

# New BHHS Luxury Marketing Programs

# Luxury Collection

- **Luxury Collection Property/ Sign**
  - Top 10% of Local Market with \$500k Minimum.
  - High-Quality Photos
- **Luxury Collection Specialist**
  - ✓ Same Criteria as Fine Homes Specialist
  - ✓ 1 Closing in Top 10% of Local Market (\$500K Min.) in Last 12 Months
  - ✓ Or 2 Listings in Top 10% of Local Market (\$500K Min.) in Last 12 Months
  - ✓ Meet 5 Elective Points (Education, Events)
  - ✓ Must be qualified to order Luxury Collection cards

*Fine Homes*  
INTERNATIONAL™

The Atlanta Business Chronicle has ranked Prudential Georgia Realty as the #1 Residential Real Estate Company in Metro Atlanta for the last three years in a row. Our company is proud to be a member of the exclusive Who's Who in Luxury Real Estate Network which is the largest luxury network in the world.

WWW.PRUDENTIALGA.COM  
770-992-4100



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*Fine Homes*  
INTERNATIONAL

Our Advanced Property Marketing System for Fine Homes gives you powerful advantages to market and sell luxury homes. The new Berkshire Hathaway HomeServices brand is already a respected and admired brand for your affluent prospects. We recommend that you customize your listing presentation to your personal value proposition and personalize to your prospect. You should also provide examples of your print and digital marketing portfolio and be prepared to discuss your personal network. If you are not certified as a Fine Homes International® specialist, please see your broker for details.

- ◆ First, we assess the property, the local market and the competition. We will work with the client to understand the unique story about the property and community. Then we will design a winning value proposition including staging, upgrades, improvements/condition & incentives. Our innovations in visual marketing will bring that story to life – online, in print and in person.
- ◆ We will work with our partners to take high-quality professional photos (or videos) of the right images that highlight the most attractive attributes and support the unique story of the property
- ◆ Our award-winning online marketing will display your luxury property on 40,000+ websites, video sites and mobile sites across the globe. Affluent buyers are the most active online and have the latest mobile devices.
- ◆ Our listings have higher priority and a distinctive look with Featured or Showcase listings on major websites such as Realtor.com, Zillow.com, Trulia.com, AJ-CHomefinder.com, LuxuryRealEstate.com and Prudential websites.
- ◆ We use the latest options in visual media such as digital magazines, full screen HD viewers, property videos and beautiful custom print materials to create a great first impression.
- ◆ We will market your property in a custom luxury Campaign to the 25,000 co-op agents across Metro Atlanta.
- ◆ We are the leading provider of Corporate Relocation services for Metro Atlanta and have the best chance of attracting a relocating corporate executive that could be the buyer of your luxury home.
- ◆ We leverage our extensive local, national and global referral networks to attract the right buyer.
  - Our 1,000+ Prudential Georgia Realty agents represent more buyers than any other brokerage.
  - The Prudential Fine Homes International™ network is one of the largest luxury networks in the country. Prudential Real Estate has achieved the highest average sales price of any national brand for the past 10 years.
  - We are members of the Who's Who in Luxury Real Estate Network™, which is the largest luxury network in the world with over 1,650 brokerages in 80 countries. Their Fall conference is here in Atlanta which provides a unique opportunity to expose our luxury properties to members from across the network.
  - We are owned by Home Services of America which operates the 2nd largest real estate brokerage network in the nation. We leverage referrals from these leading companies and their 44,000+ associates.
  - We leverage the Brookfield Real Estate Global Network doing business with clients in over 80 countries.
  - We are members of The Realty Alliance which is an invitation-only network of the largest real estate brokerages.
  - We are charter members of the RISMedia Real Estate Information Network which is an exclusive network of the leading brokerages in America.
  - We are members of Real Trends which is a select network of the largest brokerages in the nation.
- ◆ Optional print ads are available in Fine Homes International™ magazine, Luxury Real Estate magazine, Dupont Registry, Robb Report, Unique Homes, Wall Street Journal, plus local newspapers & magazines.
- ◆ The introduction of the new BEEKS HIRE HATHAWAY HomeServices brand this Fall will create unprecedented exposure for our company and our listings!

