

KICKOFF 2015

ENGAGE. SURGE. EXCEL.

WELCOME

KICKOFF
2015
ENGAGE. SURGE. EXCEL.

Toni McGowan

Executive Vice President



KICKOFF
2015
ENGAGE. SURGE. EXCEL.



BERKSHIRE HATHAWAY

HomeServices

Georgia Properties



BERKSHIRE HATHAWAY

HomeServices

Georgia Properties



Swanepoel

POWER 200

The Most Powerful People in Residential Real Estate 2014/15



Atlanta's Most Admired CEO

National Broker of the Year

ABR Realtor of the Year

Gordon Brown Award

Past President - ABR

Gibraltar Award



Swanepoel 200 List

RISMedia Power Broker

J.M. Tull Award - UGA

Top 40 Under 40

National Speaker

"Determination and Persistence
with Purpose are Omnipotent"

- Dan Forsman

Dan Forsman

President & CEO



KICKOFF
2015
ENGAGE. SURGE. EXCEL.



BERKSHIRE HATHAWAY

HomeServices

Georgia Properties





Alliance Partners

HomeServicesLending^{LLC}

Weissman Nowack
Curry & Wilco
ATTORNEYS AT LAW



HomeServicesInsurance

BERKSHIRE HATHAWAY

HomeServices

Georgia Properties

2014 in Review

BERKSHIRE HATHAWAY

HomeServices

Georgia Properties

New Homes Services



**BERKSHIRE
HATHAWAY**
HomeServices

Georgia
Properties

NHS
NEW HOMES SERVICES
SALES • MARKETING

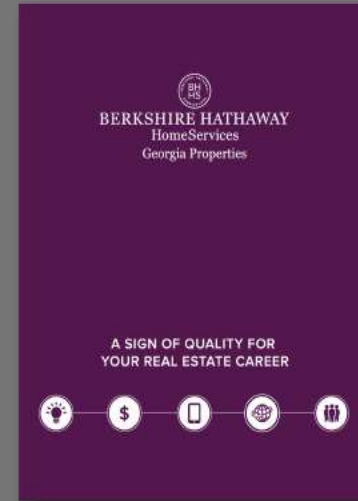
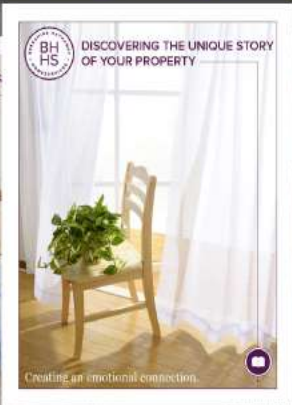
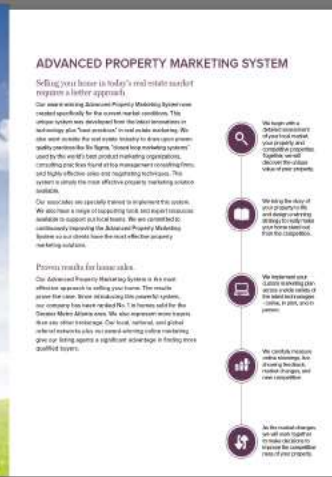
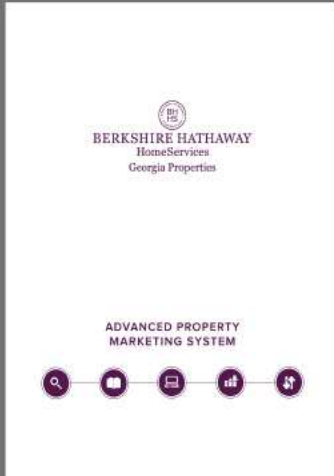
Award-Winning



Relocation Team

Award-Winning Marketing & IT Team

Advanced Property Marketing System



- Managing Brokers & Office Staff
- Property Management
- HomeSale
- HomeFinding
- Internet Marketing
- Accounting
- Commercial Training
- Recruiting & Career Development
- Legal
- HR
- Admin

BERKSHIRE HATHAWAY

HomeServices

Georgia Properties

2014

In Review

Local Company Awards

Consumer's Choice (Residential)

Consumer's Choice (Commercial)

Best Place to Work

NAHREP Incoming President

Gibraltar Circle Awards

WCR Incoming President

OBIE Awards – New Homes

Local Board Awards

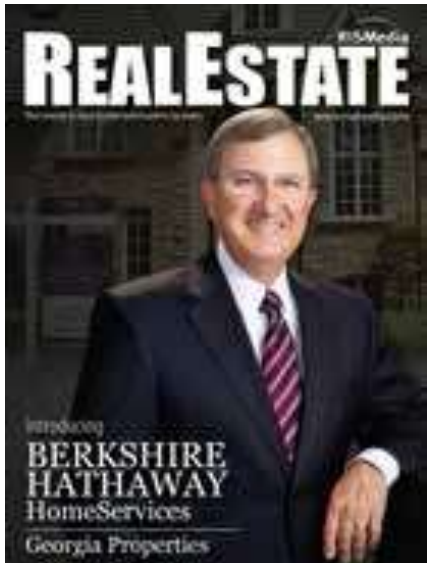
Marketing Print Awards

National Relocation Awards



ERC, RDC, NAHREP, HSoA Leadership and More...

