

*A defining moment in the
local real estate market has
arrived...*



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

Important dates:

Dec. 7, 8, 9 & 10th: Yard Sign Conversion! Leverage being seen installing your new cabernet signage! Photo opp with your seller changing signs! Post on Social Media!

Dec. 9th 1-3pm : High Museum Conversion Celebration

Dec. 9th -11th : Local Events including ribbon cuttings in Buckhead, Windward, The Manor, Dunwoody & several others.

Dec. 11th: Get to Know BHHS Training Event @ Holiday Inn in Roswell. 1-4pm Register @ www.pgru.com

Dec. 12th: Get to Know BHHS Training Event @Glendalough Manor 10-1pm. Register @ www.pgru.com

Dec. 16th: Top 10 BHHSTech Tools.Register @www.pgru.com

**COMPLETE ITEMS ON
AGENT REBRANDING CHECKLIST!**



LAUNCH WEEK



LAUNCH	Connections To Make, Actions to Take	AMM, Ecards, Videos, Marketing Materials
<div>Dec. 9 -Dec 13</div> <div>Listing Countdown</div>	<div>I. Take time each day this week to be fully familiar with www.GetToKnowBHHSQA.com ! Great new video's just loaded too!</div> <div>II. Simply use this week to tell everyone you know, everywhere you go that the most respected brand name in the world is now here in the Greater Metro Atlanta area</div> <div>III. Enjoy networking with our sales associates and other dignitaries and business professionals at Conversion. Opportunity to generate business and referrals are everywhere.</div> <div>IV. Use your database ! Reach out and call and connect with as many people in it!</div>	<div>Launch AMM with coaching activities</div> <div>Share AMM, Update Company name and email EVERYWHERE!</div> <div>Videos on GetToKnowBHHSQA.com</div> <div>Dec. Video Market Reports-Share!</div> <div>PAINT THE TOWN CABERNET!</div> <div>OVER 3,000 LISTINGS CHANGING VIRTUALLY OVER THE WEEKEND!</div>

LAUNCH	Connections To Make, Actions to Take	AMM, Ecards, Videos, Marketing Materials
<div>Dec. 9 -Dec 13</div> <div>Listing Countdown</div>	<p>V. Update email signatures, voicemails, social media, association records, all online presence, etc. See Agent Rebranding Checklist!</p> <p>VI. Visit local officials & key people, be out & about at restaurants, shopping malls, hotels, social holiday events, community service events because we will be the talk of the town! Over 30 digital billboards come on for Monday!</p> <p>VII. Come up with a list 10 key people or places you will commit to visiting this week & have your new business cards and new name badges on (+ any</p>	<div> www.GetToKnowBHHSGA.com </div> <div>See</div>

LAUNCH	Agent Portal & Mobile App-	Specifics
<div data-bbox="34 354 255 1282"> <div data-bbox="34 354 119 1282">HAVE APP FULLY</div> <div data-bbox="170 502 255 1142">PROMOTED!</div> </div>	<p data-bbox="394 192 1147 244">Ways to promote your new app:</p> <ul data-bbox="394 311 1271 1329" style="list-style-type: none"> <li data-bbox="394 311 1271 472">• <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 data-bbox="394 539 1271 758">• <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 data-bbox="394 825 1271 929">• <i>Directly text people from mobile app link (to right)</i> <li data-bbox="394 996 1271 1100">• <i>Post the Widget Embed Code from on your website</i> <li data-bbox="394 1168 1271 1329">• <i>Share the QR Code on your new business card, on flyers, in newsletter or other items you mail or give out.</i> 	<p data-bbox="1352 192 1912 386">Obtain the SMS Keyword, link, QR Code or Widget at:</p> <p data-bbox="1352 408 1912 522">http://prudentialga.mobiler Realtyapps.com/login</p> <p data-bbox="1352 601 1912 694">Here's ways your sphere & clients can download your app:</p> <ul data-bbox="1352 708 1912 1200" style="list-style-type: none"> <li data-bbox="1352 708 1912 893">• It's available in the iTunes App and Google Play Store by searching for "insert your SMS keyword here" <li data-bbox="1352 908 1912 1051">• Text "your SMS key word" to (XXX) XXX-XXX (the SMS phone # you select) <li data-bbox="1352 1065 1912 1200">• You can also download at "www.yourapplink.com" (insert the link created) <p data-bbox="1352 1222 1912 1336">Flyer on agent intranet with more details</p>

