

BERKSHIRE  
HATHAWAY  
HomeServices

LUXURY  
*Collection*



BERKSHIRE HATHAWAY  
HomeServices  
LUXURY  
*Collection*  
LUXURY REAL ESTATE REDEFINED

BERKSHIRE  
HATHAWAY  
HomeServices

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LUXURY  
*Collection*





# The Power of Words!



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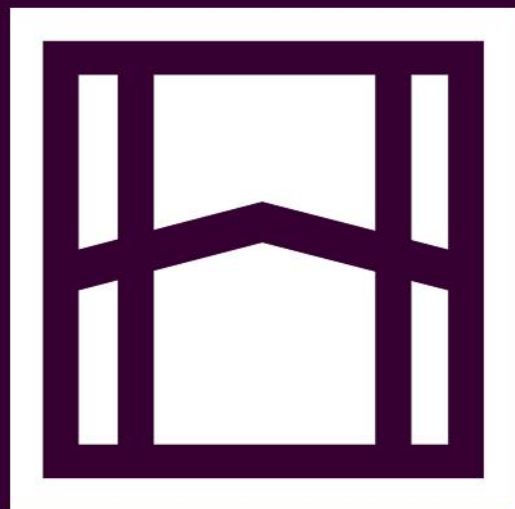


**Thank You  
For  
Your  
Service!**



**RAISED OVER  
\$75,000  
YEAR-TO-DATE**





# Home Partners of America™

**A NEW PATH TO HOMEOWNERSHIP®**

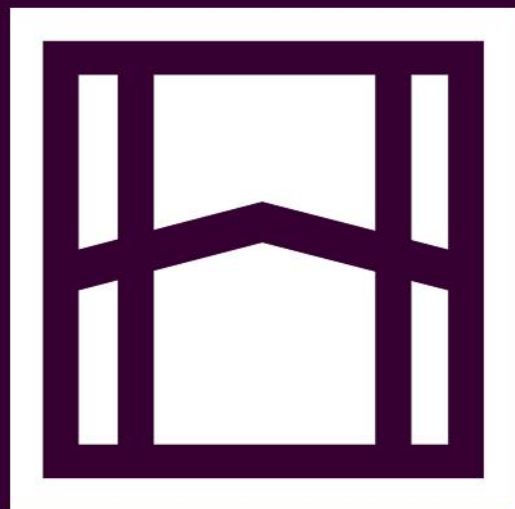
(formerly Hyperion Homes)



# HomePartners Contests!







# Home Partners of America™

**A NEW PATH TO HOMEOWNERSHIP®**

(formerly Hyperion Homes)



# MEGA

OPEN HOUSE EVENT  
SUNDAY, OCTOBER 18 | 2-5 PM

WIN AN  
iPAD AIR



SEARCH ALL OPEN HOUSES  
[BHHSGEORGIA.COM](http://BHHSGEORGIA.COM)

REAL ESTATE REDEFINED





< Messages

Bob

Details

Hey Bob... Dan Forsman here... how are things going? As I am sure you know the real estate market is on fire. Inventory is at historically low levels, interest rates are low, and prices have skyrocketed.

If you know of anyone thinking of making a move, now is the time. Please pass on my name and contact info...or better yet give me their contact info and I will reach out to introduce myself.

Thanks Dan!



# How Much is Your Home Worth?



PROVIDED BY



**\$462,305**

Low: \$434,521  
High: \$510,089

PROVIDED BY



**\$470,000**

Low: \$434,521  
High: \$510,089



**\$468,500**

Low: \$434,521  
High: \$510,089

**Get Your Instant Home Value Estimates**



HomeServices  
of America, Inc.