Contact Tatisha Gibbs, Art Director for Fine Homes - [Tatisha.Gibbs@PrudentialGA.com](mailto:Tatisha.Gibbs@PrudentialGA.com)  
or Tony Floyd, Chief Marketing Officer - [TonyFloyd@PrudentialGA.com](mailto:TonyFloyd@PrudentialGA.com)





# PROFESSIONAL PHOTOGRAPHY

A PICTURE IS WORTH A THOUSAND WORDS



**Professional Printing  
from Xpressdocs**

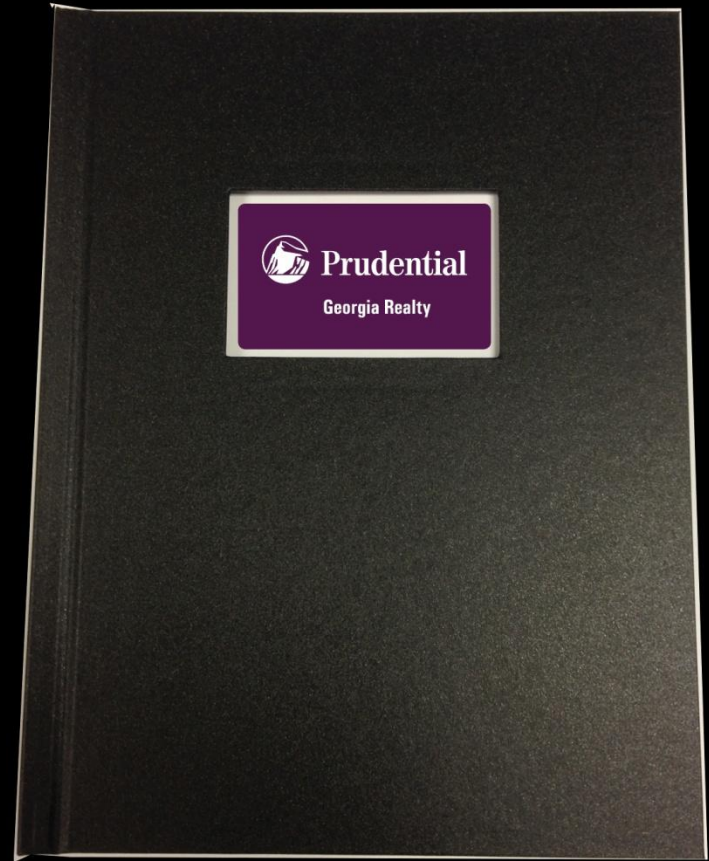
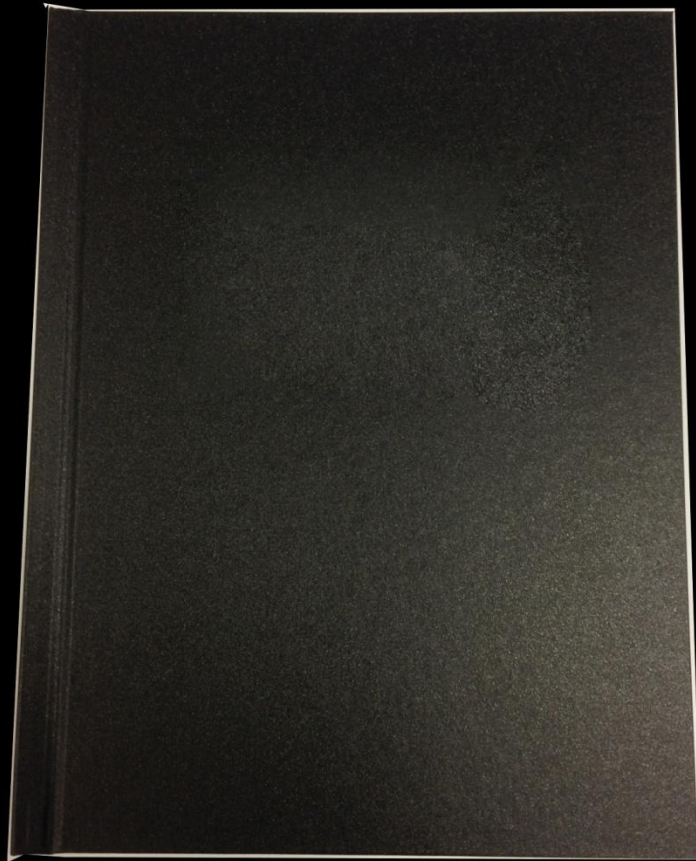




