



Week 2	Connections To Make, Actions to Take	AMM, eCards, Videos, Marketing Materials
<div>Nov 25-Dec. 1</div> <div>Leverage Face to Face time</div>	I. Plan your networking activities and holiday functions now thru year end!	AMM Week 2 coaching activities
	II. Follow up on “forgotten faces” Spread the word with your family & friends this week.	Thanksgiving- thankful for the opportunity to serve eCard
	III. Share reasons you are thankful to be able to be the “purveyor of the American Dream of homeownership”	Share Real Estate Advisor Newsletter/ Case-Shiller
	IV. Touch your top 25 A clients-thank them for their business & referrals	Nov. 28 Hanukkah (1st day) & Thanksgiving Nov. 28;
	V. Who has referred you business from out of town or who have you sent outgoing referrals too—connect with them this week	Friday Nov. 29 “Black Friday;” Awesome day to be where everyone else is...SHOPPING! Take business cards!

Week 2	Agent Portal & Mobile App-	Specifics
<div>CONTINUE THESE FROM LAST WEEK TO PROMO APP</div>	<p>Ways to promote your new app:</p> <ul style="list-style-type: none"> <li><i>Post in Social media: I'd love to share my FREE Mobile App ... (select one or two of the ways listed to the right)</i></li> <li><i>Include a line in your email signature such as "Download my new Mobile app...(select one or two of the ways listed to the right)</i></li> <li><i>Directly text people from mobile app link (to right)</i></li> <li><i>Post the Widget Embed Code from on your website</i></li> <li><i>Share the QR Code on your new business card, on flyers, in newsletter or other items you mail or give out.</i></li> </ul>	<p>Obtain the SMS Keyword, link, QR Code or Widget at:</p> <p><a href="http://prudentialga.mobilerealtyapps.com/login">http://prudentialga.mobilerealtyapps.com/login</a></p> <p>Here's ways your sphere &amp; clients can download your app:</p> <ul style="list-style-type: none"> <li>It's available in the iTunes App and Google Play Store by searching for "insert your SMS keyword here"</li> <li>Text "your SMS key word" to (XXX) XXX-XXX (the SMS phone # you select)</li> <li>You can also download at "www.yourapplink.com" (insert the link created)</li> </ul> <p>Flyer on agent intranet with more details</p>

Week 2	Connections To Make, Actions to Take	Talking points you create for the week:
<div data-bbox="28 499 241 1085"> <div data-bbox="28 499 106 1085">Nov 25-Dec. 1</div> <div data-bbox="144 571 241 1013">Leverage</div> </div>	<ul style="list-style-type: none"> <li>▪ Submit TeamBuilder! Refer to Core Partners: HS Lending, WNCW, HSA Home Warranty</li> <li>• Finish Business Plan &amp; ADMS 12 Month Marketing Calendar (see agent intranet)</li> <li>• Get listings over 30 days price “repositioned” &amp; extend ones soon to expire.</li> <li>• Visualize your new BHHS GA sign in LOTS of listings in 2014 (&amp; with a SOLD rider!)</li> <li>• Ensure database ready to announce your new brand on Dec 10<sup>th</sup>.</li> </ul>	<div data-bbox="1371 214 1864 1292"></div>

## A Special Message:

*Hello all at Prudential Georgia Realty...  
soon to be Berkshire Hathaway Home Services,  
I know you're focused on getting to your destination,  
but that also means keeping your eye on the road.*

*Make sure your current listings are priced right & staged properly.*

*You have free access to our online, consumer pre-listing videos via the online training site. I also encourage you to identify all your listings on the market for 45 days or more & send them two videos: "**Pricing Your Home to Sell**" and/or "**Preparing Your Home to Sell**" reminding them we must reposition every 30-45 days if not sold yet.*

### Here's how:

1. Log in to the online training, [www.RETdk.com/login](http://www.RETdk.com/login), enter your email & password.
2. Under "Your Videos" section, click on the 5<sup>th</sup> menu "Send Consumer Videos"
3. The consumer video site will open to your page & say "Welcome, your name".
4. Select a video from the pull-down menu & enter the client name /email. Click Next.
5. Edit the template if you wish, click "Finished editing. Send email."
6. Log back in later & go to your History page to see when the client watched.
7. Call them to schedule a meeting to discuss adjusting the price and/or condition.

*This is an incredibly simple way to get listings, get them price right and have them prepared for showing. Check out the buyer video as well.*

*Sincerely,  
David Knox*

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



## Planting Seeds for Future Listings:

*“Here’s some simple ideas that are good to know whether you plan on selling soon or at some time in the future:*

- ✓ *Improve overall condition, neutralize, replace old windows & doors, upgrade or refinish flooring, improve landscaping & lighting, update the kitchen, update bathrooms.*
- ✓ *If you need specialists to consult with you, I have a vast network of quality service providers.*  
**(\*\*Always Provide Names on GAR Vendor List F141 for disclaimers\*\*)**
- ✓ *Take before/ after photos to show value of updates.*
- ✓ *Take seasonal photos – fall, winter and early spring.”*

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





# Delivering What's Expected

*“We know you, the client, prefer a single point of contact to get real estate services, mortgage, title, warranty and insurance seamlessly. In today’s new economy, it’s not just about listing a house or getting an offer. What’s important is getting transaction closed...yet the process is more complicated than ever with financing, appraisal, legal questions. Our company will connect you with the partners in these area to help make the process simpler.”*

Berkshire Hathaway HomeServices | Georgia Properties

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



## Quotes from you....thanks for sharing!

*“We are very excited, in just a few weeks we will officially be part of the Berkshire Hathaway family! We are the only company that has the right to use this incredible brand name, a name that is the #1 company in Barron's annual ranking of the world's 100 most respected companies.*

*We will have extensive resources and competitive advantages to share with our clients. Who do you know that is looking to make their next move?”*

Berkshire Hathaway HomeServices | Georgia Properties

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