CEO  
Conference

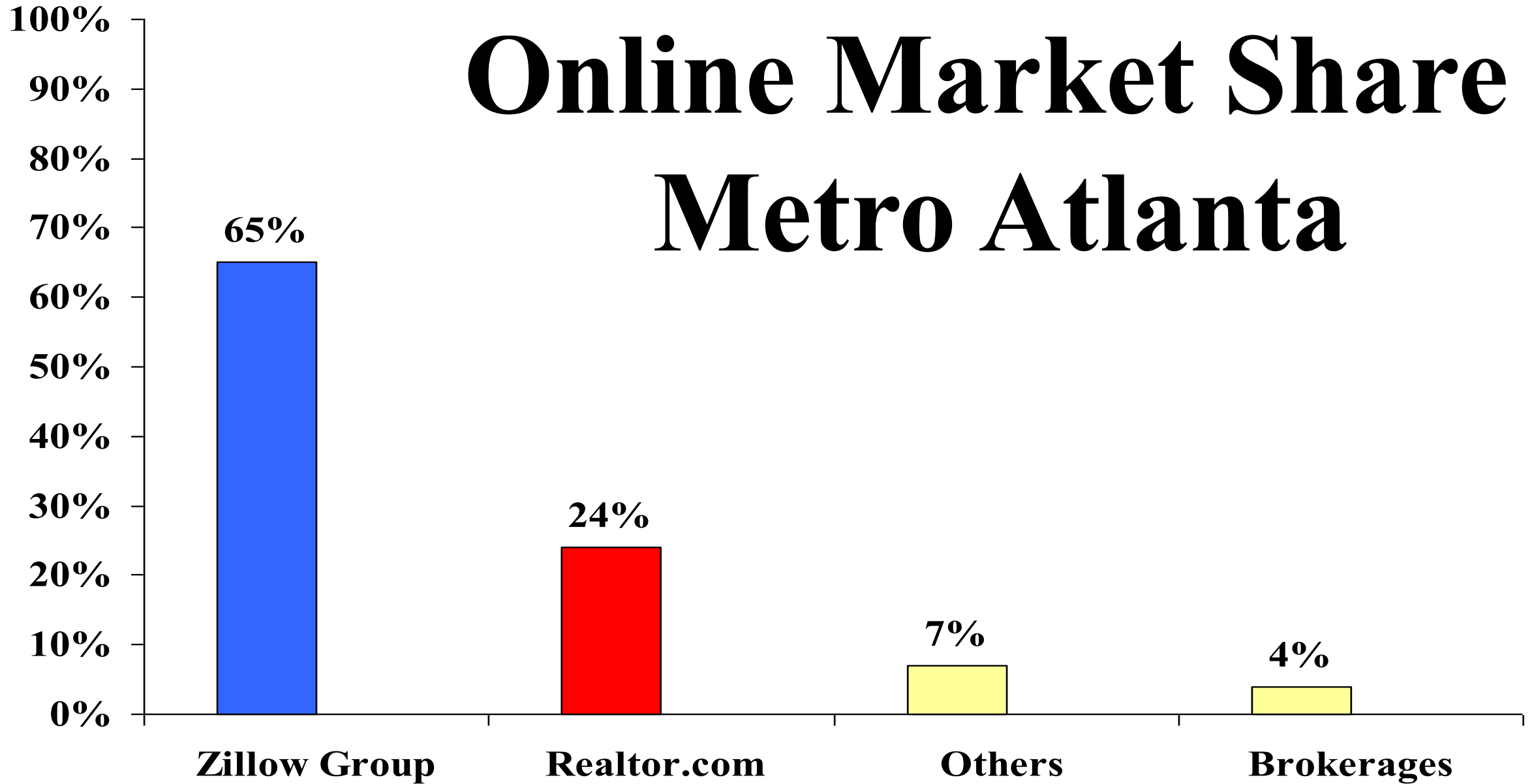




**Zillow<sup>®</sup>**



# Online Market Share Metro Atlanta




# Berkshire Hathaway HomeServices Georgia Properties

Forms Strategic Partnership  
with Zillow Group




# Zillow Program

- Listing Agent At Top
- Luxury Logo
- Animated Ad Highlights Listing Agent!

[Buy](#) [Rent](#) [Sell](#) [Mortgages](#) [Agent finder](#) [Advice](#) [Home design](#) [More](#)

[CONTACT AGENT](#) [SAVE](#) [GET UPDATES](#) [SHARE](#) [MORE](#)

City, State, or Zip 

Georgia · Atlanta · Ansley Park · 111 Montgomery Ferry Dr NE

**VIEW LARGER** **MAP** **BIRD'S EYE**

## 111 Montgomery Ferry Dr NE,

Atlanta, GA 30309

**3 beds · 2 baths · 2,372 sqft**

**FOR SALE**  
**\$850,000**  
Zestimate®: \$759,993

**EST. MORTGAGE**  
**\$3,182/mo**   
[See current rates on Zillow](#)

[Get the Power of PreApproval](#)

Listed By: Nestor Rivera (404) 997-2530 - Lovely Tudor on quiet part of Montgomery Ferry is a wedge-shot from Ansley Club. Main level w/ entrance sunroom, formal living room, den, dining room, & 2 bedrooms/1 bath. Updated kitchen features breakfast area, custom cabinets, granite countertops, & stainless appliances opens to large deck & huge, private back yard w/ detached garage/storage building. Upstairs Mstr Suite has bonus room perfect as a sitting room, home office, nursery, or extra bedroom. A true 1930 classic on an almost 200 deep lot w/ a dead alley rear buffer & long driveway, off-street parking. 07/24/15

**BERKSHIRE HATHAWAY**  
*Luxury Collection*

**FACTS**

■ Lot: 0.31 acres	■ Views: 7,911 all time views	■ Last sold: Apr 1985 for \$31,000
■ Single Family	■ 29 shoppers saved this home	■ Price/sqft: \$358
■ Built in 1930	■ Cooling: Central	■ MLS #: 5521615
■ 106 days on Zillow		