COIL SPINE



STEEL SPINE



# HARDCOVER

ALSO GREAT FOR LISTING PRESENTATIONS:  
PROPERTY PORTFOLIO, TESTIMONIALS, RESUMES CREDENTIALS



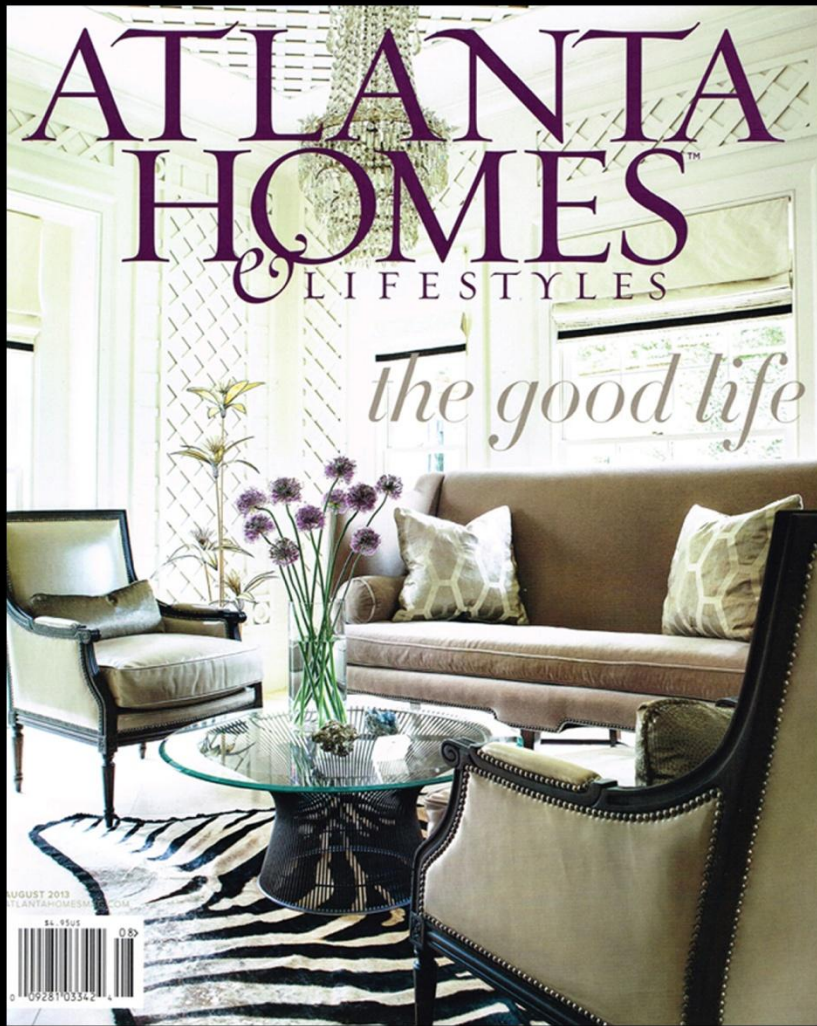


ONLINE DIGITAL MAGAZINE



# EXCLUSIVE LUXURY VIDEO PROPERTY BOOK





## The Coffee Table Book of Metro Atlanta

Now in its 30th year, AH&L is Atlanta's most  
respected and influential magazine

