



BERKSHIRE HATHAWAY  
HomeServices

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LUXURY  
*Collection*

Luxury Real Estate Redefined

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

## Luxury Collection Specialist Designation

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### INITIAL QUALIFICATIONS

- Close 3 transactions on either side; sellers or buyers in the last 24 months
- Minimum of 1 year as a full time associate
- Achieve at least 3 points of electives

## Luxury Collection Specialist Designation

### RENEWAL QUALIFICATIONS

- Close 1 transaction on either side during the last year of your designation

Associates who were luxury agents in December 2013 were grandfathered into the BHHS Luxury Collection Specialists designation. These designations will expire December 2015.

Apply Online at [www.BHHSResource.com](http://www.BHHSResource.com)

# Business Cards



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## New Luxury Redefined Website

Responsive website with large Property Images

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LUXURY REDEFINED

ATLANTA LUXURY SEARCH

LUXURY SPECIALISTS

404-671-4195 | EMAIL | SIGN IN



### LUXURY REAL ESTATE REDEFINED

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



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# Modern Luxury – Interiors Magazine

4 Page Gate fold Spread

Distributed to Over 30,000 Affluent Zip Codes in Atlanta



FOR LUXURY REAL ESTATE  
YOU MAY HAVE OPTIONS.  
BUT THERE'S ONLY ONE  
CLEAR CHOICE...

BERKSHIRE HATHAWAY  
HOMESERVICES  
GEORGIA PROPERTIES

A NEW ERA OF LUXURY has been  
established by Berkshire Hathaway HomeServices  
Georgia Properties Elegance Campaign.



Berkshire Hathaway is one of the most  
respected companies in the world. The award-winning  
Berkshire Hathaway HomeServices and estate brand  
has quickly become one of the most respected  
organizations in the industry.

OUR COMMITMENT to provide the ultimate service  
for our luxury real estate clients is driving our growth  
in market share. Our associates provide a new level of  
quality for real estate services including local, national  
and international clients. Other organizations are simply  
cannot deliver the same capabilities.

WHY WOULD YOU GO ANYWHERE ELSE



OUR NAME SPEAKS FOR ITSELF

I look at your group financial and  
operational results and I'm blown away.  
After twenty years, you're still in, and growing in,  
Berkshire Hathaway. You're the only one.  
(Joe Foxworth, BHHG CEO)

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LUXURY REAL ESTATE REDEFINED

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

— THE NEW ERA OF LUXURY —

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## Luxury Marketing Capabilities

an overview of offerings  
to sellers looking to list their luxury  
property with  
BHHS Georgia Properties

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Welcome to the new era of luxury real estate in Atlanta. Berkshire Hathaway is one of the most trusted corporate brands in the world, and is forever identified with wealth and enduring success. Our local experts are specially trained and ready to introduce your luxury property to the world.

**PRINT ADVERTISING**

- duPont Registry
- Robb Report
- Wall Street Journal
- The Atlantic
- Atlanta Homes & Lifestyles
- Luxury Real Estate
- Southern Seasons
- Modern Luxury
- Prestige Magazine
- Unique Homes
- Modern Interiors Magazine

**ONLINE MARKETING**

- Google
- Facebook
- LinkedIn
- duPontRegistry.com
- RobbReport.com
- WSJ.com
- Mansion.com
- AJC.com
- LuxuryRealEstate.com
- The International MLS

**NETWORKS & REFERRAL SERVICES**

- Berkshire Hathaway HomeServices Global Network
- HomeServices of America Network
- Realty Alliance
- Zillow-Len
- Luxury Real Estate Network
- Member of the National Association of Hispanic Real Estate Professionals (NAHREP)
- Worldwide Employee Relocation Council (WERC)
- Relocation Directors Council (RDC)
- Metro Atlanta Relocation Council (MARC)
- Multiple Listing Services
- Caravans, Local Events

**Advanced Property Marketing System**

Our award-winning Advanced Property Marketing System is the most effective approach to selling your home. Since introducing this powerful system, our company has been ranked No. 1 in homes sold for the Greater Metro Atlanta area. We also represent more buyers than any other brokerage.

**Creating The Unique Story Of Your Home**

Every home has a unique story, and we will work together to discover what is valuable and interesting about yours. Our advanced property marketing will make that story come to life — online, in print, and in person.

**Multi-Channel Marketing Branding & Advertising**

- Billboard & Television
- Print Advertising
- Online Marketing
- Custom Luxury Home Website
- Website Listing Services
- Video Listing Services
- Mobile App Marketing
- Social Media Marketing

**Local, National & International Networks & Referral Sources**

Our local, national, and global referral networks plus our award-winning online marketing give our listing agents a significant advantage in finding more qualified buyer.

- International Buyers
- Professional Networks
- Corporate Relocation

# What Is Luxury?



The Luxury Collection



The Elegance Collection



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## LUXURY COLLECTION PROGRAM

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Offered to all agents with listings of  
\$500,000+ and  
Priced in The Top 10% Of It's Market

Cabernet & Silver

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IT'S A SIGN OF QUALITY  
FOR LUXURY REAL ESTATE.

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## Luxury Collection

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### COLLATERALS & INFORMATION

Luxury Collection marketing materials and information are available through Agent Marketing Services, XpressDocs, Merrill and the ReSource Center.

