

The background of the poster features a vibrant display of fireworks exploding in shades of purple, pink, and orange against a dark night sky. In the foreground, several silhouetted hands are raised, reaching towards the fireworks, creating a sense of celebration and community.

IMPACT

2019

KICKOFF

JANUARY 23 | COBB GALLERIA





\$4 BILLION

#bestyearever



FOREVER

BRAND | AGENT | FAMILY





CHRIS STUART

CEO | HSF AFFILIATES

IMPACT 2019



FOREVER BRAND

**OVER \$1.25 MILLION
IN SUNSHINE KIDS DONATIONS**



SunshineKids.org

“CHILDREN TEACH US WHAT LIFE IS ALL ABOUT”

THANK YOU

WE RAISED OVER \$140,000 FOR
THE SUNSHINE KIDS IN 2018



SunshineKids.org

“CHILDREN TEACH US WHAT LIFE IS ALL ABOUT”



WE ALL SMILE... IN THE SAME LANGUAGE



Sunshine Kids Pledge

Let's make 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 Sunshine Kids Pledge and agree to donate: \$_____ per each closing.
I have to be deducted from my commission after each closing.

Signature: _____

Branch: _____ Date: _____

**BERKSHIRE
HATHAWAY**
HomeServices
Georgia Properties

Sunshine Kids Pledge

SOLD

SSK LISTING



DAN FORSMAN

PRESIDENT & CEO

IMPACT 2019



FOREVER BRAND

2018 HIGHLIGHTS

Swanepoel Power 200

◀ **Key Speaker Introducing
Zillow to Canada**

**RISMedia Cover & Article
and RISMedia “Newsmaker”**

Harvard Club - CEO Exchange

**Named to Atlanta 500
Most Influential Leaders**

**Gathering of the Eagles
Featured Speaker**

**Atlanta Association of Realtors®
President’s Award**





IMPACT
2019

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
REAL ESTATE REDEFINED

2019 KICKOFF REPORT

I M P A C T 2 0 1 9



F O R E V E R B R A N D

The background of the poster features a vibrant display of fireworks exploding in shades of purple, pink, and orange against a dark night sky. In the foreground, several silhouetted hands are raised in a gesture of celebration or applause, adding a sense of human presence and excitement to the scene.

IMPACT

2019

KICKOFF

JANUARY 23 | COBB GALLERIA

Impact is defined as the action of coming forcibly into contact with another (in an environment of disruption) and having a strong effect on the people you interact with and obtaining positive desired outcome or influence.

IMPACT 2019



Swanepoel Power 200

HOMESERVICES OF AMERICA

- \$130 Billion in Closed Volume
- 350,000 Closed Transactions
- \$3.9 Billion in GCI
- 45,000 Agents

HSF AFFILIATES, LLC.

- Over 52,000 Agents

I M P A C T 2 0 1 9



F O R E V E R B R A N D



Google



IMMEDIACY

OFFERPAD

REDFIN

INTEREST RATE

DISRUPTORS

facebook.

knock-

realtor.com®



Opendoor

amazon

COMPASS

IMPACT 2019



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iBUYER PRICING VERSUS FULL MARKET EXPOSURE

Provider	Market Value	Offer	Offer Value	Comm./ Fee \$	Comm./ Fee \$	Other Fees	Net to Seller
BHHS Georgia Properties	\$300,000	Broadest Exposure/ High Value	\$295,500 (98.5% List - Sell)	6%	\$17,730	Repairs \$2000	\$275,770
Knock.co	\$300,000	"Market Price"	\$280,000 (93% of market)	6%	\$16,800	Repairs \$5000	\$258,200
OfferPad	\$300,000	"Market Price"	\$280,000 (93% of market)	8% Local Move Title	\$22,400 -\$2400 -\$1550	Repairs \$5000	\$256,550
Opendoor	\$300,000	"Market Price"	\$280,000 (93% of market)	7%	\$19,600	Repairs \$5000	\$255,400
Redfin Now	\$300,000	"Market Price"	\$280,000 (93% of market)	8%	\$22,400	Repairs \$5000	\$252,600
Zillow Instant Offers	\$300,000	Investor Price	\$270,000 (90% of market)	7%	\$18,900	Repairs \$5000	\$246,100
Mark Spain (Opendoor)	\$300,000	"Market Price"	\$280,000 (93% of market)	11% + \$495	\$30,800 \$495	Repairs \$5000	\$243,705



Company	2018 Units	2017 Units	Rank in Market
Knock	564	186	#58
Opendoor <i>(SoftBank)</i>	794	50	#44
OfferPad	429	6	#71
Mark Spain	2217	2316	#13
Redfin	586	450	#55
eXP (REALTOR®)	516	669	#61
eXP (Non-REALTOR®)	602	123	#54
Compass <i>(SoftBank)</i>	127	0	#186

162,730 sides under \$500,000 in 2018 for Metro Atlanta (FMLS).



