



# BERKSHIRE HATHAWAY HomeServices Georgia Properties



## A Sign of Quality for Real Estate.

When the world's most respected company puts its name on a real estate sign, that's a sign buyers and sellers will want to see. The Berkshire Hathaway HomeServices brand signals a defining moment in real estate. Our vision is to bring a new level of quality and innovation to the industry. We are proud to be among the elite entrusted to call ourselves Berkshire Hathaway HomeServices. And that's...

*Good to know.*<sup>TM</sup>

For More Information: [BHHSGeorgia.com](http://BHHSGeorgia.com) or 770-992-4100



**BERKSHIRE HATHAWAY**  
HomeServices  
Georgia Properties

**ADVANCED PROPERTY  
MARKETING SYSTEM**





Thank you for allowing our company to speak with you about listing and selling your home. We take this responsibility very seriously, and our team will work hard to help you achieve your goals.

## Berkshire Hathaway, Inc.

Berkshire Hathaway is one of the most admired companies in the world. Our Chairman and CEO, Warren Buffett, often referred to as the “Oracle of Omaha,” is among the world’s most influential people, according to Time magazine’s ranking. Berkshire Hathaway is the No. 1 company in Barron’s annual ranking of the world’s 100 most respected companies.

## Berkshire Hathaway HomeServices | Georgia Properties

Our local organization, formerly known as Prudential Georgia Realty is the same great real estate company that has been consistently ranked No. 1 for the Greater Metro Atlanta area. For over 50 years, we have been serving the needs of our local clients. With the power of Berkshire Hathaway behind us, we look forward to delivering an even higher level of service and are excited about the future!

## A new level of quality for real estate.

Berkshire Hathaway HomeServices has the resources to innovate faster and deliver a new level of quality for real estate services. Smaller organizations simply cannot deliver the same capabilities. Our integrated real estate services also make it simpler and provide better value for consumers. We offer a full suite of services including residential real estate, luxury real estate, new homes sales and marketing, commercial real estate, corporate relocation, property management, mortgage lending, home warranties, closing and title services, and insurance.

*“Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and HomeServices of America will be around 100 years from now. A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”*

**Warren Buffett, Chairman  
Berkshire Hathaway Inc.**





*Better approach. Proven results.*

# ADVANCED PROPERTY MARKETING SYSTEM

Selling your home in today's real estate market requires a better approach.

Our award-winning Advanced Property Marketing System was created specifically for the current market conditions. This unique system was developed from the latest innovations in technology plus "best practices" in real estate marketing. We also went outside the real estate industry to draw upon proven quality practices like Six Sigma, "closed loop marketing systems" used by the world's best product marketing organizations, consulting practices found at top management consulting firms, and highly effective sales and negotiating techniques. This system is simply the most effective property marketing solution available.

Our associates are specially trained to implement this system. We also have a range of supporting tools and expert resources available to support our local teams. We are committed to continuously improving the Advanced Property Marketing System so our clients have the most effective property marketing solutions.

## Proven results for home sales.

Our Advanced Property Marketing System is the most effective approach to selling your home. The results prove the case. Since introducing this powerful system, our company has been ranked No. 1 in homes sold for the Greater Metro Atlanta area. We also represent more buyers than any other brokerage. Our local, national, and global referral networks plus our award-winning online marketing give our listing agents a significant advantage in finding more qualified buyers.



We begin with a detailed assessment of your local market, your property, and competitive properties. Together, we will discover the unique value of your property.



We bring the story of your property to life and design a winning strategy to really make your home stand out from the competition.



We implement your custom marketing plan across a wide variety of the latest technologies - online, in print, and in person.



We carefully measure online showings, live showing feedback, market changes, and new competition.



As the market changes, we will work together to make decisions to improve the competitiveness of your property.



# ASSESSING THE PROPERTY, THE MARKET, AND THE COMPETITION

Real estate is local – every market is different.

First, we thoroughly assess the subject property to understand what is unique and appealing to prospective buyers. We also identify any potential obstacles. Then we will provide you the most relevant market trends so you know exactly what is happening in your area. Finally, we identify the competitive properties so you know what qualified buyers will be evaluating versus your property.



## Property Information

We will work with you to identify the most appealing attributes of your property plus identify any potential obstacles.

- Property Style and Floor Plan
- Local Community and Amenities
- Condition and Curb Appeal
- Property Age
- Public Information - Tax Records, Zillow, Other
- Lifestyle and Story of the Property



## Market Trends



We have excellent sources for local, regional, and national real estate trends. It is important to understand the most relevant information that would matter for your property. Our local experts will provide you with historical reports and predict what is most likely to happen in your area. It is important to understand that publicly available data may be out of date or is often wrong. Our teams use a variety of proprietary sources that will help you understand the most accurate trends.



