

# Digital Advertising Network

## Digital Billboards



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## Digital Billboards





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## Digital Billboards



# Digital Advertising Network

Partly Sunny  
**79°F**

Today	Tomorrow	Saturday
82° / 63°	84° / 63°	88° / 71°

BHHSGeorgia.com

text 12345 to 85377

  
**BERKSHIRE  
HATHAWAY**  
HomeServices

Julie Smith  
123-456-7890

Georgia Properties  
770-992-4100  
BHHSGeorgia.com

JulieSmith.com



**\$1,250,000**

**Listing: 1234555**  
**City: Atlanta**  
**Bedrooms: 3**  
**Baths: 1**  
**School Dist: North Fulton**

Unique home/business opportunity! This property consists of 3 separate buildings on 1 parcel including a home, salon, work shop as well as additional land for expansion/future development.



Agent: Julie Smith  
404-123-4568  
Julie.Smith@PrudentialGa.com



# Digital Advertising Network Gas Stations



**Testing 6 Locations in  
Cherokee County**



# Digital Advertising Network

## Retail Kiosks - Interactive



# Digital Advertising Network

## Retail Kiosks - Indoor



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facebook®

**ajc** **The Atlanta  
Journal-Constitution**  
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HomeServices  
Georgia Properties

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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.™*

For More Information: [BHHSGeorgia.com](http://BHHSGeorgia.com) or 770-992-4100

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Daily **gdp** Post

**LOCAL NEWSPAPER  
ADVERTISING NETWORK**



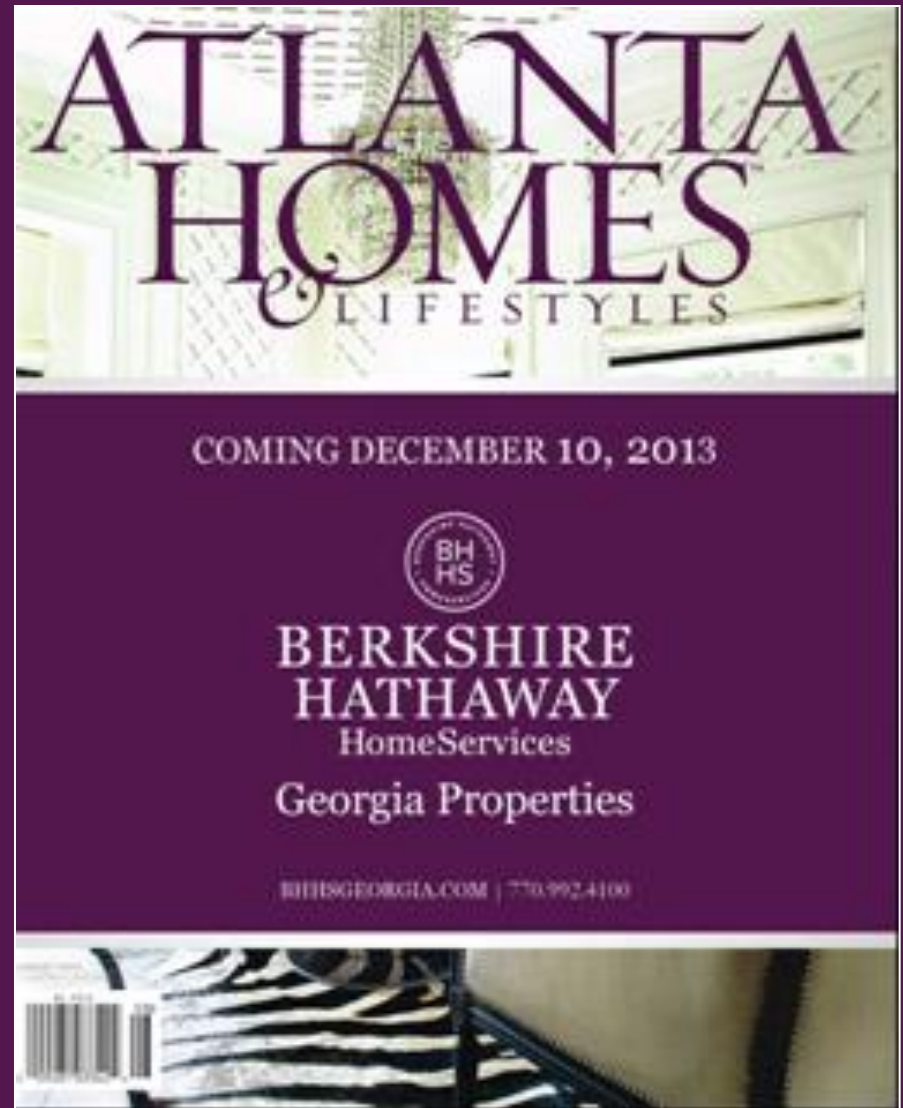
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Prudential Georgia Realty Turns 50,  
Makes the Switch to Berkshire  
Hathaway HomeServices Branding


