



Week 5	Connections To Make, Actions to Take	AMM, eCards, Videos, Marketing Materials
<div>Nov. 4-Nov. 10</div> <div>Buyer Focus</div>	<p>I. Target buyer prospects and communicate with them directly</p> <p>II. Follow up with any past web leads, open house leads, text rider leads, etc. Tell the BHHS story!</p> <p>III. Make sure you understand the latest market trends so you have stats ready to share. Resources include Monthly Trends, Case-Shiller, Trendgraphix, RealValuator.</p> <p>IV. Who are your top 10 referral sources? When have you spoken to them last? Do they know about BHHS ? Schedule a coffee or lunch with each to connect before Thanksgiving ( a great way to thank them for supporting you too!)</p>	<p>Weekly AMM with coaching activities</p> <p>Nov. 5 Election day: Great week to reach out and see local officials</p> <p>Video Market Reports launch on Nov. 12. SHARE! Have your email distributions ready (remember to use BCC). Post on social media.</p> <p>Watch a David Knox web video &amp; share a Knox Consumer Video</p>

Week 5	Agent Portal & Mobile App-	Specifics
<div>Nov. 4-Nov. 10</div> <div>Conversion Prep</div>	<p>I. <u>Business cards &amp; badges must be ordered by November 15<sup>th</sup>.</u></p> <ul style="list-style-type: none"> <li><i>Luxury Collection business card samples should be available 11/5</i></li> <li><i>Local board designations have been added.</i></li> </ul> <p>II. <u>The new Mobile App has launched.</u></p> <ul style="list-style-type: none"> <li><i>Use the Mobile Portal for 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></li> <li><i>Practice Property Scan and Searching for properties on phone/tablet. Be ready when your prospects ask questions!</i></li> </ul>	<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"> <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>

Week 5	Connections To Make, Actions to Take	Talking points you create for the week:
<div>Nov 4- Nov 10</div> <div>Leverage</div>	<ul style="list-style-type: none"> <li>• Tell 5 Buyers about Renovation Financing options! (Take Brian Stephens 203K Class &amp; download flyer with illustrations on “Old &amp; New”)</li> <li>• Make list of Veterans you know. Confirm their email &amp; phone as 11/11 is Veterans Day. Plan to connect with them &amp; THANK!</li> <li>• Hold &amp; promote a caravan or open house or attend caravan!</li> <li>• Engage in TeamBuilder Contest!</li> <li>• Refer a client to ALL Core Partners: HS Lending, WNCW, HSA Home Warranty</li> </ul>	<div></div>

# Are you frustrated with low inventory?

*“You may have heard, we have limited “move in ready” inventory and therefore buyers and agents are frustrated because they cannot find the perfect home. Even if they do find a “move in ready” home, they are usually in multiple offer situations.*

*Renovation financing is a great solution for a buyer that has found a home in the desired location at a price point they can afford, but doesn't meet their needs in its current condition. Renovation financing allows the buyer to transform any home into the perfect home .*

*May I send you some additional information or have Brian Stephens, our HomeServices Lending specialist in renovation lending, contact you. His number is (770)833-2472 or [Brian.Stephens@hslgeorgia.com](mailto:Brian.Stephens@hslgeorgia.com). I encourage you to explore this option for more opportunities in your price point.*

*Good to know.™*



## *In it for the long term ...*

*“You’ve known me for years & my company’s been delivering the highest quality real estate brokerage services for over 50 years. But I’d love to connect and share our new perspective in real estate coming December 2013...”*

*Are you acquainted with the name Berkshire Hathaway? Yes, Mr. Buffett’s company! You probably have heard, he only acquires companies with great brands, great products and strong leadership. Well, this principle helped inspire the creation of Berkshire Hathaway HomeServices which we have been chosen to become ...it’s very exciting and I’d love to share more with you and catch up on you and your family! Let’s get together for lunch or coffee”*

## *Good to know.™*



# ***Berkshire Hathaway HomeServices: A Strong Lineage***

*“Plain and simple, Berkshire Hathaway seeks value. Its approach is to acquire companies with great brands, great products and strong leadership and hold them for the long term. The company, with its diverse holdings, is said to cover consumers head to toe. Real estate fits perfectly into that strategy and Berkshire Hathaway HomeServices was created”*

*Good to know.™*





# Berkshire Hathaway HomeServices

## *Good to know.™*

*“These 6 words above capture our approach to selling real estate well. You need to know a local expert, skilled in the business of helping buyers and sellers transact in today’s market and able to provide comprehensive real estate services to you.*

*I want to be your BHHS real estate professional that is “Good to know!”*