## Local Competition

It is important to step away from the emotional connection to your home and think like a prospective buyer. Our team will help you identify the most likely competitive properties in your area with a competitive market analysis. This is a valuable tool in helping shape your value proposition before launching your property to the market.

**COMPARATIVE MARKET ANALYSIS**

Property Address	Price	Sq. Ft.	Bed/Bath	Year Built	Days on Market
123 Main St	\$250,000	1,500	3/2	2015	15
456 Oak Ave	\$275,000	1,800	4/3	2018	10
789 Pine Rd	\$240,000	1,400	3/1	2012	20
101 Elm St	\$290,000	2,000	4/3	2020	8
202 Maple Dr	\$260,000	1,600	3/2	2016	12
303 Birch Ln	\$230,000	1,300	3/1	2010	25
404 Cedar Ct	\$280,000	1,900	4/2	2019	11
505 Walnut Way	\$255,000	1,550	3/2	2014	18
606 Spruce St	\$270,000	1,700	3/3	2017	14
707 Ash Ave	\$245,000	1,450	3/1	2011	22
808 Hickory Dr	\$295,000	2,050	4/3	2021	7
909 Willow Rd	\$265,000	1,650	3/2	2015	16
1010 Sycamore Ln	\$235,000	1,350	3/1	2009	28
1111 Dogwood Ct	\$285,000	1,950	4/2	2018	13
1212 Magnolia Way	\$250,000	1,500	3/2	2013	19
1313 Peach St	\$275,000	1,750	3/3	2016	17
1414 Plum Ave	\$240,000	1,400	3/1	2010	24
1515 Cherry Dr	\$290,000	2,000	4/3	2020	9
1616 Orange Ln	\$260,000	1,600	3/2	2014	18
1717 Lemon St	\$270,000	1,700	3/3	2017	15
1818 Lime Ave	\$245,000	1,450	3/1	2011	23
1919 Apple Dr	\$295,000	2,050	4/3	2021	6
2020 Pear Ln	\$265,000	1,650	3/2	2015	16

# DISCOVERING THE UNIQUE STORY OF YOUR PROPERTY

Buyers with emotional connections pay more.

Every property has a unique story, and we will work together to discover what is valuable and interesting about yours! Buying a home is an emotional experience and you want prospective buyers to make an emotional connection with your property. Buyers who fall in love with a property or community pay more.

- Does your property have a unique style?
- What about the design and construction?
- How would the builder or architect describe the attributes of the property?
- Is it in a popular location?
- Does the area have highly-rated schools?
- Are there compelling neighborhood amenities?
- Is it eco friendly or recently remodeled?
- Is it a historic property or near a historic area?
- What is the lifestyle story that would attract buyers?

We use the “story of your property” to decide the best photos and to develop the other aspects of your marketing. Our advanced property marketing will make that story come to life - online, in print, and in person.