I M P A C T 2 0 1 9



F O R E V E R B R A N D

PREDICTIONS



I M P A C T 2 0 1 9

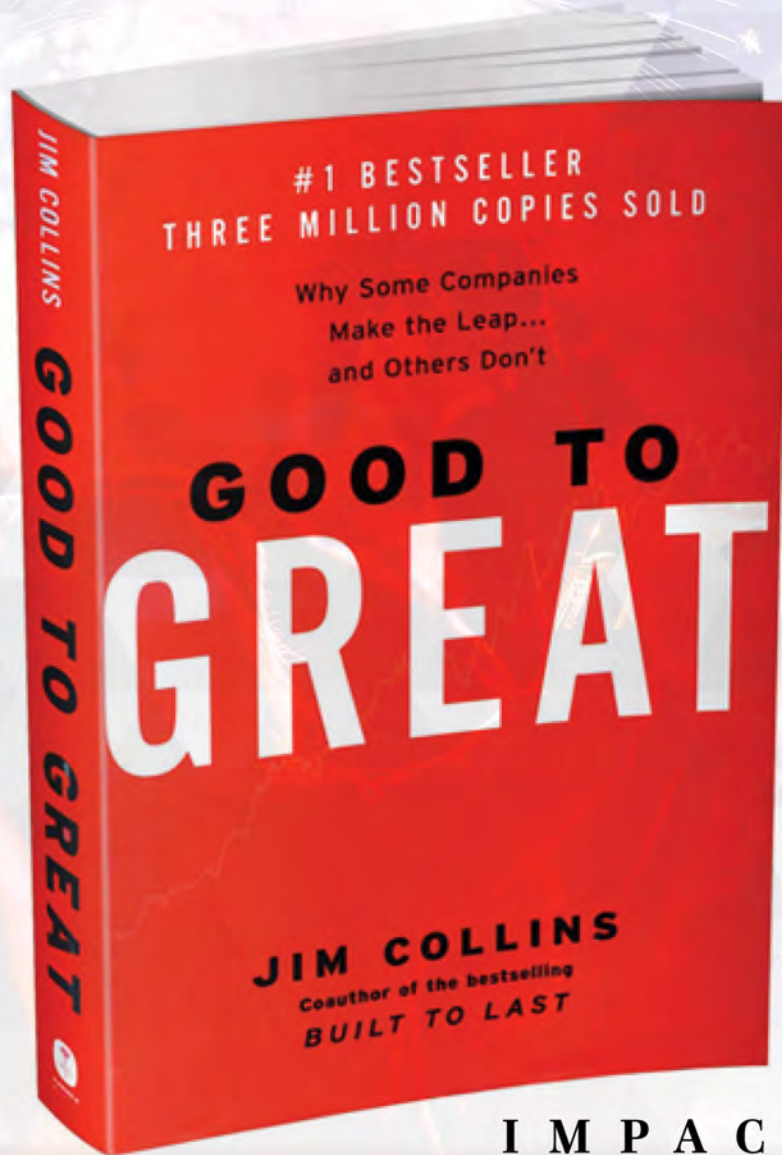


F O R E V E R B R A N D

TOP 10 PREDICTIONS

- 1. Expect Lower Inventory!**
- 2. Expect A Crisis – Be Prepared.**
- 3. Closed Real Estate Units & Average Sales Prices Will Grow 7-8%.**
- 4. Buyer Demand Strong - Baby Boomers, First Time Buyers, In-migration & Investors.**
- 5. New Homes Will Grow To A Run-Rate of 15,000 Units.**
- 6. Mortgage Rates Will Remain Historically Low – But Rise To 6-8% In 3-5 Years.**
- 7. The Best Agents Will Get A Larger Share.**
- 8. Expect To See More Industry Consolidation.**
- 9. Mobile Devices and Virtual Working Will Be The Next Disruptive Wave.**
- 10. We Will Continue To Channel Our Resources To Improve Your PPP and Connecting You With Your Clients & Customers.**