Page 64

Dan Foisman  
President & CEO  
Berkshire Hathaway  
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**ATLANTA  
HOMES  
& LIFESTYLES**

COMING DECEMBER 10, 2013

  
**BERKSHIRE  
HATHAWAY**  
HomeServices  
Georgia Properties

BHHSGEORGIA.COM | 770.992.4100

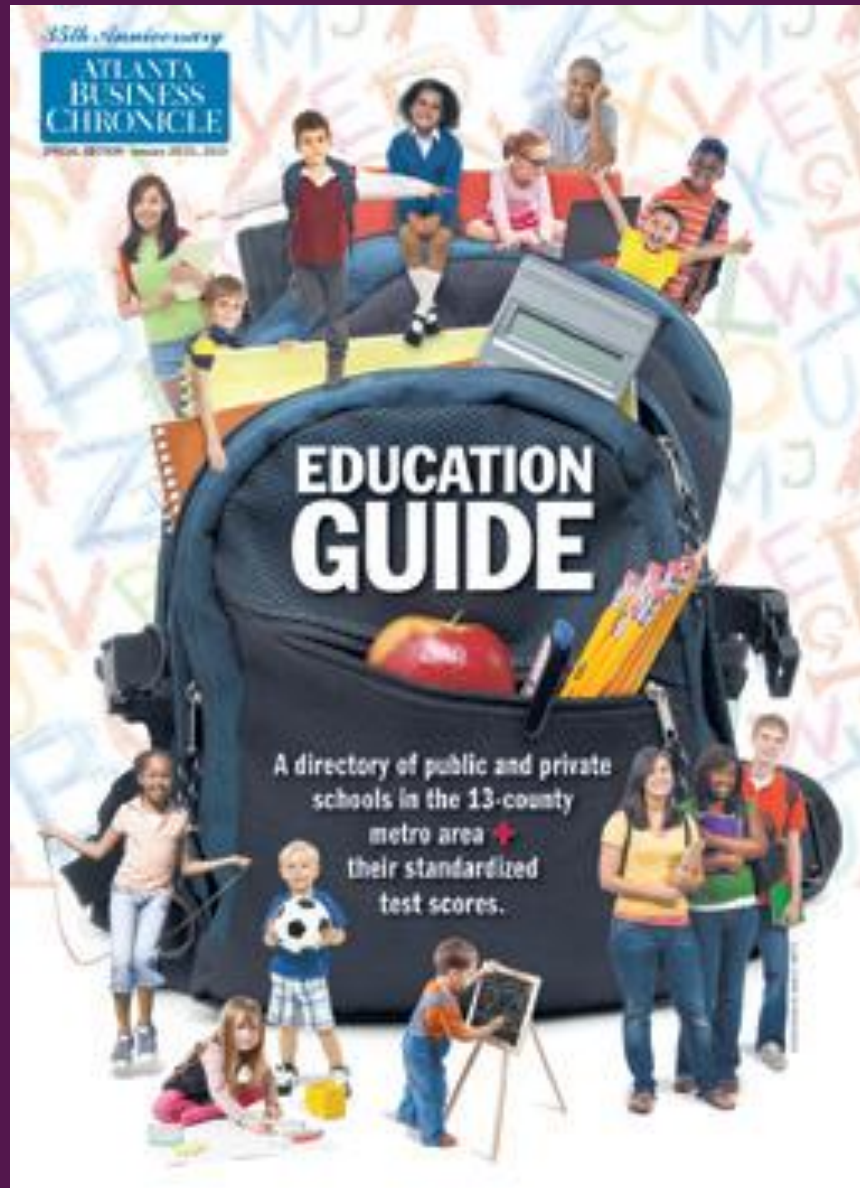




Atlanta Business Chronicle • Page 18T



# ABC Education Guide



# LUXURY LIVING

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## SHOW

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*Phipps Plaza*

*March 2014*



# Decorator's Show House

ATLANTA  
HOMES  
& LIFESTYLES



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Decorating & Remodeling

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## Decorators' Show House

ATLANTA HOMES & LIFESTYLES - DECORATORS' S



Set on a Buckhead estate, the 2013 Atlanta Symphony Decorators' Show House & Gardens is a grand chateau inspired by the great architecture of France. With over 18,000 square feet of space, the house will come to life as we showcase the interiors with some of the Southeast's most talented designers. Music by Concerto della Madonna del fior (A. Vivaldi) by Orchestra Gil Armonici. Video by 3113 Entertainment. <http://youtu.be>

## Sourcebook

Search from hundreds of home services, products, destinations, and real estate opportunities.