Re-Branding



3 New Offices



Dunwoody / Sandy Springs Office

Located in the Heart of Dunwoody Village



Smyrna / Vinings Office

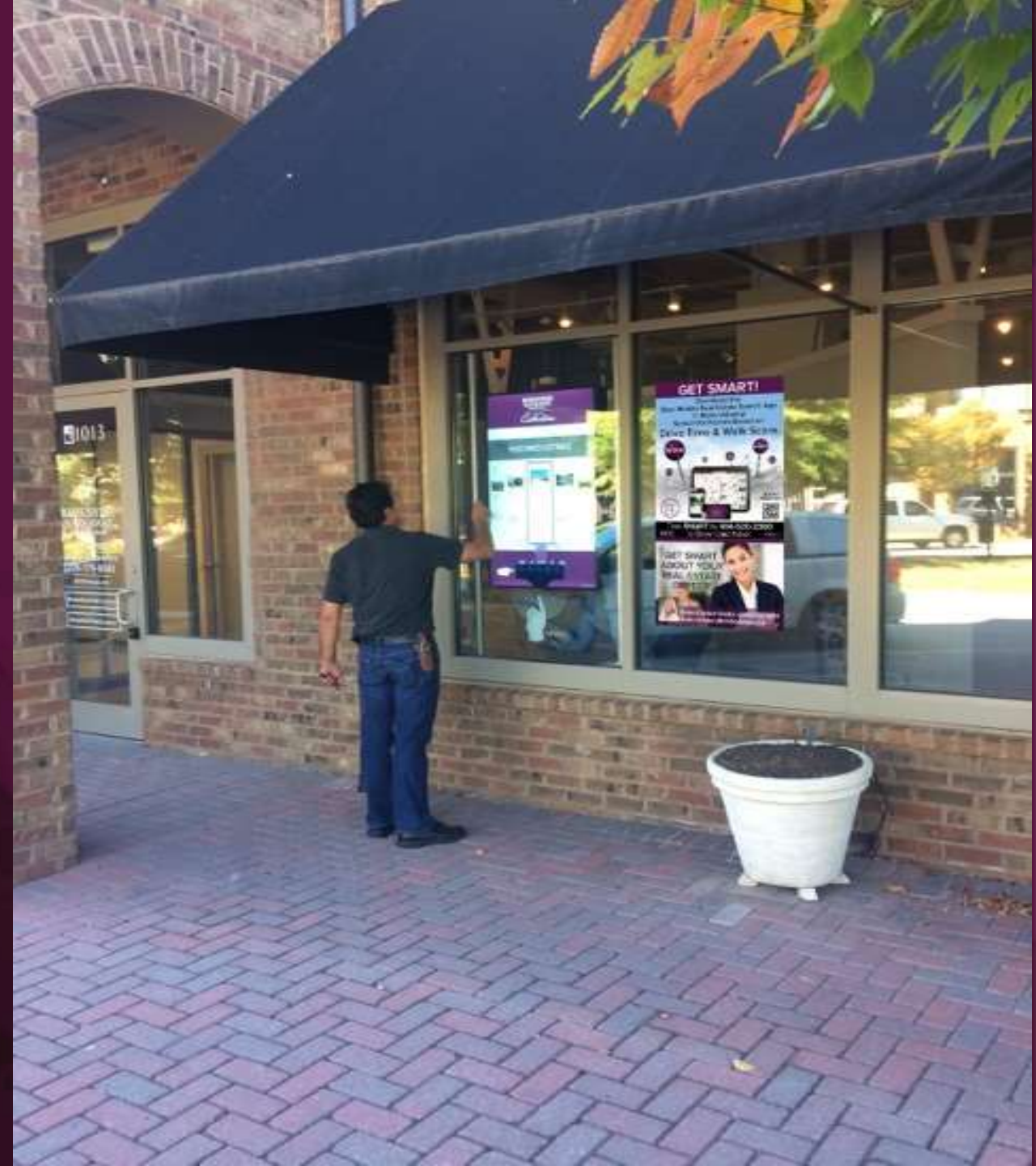
Located in the Heart of West Village



Towne Lake Office

Located in the Heart of Towne Lake

Interactive Kiosks



TeamBuilder

- 476 Registrations
- 143 Hires
- \$134,462 Paid
- \$448 Million Volume

Do Not Miss This
Opportunity To Earn
Passive Income In 2015!





BHHS GEORGIA PROPERTIES VETERAN'S CAREER PROGRAM



science



GOOD TO KNOW



National TV Campaigns

Advanced Property Marketing System



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

ADVANCED PROPERTY
MARKETING SYSTEM



BERKSHIRE
HATHAWAY
HomeServices

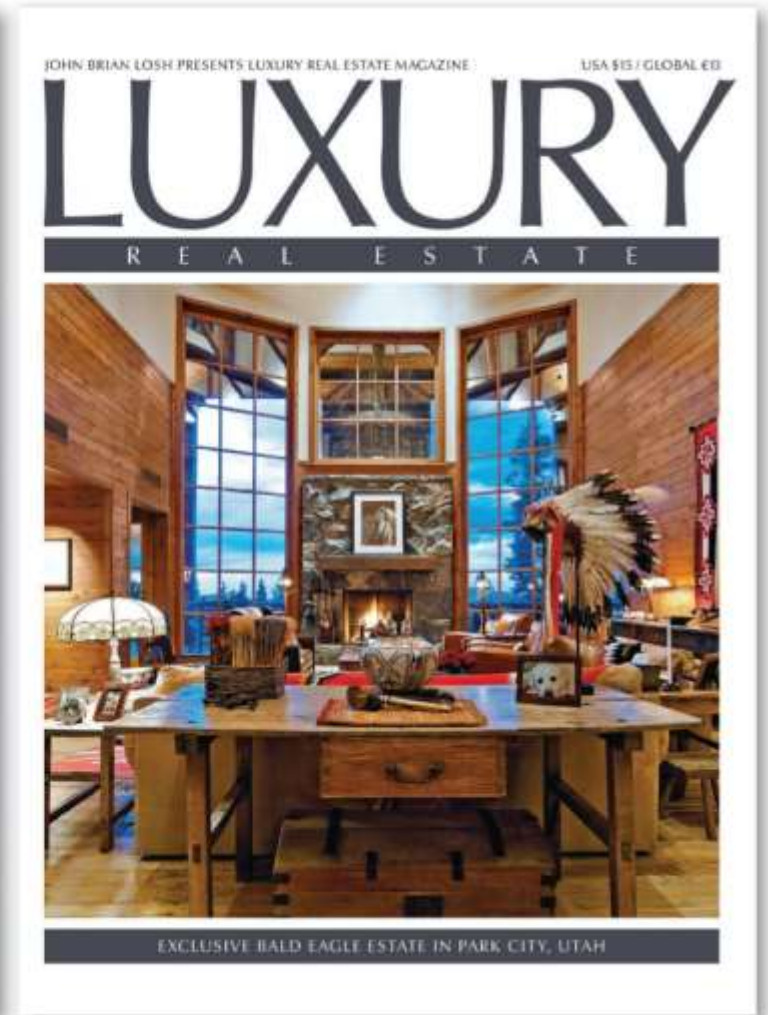
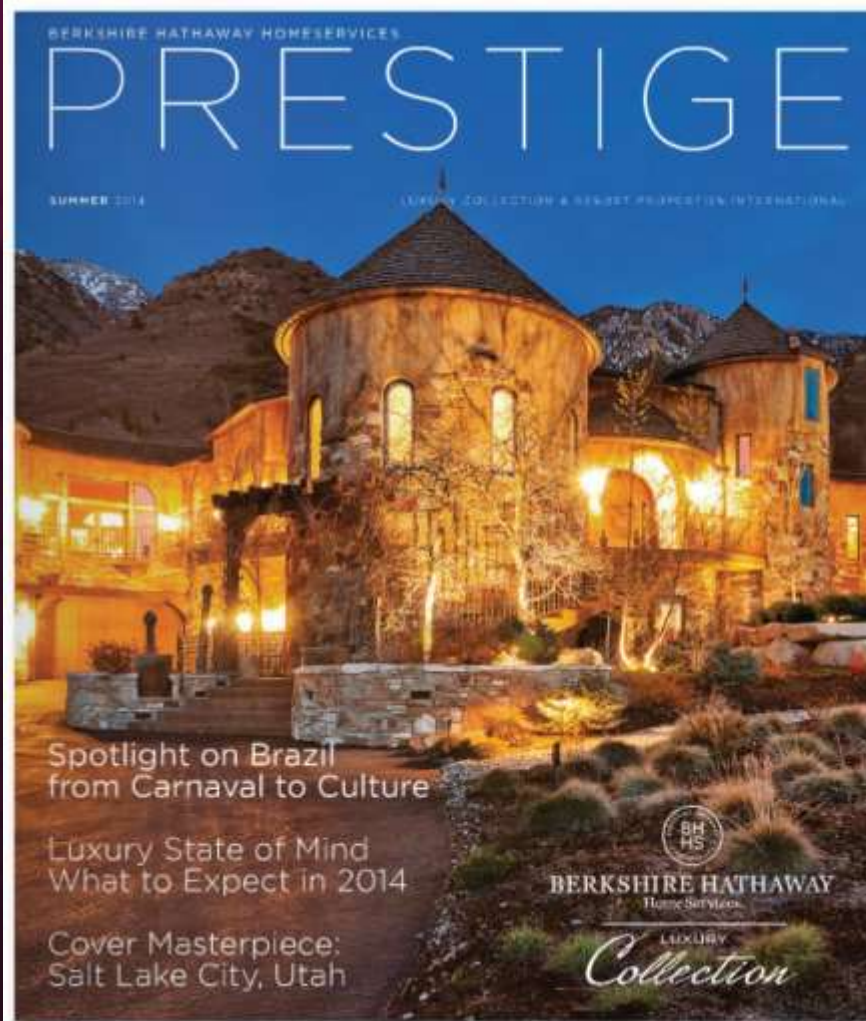
LUXURY
Collection