## Over 54,000/ month Distribution

Combination of subscribers, newsstand,  
luxury hotel & event distribution

## Reaches Affluent, Active Readers

Median household income is \$306,000;  
\$1.6 million average net worth

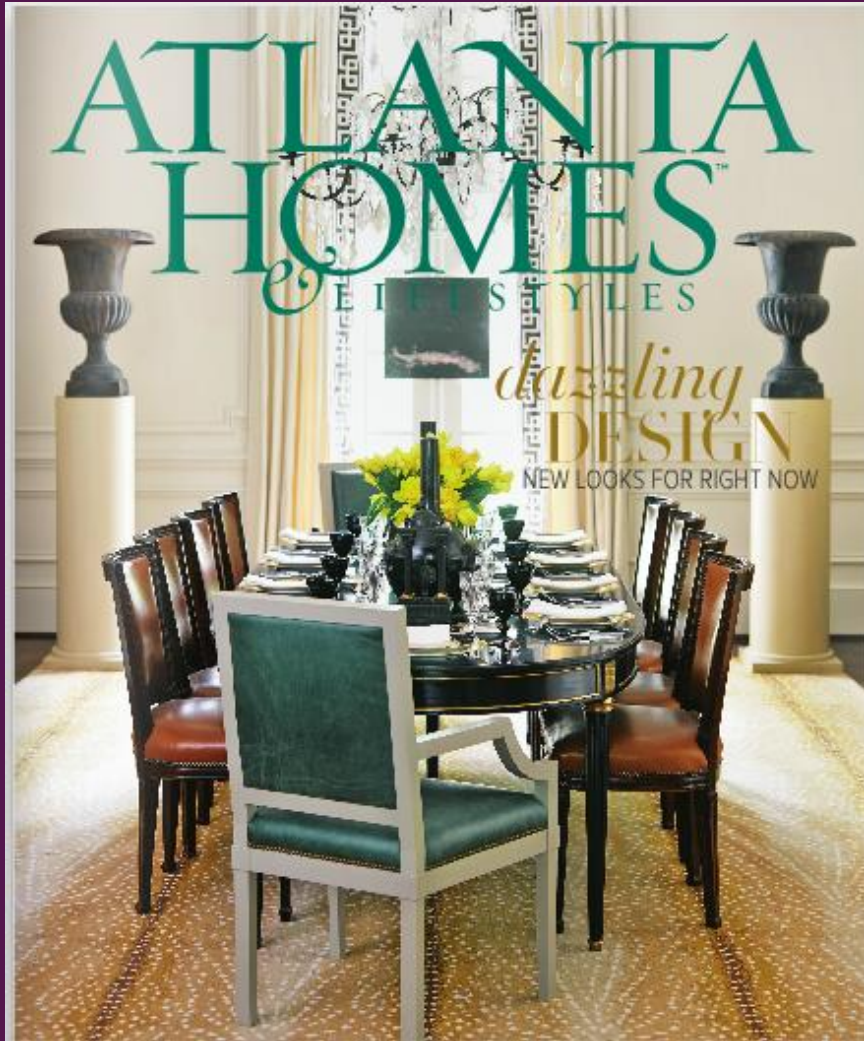
Several Agent & Corporate  
Advertising Commitments  
in Print & Online into 2014