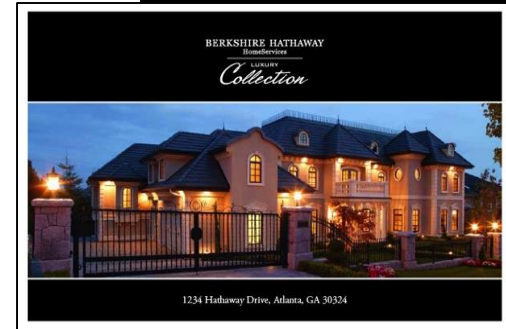
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## ELEGANCE COLLECTION PROGRAM

Offered to all agents with listings of  
\$750K+ Outside the Perimeter and  
\$1M+ Inside the Perimeter

# Black & White



# Elegance Collection Program

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## FULL SERVICE PROGRAM

- Meet With Agent/Team Prior to Listing Presentation
- Assist in Developing Marketing Plan and Budget (Upon Request)
- Provide Listing Presentation Materials
- Design Collateral Materials
- Present Local and International Advertising Opportunities
- Inclusion on [LuxuryRedefined.com](http://LuxuryRedefined.com) Website
- [LuxuryRealEstate.com](http://LuxuryRealEstate.com) Affiliation
- Recognition and Association With the Brands Extensive Elegance Marketing
- Access and Invites to Elegance Events

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# Elegance Collection Program

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## STANDARDS & GUIDELINES

- Commitment to use the Elegance Collection marketing team
- Professional photography; must meet Elegance requirements
- Professional Photograph for marketing (head shot and home)
- Wooden Luxury Sign; required for all Elegance Collection properties
- Maintain professionalism in attire, materials and presentations at all times
- Professional Signature and Email Address
- All Elegance Collection properties require advertising a minimum of 2 X's per 6 months of the listing in a luxury publication. The Elegance team will develop a marketing plan and budget for your luxury listing.

You can schedule an appointment with our team via  
[luxuryredefined@bhhsgeorgia.com](mailto:luxuryredefined@bhhsgeorgia.com) or 404.671.4195.

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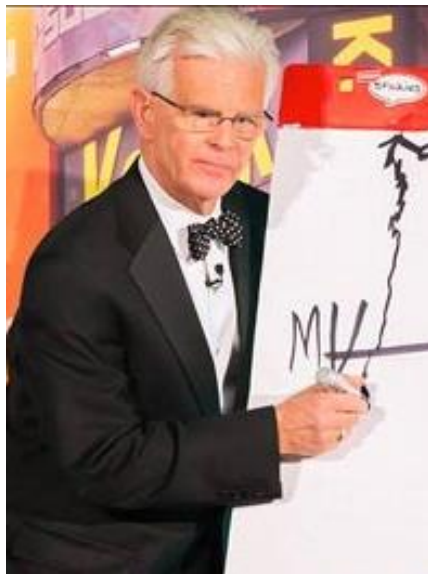
4348 Paper Mill Road  
selected for the cover  
of Prestige magazine's  
Fall 2015 Issue

## BHHS Prestige Magazine



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## Exclusive New BHHS Georgia Properties Luxury Certification

PREMIERING 2016

**DAVID KNOX**  
Productions Inc


VideosHow To...PresentersSubjectsContact UsSettingsLog Out

  
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Georgia Properties

**Your Videos**  
Resource/Downloads  
News/Announcements  
My Watch List  
Browse All Videos  
Manager Resources  
Send Consumer Videos  
search...  
**Curriculum**  
BHHS GA Luxury  
Intro  
**Elegance Requirements**  
Elegance Electives


Sort:  Experience:  Series:  Duration:  Watched:

**Curriculum Elegance Requirements**




**Berkshire Hathaway HomeServices Georgia Properties**  
**RL19-1 Luxury Real Estate: Connecting with Your Market** ▶  
In this series we highlight top real estate agent Jack Cotton and learn how he established himself in one the most prestigious luxury home markets in the world - Cape Cod, Massa...  
[more]

☒ watched / 13 min  
Email Link to Video  
+ Add to My Watch List




**Berkshire Hathaway HomeServices Georgia Properties**  
**RL19-2 Luxury Real Estate: Breaking into the Luxury Market** ▶  
In this series we highlight top real estate agent Jack Cotton and learn how he established himself in one the most prestigious luxury home markets in the world - Cape Cod, Massa...  
[more]

☒ watched / 14 min  
Email Link to Video  
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**Berkshire Hathaway HomeServices Georgia Properties**  
**RL19-3 Luxury Real Estate: Setting Yourself Apart** ▶  
Jack Cotton describes he two-step listing process he feels is required for his high-end market. He overwhelms sellers with his competence through thorough research and following... [more]

10 min  
Email Link to Video  
+ Add to My Watch List



**Berkshire Hathaway HomeServices Georgia Properties**  
**RL19-4 Luxury Real Estate: Getting Started by Barry Berg** ▶  
In the previous three videos you've heard how Jack Cotton broke into the luxury market in Cape Cod, MA. In this interview, top agent, Barry Berg describes how he got started in ...  
[more]

15 min  
Email Link to Video  
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