**LISTING AGENT**

☐  **Nestor Rivera**  
★★★★★ (9)  
37 Recent sales

**BUYER'S AGENTS NEARBY**

☐  **Tom Ellicott**  
★★★★★ (28)  
60 Recent sales  
(404) 692-6182

☐  **Shane Thomas**  
★★★★★ (11)  
24 Recent sales  
(404) 907-2192

☐  **Adam Parker**  
★★★★★ (16)  
26 Recent sales  
(678) 235-9704

**Contact Agent**

☐ I am interested in information on financing

[Learn how to appear as the agent above](#)





Buy Rent Sell Mortgages Agent finder Advice Home design More

Advertise Sign in or join

CONTACT AGENT

SAVE

GET UPDATES

SHARE

MORE

City, State, or Zip



Georgia · Atlanta · Ansley Park · 111 Montgomery Ferry Dr NE



VIEW LARGER



MAP

BIRD'S EYE

#### LISTING AGENT



**Nestor Rivera**

★★★★★ (9)

37 Recent sales

#### BUYER'S AGENTS NEAR YOU



**Tom Ellicott**

★★★★★ (28)

60 Recent sales

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**Shane Thomas**

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**Adam Parker**

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26 Recent sales

(678) 235-9704



Your Name

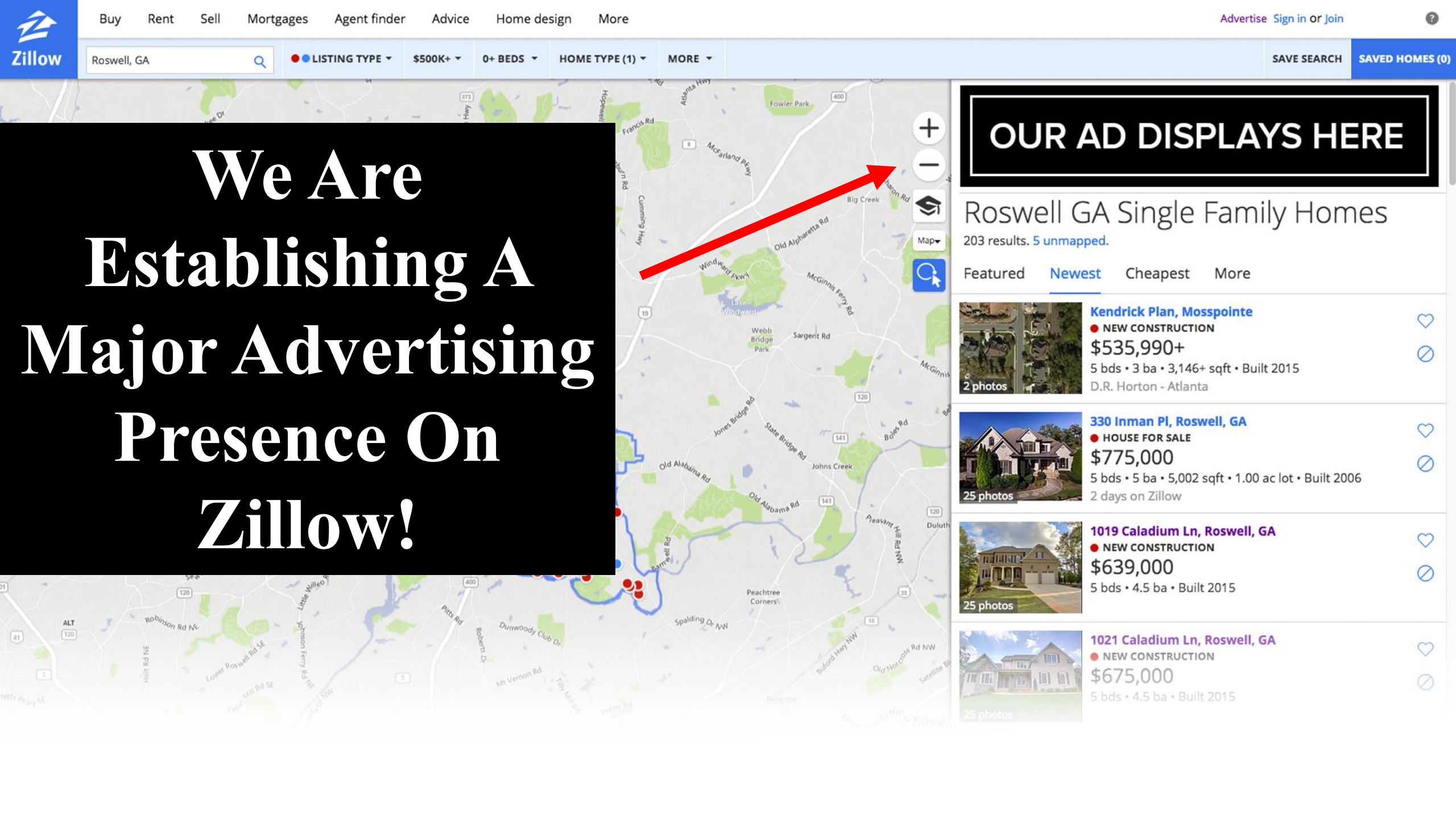


Phone



# How We Stand Out On Zillow

- Agent Photos – Automatic From Data Feed
- Agent Profiles – Manage Your Perception
- SOLD Properties – Just Added 35,000!
- Ratings – Manage Your Online Reputation




We Are  
Establishing A  
Major Advertising  
Presence On  
Zillow!


