

BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

LUXURY REAL ESTATE REDEFINED

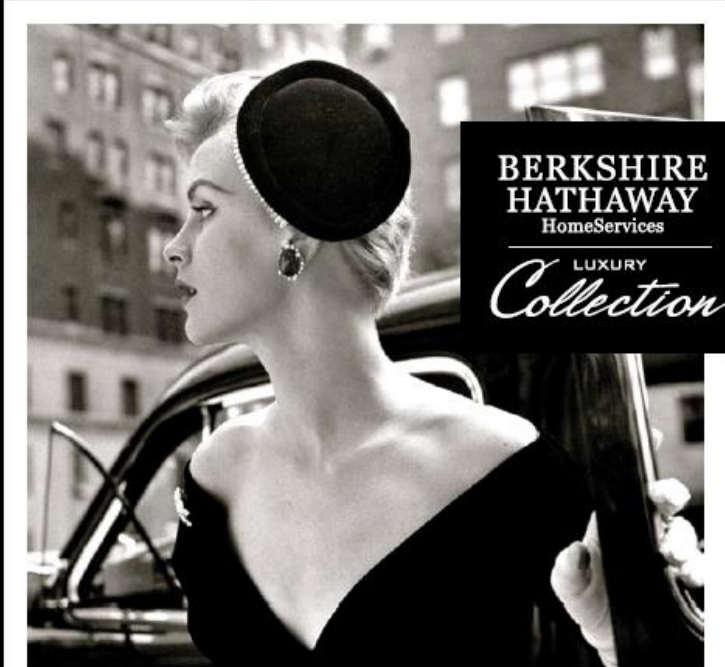
ATLANTA HOMES & LIFESTYLES



ATLANTA
HOMES
& LIFESTYLES
simply chic

BERKSHIRE HATHAWAY
HomeServices
LUXURY
Collection

The advertisement features a photograph of a modern interior with a chandelier, framed art, and a lamp. The text is overlaid on the image.



BERKSHIRE
HATHAWAY
HomeServices
LUXURY
Collection

LUXURY REAL ESTATE REDEFINED

BHHSGeorgia.com | 770.992.4100
BERKSHIRE HATHAWAY HOME SERVICES GEORGIA PROPERTIES

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The advertisement features a black and white photograph of a woman in a black dress and hat, looking out of a car window. The text is overlaid on the image.



LUXURY REAL ESTATE REDEFINED

LUXURY IS A LIFE WELL LIVED IN A HOME WORTHY
OF YOUR GREATEST ASPIRATIONS.

“ELEGANCE IS THE PREROGATIVE OF THOSE WHO HAVE
ALREADY TAKEN POSSESSION OF THEIR FUTURE.”
- COCO CHANEL



BERKSHIRE
HATHAWAY
HomeServices

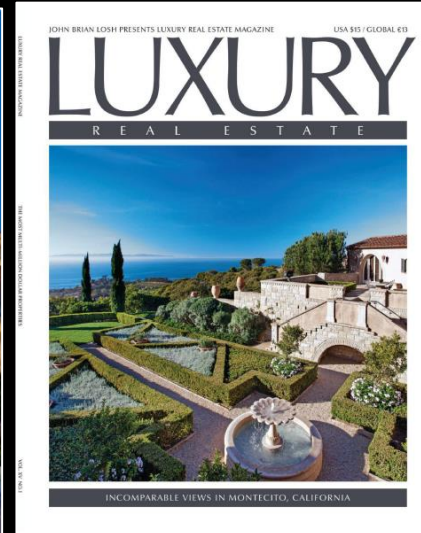
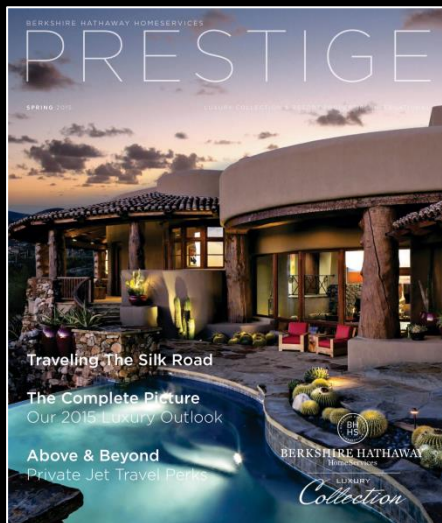
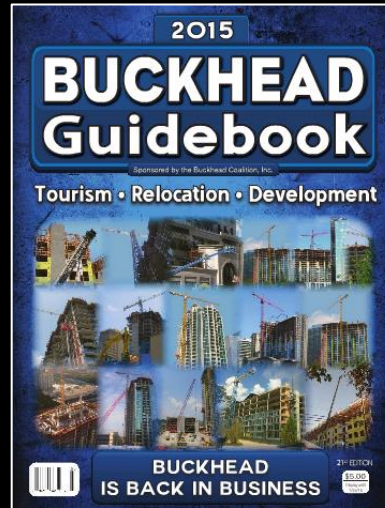
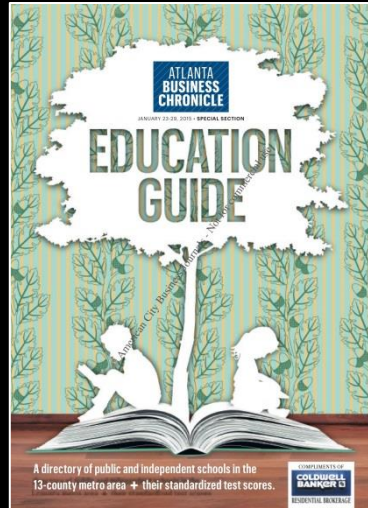
LUXURY
Collection