Highly-rated Schools



Golf



Neighborhood Amenities

Location



Custom Features



Parks and Recreation



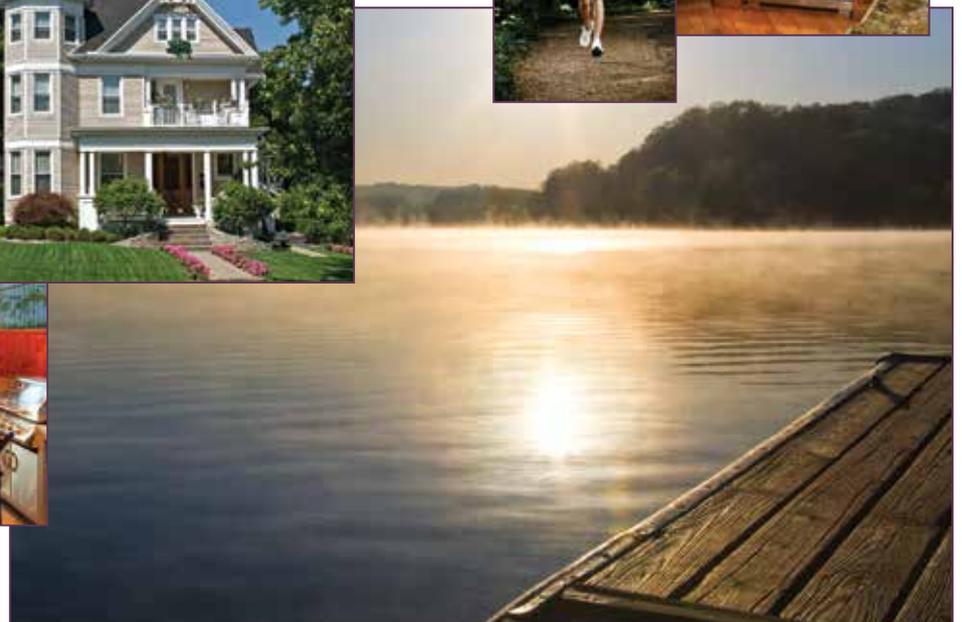
Historical

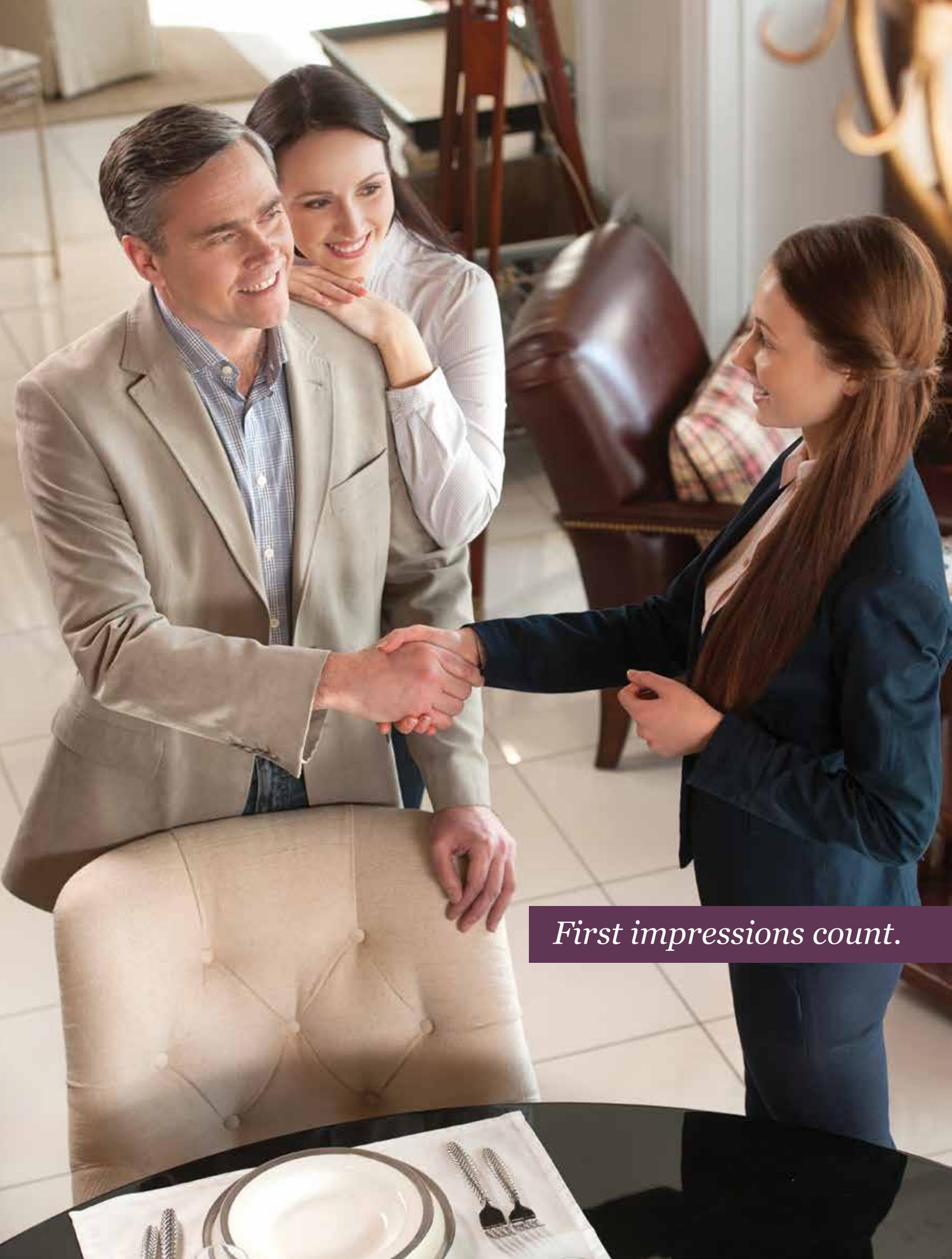


Outdoor Living Spaces



Waterfront or lake view





*First impressions count.*

# PROPERTY CONDITION AND STAGING



You only get one chance to make a great first impression.