## OUR AD DISPLAYS HERE


### Roswell GA Single Family Homes


203 results. 5 unmapped.

Featured Newest Cheapest More

- 

**Kendrick Plan, Mosspointe**  
NEW CONSTRUCTION  
**\$535,990+**  
5 bds • 3 ba • 3,146+ sqft • Built 2015  
D.R. Horton - Atlanta
- 

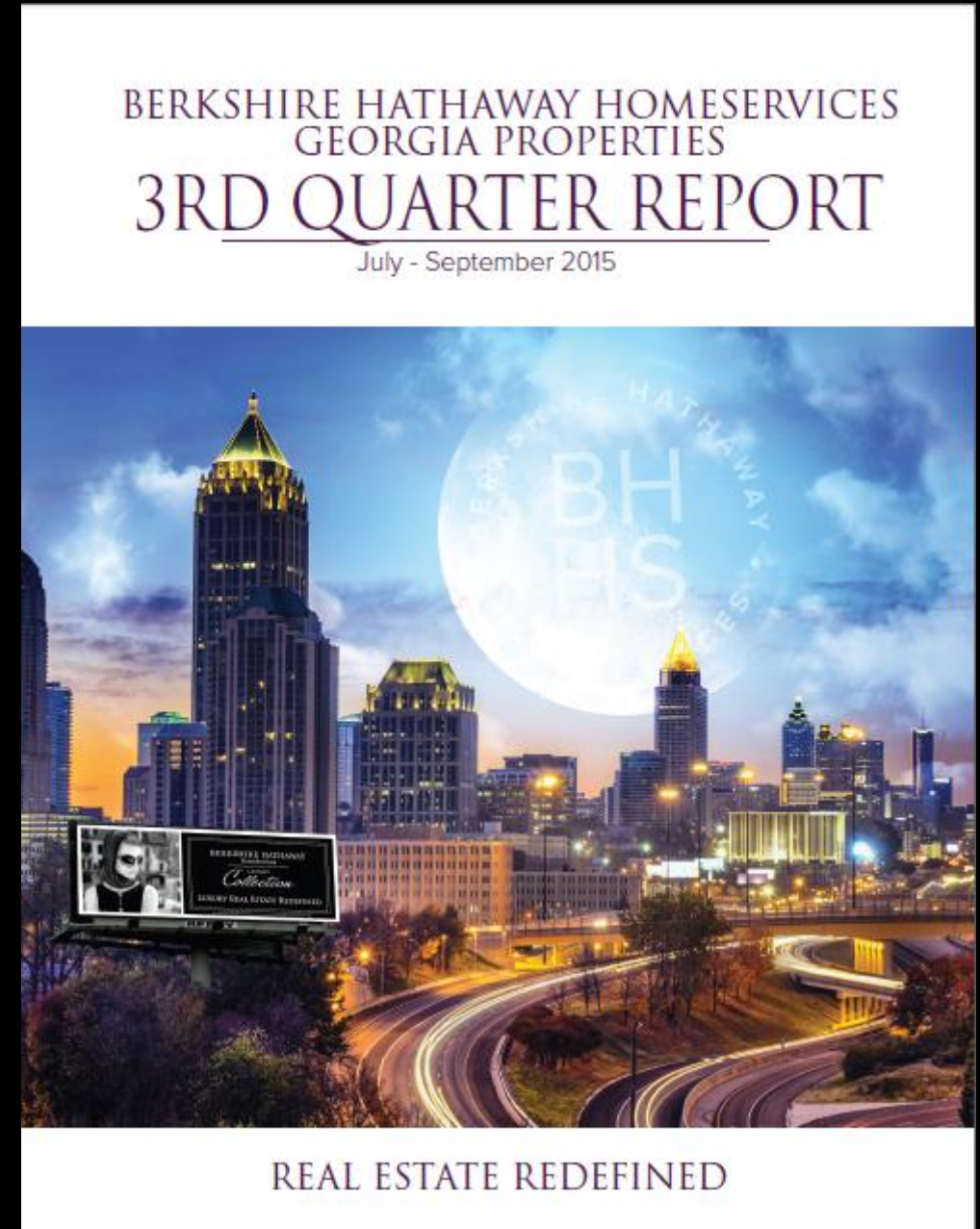
**330 Inman Pl, Roswell, GA**  
HOUSE FOR SALE  
**\$775,000**  
5 bds • 5 ba • 5,002 sqft • 1.00 ac lot • Built 2006  
2 days on Zillow
- 

