

# Explain the value clearly

What Feng Shui is, what ProperQi costs, and how to answer common questions.



## WHAT IS FENG SHUI?



A 3,000+ year practice about how people experience a place.



Looks at environmental factors such as wind, water, sunlight, terrain, land shape, and surroundings.



ProperQi uses a score card as a simple starting point to help agents and clients discuss a home.



It is not a substitute for a licensed Feng Shui practitioner.



**SIMPLE SCRIPT:** “Think of it as a practical starting point that helps us talk about a home’s strengths and the factors around it.”



## PRICING AT A GLANCE



### BASIC SCORE

**Free**

Quick starting score.



### EXPANDED

**\$39** / month  
**\$4.99** / address

More detail for individual homes.



### FLOOR PLAN REPORT

**\$29** / report

Value-add during deeper buyer interest.



### PROPERQI MATCH

**\$149** / month  
**\$49** / report

Compare buyer + home fit.



### TEAM / BROKERAGE

**Custom**

Ask about seats + consolidated billing.



Intro / trial offers may be available — verify current terms in Agent Hub.



## USE THE RIGHT TOOL



### CLIENTHUB

For named clients, linked addresses, approvals, follow-ups, email sends, schedules, and history.



### MY ADDRESSES

For quick address lists, comparisons, and neighborhood/farming use when you do not need a client profile.



**TIP:** Start in ClientHub when you are actively working with a buyer or seller.



## COMMON QUESTIONS — QUICK ANSWERS



**Q Is this just a gimmick?**

Position it as a conversation tool and differentiator, not a promise.



**Q Should I avoid a low-scoring home?**

No — lead with strengths and use lower factors as discussion points or harmonization opportunities.



**Q Can I get a real consultation?**

Yes — refer serious inquiries to a licensed Feng Shui practitioner.



**Q Do clients have to pay?**

Agents can choose when to use free tools, subscriptions, or value-add paid reports.



## DO

- Lead with strengths.
- Use neutral, compliant language.
- Present ProperQi as a heuristic score card.
- Refer advanced questions to a practitioner.



## DON'T

- Promise health, wealth, luck, or resale outcomes.
- Use fear-based wording like “avoid this home”.
- Present ProperQi as a complete certified reading.
- Reference protected-class or demographic implications.



# Use the score card through the entire deal

A one-page field guide for listing, showing, follow-up, and closing.



/agents

Scan to visit  
For Professionals



## THE FRAME

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

Lead with strengths. Treat lower factors as opportunities to understand or harmonize — never as a reason to avoid a home.



## 10-MINUTE SETUP

Get started fast.

### 1 Create ClientHub



fengshuiiq.com/  
agents

### 2 Import clients



CSV —  
do it once

### 3 Grab assets



Badge +  
flyer

### 4 Link addresses



Scores + tools  
in one row



## THE DEAL FLOW

Use one simple action at each stage

### 1 PRE-LISTING

#### Seller consultation

Pull the free Basic score before the appointment. Read the factor breakdown. Lead with what already works.



### 2 GO LIVE

#### Market the listing

Add the live badge to the listing page. Put a one-line score hook in remarks. Print flyer + QR.



### 3 OPEN HOUSE

#### Let buyers explore

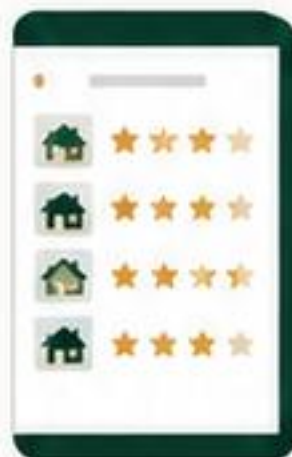
Place flyers by sign-in. Let the report do the talking. Share the live score with engaged buyers.



### 4 SHOWINGS

#### Compare homes

Link the day's addresses to the buyer the night before. Review them side-by-side and email the top pick.



### 5 ESCROW

#### Go deeper

For an interested buyer, consider a Floor Plan or Match report as a value-add. Don't introduce the score for the first time here.



### 6 CLOSING

#### Stay memorable

Email the saved report at closing and schedule a light annual check-in tied to the home's ProperQi read.



CLIENTHUB =  
YOUR DAILY  
COMMAND CENTER

Email it • QR • Widget • Badge • Schedule • Log / History

Named clients + linked addresses + follow-ups in one place.  
Use "My Addresses" when you just need a quick, no-client comparison list.



## DO

Buyer-side, opt-in • lead with strengths • refer serious inquiries to a practitioner



## DON'T

Say "avoid this home" • promise health/wealth/luck • call it a complete or certified reading