ATLANTA HOMES & LIFESTYLES





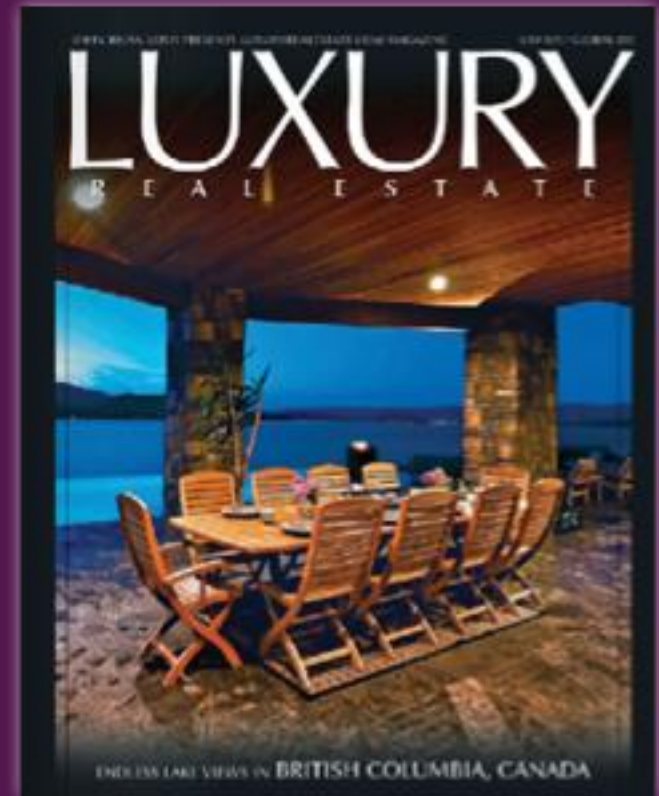
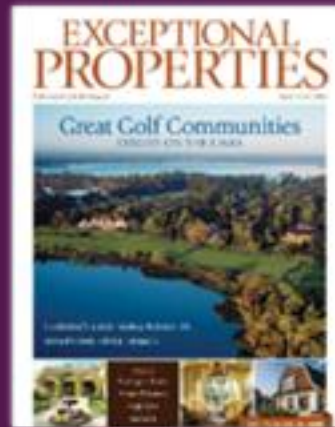
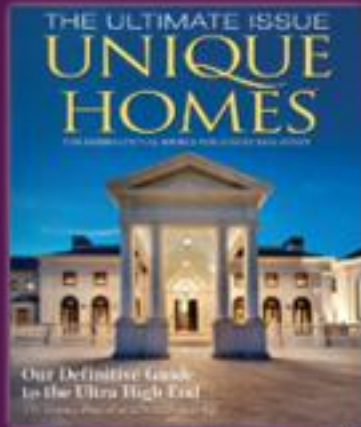
# ATLANTA HOMES & LIFESTYLES DECEMBER ISSUE



- **December Issue**
  - ✓ Letter from Dan
  - ✓ Full Page Ad
  - ✓ Belly Wrap
  - ✓ Online Banner Ads
  - ✓ E-Blast To Subscribers
- **2014 Monthly Issues**
  - ✓ Inside Back Cover
  - ✓ Inserts - March & May
  - ✓ Subscription Promo for Agents \$20
  - ✓ Agent Promo For Luxury Homes Section
  - ✓ Online Banner Ads



# Luxury Collection Branding In Global Magazines



THE WALL STREET JOURNAL.

The New York Times



# New Online Luxury Partnership With The duPont REGISTRY

*A Buyer's Gallery of Fine Homes*  
**duPontREGISTRY**

Home | Sell Your Luxury Home | Search Homes | Luxury Agent Program | My Account | Contact Us | Homes Blog | Subscriptions

**Find a Home**  
Choose a State or Province <-- Please Select -->  
Choose Price Range  
Under \$1,000,000 - \$10,000,000+ **Search**

**International**  
Choose Country <-- Please Select --> **Search**

**Agent Locator**  
**View Our Network**  
*Elite*AGENT  
duPont REGISTRY

Click here to view hundreds of top homes on the market



SENeca ESTATE  
GREAT FALLS, VIRGINIA

**Featured Properties**



**Exquisite Details**  
\$5,500,000  
Ocala, FL  
**Joan Pletcher, Realtor**

**Buyers Services**

Auction Companies

Photography

Real Estate Specialists

Developers

**Featured International Properties**



New Zealand

**Penthouses For Sale**

PenthouseLife™ - Penthouses

Island Living

Useppa Island Club - Florida

Paradise Coast - Useppa Island

BERKSHIRE HATHAWAY  
HomeServices

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LUXURY  
*Collection*



# How Do I Get Certified?

- 1. Log On To PREA Center/ Affluent Section.**
- 2. Select The “Fine Homes International Specialist Application” Online Form**
- 3. Complete The Form. Remember To Attach The PDF From The MLS Of The Property Sold Or Listings.**
- 4. We Will Work With The Brand To Expedite Your Approval.**
- 5. Your Fine Homes International Designation Will Convert To The Luxury Collection.**
- 6. You May Order LC Business Cards.**