**1019 Caladium Ln, Roswell, GA**  
NEW CONSTRUCTION  
**\$639,000**  
5 bds • 4.5 ba • Built 2015
- 

**1021 Caladium Ln, Roswell, GA**  
NEW CONSTRUCTION  
**\$675,000**  
5 bds • 4.5 ba • Built 2015

# Q3 Report – 2015

- YTD Performance
- Company Highlights
- Q3 Events/ Initiatives
- Q4 Programs





## Year-To-Date Performance (Through September 2015)

	YTD 2015	YTD 2014	PERCENTAGE INCREASE
Pended Units	9192	7704	+19%
Pended Volume	\$2,499,396,068	\$1,912,236,299	+31%
Closed Units	8769	7365	+19%
Closed Volume	\$2,389,241,925	\$1,838,809,903	+30%
Net Agent Count	1348	1184	+14%
Mortgage	463	273	+70%
Closing & Title	2448	1751	+29%
Home Warranty	2291	1719	+33%

# 3RD QUARTER EVENTS & INITIATIVES

**Most Admired CEO:** Congratulations to Dan Forsman for being awarded the "Most Admired CEO in Residential Real Estate" by the Atlanta Business Chronicle. This is the second year in a row that Dan has been recognized with this prestigious honor. The other nominations included: Jenny Pruitt (Atlanta Fine Homes), Dan Farmer (Harry Norman REALTORS), Charlotte Sears (Coldwell Banker) and Richard Dugas (Pulte Group). We are proud to have Dan leading our team into the future.



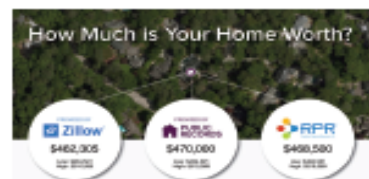
**Tom Ferry Sales Edge:** The Tom Ferry organization hosted Sales Edge at the Cobb Energy Centre in September. Our company had 220 attendees in the room of 350 total participants. Bill Pipes and his team did an amazing job of sharing powerful scripts that will make a difference for everyone. Look for our company to incorporate some of these scripts into our marketing and training.

**The Heat Is On:** Our affiliated services including Mortgage, Closing & Title, Home Warranty and Insurance are a very important part of our business. Our "Heat Is On" campaign was very successful in helping us increase the focus on these important services and help us achieve our goals. Thank you for supporting HomeServices Lending, WNCW, HSA Home Warranty and HomeServices Insurance.



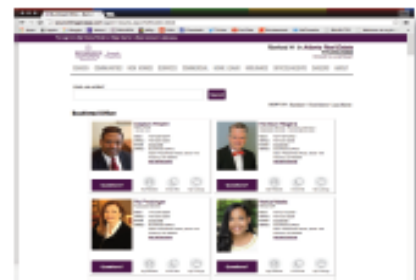
**Manager's Leadership Conference:** Dan Forsman and Toni McGowan hosted our managers for a 2-day Leadership Conference in August. The theme of the event was FOCUS – Follow One Course Until Successful. Mark Johnson from the Tom Ferry organization was a special guest. Dan shared some exceptional leadership, motivational and strategic insights. Everyone came away inspired to help our associates finish strong in 2015!

**Home Values:** We released our newest version of Home Value Estimates. This new solution offers 3 value estimates including Zillow, Collateral Analytics and RPR (Realtors' Property Resource). The consumer will be able to adjust their value estimates plus save, share, print and set reminders to be notified as values change. This powerful innovation is another great tool for lead generation and is not offered by any other company in our market.



**Microsoft Office 365 (Phase I):** We have completed the migration to the Microsoft Office 365 platform. This new cloud-based collaboration platform will provide our associates many advantages plus establish a powerful foundation for future additions. In Phase 1, we are focusing on email and will introduce more solutions this fall.

**SOLD Properties On Websites:** We are still one of the only brokerages to provide SOLD properties without registration for consumers on our websites and mobile app. We also added over 70,000 Agent SOLD Properties so you can display your past results for both sellers and buyers.



**New Office and Agent Search Tool:** We launched a new Office and Agent Search tool on the company and office websites. The new format includes a "universal search bar" so consumers can just type in the agent name or partial name. There are new business card formats that present our associates in a better visual format and make it easier for lead generation.

**Online Reputation Management:** We launched a broad initiative to help our associates manage their online reputation when prospective clients check them out online. The RealSatisfied platform leverages client surveys and allows agents to post ratings (stars/percentages) and/or testimonials. These can be posted to your agent website and also distributed to Realtor.com, social media and other platforms. Remember to include your client email on the PCI Form so we can send the survey on your behalf. In addition, we provided details to show you how to optimize your profiles on Zillow, Trulia, Realtor.com, Google+, the BHHS Resource Center and your agent website. Have you Googled yourself lately? Your prospects have!