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BHHSGeorgia.com | 404.671.4195

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ATLANTA HOMES & LIFESTYLES

DECORATOR SHOW HOUSE PROGRAM AD

BERKSHIRE
HATHAWAY
HomeServices
*LUXURY
Collection*

LUXURY REAL ESTATE REDEFINED

Luxury is a life well lived in a home worthy
of your greatest aspirations.

BHHSGeorgia.com | 404.671.4195
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INCLUDED IN AH&L + 10,000 PROGRAMS AT EVENT

2015 Decorator Show House & Gardens

4701 Northside Drive, Atlanta, Georgia

April 18 – May 10



ATLANTA HOMES & LIFESTYLES

GIFT SUBSCRIPTION

ONE YEAR
\$12.00

TWO YEARS
\$23.00

DEBBIE BROWN
BRAD HANNER
GINA CHRISTMAN



Special Rate Subscription Exclusively for



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

For more than 32 years, Atlanta Homes & Lifestyles
has been one of the South's most respected
home, design and lifestyle magazines.
Please enjoy your subscription!

- ☐ ONE YEAR (12 monthly issues) - \$12 (regular price \$30)
☐ TWO YEARS (24 monthly issues) - \$23 (regular price \$45)

To qualify for this rate, check or credit card information must accompany this form. Please allow 4-6 weeks for your first issue to arrive.

YOUR NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

____ Check attached Credit card ____MC ____VISA ____AMEX ____DISCOVER

Account number _____

Expiration _____ Billing Zip Code _____

Signature _____

Please return this form to:

Gina Christman, publisher
Atlanta Homes & Lifestyles
1117 Perimeter Center West, Suite N118
Atlanta, GA 30338
(404) 252-6670

BHHS15

NORTHSIDE NEIGHBOR ADS



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BHHSGeorgia.com | 404.537.5200

BERKSHIRE HATHAWAY HOME SERVICES GEORGIA PROPERTIES

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NEIGHBOR PAPER ADS



— LUXURY REAL ESTATE REDEFINED —



ATLANTA | 421 Backland Rd NW | \$16,900,000
Debra Johnston - 404.312.1959



ATLANTA | 376 Broadland Rd | \$10,900,000
Alexandra Immenman French - 404.316.1164



BUFORD | 2930 Pass Dr | \$3,895,000
Sivigant Team - 770.895.6169



SUMMIT | 999 Crescent River Pass | \$2,125,000
The Willows Group - 770.664.2282



BRASSEL | 5323 Legends Dr | \$1,749,900
Greg Jondik - 678.858.8325



WOODSTOCK | 1080 Old Towne | \$1,550,000
Cathy Tomlinson - 770.365.6193



ALPHARETTA | 221 Traditions Dr | \$1,499,900
Butler/Sweeney Team - 770.475.0505



FAIRFAX | 990 Wings Road NE | \$1,350,000
Susan Haggard - 770.652.7376



HAILEYTON | 5114 Whitehouse Park Ln | \$1,099,900
Peterson Partners - 678.499.6099