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



ADVANCED PROPERTY MARKETING SYSTEM
FOR LUXURY HOMES & ESTATE PROPERTIES

Global & Local Advertising





Times-Herald
NEWNAN, GEORGIA



APPEN MEDIA GROUP

MARIETTA
DAILY JOURNAL

NEIGHBOR
NEWSPAPERS

gainesvilletimes.com
Your news. Your Times

Atlanta
INTown

Reporter
Newspapers

ATLANTA
BUSINESS
CHRONICLE

CRIER

The Atlanta
Journal-
Constitution

CHEROKEETRIBUNE.COM
Cherokee's Source for Local News

The Citizen

GWINNETT
Daily Post

PRUDENTIAL GEORGIA REALTY HAS A NEW NAME...

BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

A Sign of Quality for Real Estate.

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 or 770-992-4100

Digital Advertising Network

BERKSHIRE
HATHAWAY
HomeServices





one on a real estate sign.
Berkshire HomeServices
the most highly
And that's...



WORK

SCHOOL

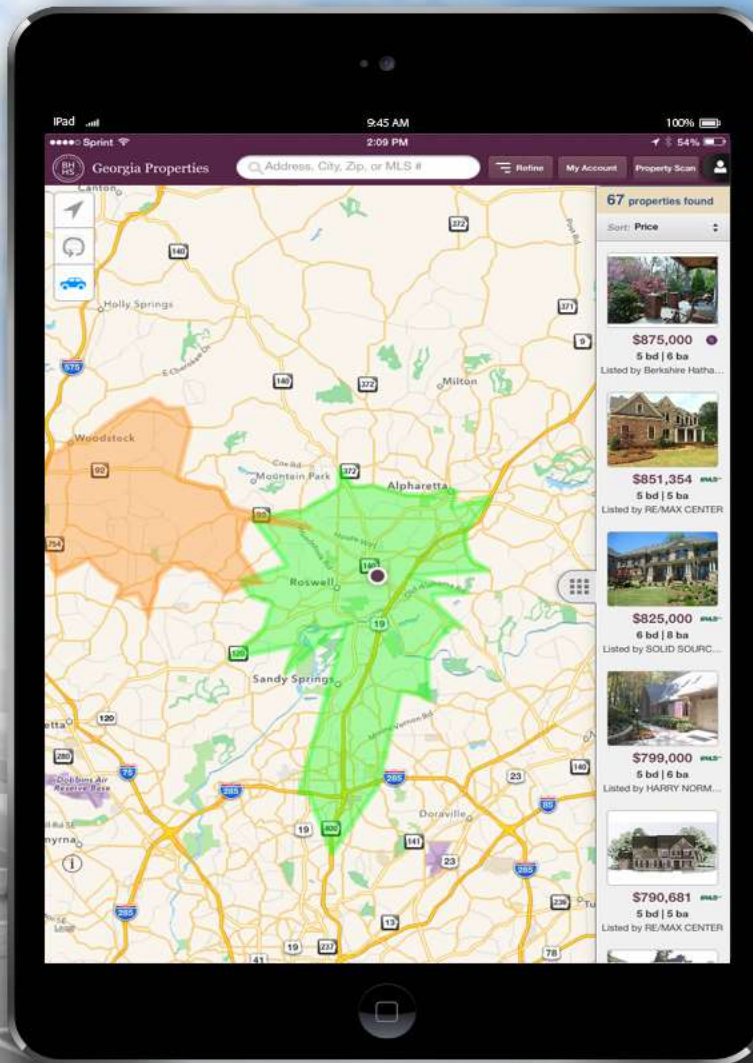
FAMILY

GROCERY

GYM

HOSPITAL

DAYCARE



DriveTime

Search for homes based on drive times & walk scores

Powered by INRIX
& Walk Score

Your Agent Intranet

- The Single Source of Information & Access
- More “Single Sign On”

The screenshot displays the Berkshire Hathaway HomeServices Georgia Properties Agent Intranet dashboard. The top navigation bar includes links for HOME, USER, SITE BUILDER, LISTINGS, CLIENTS, HELP, EMAIL, and LOGOUT. The main content area is divided into several sections:

- CLIENT SERVICES**: Includes links to SBO CENTER, Improve Marketing Center, Toolkit CHA, David Knox, VMT, Xpress Docs, and RESOURCES.
- ADDITIONAL QUICK LINKS**: Includes links to MLS Login, Georgia MLS, and CONVERSION ARCHIVE.
- GENERAL FORMS & DOCS**: Includes links to Special Situations, WNCW Buyer/Seller Info Sheets, Property Management Forms, Outgoing Referral Form & Links, Accounting Forms, Agent Company Policy, BRC / BHA Documentation, Legal Forms, Presentation Documents (Admin Only), Relocation Docs (Admin), and Misc. Documents (Admin).
- INTERNAL ADMIN PAGES**: Includes links to XpressDocs Admin Guide, Recruiting, Agent Benefits Website - Managers Only, Admin Guide to Agent Assets & Services, and MARKET REPORTS.
- MARKET REPORTS**: Includes links to Callateral Analytics I-R/M, Case-Shiller Nov 2014 - Print Version, RealValuator.com Login, and RealtyTrac Georgia Foreclosure Trends.

The central banner features a "SURGE 5-DAY ACTION PLAN" with the text "Generate New Leads to SURGE to a Strong Start in 2015! YOU COULD WIN \$500!" and a "Click Here for Contest Info" button. Below this is a "BERKSHIRE HATHAWAY STOCK QUOTES" section with a "CLICK HERE" button. The "January Market Stats & Market Trends" section also has a "CLICK HERE" button. The "THINK SAFETY" section includes the text "MAKE YOUR WORKPLACE A SAFE AND HEALTHY ENVIRONMENT" and a "CLICK HERE TO LEARN MORE" button. The "NEWS" section features a "CLICK HERE FOR NEWS, EVENTS & CONTESTS" button. The right sidebar contains sections for "YOUR LAST LOGIN" (1/20/15 at 4:03 PM), "WEBSITE REPORT" (Administrative, Listings, Website), and "WebSite" (Company Website Traffic, Top Agent Website Traffic, Top Office Website Traffic, Office Group Website Traffic, Office Agent Website Traffic, My Website Traffic).

AnnounceMyNews

INSTANT HOME VALUES FOR METRO ATLANTA



Click. Get Value.

Click picture to view full size image

The market has changed and many home owners or potential buyers are not aware of the latest home values in the real estate market. Berkshire Hathaway HomeServices Georgia Properties is introducing **Instant Home Value Estimates**.

[Click Here To See Instant Home Values](#)

We also have access to private MLS data, proprietary tools not available to the public and our local market insight to help you determine the most accurate values. Ask us about our exclusive **Interactive AVM (Automated Valuation Model)** report! This is the same report used by lenders to determine home values for mortgages.

Berkshire Hathaway HomeServices
Level Of Quality And Innovation



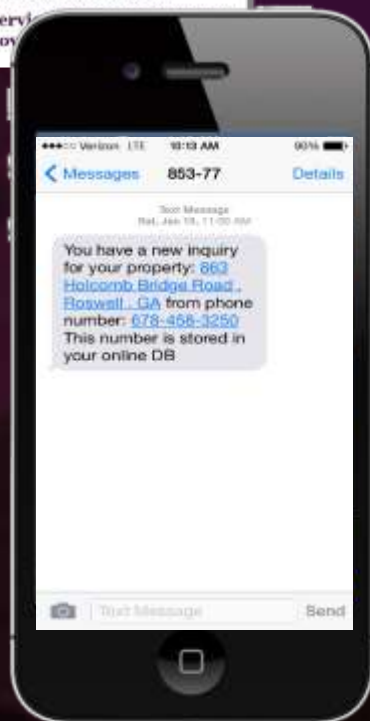
BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

 Visit our website
 Send us an e-mail

Corporate Offices
865 Holcomb Bridge Road
Roswell, GA 30075
Phone: 770-940-4500



Text & Selfies



Video Emails



BERKSHIRE HATHAWAY
HomeServices





Georgia Properties

Please watch this important video!

Important information will be discussed in sales meetings this week!

Dan Forsman
770.992.4100
www.bhhsgeorgia.com



Property eCampaigns



New Websites



Ranked #1 in Atlanta Real Estate
770.355.5995
Connect to Local Expert

SEARCH COMMUNITIES NEW HOMES SERVICES COMMERCIAL HOME LOANS INSURANCE OFFICES/AGENTS CAREERS ABOUT



INTRODUCING...
**HOME VALUES
& MARKET TRENDS**

Click Here to Get a Home Value



**BERKSHIRE
HATHAWAY**
HomeServices
Georgia Properties

Location

Price Range
No Minimum to No Maximum

Beds:
Any

Baths:
Any

SEARCH NOW

» Real Estate Careers


» Property Management


» Get Instant Home Values


» Local Market Reports


» Luxury Collection






The Crane Team
CraneTeamAtlanta.com
CraneTeam@BHHSGeorgia.com
C: 404.617.4792 C: 404.617.2833 O: (706) 654-2086

Home Video Market Reports Community Resources Buyers Sellers Featured Homes Meet The Team



GET INSTANT HOME VALUES
(NO INFORMATION REQUIRED)

FIND THE PERFECT HOME
CUSTOM SEARCH CRITERIA

The Crane Team

RESIDENTIAL

LIVING CENTER
BUYER CENTER

LUXURY

LUXURY HOMES
LUXURY DIGITAL MAGAZINE

SERVICES

CONCIERGE, MORTGAGE
& LEGAL SERVICES

Home Values & Market Trends

The screenshot shows the website's header with the company logo and contact information. The main section is titled "Home Value Report" and includes a search bar with the address "125 Main St, Atlanta, GA 30303". Below the search bar, there are three buttons: "Get Local Market Trends", "Get Report Used by Lenders", and "Schedule Listing Appointment". At the bottom, there is a large graphic with the text "Understanding Home Values & Market Trends" and the Berkshire Hathaway HomeServices logo.

Consumer AVM

The screenshot shows the "Market Watch" website. It features a map of the Atlanta area with a search bar and a "SUBMIT" button. Below the map, there is a "Filter" section with options for Price, Beds/Baths, Property Type, House Size, Property Size, and Year Built. A "Market Watch SNAPSHOT" section provides a summary of market trends for the zip code 30092, including metrics like "HOMES FOR SALE", "AVERAGE LIST PRICE", "NEW ON MARKET", "LISTINGS OFF MARKET", "SOLD HOMES", and "AVERAGE SALE PRICE".

