



Save the Dates:

Dec. 7, 8, 9 & 10th: Sign Conversion (see broker for details)

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

Dec. 9th & 10th : Local Events in your branches

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 BHHS Tech Tools. Register @ www.pgru.com



The Launch of
Berkshire Hathaway HomeServices |
Georgia Properties is a week away!

Week 1	Connections To Make, Actions to Take	AMM, Ecards, Videos, Marketing Materials
<div>Dec. 2-Dec 8</div> <div>Listing Countdown</div>	<div>I. A letter from Dan is available in your offices or download from this AMM. Make sure all your sellers have received via mail or in person</div> <div>II. Target neighbors & farm areas—let them know your new signs will coming within the week & you will be out in the area, ensure you have renewed listings & obtained price changes .</div> <div>III. When you take your signs out, use as opportunity to talk to the neighbors....as many as you can!</div> <div>IV. If you do not have a listing, ask your broker if others in your office need help with sign conversion & spreading the word around their listings.</div>	<div>Week 1 AMM with coaching activities</div> <div>Dec. 2 Cyber Monday- People will be online so post strategic messages re: your New APP or an AMM</div> <div>Watch a David Knox web video</div> <div>GET READY TO PAINT THE TOWN CABERNET! OVER 3,000 LISTINGS WILL PROUDLY BOAST BHHS BY NEXT WEEK!</div>

Week 1	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"> <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> <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> <i>Directly text people from mobile app link (to right)</i> <i>Post the Widget Embed Code from on your website</i> <i>Share the QR Code on your new business card, on flyers, in newsletter or other items you mail or give out.</i> 	<p>Obtain the SMS Keyword, link, QR Code or Widget at:</p> <p>http://prudentialga.mobilerealtyapps.com/login</p> <p>Here's ways your sphere & clients can download your app:</p> <ul style="list-style-type: none"> It's available in the iTunes App and Google Play Store by searching for "insert your SMS keyword here" Text "your SMS key word" to (XXX) XXX-XXX (the SMS phone # you select) You can also download at "www.yourapplink.com" (insert the link created) <p>Flyer on agent intranet with more details</p>

Week 1

Upcoming Advertising...WOW!

Dec. 2 - Dec 8
Leverage

- RISMedia REAL ESTATE Magazine: Dan Forsman Cover Story!
- Atlanta Homes & Lifestyle-Belly Wrap, Dan's Letter, Full Page Ad
- Atlanta Business Chronicle – Page 2 Full Page Advertorial
- AJC Ads on Front Page & Business Section
- Ads in Local Papers Across Metro Atlanta
- Letter from Dan to all homeowners of our listings
- Digital Advertising Network via Digital Billboards, Flat Panel TVs, Gas Stations Displays, Interactive Retail Kiosks & Online Ads
- eCampaigns for Consumers & Real Estate industry
- BHHS Mailers, Flyers, Postcards, Holiday Postcards (Check out your Agent Portal!)
- Luxury Collection Branding in prominent magazines including Wall Street Journal, duPont Registry, Luxury Real Estate, Exceptional Properties, Collection Magazine, Robb Report
- PR from BHHS Brand Team, Edelman PR Firm, Local PR firm
- Local Custom Mobile App, New Office Websites & Agent Websites
- Striking New Yard Signs plus Luxury Collection & Commercial

Introducing the New Berkshire Hathaway HomeServices Video Series:



Click The Image Above To Play Video

Message for Listings:

The introduction of the new Berkshire Hathaway HomeServices brand will create an unprecedented opportunity to bring exposure to our listing clients...

With inventory still historically low and prices improving, this is the ideal time to place your home on the market. Our Advanced Property Marketing System is the most effective approach to sell your property. That is why we sell more homes than any other brokerage! And our new multi-channel advertising campaign will bring an unprecedented level of exposure to our listings leading into the spring market! And that is...

Good to know.™



Stability, strength, quality, timeless.

Berkshire Hathaway HomeServices brings to the real estate market a definitive mark of stability, strength and, above all, quality. Our visual identity—from our distinctive colors and quality seal to our dignified, unpretentious typography—exemplifies our timeless character.

Berkshire Hathaway HomeServices reflects Berkshire Hathaway's strong reputation through the core values of trust, integrity, stability and longevity.

Berkshire Hathaway HomeServices | Georgia Properties

*Good to know.*TM



Renovation Loan Opportunity:

Obviously, there is limited “move-in” inventory on the market. The reality TV show “Property Brothers” is a great example of how a real estate agent can show a potential buyer the benefits of Renovation Loan for a “non-move-in ready” home. On the show, one brother is an agent and the other, a contractor.

Here is an example of the show:

The real estate brothers meet a potential buyer & asks them 2 important questions regarding the home they want:

- Location

- Price

After confirming these 2 needs, the agent asks the buyer what else they desire (i.e. # of bedrooms, bathrooms, size of garage, finished basement, etc.). After the buyer gives the needs/wish list, the agent shows the buyer a home that has all the desired items. Once the buyer falls in love with the home, he indicates the buyer cannot afford this home.

Then, ironically, the contractor brother enters the picture & states that while the buyer cannot afford this home, there happens to be another home in the same desired location at a price that they can afford. And while the home currently doesn't have everything the buyer wants from the need/wish list, the contractor brother shares that his contracting company can put everything they want in this home that they can afford.

That, in a nutshell, is how easy it is to sell Renovation Financing. Give the buyer what they want in a home they can afford! Contact Brian Stephens HS Lending (770)833-2472

brian.stephens@hslgeorgia.com