BHHSGeorgia.com | 404.671.4195

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

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AGENT ANNOUNCEMENT ADS

**BERKSHIRE
HATHAWAY**
HomeServices

*LUXURY
Collection*

INTRODUCING
URSULA HENRY
LUXURY COLLECTION SPECIALIST

Broker Associate
Phoenix Award Recipient

BUCKHEAD OFFICE
404.671.4106

Ursula.Henry@BHHSGeorgia.com
www.UrsulaAtlanta.com



— LUXURY REAL ESTATE REDEFINED —



Berkshire Hathaway HomeServices Georgia Properties | Buckhead Office | 3221 Peachtree Road, Ste 105 | 404.537.5200

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**BERKSHIRE
HATHAWAY**
HomeServices

*LUXURY
Collection*

INTRODUCING
DEBRA JOHNSTON
LUXURY COLLECTION SPECIALIST

CHAIRMAN CIRCLE PLATINUM
TOP 1% IN NETWORK WORLDWIDE
2ND HIGHEST SALE IN ATLANTA - 2014

BUCKHEAD OFFICE
404-312-1959
DEBRA@JOHNSTON.COM



— LUXURY REAL ESTATE REDEFINED —



421BlacklandAtlanta.com • \$10,900,000



1325MonteCarloAtlanta.com • \$6,750,000

Berkshire Hathaway HomeServices Georgia Properties | Buckhead Office | 3221 Peachtree Road, Ste 105 | 404.537.5200

