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Berkshire Hathaway HomeServices Georgia Properties Launches New Website and Innovative Search Platform

ATLANTA, GA (June 28, 2016) – Berkshire Hathaway HomeServices Georgia Properties introduces a new company website and an innovative new property search platform. The website is fully responsive for all devices and features immersive video on the homepage. The design was created in partnership with RealTrends, Nebo Agency and Reliance Network. The company has also launch the SEARCH3 platform from Reliance Network on all company, office and agent websites.

Over 65% of the company's website visitors are using mobile devices so the company has adopted a "smartphone first" approach. The content of all pages are designed to be effectively viewed on a smartphone as well as tablets and desktop/laptops with larger screens. Immersive video increases traffic, improves retention and achieves higher conversions according to studies by Marketing Sherpa, Comscore and Social Media Today. The company is initially using video scenes of happy people enjoying their new home and others searching for a new home or commercial property. Future plans include testing video scenes that highlight company programs such as MEGA Open House events and other scenes that create emotional connections with consumers and real estate agents.

SEARCH3 is a very innovative new property search platform that is also mobile responsive for all devices. The platform provides a map-based search that is very fast, shows more properties, offers more custom search options and includes usability attributes that make the experience better for consumers. The interface is touch-centric for mobile devices and also works great on larger ultra HD displays.

"Our associates are very excited about these new platforms. Property search is a fundamental part of the real estate business and we are committed to provide the best tools for our clients and associates," said Dan Forsman, president and CEO of Berkshire Hathaway HomeServices Georgia Properties. "These new solutions provide foundations that will allow us to innovate faster. Look for a series of new releases this summer and fall as we continue to refine the real estate experience here in Metro Atlanta."

About BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

Berkshire Hathaway HomeServices Georgia Properties has over 1,500 associates and 23 offices across the Greater Metro Atlanta area. Led by president and CEO, Dan Forsman, the organization offers a full suite of integrated real estate services including residential real estate, luxury real estate, new homes sales and marketing, commercial real estate, corporate relocation, property management, mortgage lending, title and settlement services, home warranties and insurance. Berkshire Hathaway HomeServices Georgia Properties is an independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity. Visit <http://www.BHHSGeorgia.com>.

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