subscribing just means you stop paying per-address going forward.

2. Using the ClientHub

This is the screen you'll actually live in. Every client you're working — buyer or seller — goes here first, with every address linked to them, and most of what the rest of this playbook describes happens from this one page.

- 1 **Sign in.** Click "For Professionals" in the site nav (or go straight to fengshuiiq.com/agents), enter your email, and open the one-time sign-in link it sends you. No password — but you'll need an active plan (trial or paid) to see the full dashboard; see Section 1.
- 2 **Add a client.** Type their name, email, and (optionally) phone into "Add client," or import your whole list at once with a CSV (name/email/phone/notes columns, or a header row we match by name).
- 3 **Link an address to them.** Type it in (or tap "Use my current location") and it attaches to that client's row. It scores automatically, and on a subscription the **Expanded tier unlocks for every address you link** — no manual pull, no coupon.

What's on the page

- **Follow-ups awaiting your approval** sits at the top — a queue of scheduled outreach ClientHub drafted for you. **Approve & send** sends it as-is; **Skip** passes on that one. This is what turns the "Schedule" tool below into an actual touch, without you having to remember.
- **One row per client + linked address**, with every tier at a glance and its own one-click send: Free score, Expanded score, and Floor Plan score each have an **Email it** button (or **Add floor plan** / **Start Match** where that step hasn't happened yet) — since the client's email is already on file, nothing to retype.
- **Five more one-click tools per row**, no retyping the address:
 - **QR** — pulls up a scannable QR code for that address's report.
 - **Widget** — the live, always-current embed (iframe or script tag), same generator used for listing marketing in Section 4.
 - **Badge** — a static image + permanent link version, for IDX/MLS templates that strip iframes and scripts.
 - **Schedule** — set a recurring check-in cadence (e.g. "Every Monday"); this is what feeds the follow-up queue above.
 - **Log / History** — jot down a call or note, and pull up the full communication trail for that client.

WHY THIS MATTERS FOR A MULTI-HOME DAY

Add a buyer as a client the night before a tour and link every address on it. By the time you're in the car together, every tier for every stop is already sitting in one row each — a real side-by-side, not you flipping between separate report pages.

CLIENTHUB VS. MY ADDRESSES

ClientHub (fengshuiiq.com/agents) is for named clients you're actively working, with communication tracking built in. **My Addresses** (fengshuiiq.com/panel) is a separate, simpler tool — your own quick side-by-side list, no client attached — handy for farm-area comps or a batch of listings you're personally tracking. Name a client when you want follow-ups and history; reach for My Addresses when you just want a fast comparison.

3. The Seller Consultation

Pull the free Basic score before you walk into the listing appointment. It takes fifteen seconds and gives you a real, specific talking point instead of a generic pitch.

- 1 Paste the address into the free scorer. You'll get an instant ProperQi score (base 70, plus factor deltas for water, green space, hazards, road exposure, terrain, direction, schools, and flood zone) with the full math shown.
- 2 Read the factor breakdown before the appointment. Know which factors are strong (lead with these) and which are soft (be ready to reframe, never apologize for).
- 3 If the seller is Feng Shui-conscious, offer to pull the \$29 Floor Plan or \$49 Match tier as a value-add before you even sign the listing agreement — it differentiates you from every agent who's never mentioned this.

SAY THIS

"This home already scores Favorable — strong water and green-space factors. Here's exactly why, room by room, if you want to see it."

NOT THIS

"It has some bad Feng Shui issues" or anything implying the home should be avoided. The score is never a reason to rule a home in or out — lead with strengths, frame weak factors as opportunity.

WHY THIS WORKS

Every report already leads with the number and a plain-language reason for each factor — you're not translating anything, you're just reading it back in the room.

4. Marketing the Listing

This is where the badge and flyer do the actual distribution work — both free and unlimited, whether you subscribe or not.

Website badge (live, always-current)

One line of embed code puts an always-current ProperQi score directly on your listing page or your own site — the same pattern Zillow/Redfin use for Walk Score. Score updates automatically — you never re-post it.

Print flyer + QR code

Type the address in, get a printable one-pager with a QR code straight to that property's full score. Use it in mailers, yard-sign boxes, and listing packets — not just open house day.

How to generate the badge

- 1 Open your **ClientHub** at fengshuiiq.com/agents and link the listing's address to a client (the seller, or yourself — either works).
- 2 On that address's row, click **Widget**. A live preview renders instantly — exactly what will show up on your site.
- 3 Pick a format: **Iframe (works everywhere)** is the safe default; **Script tag (auto-sizing)** if your site theme supports scripts and you want the badge to resize itself.
- 4 Click **Copy embed code**, then paste it into your listing page's HTML. Confirmed to work on WordPress, Wix, Squarespace, and most MLS-connected IDX templates that accept a raw HTML/embed block.
- 5 Nothing to regenerate afterward — if the address's score ever changes, the badge updates on its own.