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AJC HOMEFINDER ONLINE GALLERY ADS DISPLAYS 1 WEEK EACH MONTH

AJC.com SECTIONS 57° TRAFFIC

← BACK PREVIOUS GALLERY | NEXT GALLERY →

Advertiser Content: Berkshire Hathaway Home Services

f t ↗



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HOMES OVER \$1 MILLION WITH HIGH-RES PHOTOGRAPHY

SEASONAL DIGITAL LUXURY HOMES & ESTATE PROPERTIES MAGAZINE

AMM FOR EACH ASSOCIATE

TONY FLOYD
TA'TISHA GIBBS
DON FREEWALT
KIM CROWE
KEELY DURHAM
JOHN HENAGER
VALORIE BOYER



BERKSHIRE HATHAWAY

HomeServices

LUXURY
Collection

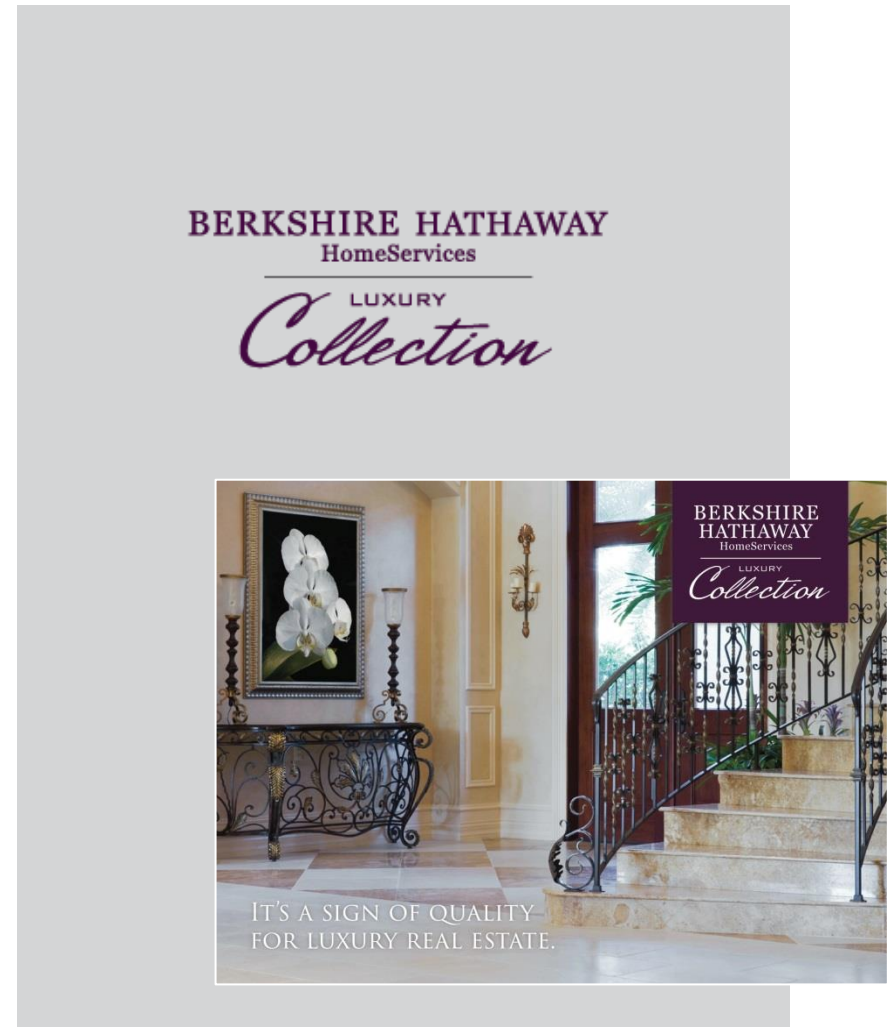
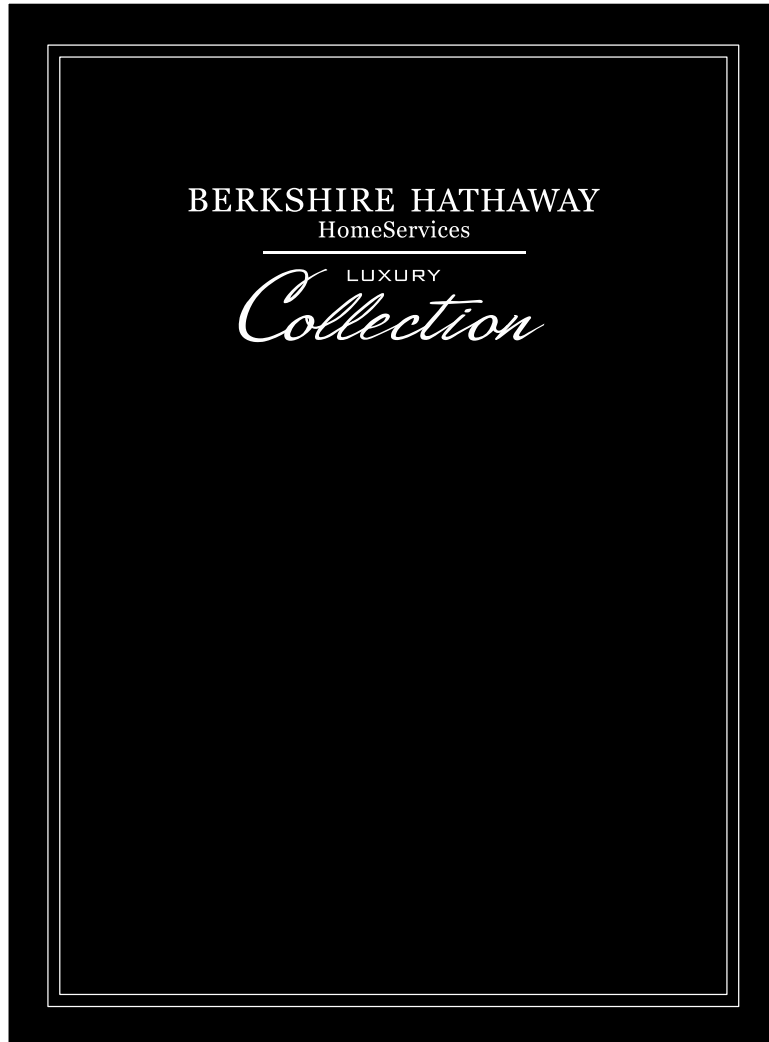
BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

LUXURY REAL ESTATE REDEFINED

LUXURY COLLECTION MATERIALS

PRINT & DIGITAL LISTING PRESENTATION




NEW ELEGANCE PRINT & ONLINE DESIGNS



ELEGANCE CAMPAIGN TEMPLATE

6X9 POSTCARD

BERKSHIRE HATHAWAY
HomeServices
LUXURY
Collection



1234 Hathaway Drive, Atlanta, Georgia 30324 | \$10,900,000

BERKSHIRE HATHAWAY
HomeServices
LUXURY
Collection



1234 Hathaway Drive, Atlanta, Georgia 30324 | \$10,900,000




BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

Holly Golightly
LUXURY COLLECTION SPECIALIST
Direct: 404.962.3495
Office: 770.992.4100
Holly.Golightly@BHHSGeorgia.com
www.HollyGolightly.com

Sarah Prospect
329 Sloan Street
Roswell, GA 30075

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BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

Holly Golightly
LUXURY COLLECTION SPECIALIST
Direct: 404.962.3495
Office: 770.992.4100
Holly.Golightly@BHHSGeorgia.com
www.HollyGolightly.com

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ELEGANCE CAMPAIGN TEMPLATE

6X9 BI-FOLD



1234 Hathaway Drive
Atlanta, Georgia 30324

\$2,500,000

Features

- 7 Bedrooms
- 13 Baths
- Gated Entry
- Limestone Exterior
- Slate Roof
- Venetian Plaster
- Mother-in-Law Suite
- Pool & Spa
- Hot Tub & Spa
- Finished Basement
- Patio & Barbecue
- 16,000 sqft
- 4-car Garage

Call me today to schedule your private viewing of this extraordinary property.

