



# Week 6



Week 6	Connections To Make, Actions to Take	AMM, Ecards, Videos, Marketing Materials
<div> <div>Oct. 28-Nov. 1</div> <div>Listing Focus</div> </div>	I. Communicate with Listings opportunities/contact all current listings-use as opportunity to tell the BHHS story	AMM for week with coaching activities
	II. Participate in a “Harvest Listings Opportunity Call Session” at your office	Halloween eCard/ AMM agents can share
	III. Also great time to get listings extended thru to the new year if needed	Nov 3 Daylight Saving Time ends . Think about how you want to communicate (eCard, AMM, Other)
	IV. Work on AABS over next 2 weeks and have it finalized. Meet with your broker for one on one’s.	David Knox video
	V. Block out time every day to connect with sphere and seek listing opportunities	Follow Up On Real Estate Advisor Launched on 10/26
		Case-Shiller Report Comes Out Tuesday, October 29th

Week 6	Agent Portal & Mobile App-	Specifics
<div> <div>Oct. 28-Nov. 1</div> <div>Listing Focus</div> </div>	<div> <div>I. <u>Signs must be ordered by Wednesday, October 30<sup>th</sup>.</u> See your local branch for details.</div> <div> <div>II. <u>Business cards &amp; badges must be ordered by November 15<sup>th</sup>.</u></div> <ul style="list-style-type: none"> <li><i>We expect the new sample of Luxury Collections cards sometime this week.</i></li> <li><i>A new option to add a QR code to download your mobile app on the back of your card will be available this week.</i></li> <li><i>Local board designations are being added this week.</i></li> </ul> <div>III. <i>The new Mobile App is expected to launch this week. Apple is backlogged getting apps into the App Store. Look for more details</i></div> </div> </div>	<div> <div>See the Countdown to Conversion section of your PGR Agent Intranet for additional details and information including:</div> <ul style="list-style-type: none"> <li><i>Frequently Asked Questions</i></li> <li><i>Agent Checklist</i></li> <li><i>Instructions for Agent Portal</i></li> <li><i>Instruction to order Coming Soon print materials that are customized to your brand.</i></li> </ul> </div>

Week 6	Connections To Make, Actions to Take	Talking points you create for the week:
<div data-bbox="28 506 241 1106"> <div data-bbox="28 506 106 1106">Oct. 28-Nov. 1</div> <div data-bbox="154 635 241 978">Leverage</div> </div>	<div data-bbox="411 254 1250 406">Hold &amp; promote a caravan or open house or attend caravan</div> <div data-bbox="411 515 1250 668">Submit a TeamBuilder &amp; help broker secure interview</div> <div data-bbox="411 776 1304 1018">Refer a client to a Core Partner: HS Lending, WNCW, HSA Warranty</div> <div data-bbox="411 1126 1253 1368">Visit one of our New Homes communities – who do you know that might want to buy?</div>	<div data-bbox="1373 264 1866 1339"></div>

# ***Berkshire Hathaway is built to last forever.***

The Berkshire Hathaway name stands for integrity and unquestioned financial strength. Hundreds of thousands of investors stand behind its proven stability. And it was named the No. 1 company in *Barron's* annual ranking of the world's 100 most respected companies. The new Berkshire Hathaway HomeServices real estate network reflects its namesake's reputation and strength through skilled leadership, sound values and proven operational excellence.

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



## *Our Competitive Edge*

*“The new Berkshire Hathaway HomeServices brand introduction will bring an unprecedented level of exposure to our clients. We are planning an extensive multi-channel advertising campaign including digital billboards, print ads in local newspapers & magazines, online ads on Google & Facebook, postcards and more! The press loves to write about Warren Buffett. We will also be replacing almost 4000 yard signs and those beautiful new signs will get attention.*

*Going forward, our resources allow us to innovate faster and do things on a larger scale. We plan to bring change to the real estate business... one successful client at a time.*

## *Good to know.™*



## Message for Listings:

Metro Atlanta Home Values have increased 31% from the bottom of February 2012 (according to the Metro Atlanta Case-Shiller Index). Many buyers will be looking to make decisions prior to the end of the year. And if you are thinking about listing for the spring, there are actions you need to take right now to get ready.

Now may be the right time to make your move. Contact me for a customized analysis of your area and your property.

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







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