Select a resource



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BERKSHIRE  
HATHAWAY  
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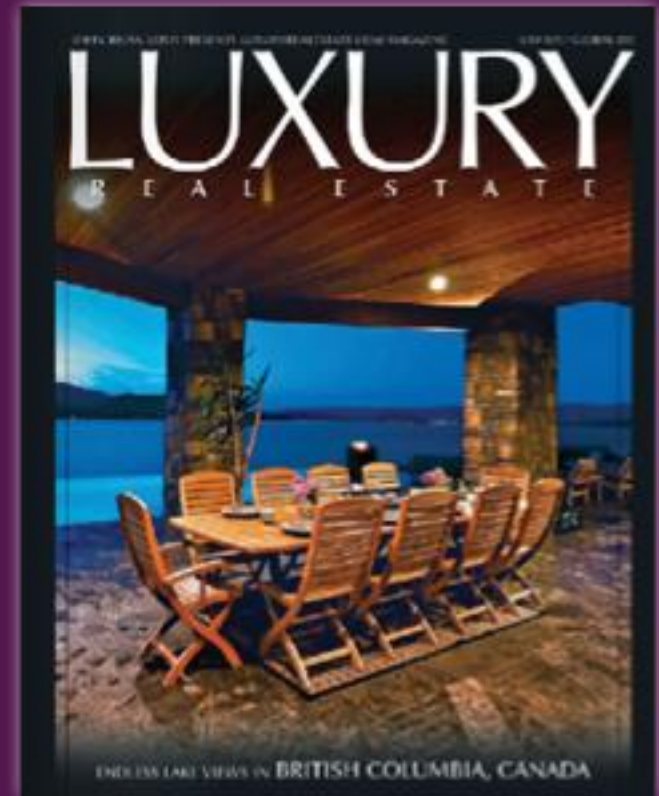
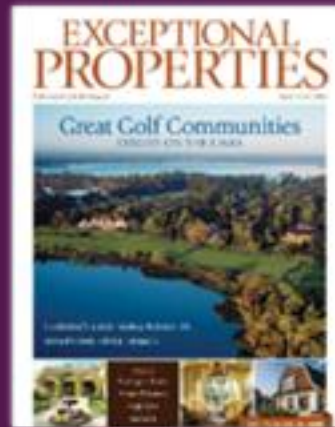
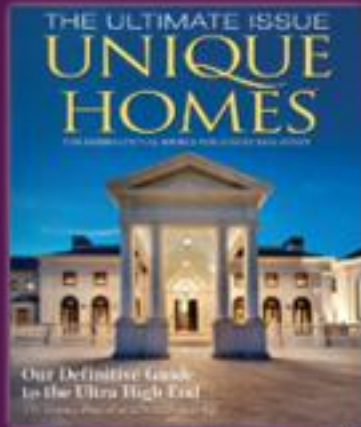
LUXURY  
*Collection*

It's A Sign Of Quality  
For Luxury Real Estate.

BHHSGeorgia.com



# Luxury Collection Branding In Global Magazines



THE WALL STREET JOURNAL.

The New York Times

# New BHHS Luxury Magazine





# New Online Luxury Partnership With The duPont REGISTRY

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**Joan Pletcher, Realtor**



# The Best Mobile Solutions



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**954 Crawford Lane**  
Aurora, IL 60504  
Sally Stephens - 10/26/2013  
ID: ✉ #239023



**Sally Stephens**  
Real Estate Agent  
☎ 545-234-2299  
✉ sally.stephens@gmail.com



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Georgia Properties



Details

Documents

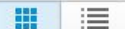
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☐ Select All