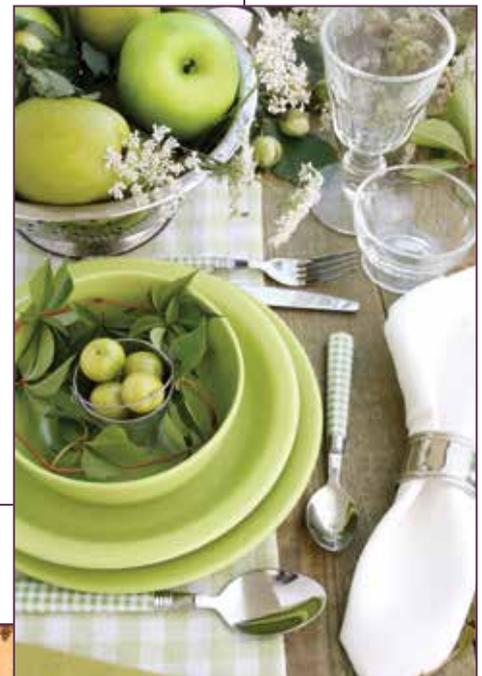
Potential buyers will give your home 3 seconds in a photo and 30 seconds in person to decide if they like it. That is why “curb appeal” and first impressions are critical. The basics of property condition include:

- Clean and Repair
- De-clutter
- De-personalize
- Neutralize

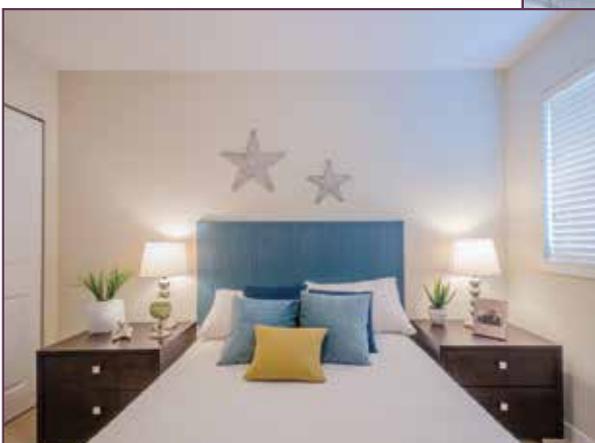
Professional staging is another option that can pay off for sellers. Surveys also show that staged homes netted 17% more profit than homes that were not staged.

Only 10% of buyers can visualize the potential of a home. Visual Marketing is the most impactful but buyers are influenced by all of their senses. The most effective property showings consider all five senses:

- Sight
- Smell
- Touch
- Taste
- Hearing



**95% of professionally staged homes sell in 37 days or less.**





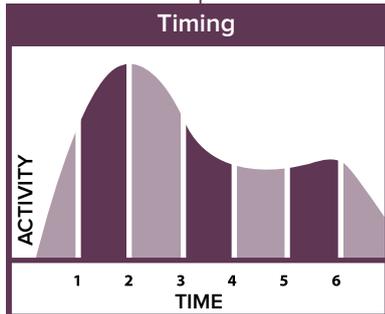
# PRICING STRATEGY

## Understanding pricing strategy.

The Advanced Property Marketing System is designed to help our clients achieve the highest value in the shortest period of time given the current market conditions. Your pricing strategy is a critical element of the overall value proposition. Depending on your market and the property, there are different strategies that may make sense.

A common mistake is to price the home too high and end up chasing the market. In most cases, the property is eventually sold for less than it could have been in the early stages. The owner may also incur significant additional carrying costs and the purchase price and mortgage payments for the next home may have also increased. Homes that are on the market for long periods of time may also get “labeled negatively” by potential buyers and buyer’s agents.

The highest level of activity is generally in the first few weeks or months after the home has been properly prepared and is new on the market.

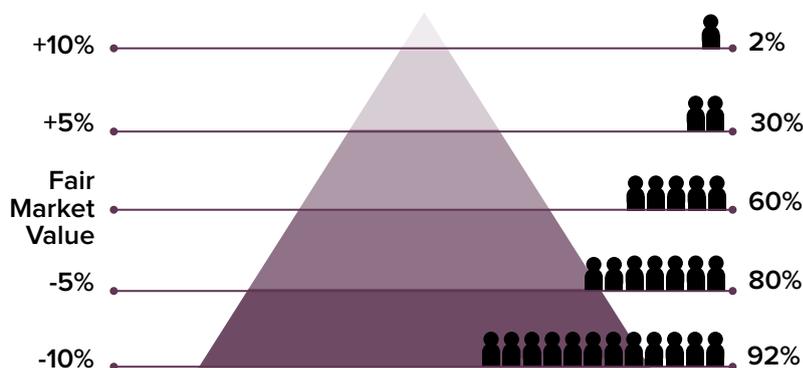


## Let’s look at buyers who will view your property based on price alone.

- If you price too high, many potential buyers will not look at your property.
- If you price too low, you may not get the highest return on investment.
- It is critical you step out of the shoes of the seller and pretend you are a buyer to fairly assess your competitive positioning.

Asking Price in relationship to fair market value

Percentage of prospective buyers who will look at the property



MARKET VALUE

# VISUAL MARKETING

Properties with high quality photography sell for more.