IF YOUR IDX/MLS TEMPLATE STRIPS IFRAMES AND SCRIPTS

Click **Badge** instead, on that same row. It's a plain image with a permanent link — no script, no iframe — so it drops in anywhere a photo would, on templates that block the live version. Same free/unlimited terms, and it updates on its own too.

Launch-day checklist

- Add the badge to the listing's dedicated page or your agent site the same day you go live.
- Drop a one-line hook into your MLS remarks or marketing copy: *"ProperQi Score: Favorable — see the full reading."* Curiosity does the rest.
- Print flyers for your listing packet, not just the open house stack — buyers touring with their own agent still take one.

5. Open House Day

This is the single highest-leverage moment for this tool — a buyer standing in the room, phone in hand, genuinely curious.

- 1 Stack printed flyers by the sign-in sheet, QR code facing out.
- 2 When someone scans it (or asks), let the report do the talking — don't over-explain. Point to the factor breakdown on their own phone.
- 3 For a buyer who's clearly engaged, use the **"Share this score"** button on the report to text or AirDrop them the live link directly — they walk out with it in their pocket, not a photo of a flyer.
- 4 Note who engaged with it in your open-house log — it's a real qualifying signal, and a natural reason for a same-day follow-up text.

Talk track by buyer type

The curious skeptic MOST BUYERS

"It's a data-backed starting point — real map data, classical Form School principles, shown in full. Not a verdict, just useful context most listings don't give you."

The FS-fluent buyer WILL ASK PRECISE QUESTIONS

"This is the free Basic read — site-level. If you want the room-by-room interior score or a compatibility read against your own information, those are deeper tiers, and for anything beyond that I can point you to a practitioner directly."

The dismissive buyer NOT INTERESTED

Don't push it. Mention it once, let them take a flyer or not, move on. This is a differentiator, not a requirement.

6. Private Showings & Buyer Consultations

This is where the subscription tiers actually pay for themselves — a buyer touring five homes in an afternoon is exactly the comparison-panel use case.

- 1 The night before, add the buyer as a client in your **ClientHub** (Section 2) if you haven't already, and link every address on tomorrow's tour to their row — Expanded unlocks automatically for each one on the \$39/mo plan, no extra step.
- 2 In the car between showings, pull up their rows in ClientHub for a genuinely useful debrief — every tier for every stop sits side by side, not just a sales prop.
- 3 For the home your buyer is most serious about, click **Email it** on that row — their email's already on file, so it goes straight to their inbox, no coupon, no retyping.
- 4 If they're deciding between two finalists, that side-by-side becomes the actual decision-support conversation: "Here's how these two stack up, factor by factor."

WHY THIS WORKS

There's no client coupon to track or run out of — Expanded unlocks automatically for every address you save, under your own account, on the \$39/mo plan. Save it, send it, move on to the next address.

THE PITCH THAT SELLS THE SUBSCRIPTION

Say it plainly, out loud, in the car: *"I can run a full Feng Shui reading on any home you're considering — no charge to you, it's part of working with me."* On the \$39/mo plan that's Free + Expanded, genuinely unlimited under your account. On \$149/mo, extend it further — *"...including your personal compatibility read, not just the house."* A buyer who'd otherwise pay \$4.99–\$49 per address, per report, hears that as a real, specific reason to work with you instead of someone else. (Worth a quick gut-check with your broker's compliance policy on client gifts/value-adds — rules vary by state, though a bundled service like this is generally treated like a free CMA, not a cash rebate.)

7. Handling Skeptics — and Believers

You'll meet both in the same week. The site's own positioning already gives you the right answer for each — use it verbatim.

"Isn't this just marketing gimmick?"

"It's a rule-based heuristic on real map data — Mapbox, OpenStreetMap, elevation, FEMA flood zones — not an opinion. Every point is shown, nothing's hidden. It's a starting point, and it says so itself."

"I want a real Feng Shui consultation, not an app."

"That's exactly what this doesn't try to replace — there's a practitioner directory linked right from the site for exactly that. I'm happy to point you there once we've narrowed down the home."

"This home scored low — should I walk away?"

"No score here is a reason to rule a home in or out — it points to what a simple, traditional adjustment (or a consultation) could address. Let's look at what's actually driving the number."

"Do I have to pay for this?"

"Not through me — it's included as part of working together. I can run the full reading on any home you're considering, no charge to you."

ALWAYS

Buyer-side framing, cure-forward language, lead with strengths, refer serious inquiries onward.

NEVER

"Avoid this home," any health/wealth/luck outcome claim, or presenting the score as a complete reading.