**Power Lunch:** Every Friday, we host a Power Lunch session on WebEx. These helpful topics are recorded and available for playback on your Agent Intranet. Just click the rotating image on the leaderboard and select your topic. Examples of topics include SURGE, RealSatisfied, Online Profiles, DocuSign Transaction Rooms, Home Partners of America, ToolKitCMA, Interactive AVM, Home Values Estimates, Facebook Campaigns and more.

**TRID:** The Consumer Financial Protection Bureau (CFPB) has implemented new mortgage rules that will keep consumers more informed on mortgage loan details and closing costs associated with a home purchase. TRID stands for TILA-RESPA (Truth in Lending Act - Real Estate Settlement Procedures Act) Integrated Disclosure. Sound a little confusing for consumers? TRID presents a great opportunity to provide value for our potential clients by working with our family of services to help our clients get quality services and close on time.





# 4TH QUARTER PROGRAMS



**SURGE for Lead Generation:** In October and November, we will be launching SURGE programs to help you Finish Strong In 2015 and Get A Fast Start In 2016. The October SURGE is structured to promote the MEGA Open House Event on October 18th. We will also leverage our newest release for Home Values. The November SURGE is intended to help plant seeds for spring listings during the holiday season and to focus on strategic planning and business plans. **Let's get ready to SURGE!**

**Luxury Collection Event:** On the morning of October 20th, we will host a Luxury Collection event at the Cobb Energy Centre. The team will review the latest options for the Luxury Collection and the Elegance Collection. **We will also introduce a new luxury designation that can help you stand out in your marketing.** Our Luxury Collection and Elegance Collection Programs are turning heads and continue to make our company the leader in luxury market growth.



**MEGA Open House:** Our final MEGA Open House for 2015 is going to be a huge event. We expect over 400 open houses on October 18th. **Remember, the pre-event and post-event marketing is the key to develop new relationships and get more listings.** This year, we have sold homes from every MEGA Open House. This one is going to be amazing! Look for the first MEGA Open House in 2016 on February 21st.

**Real Estate Training by David Knox – LIVE:** David Knox will be at the Cobb Energy Centre the afternoon of October 20th to share his latest insights for real estate best practices. **We have exclusive rights in our market to the RETDK (Real Estate Training by David Knox) online video platform that includes sessions from top agents and trainers across the country.** If you have not been leveraging this platform, now is a good time to check it out!



**Microsoft Office 365 (Phase II):** In the next phase, we will introduce new solutions including **OneDrive** (cloud-based storage for business files, works across all devices, One Terabyte of storage), **Skype for Business** (instant messaging, screen sharing, video conferencing), **OneNote** (keeping track of action items and notes) and **Sharepoint** (shared secure websites for group collaboration).

**2016 Business Strategy and Plans:** Yes, you can work smarter! This fall, we will be focusing on Finishing Strong and Strategic Planning so you can take your business to a higher level in 2016. We have several formats including the Tom Ferry business plans and our Advanced Agent Business System plans. **By investing a few days on your strategy and plan, you can achieve your dreams in 2016!**



**Introducing Videolicious:** BHHS has introduced a new video platform that allows associates to easily record video from your iPhone or iPad and create a professional video. Just log on to the BHHS Resource Center and click the Marketing Resource section to get started. A great way to use Videolicious is to record a quick video in front of your MEGA Open House and send to the neighbors. **Video is a powerful medium and agents using video will be able to stand out in their marketing!**

**Commercial ICSC:** We will be hosting a booth and private event for potential clients at the ICSC (International Council of Shopping Centers) Southeast event in October at the Cobb Galleria. This annual event is one of the largest commercial gatherings for our region. **Our commercial team is having a great year and building momentum for 2016!**

