

**BERKSHIRE HATHAWAY HOMESERVICES FLORIDA PROPERTIES
GROUP REALTORS COMPLETE NINJA INSTALLATION PROGRAM**
Program Helps People Bring Out the Best in Themselves and Their Organizations

TAMPA, Fla. (Oct. 12, 2017) – Eighty-nine [Berkshire Hathaway HomeServices Florida Properties Group](#) Realtors and Brokers recently completed the four-day NINJA Selling Course.

Developed by Larry Kendall and The Group, Inc. Real Estate, NINJA Selling is a system that focuses on bringing exceptional value to clients. The program name, NINJA, was inspired by one of The Group's sales associates, who earned the NINJA nickname because of his work ethic and ability to serve his clients' needs while achieving harmony in his personal life.

"Our company focuses on putting the needs of our clients first," said Allen Crumbley, Broker/Owner of Berkshire Hathaway HomeServices Florida Properties Group. "NINJA selling provides an exceptional framework and system around this philosophy and will enable our outstanding team of real estate professionals to better serve their clients."

The NINJA philosophy is centered on building relationships, listening to the customer and helping them achieve their goals. NINJA Selling is based on a belief in abundance versus scarcity and the power of focused energy and synergy with others.

"The key to NINJA success is creating value that no one else in the industry can offer," said Berkshire Hathaway HomeServices Florida Properties Group Broker/Owner Dewey Mitchell. "Our agents are trusted advisors, and the NINJA way of doing business allows us to focus on providing the highest level of service and value to our clients."

Berkshire Hathaway HomeServices Florida Properties Group has 22 offices throughout the Tampa Bay area. For more information, visit a local branch office, call (888) 778-8258 or visit www.bhhsfloridaproperties.com.

Photography:

1. Berkshire Hathaway HomeServices Florida Properties Group Realtors and Brokers recently completed the four-day NINJA Selling Course.
2. From left, Berkshire Hathaway HomeServices Florida Properties Group Broker/Owner Allen Crumbley, NINJA Selling Instructor Don Tennesen and Berkshire Hathaway HomeServices Florida Properties Group Broker/Owner Dewey Mitchell.

About Berkshire Hathaway HomeServices Florida Properties Group

Berkshire Hathaway HomeServices Florida Properties Group has been locally owned and operated in the Tampa Bay area for more than 50 years. The company consistently ranks among the Top 25 companies in the Berkshire Hathaway HomeServices network, which ranked “Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms” in the J.D. Power 2017 Home Buyer/Seller Satisfaction StudySM.

Utilizing the four company principles of teamwork, integrity, passion and excellence, the firm’s world-class team of professionals and systems guide people in making excellent real estate and financial decisions. Services include residential and commercial real estate and property management, title and closing services, mortgage services, relocation, auction, REO, property and casualty insurance and home warranty. The company’s Luxury Division utilizes an elite network of powerful relationships along

with unique marketing strategies to bring together buyers and sellers of luxury properties. The company offers global listing exposure and worldwide visibility. The firm's website is multi-lingual and is optimized for international buyers.

Berkshire Hathaway HomeServices Florida Properties Group has 22 offices serving a six-county area that includes Hernando, Highlands, Hillsborough, Pasco, Pinellas and Polk. For more information, call (888) 778-8258 or visit

www.bhhsfloridaproperties.com.

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