Market Watch

The screenshot shows the "Interactive AVM" website. It features a map of the Atlanta area with a search bar and a "SUBMIT" button. Below the map, there is a "Filter" section with options for Price, Beds/Baths, Property Type, House Size, Property Size, and Year Built. A "Comparables" section provides a detailed list of comparable properties, including columns for Address, Beds, Baths, Living, Lot, Sq Ft, Sold, and Price. The list includes 20 properties with their respective details.

Interactive AVM



Name: _____

Office: _____

☐ I hereby acknowledge all data and information recorded is accurate and correct.

DAILY TASK

► **SEND&SHARE
BHHS ECAMPAIGN**

► **TEXT OR SELFIE
MINIMUM OF 5 PEOPLE**

► **POST CARDS OR PRINT
MINIMUM OF 5 PEOPLE**
Post Cards or Agent Advisor

► **FACEBOOK SHARE
OR BOOST AN AD**
Announcement or Ad

► **CALL OR POP BY
MINIMUM OF 5 PEOPLE**
"Would you like to know the
value of your home?"

01

FRI
OCT 24

02

MON
OCT 27

03

TUE
OCT 28

04

WED
OCT 29

05

THU
OCT 30

ACTION RESULTS TRACKER

Emails Sent: _____ Emails Viewed: _____

Sent: _____ Responses: _____

Sent: _____ Responses: _____


Posts: _____ Ad Boost: (Yes/No)
Likes: _____ Shares: _____

Calls: _____ Pop Bys: _____

Generate New Leads to SURGE to a Big Finish in 2014!


Home Partners of America

A New Path To Homeownership

**Home Partners
of America**TM
A NEW PATH TO HOMEOWNERSHIP®
(formerly Hyperion Homes)

[Login / Signup / Contact Us](#)
[Agents - Submit an Offer Request!](#)

[About](#)[How it Works](#)[Communities](#)[Apply](#)[Find a Home](#)



Step 1:
Understand our Lease
with a Right to Purchase

Step 2:
Apply and get approved

Step 3:
Find a home that is
right for you

Step 4:
We buy the home. You
rent it and have the right
to buy later if you want
to

Lease with a Right to Purchase

You find a home. We approve it, buy it, and rent it to you. You have the right to buy it later if you want to.

[Learn more](#)

The Right Choice For You

Buying a home can have many advantages compared to renting. Carefully evaluate your options before applying.

[Learn more](#)

Pre-Approval

Check key issues. A full credit and background check is also required.

[Learn more](#)

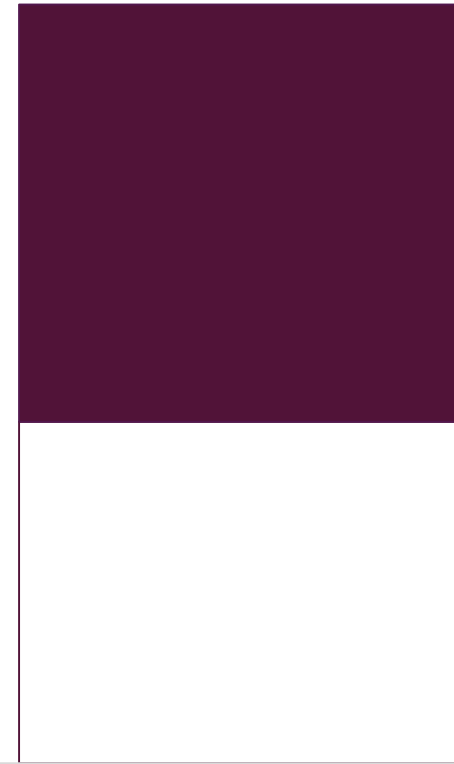
Driving More Leads To Agent Websites

 Mobile

 Website



2013

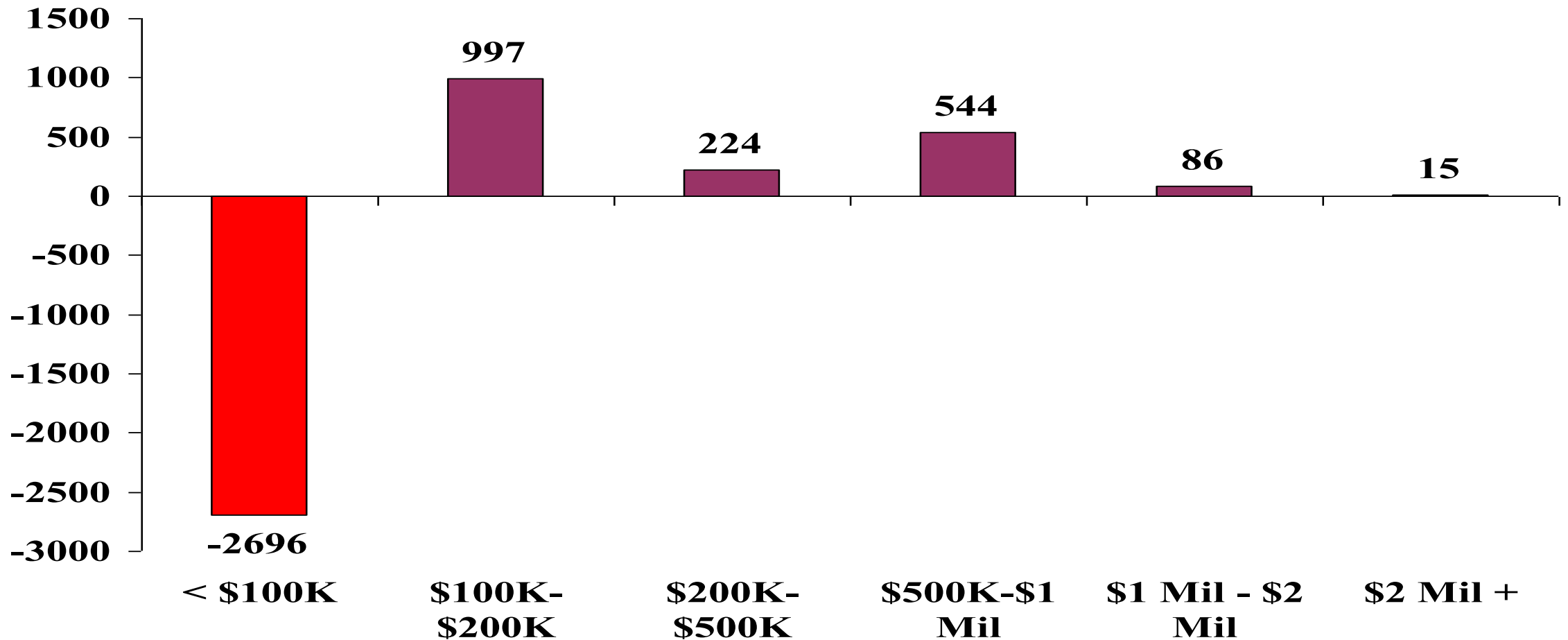


2014

RECORD DECEMBER

Metro Atlanta Closed Units By Price Point

2014 Compared To 2013



Closed Units Above \$200,000 Were 12.8% Ahead Of Last Year.