# Luxury Collection Business Cards

BERKSHIRE HATHAWAY  
HomeServices

LUXURY  
*Collection*

**John Smith**

Residential Specialist, OICP, CDPE, e-Pro



**John Smith Realtor Company**

888.555.9999

john.smith@berkshirehathawayle.com

berkshirehathawayle.com


8888 Main Street, Suite 555, Irvine CA 90000

BERKSHIRE HATHAWAY  
HomeServices



A member of the franchise system of BHH Affiliates, LLC

# eNewsletter Templates



John Smith  
555.555.555

BERKSHIRE HATHAWAY  
HomeServices  
*LUXURY*  
*Collection*

JULY 2013 NEWSLETTER

TOP 10 THINGS TO LOOK FOR IN YOUR NEW HOME

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John Smith  
555.555.555

BERKSHIRE HATHAWAY  
HomeServices  
*LUXURY*  
*Collection*


JULY 2013 NEWSLETTER

MARKET UPDATES

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New Listing

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Holiday Tips

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# Listing Flyers

BERKSHIRE HATHAWAY  
HomeServices  
*LUXURY*  
Collection

8888 Main Street, Teraelm CA 92612

**\$2,577,000**



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**Bedrooms:** 3  
**Full Baths:** 3  
**Interior:** 19,200 Sq. Ft.  
**Property Type:** Single Family Home

#### Features:

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**John Smith**  
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Allison & Doyle Realtor

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**Fax:** 888 555 9999

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*LUXURY*  
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Teraelm CA 92612  
**\$2,577,000**

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# Electronic Postcards

BERKSHIRE HATHAWAY  
HomeServices

LUXURY  
*Collection*



## OPEN HOUSE

888 3RD AVE LOS ANGELES 90096  
OFFERED AT \$X,XXX,XXX

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For more information call:

## MARY SMITH

Luxury Collection Specialist  
Agent Title, OICP, CDPE, e-Pro  
Allison & Doyle Realtor

MarySmith@berkshirehathawayhs.com



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# Print Postcards

BERKSHIRE HATHAWAY  
HomeServices

LUXURY  
*Collection*



888 3rd Ave Los Angeles 90096  
Offered at \$x,xxx,xxx

888 3rd Ave Los Angeles 90096 | Offered at \$X,XXX,XXX



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Los Angeles, CA 92253  
www.bhhs.com

BERKSHIRE HATHAWAY  
HomeServices

LUXURY  
*Collection*



# Print Brochures

BERKSHIRE HATHAWAY  
HomeServices

LUXURY  
*Collection*



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Bedrooms: 3  
Full Baths: 3  
Interior: 19,200 Sq. Ft.  
Property Type: Single Family

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# Print Capabilities Brochure