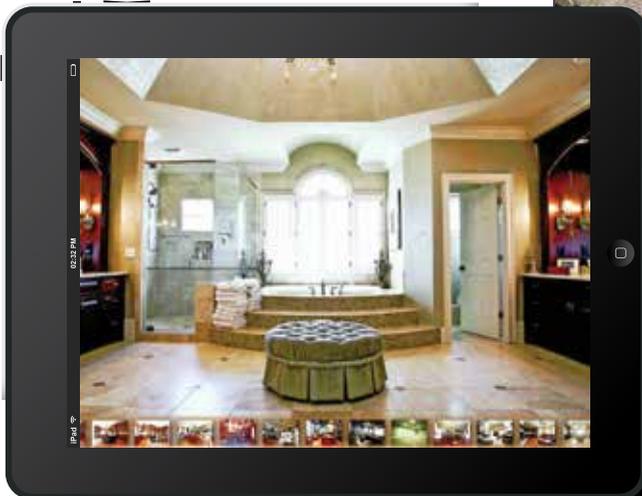
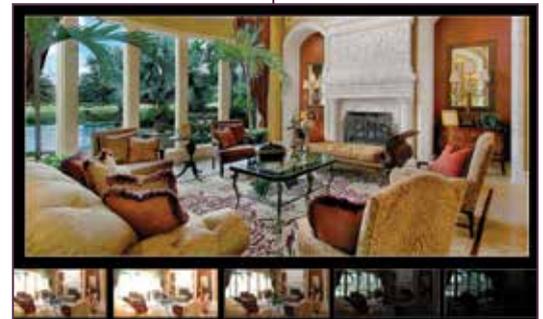
Yes, pictures really are worth a thousand words! And the quality of the pictures and other media is critical to effective property marketing. We have access to the best tools and innovations available. Our professional photography partners use the latest equipment and techniques to produce stunning images.

- Ultra-wide Angles
- Professional Lighting
- Photo Editing (Blue Sky, Green Grass)
- Evening or Night Shots
- Blended Exposures
- Virtual Staging
- Largest Photos Allowed By MLS Services and Other Websites

Consumers make up their mind about a photo in about 3 seconds, so it is critical that your photos make the right first impression.

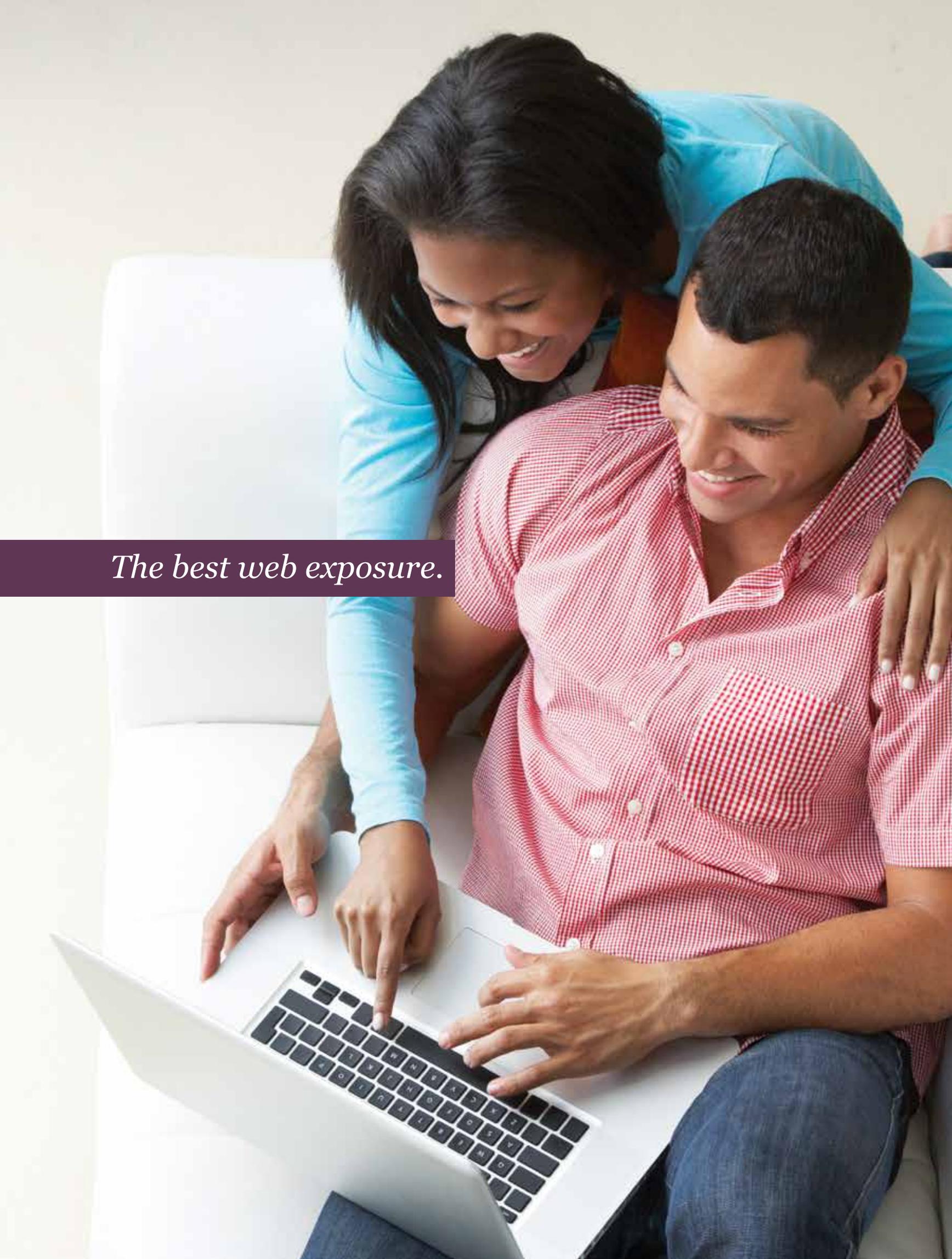
## Full-screen HD views capture attention.