## CHECKLIST: SINGLE FAMILY LISTING ^



Commission Form



Final Contract



Home Inspection Report



**954 Crawford Listing Agreement**  
(Listing Agreement)



Loan Document



**Mold Disclosure**  
(Mold Disclosure)



**Radon Disclosure**  
(Radon Disclosure)



Right to Sell







954 Crawford Lane  
Aurora, IL 60504  
Sally Stephens - 10/26/2013  
ID: #239023



Sally Stephens  
Real Estate Agent  
545-234-2299  
sally.stephens@gmail.com



**BERKSHIRE  
HATHAWAY**  
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Georgia Properties



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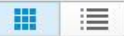
Document Finder



Name



Select All



CHECKLIST: SINGLE FAMILY LISTING



Commission Form



✓ 954 Crawford Final Sale  
(Final Contract)



✓ 954 Crawford Home Inspection  
(Home Inspection Report)



✓ 954 Crawford Listing Agreement  
(Listing Agreement)



✓ Loan Approval - 954 Crawford  
Loan Document



✓ Mold Disclosure  
(Mold Disclosure)



✗ Radon Disclosure  
(Radon Disclosure)



✓ Right to Sell  
(Right to Sell)



# APMS Folders



## ADVANCED PROPERTY MARKETING SYSTEM



## ADVANCED PROPERTY MARKETING SYSTEM

The Advanced Property Marketing System was developed



## DISCOVERING THE UNIQUE STORY OF YOUR PROPERTY



## COUNTDOWN TO MOVING

- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0



A helpful checklist.



process.



# ToolKitCMA



**BERKSHIRE HATHAWAY**  
HomeServices  
Georgia Properties

## REAL ESTATE SERVICES PROPOSAL



**For 7 DEEP RUN COURT**  
Prepared for TOM & MARY WHITE

Prepared by:  
Angela McKendrick, CRS, GRI Agent  
Office: 410-555-1234 • Home Office: 410-432-7890  
Fax: 410-555-5607 • Web Site: [www.demorealty.com/angela](http://www.demorealty.com/angela)  
Email: [angela.mckendrick@demorealty.com](mailto:angela.mckendrick@demorealty.com)






Berkshire Hathaway HomeServices Georgia Properties  
123 Main Street  
Hunt Valley, MD 21030

Date: January 16, 2014

### ADVANCED PROPERTY MARKETING SYSTEM



## COMPARATIVE MARKET ANALYSIS

	7 Deep Run Court	20 Laureford Ct	510 Walnut Padonia Rd	15707 Cuba Rd	12002 Boker Hill Rd
					
Status		A	A	C	S
List Price		\$392,000	\$399,500	\$539,000	\$380,000
List \$/SQFT		\$154	\$160	\$236	\$161
Sold Price					\$790,000
Sold \$/SQFT					\$150
Sold Date					09/03/04
COM					102
City	Hunt Valley	Cockeysville	Cockeysville	Cockeysville	Cockeysville
Neighborhood	Orchard Valley	Lanethold	Springs II Farm	Hillside	Silverwood
Year Built	1988	1992	1991	1992	1995
Fin SqFt	2100	5800	5632	3562	6282
Lot Desc	Backs To Trees	Backs To Trees	Landscaping	Backs To Trees	Backs To Trees
Lot Size	1.04	9 Acres	2.43 Acr	3.12 Acr	10 Acres
Style	Colonial	Colonial	Modern	Cape Cod	Colonial
Levels	3	3	2	2	3
Bedroom	3	4	5	2	6
Bathroom	2 1/2	2 1/2	4 1/2	2 1/2	4 1/2
Const	Cedar Siding	Vinyl	Brick	Brick	Vinyl Siding
Roofing	Cedar Shake	Shingle	Single Asphalt	Shingle	Shingle Asphalt
Basement	Fully Finished	Full	Full	Unfinished	Full
Basement	Walkout Level	Finished	Walk Out Level	Walkout Level	Finished
Heat	Heat Pump	Forced Air	Heat Pump	Forced Air	Electric
Fuel	Electric	Electric	Electric	Electric	Electric
Cool	Central A/C	Central A/C	Ceiling Fan	Ceiling Fan	Ceiling Fan
Parking	Garage	Garage	Garage	Driveway	Garage
Garage Space	2	2	3	2	3
Exter Feat	Deck	Balcony	Deck	Deck	Deck
Water	Well	Well	Well	Well	Well
Sewer	Septic	Septic	Septic	Septic	Septic
# Fireplace	2	2	2	1	3
Amenities	Auto Car Dr Opn	Wood Floors	Walk-In Closet	Wood Floors	Walk-In Closet
Amenities	Built-In Bookcases	Fire For Stove	Side 1	Side Fireplace	Side 1
Amenities	Inter/Sec Shvr	Walk-In Closet	Wool Carpet	Heardford	Heardford
Other Rm	Den/Study/Lb	In-Law Suite	Game Room	Study	Game Room
Other Rm	Family Room	Family Room	Family Room	Game Room	Family Room



# Digital Presentations

*Better approach. Proven results.*

```
graph LR; A((ASSESS)) --- B((DESIGN)); B --- C((IMPLEMENT)); C --- D((MEASURE)); D --- E((OPTIMIZE));
```

**ASSESS**  
We begin with a detailed assessment of your local market, your property and competitive properties. Together, we will discover the unique value of your property.