**BERKSHIRE HATHAWAY**  
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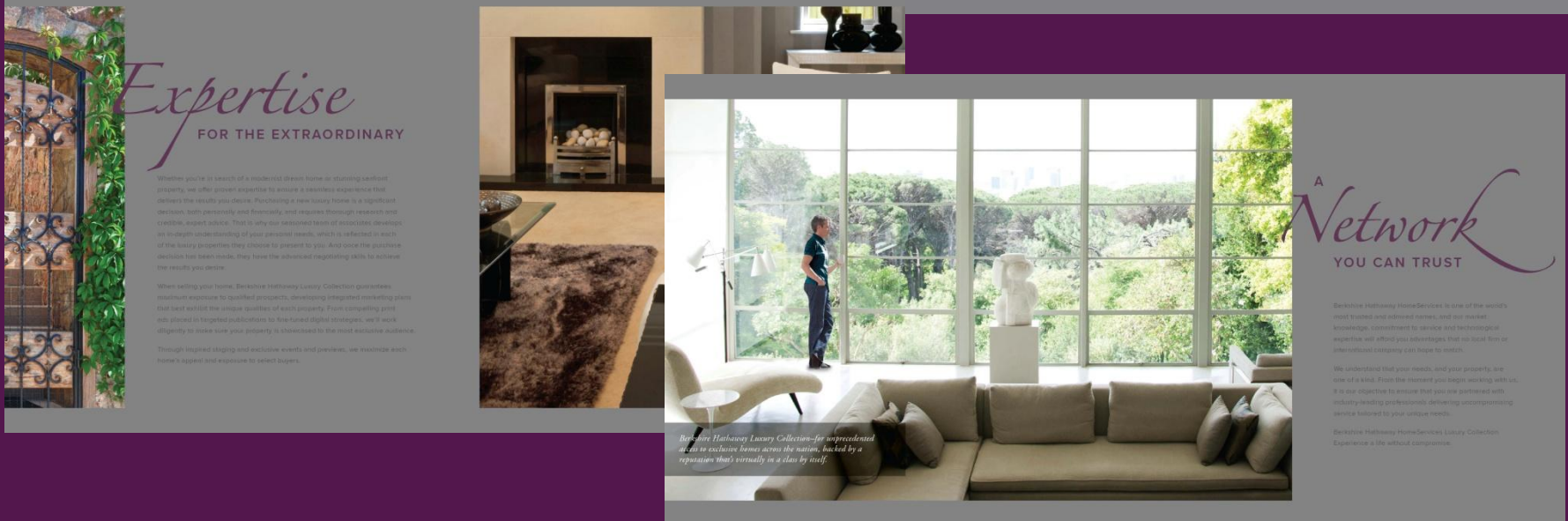
**BERKSHIRE HATHAWAY**  
HomeServices

## Opening NEW DOORS

The Berkshire Hathaway name has stood for strength, integrity and trust for more than a century, and today our exclusive Luxury Collection delivers that same level of confidence to the premier real estate market.

Berkshire Hathaway HomeServices Luxury Collection® is a specialized division established with one goal in mind—to deliver our unparalleled customer service and superior knowledge of the luxury market to the world's most elite customers.

To ensure that your relationship with Berkshire Hathaway Luxury Collection represents every expectation, our distinguished sales professionals, skillfully combine their expert knowledge of local markets with our vast global network, advanced technology and experienced marketing resources to deliver you exceptional results.



## Expertise FOR THE EXTRAORDINARY

Whether you're in search of a modern dream home or stunning estate property, we offer proven expertise to ensure a seamless experience that delivers the results you desire. Purchasing a new luxury home is a significant decision, both personally and financially, and requires thorough research and credible, expert advice. That's why our seasoned team of associates develops an in-depth understanding of your personal needs, which is reflected in each of the luxury properties they choose to present to you. And once the purchase decision has been made, they have the advanced negotiating skills to achieve the results you desire.

When selling your home, Berkshire Hathaway Luxury Collection guarantees maximum exposure to qualified prospects, developing integrated marketing plans that best reflect the unique qualities of each property. From compelling print ads placed in targeted publications to featured digital strategies, we'll work diligently to make sure your property is showcased to the most exclusive audience.

Through inspired staging and exclusive events and previews, we maximize each home's appeal and exposure to select buyers.

## A Network YOU CAN TRUST

Berkshire Hathaway HomeServices is one of the world's most trusted and admired names, and our market knowledge, commitment to service and technological expertise will afford you advantages that no local firm or independent company can hope to match.

We understand that your needs and your property are one of a kind. From the moment you begin working with us, it is our objective to ensure that you are partnered with industry-leading professionals delivering uncompromising service tailored to your unique needs.

Berkshire Hathaway HomeServices Luxury Collection. Experience a life without compromise.

*Berkshire Hathaway Luxury Collection—for unprecedented access to exclusive homes across the nation, backed by a reputation that's virtually a class by itself.*





BERKSHIRE HATHAWAY  
HomeServices

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RESORT

PROPERTIES INTERNATIONAL

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