Launch	Upcoming Advertising
<div>Power of the Brand</div> <div>Leverage !</div>	<ul style="list-style-type: none"> ▪ RISMedia Dan Forsman Featured & on Cover! ▪ Atlanta Homes & Lifestyle-Belly Wrap, Dan ‘s Letter, Full Page Ad ▪ Letter from Dan to all homeowners of our listings ▪ Digital BillBoards, Digital Advertising Network via Flat Panel TVs. Gas Stations, Retail Kiosks ▪ Branding in local newspapers ▪ Online ads on Google, Facebook, AJC ▪ Stunning Print Ads ▪ E-campaigns ▪ BHHS Mailers, Flyers, Postcards, Holiday Postcards (Check out your Agent Portal!) ▪ Luxury Collection Branding in prominent magazines including Veranda, duPont Registry, Luxury Real Estate, Exceptional Properties, Collection Magazine, Robb Report ▪ PR from BHHS Brand Team, Edelman PR Firm, Local PR firm ▪ ABC, AJC, Neighbor Papers, Appen Papers, Social Networking Sites ▪ Local Custom Mobile App ▪ New Office Websites and Agent Websites ▪ Striking new yard signage, Luxury Collection & Commercial

Our Competitive Edge

“Our new brand is refreshingly real, whether we’re operating in high-end residential markets, in commercial real estate, or in middle-class and middle market communities. The combination of our reputation, experience, financial strength, integrity, trust, and operational excellence give our clients the competitive edge. I’d like to share more with you...can we connect ?”

Berkshire Hathaway HomeServices | Georgia Properties

Good to know.TM



Berkshire Hathaway HomeServices: 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.”

Berkshire Hathaway HomeServices

*Good to know.*TM



Built to be Forever!

“Berkshire Hathaway is built to be forever ... it’s true of all the businesses we own. You want to be part of an organization that’s not looking to sell out next week or next month or next year, or where the place will crumble when the founders leave. In terms of permanence, we can’t be beat. Not only can we not be topped by anyone, we can’t be matched by anyone.”

**– Warren Buffett, Chairman and CEO,
Berkshire Hathaway Inc.**

Good to know.™



“... Berkshire Hathaway stands for integrity and unquestioned financial strength. Hundreds of thousands of investors stand behind it’s 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 it’s namesake’s reputation and strength through skilled leadership, sound values and proven operational excellence.”

“...Berkshire Hathaway HomeServices is among the few companies entrusted to use the Berkshire Hathaway brand name with consumers.”

Berkshire Hathaway HomeServices | Georgia Properties

*Good to know.*TM



*“I think you want to work with a company that is
going to be around forever.*

*Berkshire Hathaway is built to be forever.
It’s true of all the businesses that we own.”*

**– Warren Buffett, Chairman and CEO,
Berkshire Hathaway Inc.**

Berkshire Hathaway HomeServices | Georgia Properties
*Good to know.*TM





**BERKSHIRE
HATHAWAY**
HomeServices

OUR MISSION

Our mission is to provide the highest quality real estate brokerage services to our customers and clients, with an exemplary "We Care" spirit.

CORE VALUES

Integrity First

Deliver service that exceeds expectations between each other, our clients, and our customers.

Provide a positive environment, grounded in faith and principles, which rewards commitment and personal growth and encourages life balance.

OUR VISION

Our Philosophy is Simple ... "The Right Choice!"

Making "The Right Choice" is our guiding principle. It means doing the right thing everyday to earn the trust and respect of each other, our clients, and our customers





LAUNCH WEEK