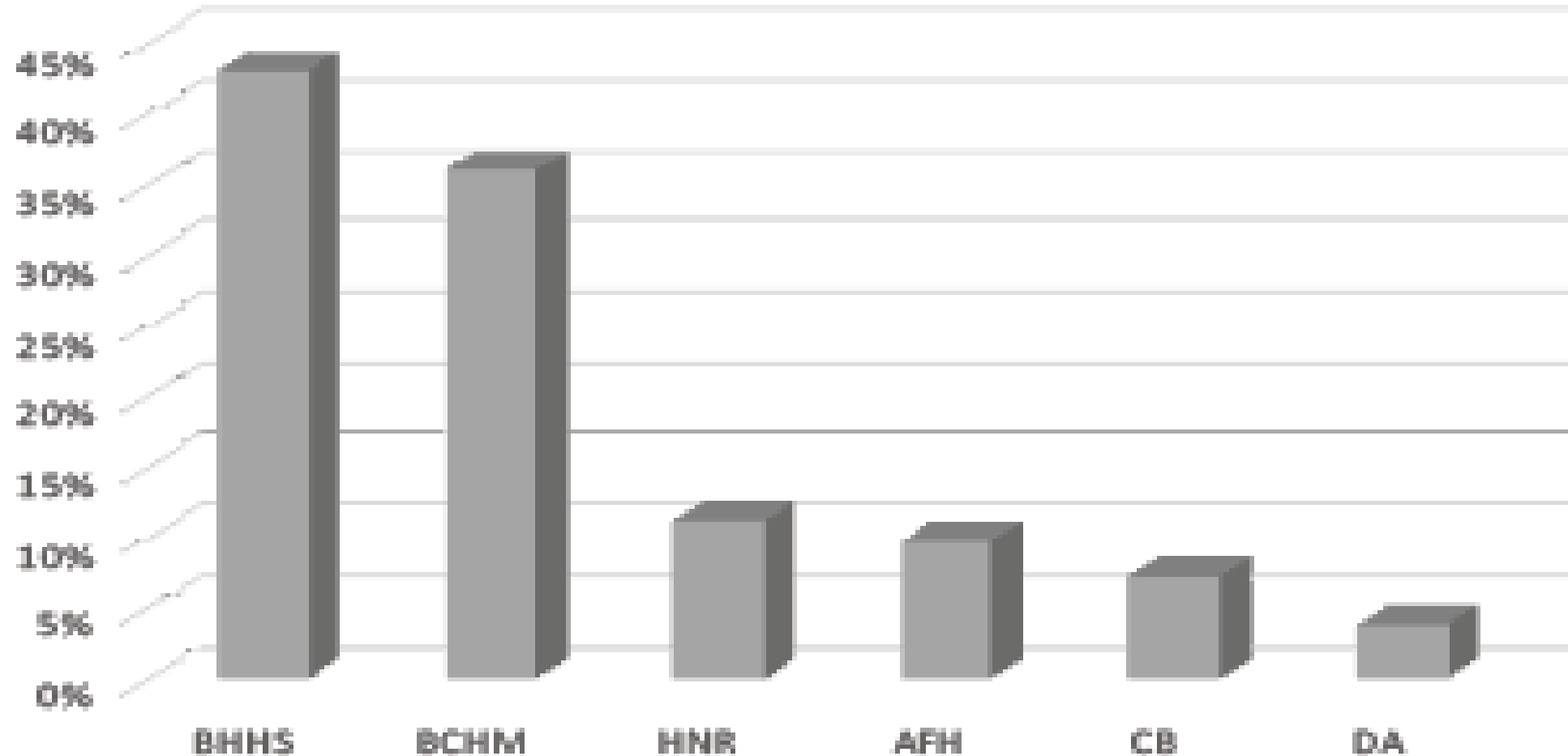


**Insurance Services:** We are officially launching HomeServices Insurance Georgia as a full-service insurance agency, offering a full suite of insurance solutions for home, auto, umbrella, personal liability, and more. Vivienne Baker and Karen Brown have joined our team and are ready to assist your clients and customers. **Dergalis & Associates** offers a wide range of insurance and financial services for our associates including health, dental, vision, life insurance, disability, long-term care, college savings plans, tax and retirement savings plans through automatic contribution and more. **Dergalis & Associates** will be introducing a new 401K program that includes a 3% match. **Protect your Income. Protect your Health. Protect your Future.**

**Strategic Partnership with Zillow:** It is clear that Zillow is the online leader for consumers. We are constantly looking for ways to give our associates and clients a competitive advantage. Several years ago, we were one of the first 10 companies to implement the zPro Program. **Now we are one of the first companies to launch the new Zillow Broker Pro program. This includes over 35,000 of our SOLD properties displayed on Zillow.** We are also working with top Zillow executives to develop a new set of enhanced capabilities that will be announced in October.