Traditional virtual tours are obsolete. Real estate websites now have decent photo slideshows, so the virtual tour needs to deliver a better consumer experience. We recommend the use of full-screen HD images for photo slideshows and virtual tours. Your visual marketing should bring the story of the property and the surrounding community to life online and in print.



Full-screen HD viewer



A man and a woman are sitting together, looking at a laptop. The woman is leaning over the man's shoulder, pointing at the screen. Both are smiling. The man is wearing a red and white checkered shirt, and the woman is wearing a light blue long-sleeved shirt. The laptop is open on a white surface.

*The best web exposure.*

# ONLINE MARKETING ADVANTAGE

## Website listing syndication

We expose our listings to over 40,000 real estate websites, video sites and mobile sites - more than any other real estate brokerage! Our listing syndication network is very sophisticated and ensures that we provide the most robust data and fastest updates. We have special programs with the leading websites, such as Realtor.com, Zillow, Trulia, and AJCHomeFinder to ensure our listings are highly prioritized and stand out on the page for buyers. No other brokerage provides such extensive exposure for listings!

## Single property websites

We create a single property website for every listing. These sites provide listing details with rich images and virtual tours plus local community and school information. Your property site can be accessed by text codes or custom URLs and are also SEO optimized to be easily indexed by Google.

## Video listing syndication

Online video is growing rapidly and is now over 50% of internet traffic. Video, maps, images, and news posts are growing search results for all the major search engines. We use an advanced network of video distribution for all listings that provide additional exposure and drives traffic for our clients.



## Changing Trends - How did buyers first learn about the home they purchased?

	2001	2003	2005	2007	2008	2009	2010	2011	2012	2013
Internet	8%	11%	24%	29%	32%	36%	37%	40%	42%	43%
Real Estate Agent	48%	41%	36%	34%	34%	36%	38%	35%	34%	33%
Yard Sign	15%	16%	15%	14%	15%	12%	11%	11%	10%	9%
Friend, Neighbor, or Relative	8%	7%	7%	8%	7%	6%	6%	6%	6%	6%
Print	7%	7%	5%	3%	3%	1%	1%	2%	1%	2%

NAR Profile of Home Buyers and Sellers.



# MOBILE MARKETING

We have an app for that.

Today's buyers are very active users of mobile phones and tablets. More tablets are now being sold than laptops or PCs. People use mobile devices to access the internet more often than their computers. Berkshire Hathaway HomeServices | Georgia Properties has a robust suite of mobile marketing solutions that provide advantages for our clients.

## Consumer Mobile Solutions

We offer the best local real estate app available in our market.

Our app is specifically customized with better data and local searches. This is very different from other providers offering mobile apps on a national basis. Our app provides listings from ALL the local MLS services with updates every 15 minutes. We encourage you to use our app and share with your friends.

## 24/7 Text Marketing

We offer an excellent text marketing solution that makes your property information available 24/7 to consumers. We will assign a text code to the property which can be displayed with a rider on the sign or used in print materials. The property detail pages are specially designed to fit on mobile devices. Our team will get immediate notification of inquiries and be able to follow up and qualify potential buyers.