8. Negotiation & Escrow

Once a buyer is under contract, the score becomes less a sales tool and more a relationship one — the moment to go deeper, not to push harder.

- **Gift the deeper read.** For a Feng Shui-conscious buyer, gifting a \$29 Floor Plan or \$49 Match report once in escrow is a small, memorable gesture that costs you far less than the deal is worth.
- **Multiple-offer situations:** if you know the seller or their agent is Feng Shui-attentive, a strong ProperQi score already pulled and shared can be a genuine, honest differentiator in your offer package — not a gimmick, a real data point about the home.
- **Don't introduce the score for the first time here.** This stage is for going deeper on something the buyer already knows about, not a first pitch.

9. The Closing Gift & Staying in Touch

- 1 Email the client their saved report at closing — a nice, low-effort keepsake tied to their new home.
- 2 Consider a Match report gift for their new address as a closing-day touch, especially for a buyer who engaged with this earlier in the process.
- 3 Set a calendar reminder for a light annual check-in — "wanted to see if anything's changed on your ProperQi read this year" is a genuine, non-salesy reason to reconnect that most agents don't have.

10. Turning This Into a Farming Habit

- **Badge every active listing**, site-wide — it's free and unlimited, so there's no reason any live listing doesn't have one.
- **Run your farm area through My Addresses** (your personal comparison list, no client needed — see Section 2) once a quarter and turn it into a short newsletter or social post — "how [neighborhood] scores" is genuinely shareable, low-effort content that no other agent in your farm is producing.
- **Use the flyer generator's built-in lead capture** ("we'll email you a copy too") at every open house — it's a soft, low-friction way to collect a contact without asking for one directly.
- **Mention the free tools in every listing consult**, even sellers who seem indifferent — it costs you nothing to offer and it's the kind of detail that gets you referred.

11. Rolling This Out Across a Team or Brokerage

Once more than two or three producing agents on your team are using this individually, it's time to consolidate.

- 1 Contact the Brokerage / Team tier directly (linked from the pricing section of fengshuiiq.com/agents) rather than stacking individual \$39/mo subscriptions.
- 2 Ask specifically about seat management and consolidated billing when you reach out — this is a newer tier, so confirm what's included for your team size before committing.
- 3 Standardize on one thing team-wide first: badges on every listing. That alone gets the whole team's inventory carrying the same differentiator with zero extra work per agent.

12. The One Line to Memorize

“A well-informed starting point — never a substitute for a licensed Feng Shui practitioner.”

Every piece of copy on the site already says a version of this. Say it in your own words, every time you introduce the score, and you're always on solid ground — with the buyer, with the seller, and with fair-housing compliance.

DO

- Frame it as buyer-side, opt-in information
- Lead with strengths before opportunities
- Refer serious inquiries to the Practitioner Directory
- Say "starting point," "opportunity to harmonize," "worth a look"

DON'T

- Say "avoid this home" or "bad Feng Shui"
- Claim it predicts health, wealth, or resale value
- Present it as a complete or certified reading
- Reference demographics of an area, ever

13. The One-Page Checklist

Everything above, distilled. Print this page on its own and keep it at your desk.

STAGE	DO THIS
Setup (once)	Pick a tier · create your ClientHub account at /agents · import your client list (CSV) · grab badge + flyer link · bookmark your ClientHub
ClientHub	Sign in at /agents · add clients + link addresses (auto-unlocks Expanded) · use Email it / QR / Widget / Badge / Schedule / Log right from the row
Seller consult	Pull the free Basic score before the appointment · lead with strengths
Listing launch	Badge on the listing page · hook line in remarks · flyers in the packet
Open house	Flyers at sign-in · use Share this score for engaged buyers · log who scanned
Showings	Link the day's addresses to the buyer in ClientHub the night before · Email it for the buyer's top pick
Objections	Skeptic → "it's a heuristic, not a verdict." Believer → point to Practitioner Directory
Escrow	Gift a Floor Plan or Match report to a serious buyer
Closing	Email the saved report · set an annual check-in reminder
Farming	Badge every listing · quarterly neighborhood comparison post
Team scale	3+ agents using it individually → contact Brokerage/Team

- ☐ Existing client list imported into ClientHub via CSV (not added one by one)
- ☐ Badge is live on every current listing
- ☐ Flyer stack ready for this week's open house
- ☐ Comfortable adding a client to ClientHub, linking their addresses, and emailing a score straight to their inbox
- ☐ ClientHub set up with every linked address for your current multi-home buyer
- ☐ "Starting point, not a substitute" is second nature

The ProperQi™ Score Card Playbook · Grounded in the live fengshuiq.com/agents site, reviewed August 2026. Feng Shui IQ Inc. — a heuristic scoring tool, not a substitute for a professional Feng Shui consultation.