ELEGANCE CAMPAIGN TEMPLATE

6X9 TRIFOLD





BERKSHIRE HATHAWAY
HomeServices

Holly Golightly
LUXURY COLLECTION SPECIALIST

Direct: 404.976.2495
Office: 770.248.4488
Holly.Golightly@BerkshireGeorgia.com
www.HollyGolightly.com

BERKSHIRE HATHAWAY
HomeServices

Luxury Collection



1234 Hathaway Drive Atlanta, Georgia 30324







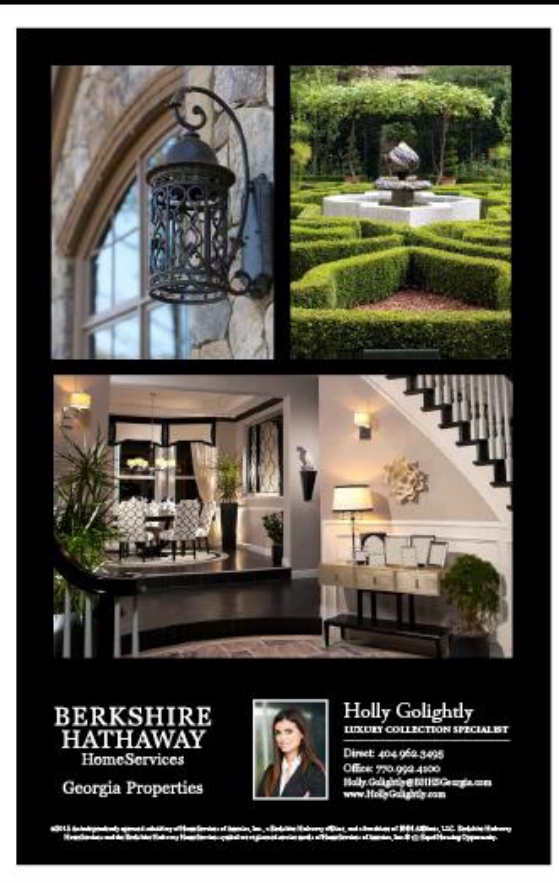
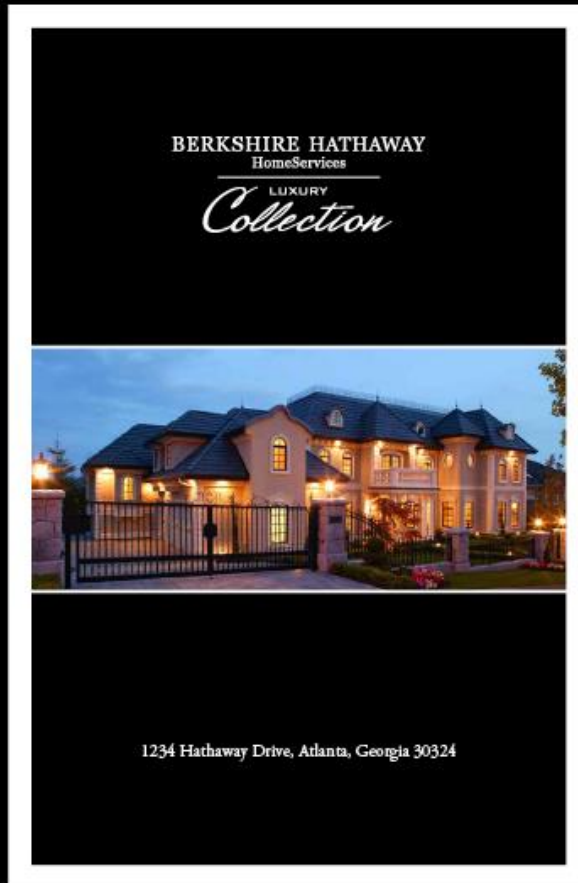