Text BHHSDEMO  
to 85377 or Scan

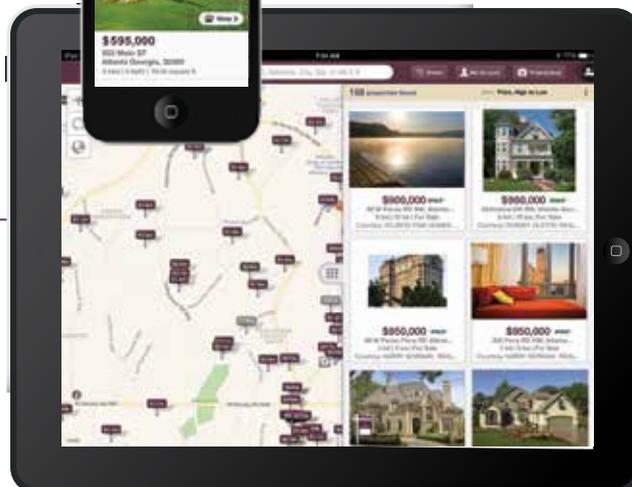


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BHHSGeorgia.com

A member of the franchise system of BHH Affiliates, LLC



# MULTI-CHANNEL ADVERTISING AND BRANDING

## More ways to find properties than ever.

The mediums where buyers find properties have dramatically changed. The traditional ways of advertising property listings in newspapers and magazines are no longer as effective. Advertising and branding can be made more powerful by combining traditional media with new media.

## Print Advertising

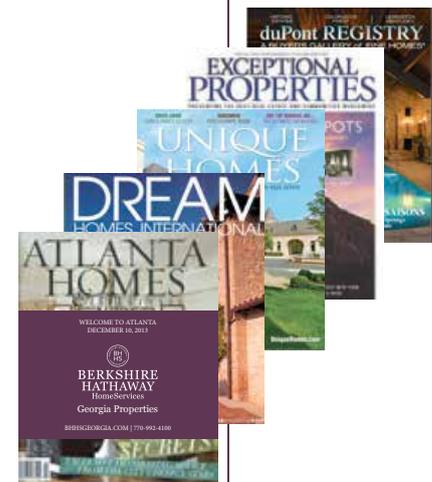
We advertise in many of the local papers and select magazines. These branding ads and campaigns are intended to create awareness for our company and our listings. For example, we run ads for our Super Sunday Open House events to drive more traffic to our open house listings. Our national brand also does extensive advertising in national and global print mediums.

## Digital Advertising

We recently launched a new digital advertising network including digital billboards, a network of flat panel TV's, retail kiosks, and online advertising. The digital mediums allow us to run specific campaigns to drive traffic to our listings. No other brokerage has such an extensive local network!

## Online Advertising

We use a combination of advanced SEO (Search Engine Optimization) and SEM (Search Engine Marketing) techniques including geographic and behavioral targeting, remarketing ads, and other programs. No other brokerage does such extensive online work to drive traffic to their listings!





*Every connection matters.*

# SOCIAL NETWORK MARKETING

## Electronic word-of-mouth.

Facebook and other forms of social media can be important mediums for marketing your property to buyer prospects. Because these are “social networks” by design, the marketing must be more relational and indirect versus other mediums. Facebook currently has more than 1 billion active users worldwide, and sites like LinkedIn and Twitter are growing very fast. Social media is an important aspect of your marketing.

## Neighbors, Family, and Friends.

Your neighbors, friends, family and business contacts can be excellent resources to help you find a buyer. This is a specific area where we can work together for your benefit. There are a variety of tools we can use to help your contacts learn that your property is available and help communicate to their network of relationships. These include email campaigns, virtual tours, mobile apps, digital magazines, videos, and more.



# PROACTIVE MARKETING

## We do more.

Depending upon the property, there are identifiable segments of potential buyers. These may include target segments like feeder neighborhoods, seniors, move-up buyers, international buyers, investors, and more. We will identify the most likely segments and develop an appropriate marketing strategy. Of course, we will comply with all real estate fair housing laws and guidelines.

We reach more potential buyers with a proactive approach.





# MARKETING TO INTERNATIONAL BUYERS

It's a small world.

The internet has dramatically changed the way real estate is found and purchased around the world. It is true that real estate is becoming part of the global economy. Berkshire Hathaway HomeServices | Georgia Properties is active in local, national, and international associations and networks that specialize in international and multi-cultural real estate.

## Multi-language Search

Berkshire Hathaway HomeServices | Georgia Properties provides property searches in thirteen different languages. These powerful tools allow international buyers to search properties in their native language.



# MARKETING TO CORPORATE RELOCATION BUYERS

## Corporate Relocation

Our company is the clear leader in the Greater Metro Atlanta area for corporate relocation services. For over 45 years, we have helped thousands of corporate clients relocate to our area. We are the primary provider for over 35 third-party Relocation companies. Our team is the recipient of numerous national relocation awards, and we have an extensive infrastructure of resources and systems for this specialized business. Most importantly, our team has helped bring thousands of buyers for our listing clients. This is a significant competitive advantage for Berkshire Hathaway HomeServices | Georgia Properties clients.



# MARKETING TO LOCAL BUYER'S AGENTS

## Multiple Listing Services

Metro Atlanta has two major Multiple Listing Services - FMLS and Georgia MLS. It is important to ensure that your listing is properly enhanced with high-quality photography and customized text descriptions in both systems so you do not miss a buyer's agent with a qualified prospect.