2015 Focus



Sunshine Kids
Atlanta Airport
November 2, 2014





Company Goal:
\$60 Per Agent



SSK PLEDGE

Let's make 2015 a special one for the Sunshine Kids Foundation. We are asking that you sign the pledge below and make a set donation after each closing you are a part of. The donation will be automatically deducted from your commission and sent directly to the Sunshine Kids.

I _____ hereby accept the SSK Pledge
and agree to donate \$_____ per each closing I have in 2015
to be deducted from my commission after each closing.

Signature: _____

Branch: _____ Date: _____

**BERKSHIRE
HATHAWAY**
HomeServices
Georgia Properties



2015 METRO ATLANTA
MAYORS CUP GOLF TOURNAMENT
JUNE 1ST AT THE DUNWOODY COUNTRY CLUB

Benefitting The Sunshine Kids

2015 Initiatives



Name: _____

Office: _____

☐ I hereby acknowledge all data and information recorded is accurate and correct.

DAILY TASK

- ▶ HOME VALUE ESTIMATES
- ▶ MORTGAGE PRE-APPROVAL
- ▶ REAL ESTATE ADVISOR
- ▶ APMS BROCHURE
- ▶ SHARE MOBILE APP

01

WED
JAN 14

02

THU
JAN 15

03

FRI
JAN 16

04

MON
JAN 19

05

TUE
JAN 20

ACTION RESULTS TRACKER

Activity: _____

Activity: _____

Activity: _____

Activity: _____

Activity: _____

Generate New Leads to SURGE to a Strong Start in 2015.

ENGAGE. SURGE. EXCEL.

Advanced Property Marketing System



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

ADVANCED PROPERTY
MARKETING SYSTEM



Advanced Buyer System



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

Come Home to Quality.



ADVANCED BUYER SYSTEM

Atlanta Business Chronicle Education Guide



Homes Are Where Memories Are Made.

"A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust."

-Warren Buffett, Chairman
Berkshire Hathaway Inc.

Contact us to meet one of our trusted professionals.

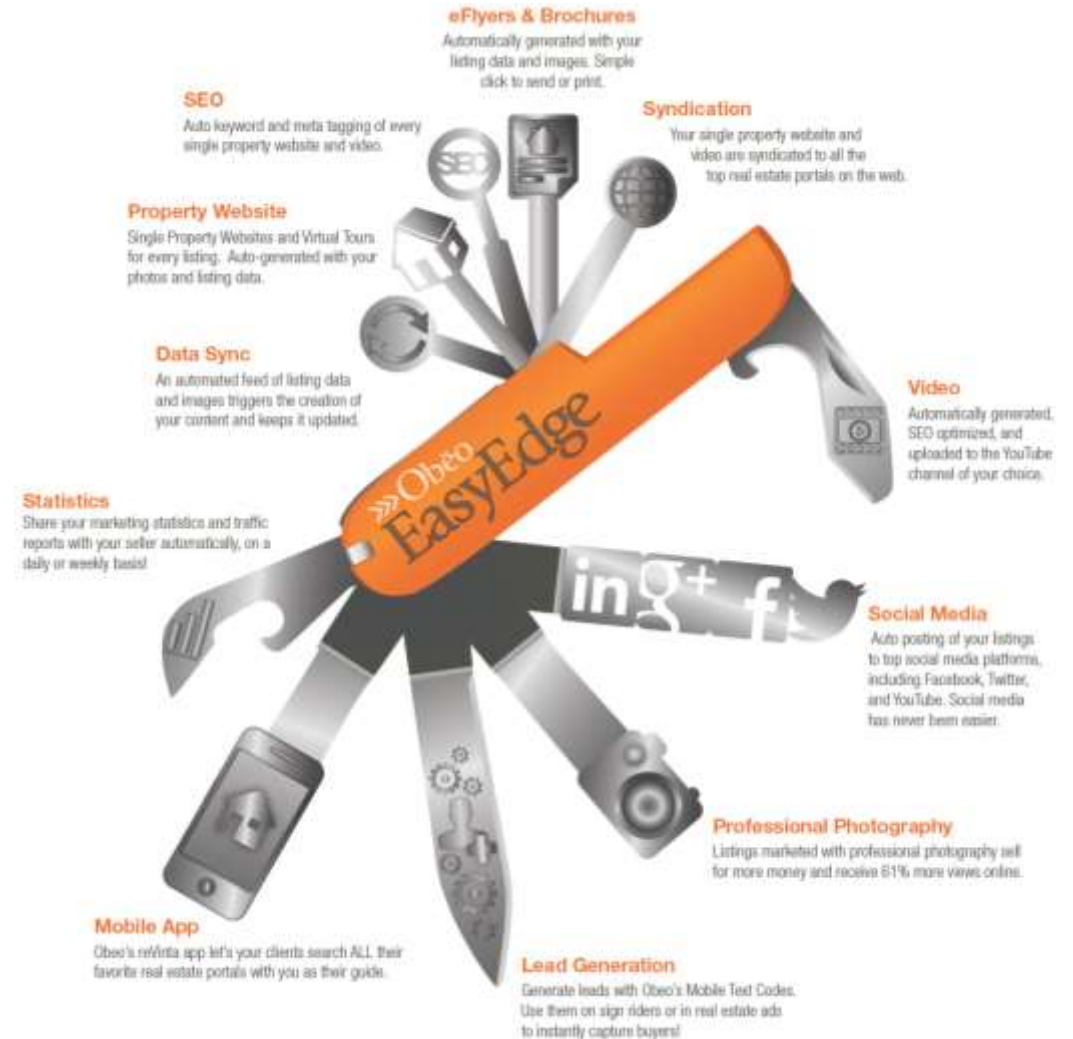
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Berkshire Hathaway HomeServices Georgia Properties

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Introducing... OBEO EasyEdge!

- Strategic Partnership
- Replaces VHT
- Coming February
- Photography Available For Orders Today!
- See OBEO Booth



Raise The Bar For Photos In 2015!

