



**BERKSHIRE HATHAWAY**  
HomeServices  
Real Estate Professionals



## Get More Leads & Listings!

Promote your personalized Automated Valuation Model (AVM)

### 6 Tips to Get Started:

#### 1 Email signature



Insert your personal link in your email signature.

The link format is:

<http://www.yoursite.bhhsrep.com/?p=homevaluesreport.asp>

For example: <http://www.johnsmith.bhhsrep.com/?p=homevaluesreport.asp>

#### EXAMPLE:

John Smith, Broker  
Berkshire Hathaway HomeServices Real Estate Professionals  
Phone: 503.932.4500 | Email: johnsmith@bhhsrep.com  
[www.agentsmith.bhhsrep.com](http://www.agentsmith.bhhsrep.com)

***What's Your Home Worth? Get Instant Estimates!***

#### 2 Send an eCard to prospects



Log in to the Marketing Resource Center at [BHHSresource.com](http://BHHSresource.com) to send a pre-designed eCard.

Go to: Marketing Resource Center > Type AVM in the search box



#### 3 Share on social media



Post graphics on your social media pages from Agent Access to direct leads to your personalized Automated Home Valuation URL.

Go to: Agent Access > Marketing Tools > Graphics, Logos & Brand Identity > AVM Graphic

**What's Your Home Worth?**

Get an instant estimate at [BHHSREP.com](http://BHHSREP.com)



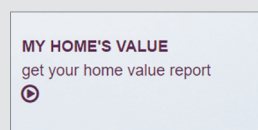
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#### 4 Add a website callout



Go to: [Agent Access](#) > [Site Builder](#) > [Design](#) > [Layout](#) > click "Callout" > choose "My Home's Value"

#### 5 Send postcards or print door hangers



Don't have email addresses for your prospects and want to farm an area? No problem! Get on demand printing of "What's your Home Worth?" postcards and door hangers in the BHHS Marketing Resource Center.

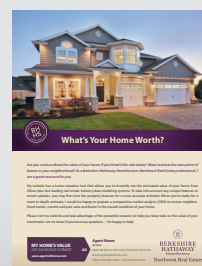


Go to: [Marketing Resource Center](#) > Type AVM in the search box

#### 6 Customizable flyer



Customize the AVM flyer and send it to your sphere via email.



Go to: [Agent Access](#) > [Marketing Tools](#) > [Marketing Materials & Deliverables](#) > [AVM Sphere Flyer](#)