



Week 4	Connections To Make, Actions to Take	AMM, Ecards, Videos, Marketing Materials
<div data-bbox="34 554 108 1139">Nov. 11- Nov 17</div> <div data-bbox="189 319 266 1370">Grow your SOI strategically</div>	<div data-bbox="394 261 1315 1292"> <p>I. Assess your SOI: Do you need to grow it? Get involved in new networking groups? Schedule lunches/coffee's for next several weeks?</p> <p>II. Have you planned your holiday events and socials to be out and about during this time when others are out and about! Time Block for them now! Planning a Thanksgiving letter or “pop-bys”? It’s 2 weeks away!</p> <p>III. Find a mentor & ask them what they are doing to leverage conversion, finish 2013 strong , and design key action plans for 2014. Even if you are the #1 agent in your office or market or niche, find someone who is producing more or more effectively (may be out of our market). Pick their brains!</p> </div>	<ul style="list-style-type: none"> • Weekly AMM with coaching activities • Veterans Day 11th ecard/ AMM agents can share or call & thank a Veteran! • The November Market Trends Report will be posted by 11/12. • Share the November Market Videos that will be available by 11/12 . • http://www.holidayinsights.com/moreholidays/ website for unique & fun holidays- can give you fun reason to contact people! • Watch a David Knox web video and share one of the

Week 4	Agent Portal & Mobile App-	Specifics
<div>Nov. 11-Nov. 17</div> <div>Conversion Prep</div>	<p>I. <u>Business cards & badges must be ordered by November 15th.</u></p> <ul style="list-style-type: none"> <i>Make sure your order is reviewed and approved. The deadline is this Friday!</i> <p>II. <u>The new Mobile App is now available in the App Stores.</u></p> <ul style="list-style-type: none"> <i>Position this with consumers as the Release 1/ BETA version. There will be a few bugs that need to be worked out in the early going.</i> <i>Use the Mobile Portal to get your QR code, SMS text phrase or Personalized URL option to download your mobile app. See more details in the Countdown to Conversion section of Intranet.</i> 	<p>See the Countdown to Conversion section of your PGR Agent Intranet for additional details and information including:</p> <ul style="list-style-type: none"> <i>Frequently Asked Questions</i> <i>Agent Checklist</i> <i>Instructions for Agent Portal</i> <i>Instruction to order Coming Soon print materials that are customized to your brand.</i>

Week 4	Connections To Make, Actions to Take	Talking points you create for the week:
<div>Nov. 11- Nov 17</div> <div>Leverage</div>	<p>Hold & promote a caravan or open house or attend caravan</p> <p>Submit a TeamBuilder & help broker secure interview</p> <p>CALL a Core Partner: HS Lending, WNCW, HSA Warranty. Ask them what they are saying about BHHS? Coach them!</p> <p>11/10 was Forget Me Not Day...who may have forgotten you are in real estate? Call them this week and remind them! 11/15 is National Clean Your Refrigerator Day & Recycle Day! Use that theme as a reason to pop by top clients and connect. Get creative!</p>	<div></div>

Messages for Listings:

Send postcards or other campaigns advertising your buyers:

“We have qualified buyers looking for _____....” (be as specific as possible)... Contact us to see if your home qualifies.

“The price of your next home is likely to be trending higher and mortgage rates are rising. The cost of waiting can be significant if rates start moving back to more normal levels. If rates jumped 2%, a \$500,000 mortgage would cost over \$200,000 more! Now may be the right time to make your move before home prices and mortgage rates go higher!”

(Use the charts from the Monthly Market Trends on the Intranet)

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Known by the Company You Keep...

“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have; and I don’t think you could find one.”

— Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

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Good to know.™



A New 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.*TM



Providing “One Stop Shopping” For The Complete Real Estate Experience

We know our clients prefer the simplicity of “one stop shopping” for integrated real estate services including brokerage, mortgage lending, closing & title services, home warranties and insurance. In the current market, it’s not just about listing a house or even getting an offer. The real goal is to get the transaction successfully closed. Today, the process is more complicated than ever so you need real experts. Our company has a team of the highest quality providers that are ready to work for our clients.

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