1234 Hathaway Drive
Atlanta, Georgia 30324
\$2,500,000

Features

- 7 Bedrooms
- 10 Baths
- Grand Entry
- Limestone Exterior
- Slate Roof
- Veneer Plaster
- Mother-In-Law Suite
- Pool & Spa
- Hot Tub & Spa
- Finished Basement
- Petio & Barbecue
- 10,000 sqft
- 4-car Garage

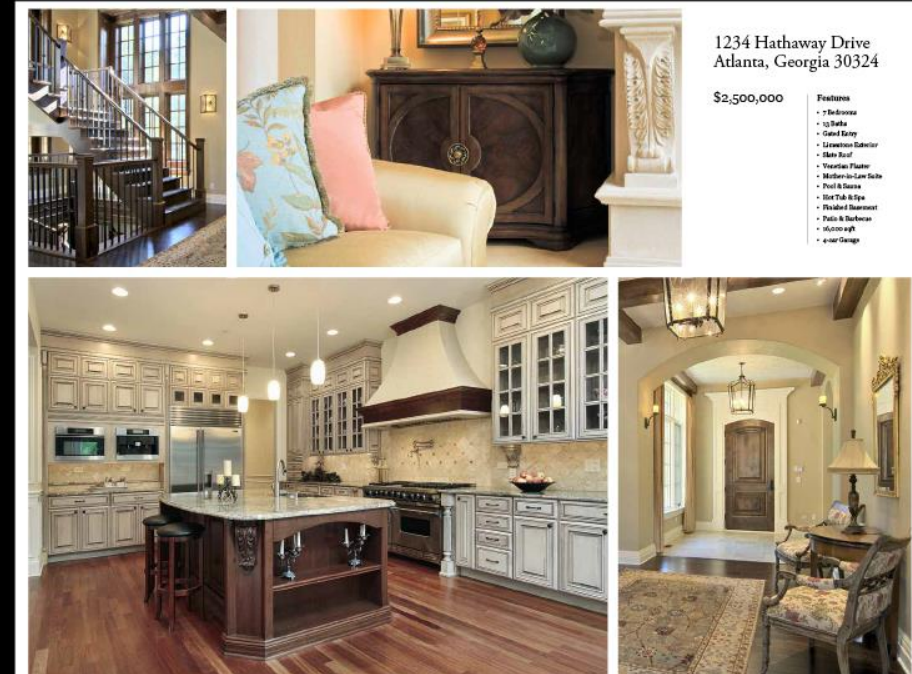
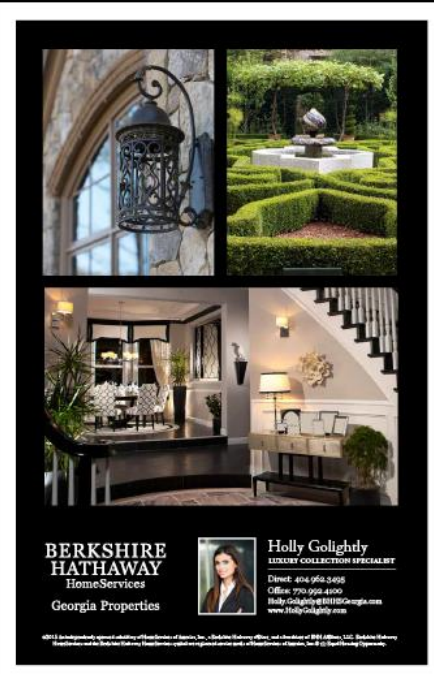
ELEGANCE CAMPAIGN TEMPLATE

9X12 FLAT BROCHURE



ELEGANCE CAMPAIGN TEMPLATE

9X12 FOLDED BROCHURE



DIGITAL E-FLYER CAMPAIGNS



**BERKSHIRE
HATHAWAY**
HomeServices
*LUXURY
Collection*

SNEAK PREVIEW CARAVAN

TUESDAY, APRIL 14, 11:30-1:30



298 PEACHTREE MANOR ROAD

ATLANTA, GEORGIA 30327 | OFFERED AT \$2,500,000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras porta condimentum convallis. Nam varius euismod dignissim. Aliquam sed molestie leo. Ut viverra ultricies finibus. Aliquam quis lorem et ipsum fringilla facilisis sed ut nisi. Pellentesque viverra metus neque, vitae dignissim enim auctor sed. Quisque vel dictum arcu, nec bibendum diam. Nunc tincidunt aliquet nunc eu aliquam. Duis vitae dui vel turpis auctor feugiat. Suspendisse dignissim est nec ipsum suscipit consectetur. Nam varius euismod dignissim. Aliquam sed molestie leo. Ut viverra ultricies finibus. Aliquam quis lorem et ipsum fringilla facilisis sed ut nisi. Pellentesque viverra metus neque, vitae dignissim enim auctor sed.