## E-Marketing

We have a variety of electronic marketing solutions to make other agents aware of our listings. We use different mediums with personalized messages so we have a better chance of getting through SPAM filters and connecting to our audience.

## Reverse Prospecting

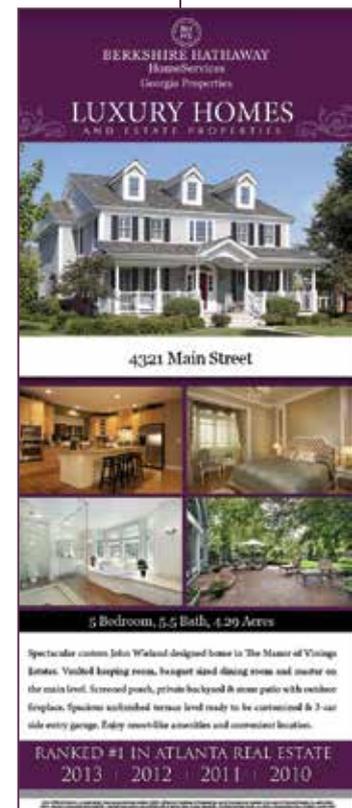
We have access to proprietary tools to identify other agents who have represented clients in your area. We will market and network with these agents to find prospective buyers.

## Office Caravans and Sales Meetings

These tours and meetings give our top agents the opportunity to preview new listings and to make them aware of the unique value proposition of your property.

## The Buyer's Agent

One of the most common misconceptions about real estate is that the listing agent will bring the buyer. Statistically, this happens less than 7% of the time. The role of the listing agent is to market and share the unique value of your property to all potential buyer's agents. These buyer's agents come from many different companies and from many different locations.





*Global strength. Local expertise.*

# MARKETING TO REFERRAL NETWORKS

## Global Network Platform

Our Global Network Platform leverages leads and network referrals from the member companies of Prudential Real Estate Affiliates, Berkshire Hathaway HomeServices Affiliates, and the Brookfield Residential Property Services global network. This is one of the largest broker networks in the world.

## HomeServices of America Network

HomeServices of America, Inc.™ is the second largest independent residential real estate brokerage firm in the United States. Berkshire Hathaway HomeServices | Georgia Properties is owned by HomeServices and is a member of this powerful network.

## RISMedia Real Estate Information Network

Berkshire Hathaway HomeServices | Georgia Properties is a charter member of RISMedia Real Estate Information Network. RREIN is an “invitation only” membership for the top real estate companies in America. This exclusive membership provides our agents referral relationships to one of the largest broker networks.

## Realty Alliance Network

The Realty Alliance is a network of North America’s elite real estate firms. Members are some of the most successful providers of real estate from virtually every major market on the continent. Membership in this exclusive organization is “invitation-only” and is one of the most prestigious honors for a real estate brokerage.

## Real Trends Network

RealTrends is a one of the most respected organizations in the real estate industry. The members of the network are the nation’s top firms and the membership is by invitation. Agents are able to participate in a variety of specialty groups to facilitate referrals.



# REPORTS, FEEDBACK AND TRENDS

## Online Showing Reports

Understanding your online showing activity is an important element in evaluating the performance of your value proposition and marketing. We provide statistics from a variety of sources including Realtor.com, Zillow, Trulia, and our BHHS Georgia Properties websites. and mobile apps.

## Property Showing Feedback

We will follow up with the buyer's agent and potential direct buyers to gain valuable feedback and insight. Buyer and buyer's agent feedback is a valuable source of insight to determine the competitiveness of the property.

## Local Market Trends and Competitive Data

Trendgraphix and information from the local multiple listing services will illustrate market activity specific to your area and price range. These powerful tools enable you and your agent to see important market trends based upon actual sales activity.



# INTEGRATED REAL ESTATE SERVICES

We provide a full suite of integrated real estate services to make a move simpler and offer more attractive pricing. Consumer surveys show that this approach is popular with buyers and can make your property more attractive.

## HomeServices Lending

HomeServices lending offers a variety of mortgage programs for potential buyers. Our in-house loan officers make the process simple and our team works very well with our partners to make the closing process smoother. Renovation financing is a creative option for some properties to package the financing for significant enhancements into the loan. We would be happy to introduce you to our loan officer.

## Weissman, Nowack, Curry and Wilco

WNCW is our strategic partner for Title and Closing Services. Founded in 1991, the firm has literally "written the book" on real estate contracts. Our local attorneys are ready to help your closing be an efficient and successful experience.

## HSA Home Warranty

A home warranty offers "peace of mind" to a potential buyer. We recommend including a home warranty as part of your overall value proposition. We would be honored to introduce you to our local HSA Home Warranty representative.