Commercial Real Estate




CoStar™




LoopNet™

Connecting Commercial Real Estate™

Xceligent®



BHHS GEORGIA PROPERTIES
Commercial Division Contacts



1 CORPORATE
Dotene Stephens,
Chairman,
Commercial Council
404-520-0212

2 85 NORTH/BRASELTON
Gary Allen,
770-633-7033

3 400 NORTH/CUMMING
Ed Cochran,
770-827-8260
Donna-Karcher Burns,
770-490-4718

**4 ALPHARETTA/
NORTH FULTON**
Ric Patrill,
678-427-0805
Bob Jamison,
404-216-8777

5 BUCKHEAD
Jim Conrad,
404-660-6105

6 CHEROKEE
Matt Langley,
770-265-2855

7 COBB ROSWELL
Cheri Chellino,
404-966-4029

8 COWETA
Joy Barnes,
404-328-5699
Pitts Wilson,
404-375-6327

9 DOUGLASVILLE
Dotene Stephens,
404-520-0212

**10 DUNWOODY/
SANDY SPRINGS**
Adesola Badon,
678-358-2492

11 EAST COBB
Rick Arrut,
770-973-8822
Bob van Fleet
954-410-5152

12 FAYETTEVILLE
Tonya Jones,
678-207-6214

13 GAINESVILLE
Brent Hoffman,
770-540-5373
Bryant Green,
770-597-5711
Robby Williams,
678-360-2603

14 HENRY COUNTY
Dotene Stephens,
404-520-0212

15 MIDTOWN
Jim Conrad,
404-660-6105

16 NORTHEAST
Larry Copeland

17 NORTHWEST
Robert Rainbow,
770-355-7769

**18 NORTHEAST
METRO ATLANTA**
Marcy Williams,
770-262-7296
J. Brett Price
404-707-4052

19 PEACHTREE CITY
John Davis,
404-456-3857
Robin St. John,
770-403-9884

20 SMYRNA/VININGS
Dan Petersen,
678-439-6699

21 SUWANEE/DULUTH
Vasa Jasti,
404-547-3204
Desiree Martin
770-354-7404

22 TOWNE LAKE
Dotene Stephens,
404-520-0212

Introducing...

HomeServices Insurance

Home. Auto. Umbrella. Flood. Personal.

Introducing... The International MLS!



- **Charter Founding Member. Search In 90 Languages.**
- **All BHHS Georgia Properties Displayed Globally**
- **Luxury Collection Specialists Receive Search For Agent Websites With Designation. Others May Purchase For \$20 Annual.**

Introducing... RealSatisfied

 **real**satisfied

[Profile Page](#) [Sign Out](#)



Simon Jones

Your Vanity Key is
Simon-Jones-US

Syndication



realtor.com®



Push your testimonials up to your realtor.com profile

Publishing Services



Facebook



Push your testimonials up to a Facebook business page

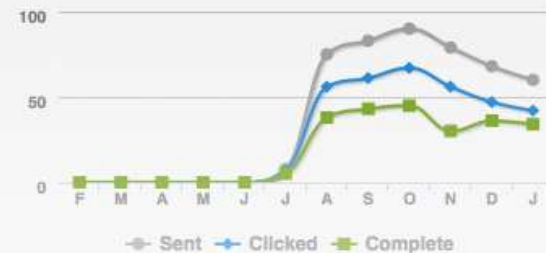
+ Welcome to your RealSatisfied Agent Dashboard

Statistics

Satisfaction  **72%**

Recommendation  **80%**

Performance  **79%**



Completion Rate



Survey Invitations & Responses

[Send a Survey Invitation](#)

You have items requiring action...

Client Surveys. Agent Ratings. Testimonials.



Win
An
iPad

MEGA

OPEN HOUSE EVENT

THIS SUNDAY - JUNE 22 - 2-5 PM

BHHSGeorgia.com

SOLD


BERKSHIRE
HATHAWAY
HomeServices

Georgia
Properties
BHHSGeorgia.com

BERKSHIRE HATHAWAY
HomeServices

Georgia
Properties

[HOME](#) | [PROPERTY SEARCH](#) | [BUYING](#) | [SELLING](#) | [AGENTS](#) | [CONTACT](#)



\$650,000 | 1234 Main Street, Atlanta, GA 30080

[View](#)

QUICK SEARCH



to



[View all \\$450k Properties](#)

It's Good To Know...

HOME | PROPERTIES | SERVICES | COMMUNITY | PROFILE | CONTACT

Enter Location or MLS#

\$ Min

to

\$ Max

GO

Get Ready For Spring!



BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

Luxury Real Estate Redefined

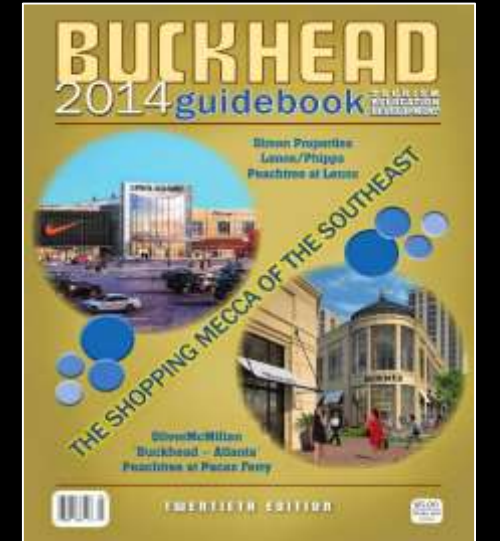
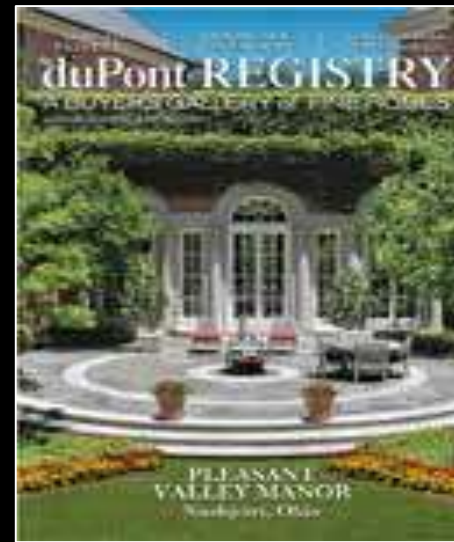


BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

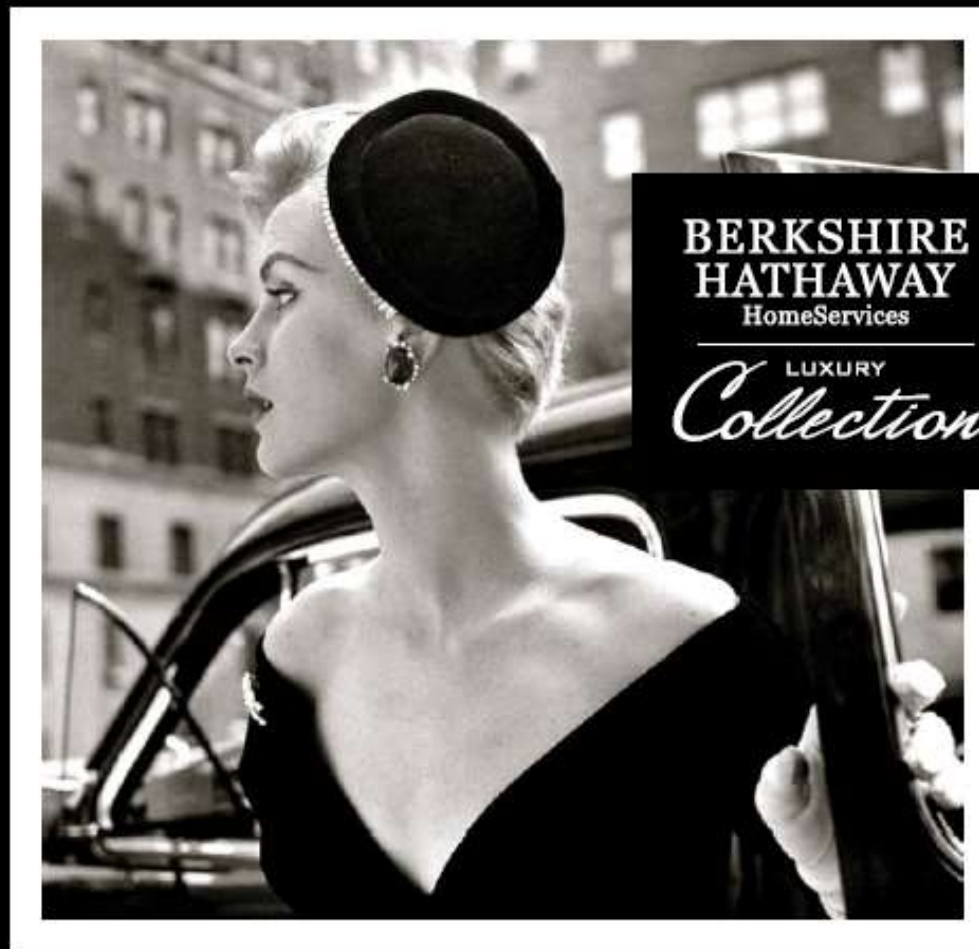


plus
NEW LOOKS FOR
RIGHT NOW



Plus Northside Neighbor, Dunwoody Crier, AtlantaIntown Papers

Luxury Real Estate Redefined



LUXURY REAL ESTATE REDEFINED

BHHSGeorgia.com | 770.992.4100

BERKSHIRE HATHAWAY HOME SERVICES GEORGIA PROPERTIES

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Luxury Real Estate Redefined



LUXURY REAL ESTATE REDEFINED

— BUCKHEAD OFFICE —

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

3221 Peachtree Road | 404.537.5200 | BH-HSGeorgia.com

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BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

LUXURY REAL ESTATE REDEFINED

Berkshire Hathaway HomeServices Georgia Properties | DTHSGeorgia.com | A member of the franchise system of DTH Affiliates, LLC | Equal Housing Opportunity



Cathedral Antique Show
Luxury Living Show
Atlanta Steeplechase
High Museum Wine Auction
Swan House Ball
Decorator's Show House
And More...



LUXURY REAL ESTATE REDEFINED

BHHSGeorgia.com | 770.992.4100
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New Print & Online Designs

BERKSHIRE HATHAWAY
HomeServices
Luxury Collection



BERKSHIRE
Home
Collection



BERKSHIRE
HATHAWAY
Luxury Collection

The new era of luxury in Atlanta is a welcome change from the days of exclusion and restriction. Once upon a time the phrase 'by appointment only' meant a lot more than a busy diary, whilst 'limited editions' actually did mean something. The new era of luxury in Atlanta is a welcome change from the days of exclusion and restriction. Once upon a time the phrase 'by appointment only' meant a lot more than a busy diary, whilst 'limited editions' actually did mean something. The new era of luxury in Atlanta is a welcome change from the days of exclusion and restriction. Once upon a time the phrase 'by appointment only' meant a lot more.

Luxury Real Estate Redefined

BERKSHIRE HATHAWAY
HomeServices
Luxury Collection

BERKSHIRE HATHAWAY
HomeServices
Luxury Collection



\$12,900,000

Atlanta, GA



science



GOOD TO KNOW



National TV Campaigns

Q1 Training Classes

Post License	BreakThrough By Design
APMS I, II & III	Peak Performers
Power Lunch	David Knox
Top 10 Tech Tools	Seth Weissman
STP for New Agents	Greg Dunn
Brookfield Certification	SIRVA Certification

John Hamilton Negotiating Class - March 11th.

Power Lunch Series

- **Friday 1/23 – Advanced Buyer System**
- **Friday 1/30 – DocuSign TR**
- **Friday 2/6 – The International MLS**
- **Friday 2/13 – OBEO EasyEdge**
- **Friday 2/20 – RealSatisfied**
- **Friday 2/27 – New Website Templates**

Atlanta 2015

- **High Quality of Life, Low Cost of Living**
- **Lowest Cost of Doing Business (KPMG)**
- **Global & Domestic Access – Airport**
- **Transportation & Manufacturing Hub**
- **Skilled Workforce Availability**
- **Favorable Government, Low Taxes**

Predictions For 2015

- Mortgage Rates Low In Spring
- Georgia Economy Continues To Improve
- People Move To Atlanta/ ASP UP 4-8%
- Low Inventory/ Multiple Offers
- Buyers Start Moving Outward
- New Homes Continues Growth

Predictions For 2015

- Agents Engaged In BT By Design Excel!
- Agents Engaged In SURGE Excel!
- Agents Engaged In Technology Excel!
- Agents Engaged In APMS Excel!
- Agents Engaged In Training Excel!
- BHHS Georgia Properties Has Best Year Ever!



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KICKOFF
2015
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