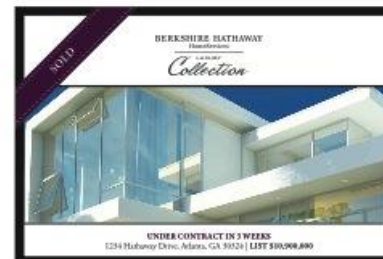
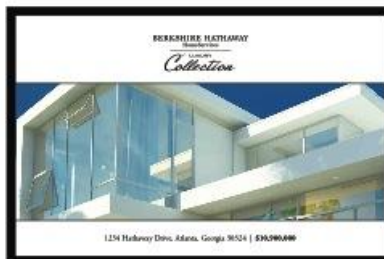


SUZIE SAMPLES
LUXURY COLLECTION SPECIALIST
DIRECT: 404-537-5200
SUZIE.SAMPLES@BHHS.GA.COM
SUZIESAMPLES.COM

LUXURY REAL ESTATE REDEFINED.

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
3221 Peachtree Road, Suite 105, Atlanta, GA 30305 • Broker Office: 404-537-5200

ELEGANCE CAMPAIGN RESOURCE GUIDE



ELEGANCE CAMPAIGN 6 X 9 POSTCARD

12PT C25 CARDSTOCK WITH UV FRONT - POSTAGE/MAIL LIST COST NOT INCLUDED IN PRICE BELOW.

QTYS. (min. qty. 100)	100	500	1,000	2,500
PLEASE SPECIFY DESIGN: TRADITIONAL - BLACK CONTEMPORARY - WHITE	\$37.00	\$144.00	\$696.00	\$828.00

Need a qty not listed? Ask for a quote when placing your order.

ELEGANCE CAMPAIGN

6 X 9 ANNOUNCEMENT POSTCARD - AVAILABLE WITH NEW LISTING, UNDER CONTRACT OR SOLD BANNER.
12PT C25 CARDSTOCK WITH UV FRONT - POSTAGE/MAIL LIST COST NOT INCLUDED IN PRICE BELOW.

QTYS. (min. qty. 100)	100	500	1,000	2,500
PLEASE SPECIFY DESIGN: TRADITIONAL - BLACK CONTEMPORARY - WHITE	\$37.00	\$144.00	\$696.00	\$828.00

Need a qty not listed? Ask for a quote when placing your order.

ELEGANCE CAMPAIGN STANDARDS

- \$750,000 OTP OR \$1 MIL + ITP
- COMMIT TO MARKETING MATERIALS
- PROFESSIONAL PHOTOGRAPHY
- PROFESSIONAL VIDEOGRAPHY
- PROFESSIONAL HEADSHOTS
- WOODEN LUXURY YARD SIGNAGE
- PROFESSIONAL APPEARANCE
- LUXURY MAGAZINE AD COMMITMENT
- TRAINING CURRICULUM & DESIGNATION
- EXECUTED COMMITMENT FORM



PROFESSIONAL PHOTOGRAPHY & VIDEO

- HIGH RESOLUTION PHOTOGRAPHY – APPROVED VENDORS
- HDR – HIGH DYNAMIC RANGE IMAGING
- VIDEOS MUST USE PROFESSIONAL PHOTOGRAPHY



LUXURY ADVERTISING COMMITMENT

BERKSHIRE
HATHAWAY
HomeServices

LUXURY
Collection



ATLANTA | 421 Broadland Rd NW | \$16,900,000
Debra Johnston - 404.312.1959



ATLANTA | 376 Broadland Rd | \$10,900,000
Alexandra Immenman French - 404.316.1164



BUFORD | 2930 Pass Dr | \$3,892,000
Sivigant Team - 770.896.6169



SUMMIT | 999 Crescent River Pass | \$2,125,000
The Willows Group - 770.664.2282



BRASSEL | OK | 5323 Legends Dr | \$1,749,900
Greg Jondik - 678.858.8325



WOODSTOCK | 1080 Old Towne | \$1,550,000
Cathy Tomlinson - 770.365.6193



ALPHARETTA | 221 Traditions Dr | \$1,499,900
Butler/Sweeney Team - 770.475.0505



FAIRFAX | 990 Wings Road NE | \$1,356,000
Susan Haggard - 770.652.7376



HAILEYTON | 5114 Whitehouse Park Ln | \$1,099,900
Peterson Partners - 678.439.6099