**DESIGN**  
We bring the story of your property to life and design a winning strategy to really make your home stand out from the competition.

**IMPLEMENT**  
We implement your custom marketing plan across a wide variety of the latest technologies - online, in print and in person.

**MEASURE**  
We carefully measure online showings, live showing feedback, market changes and new competition.

**OPTIMIZE**  
As the market changes, we will work together to make decisions to improve the competitiveness of your property.

EVERY PROPERTY HAS A STORY!  
TOGETHER, WE WILL ASSESS WHAT IS  
UNIQUE AND INTERESTING ABOUT YOURS.

**Standard      APMS**  
**Condo      Luxury      Buyer**



# The Video Books Are Here!

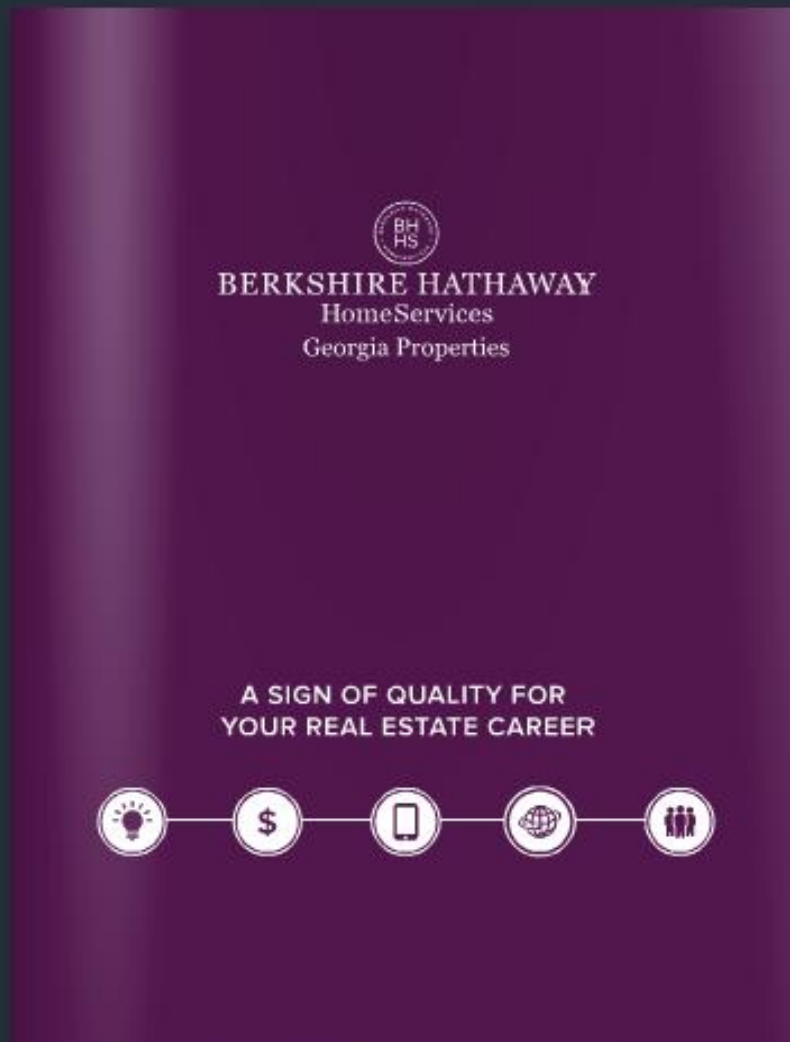


# Coming Soon!

- Advanced Buyer System/  
Brochure & Inserts
- APMS for Luxury Collection
- Both Added To ToolKitCMA
- New Videos (Mobile, Luxury)



# New Recruiting Brochure



**Berkshire Hathaway  
HomeServices  
Has The Resources  
To Bring A New Level  
Of Quality and Innovation  
To Real Estate!**