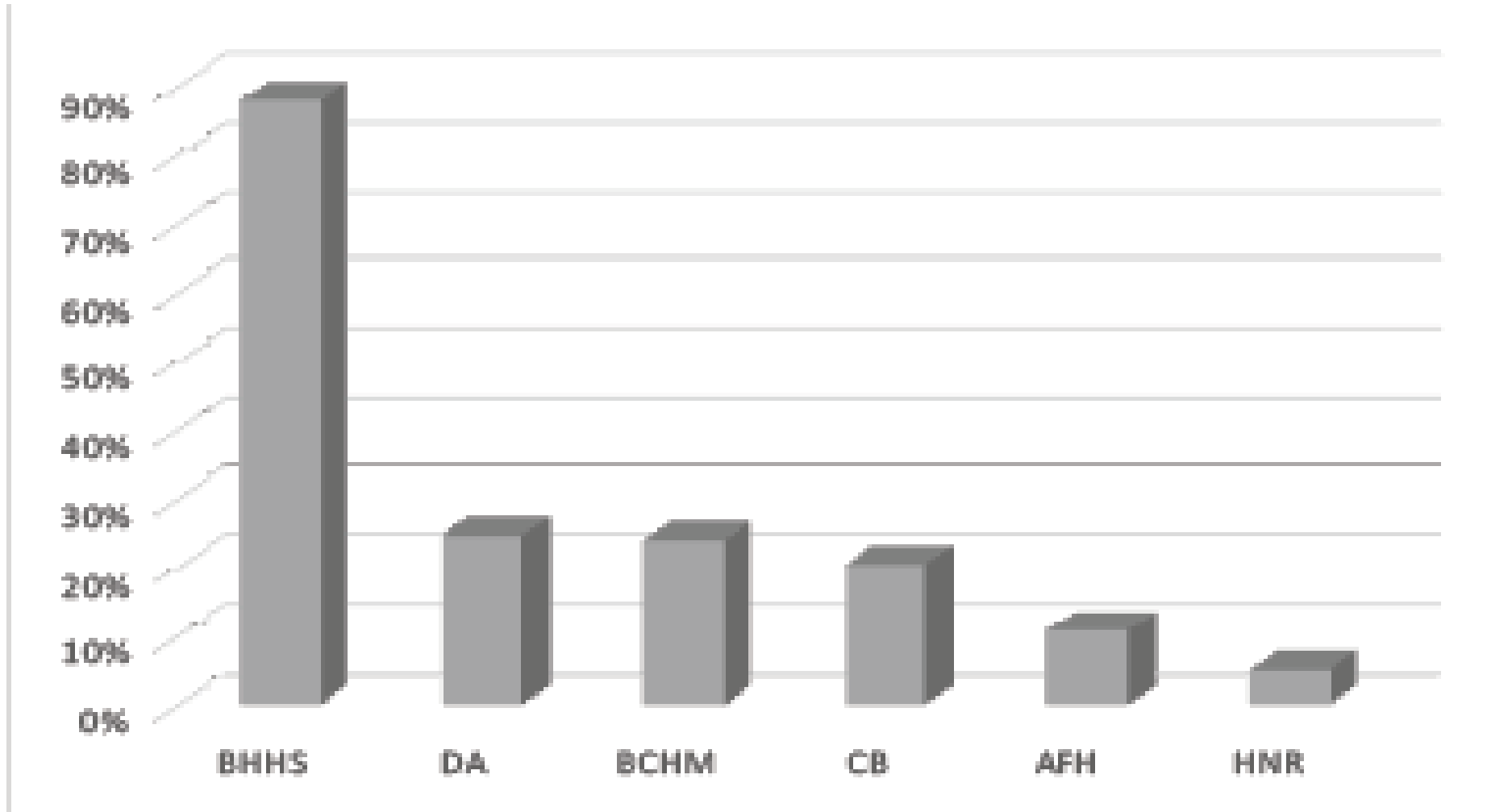


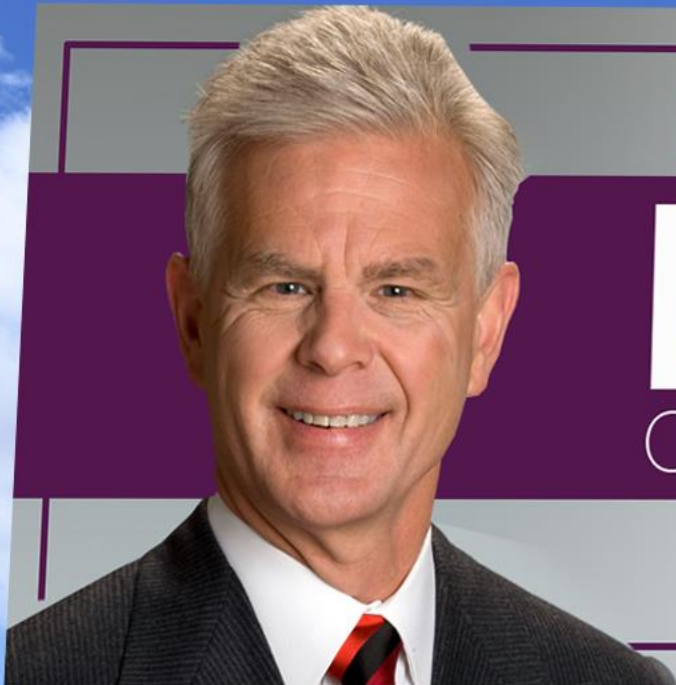
# Luxury Market Share Units Growth YTD – Metro Atlanta (\$500,000+)





# Luxury Market Share Units Growth YTD – Metro Atlanta (\$1 Mil+)





Berkshire Hathaway HomeServices Welcomes

**DAVID KNOX**

OCTOBER 20TH | COBB ENERGY CENTRE

[BHHSGeorgia.com](http://BHHSGeorgia.com)

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HATHAWAY | Georgia  
HomeServices Properties