BHHSGeorgia.com | 404.671.4195












BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

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LUXURY PRINT: FREQUENCY, DISTRIBUTION AND COSTS

BERKSHIRE HATHAWAY
HomeServices
Luxury
Collection

PRINT ADVERTISING INFO

PUBLICATION	INFO	PUBLICATION	INFO
ATLANTA HOMES & LIFESTYLES 	Monthly 54,000/month Combination of subscribers, newsstand, luxury hotel and event distribution \$250/listing	THE ATLANTAN 	10 X's/year 50,000/issue Combination of subscribers, newsstand, luxury hotel and event distribution \$250/listing
PRESTIGE* 	3 X's/year Spring, Summer, Fall 20,000 in US and Canada PLUS and additional 40,000 full run in Unique Homes Includes domestic & international airline lounges \$150/listing - 1/6pg \$450/listing - 1/2pg 1/2pg includes photo	ROBB REPORT HOME & STYLE 	6 X's/year 184,000 Globally. Company Branded ads and Property ads available. Full Page \$2,495; \$295/listing on property ads
UNIQUE HOMES 	3 X's/year Spring, Summer, Fall 40,000 throughout the U.S. and in more than 80 countries. Includes private jet facilities and international airline first-class and membership lounges. *Included with Prestige magazine ad purchase.	duPont Registry 	Monthly 219,000+/month to U.S. & more than 50 foreign countries consisting of professional athletes, actors, entertainers, Fortune 500 executives, & private business owners. Rates range: \$395/listing (6 ads on a page); \$1,995 for a full page.
LUXURY RE 	3 X's/year Spring, Summer, Fall Over 50,000 throughout the U.S. and in more than 80 countries. Includes top Fortune 500 CEOs. \$250/listing	NORTHSIDE NEIGHBOR 	Bi-Monthly 20,000 weekly to Metro Atlanta and surrounding areas (combination based on a total of all versions) Rates range: \$240 for 3.32" X 4" ad; \$1,800 for 1/2 ad; \$3,500 for a full page ad
WALL STREET JOURNAL 	Monday - Saturday 3.5 million distribution for company-branded ads. Mansion Section-Listing ads available for \$500/listing with 48 listings/page.	Atlanta Business Chronicle 	Weekly Over 50,000 daily to Metro Atlanta and surrounding areas. Rates range: \$1,800 for 1/8 page ad \$3,200 for 1/2 page ad; \$4,900 for full page ad ADD \$950 to each price for color
		SOUTHERN SEASONS 	4 X's/year 30,000 per quarter, includes luxury hotels in the Southeast, Atlanta's finest restaurants and waiting rooms of physicians/attorneys. <u>COMPANY ADS ONLY.</u>

A PICTURE IS WORTH A THOUSAND WORDS



KEREN RINGLER
212-612-9621



BEN JACOBS
212-612-9682



REGINALD GRAYSON
212-612-9649



BRETT CASPI
516-633-6106



CONNIE MAROIS
646-937-3108



CHARLES J SNYDER
646-575-2252

BERKSHIRE HATHAWAY
HomeServices

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LUXURY REAL ESTATE REDEFINED

DAVID KNOX TRAINING CURRICULUM & ELITE LUXURY SPECIALIST DESIGNATION -COMING SOON-

- LUXURY REAL ESTATE CURRICULUM
- FEATURING JACK COTTON
- CERTIFIED ELITE LUXURY SPECIALIST



LUXURY COLLECTION EVENTS

- CATHEDRAL ANTIQUE SHOW
- LUXURY LIVING SHOW
- ATLANTA STEEPLECHASE
- HIGH MUSEUM WINE AUCTION
- BHHS SALES CONVENTION
- SWAN HOUSE BALL
- DECORATOR SHOW HOUSE
- LUXURY REAL ESTATE CONFERENCE (SPRING)
- PIRCH SPECIAL EVENT

ATLANTA HOMES & LIFESTYLES

LUXURY LIVING SHOW KIOSK



OVER
6,000
VIEWS OF OUR
LUXURY LISTINGS
BY CONSUMERS

BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

LUXURY REAL ESTATE REDEFINED