3 KEYS TO SUCCESS



1. Have a Plan
Work Smarter

**2. Be Disciplined
about Execution**

**3. Keep a Positive
Mental Attitude**

WHAT IS YOUR GAMEPLAN

IMPACT 2019



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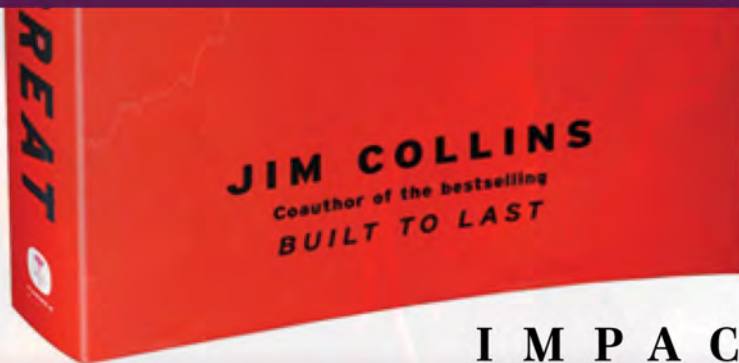
3 KEYS TO SUCCESS

2013

THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME

Mental Attitude

WHAT IS YOUR GAMEPLAN



IMPACT 2019



FOREVER BRAND

YOU ARE THE THE KILLER APP

AS FEATURED ON
REAL ESTATE REDEFINED
EPISODE 95

1. Write down goals and review
2. Manage your mindset
3. Block time daily for prospecting
4. Calendar everything





GOALS

80% Don't Have Goals

WRITE DOWN YOUR GOALS

80% DON'T HAVE GOALS | 16% SAY THEY DO | 4% WRITE THEM DOWN
ONLY 1% WRITE THEIR GOALS DOWN AND REVISIT THEM

I M P A C T 2 0 1 9



F O R E V E R B R A N D

SMART

SPECIFIC	MEASURABLE	ACHIEVABLE	RELEVANT	TIME-BOUND
What do I want to accomplish? Why do I want to accomplish this? What are the requirements? What are the constraints?	How will I measure my progress? How will I know when the goal is accomplished?	How can the goal be accomplished? What are the logical steps I should take?	Is this a worthwhile goal? Is this the right time? Do I have the necessary resources to accomplish this goal? Is this goal in line with my long term objectives?	How long will it take to accomplish this goal? When is the completion of this goal due? When am I going to work on this goal?

A hand is writing the word "GOALS" in a bold, stylized font inside a hand-drawn oval on a spiral-bound notebook. The notebook is resting on a wooden desk. To the right of the notebook is a white cup of coffee on a saucer. The background is a warm, wooden surface.

GOALS

80% Don't Have Goals

WRITE DOWN YOUR GOALS

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Save for Children's College
Retire Early

Double my income
in five years

Lose weight
Find a mentor

Get comfortable
with negotiating

Manage my
time better

Daily devotion

Join a
small group

Schedule time
with friends

Focus on creating
experiences
with family

Plan family
vacation

Reach Chairman's
Circle Diamond Level

Exercise 5X
per week

LIVE A SUSTAINABLE LIFE



GOALS

80% Don't Have Goals

9X

WRITE DOWN YOUR GOALS

THOSE WHO WRITE DOWN GOALS
AND REVISIT THEM *EARN 9X MORE*

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FIND YOUR MIRACLE MORNING



MANAGE YOUR MINDSET
WHAT YOU PUT INTO YOUR MIND WILL IMPACT YOUR LIFE

IMPACT 2019



FOREVER BRAND



Blinkist

The Organized Mind
Switch on Your Brain
Get Everthing You Can Get
Out of All You Got

Think and Grow Rich
Abundance

Thou Shall Prosper
BOLD

Selling the Invisible
7 Habits of Highly Effective People

The Future of Work
The Four Agreements

I M P A C T 2 0 1 9



F O R E V E R B R A N D

**SPHERE OF
INFLUENCE
MARKETING**

**GEOGRAPHIC
FARM**

**DAILY PROSPECTING
ACTIVITIES**

**MEGA OPEN HOUSE
& SURGE CAMPAIGNS**

**4 PILLARS OF
BUSINESS**

DATABASE | CRM

I M P A C T 2 0 1 9



F O R E V E R B R A N D

2001 REAL ESTATE RANKINGS

ATLANTA'S TOP 25 RESIDENTIAL REAL ESTATE COMPANIES*

ranked by 2001 gross residential sales volume in atlanta

Company	2001 Atlanta gross residential sales volume closed transactions (in millions)	Number of sales associates in Atlanta/ Total staff	Company structure	Number of homes sold in 2001	Number of offices in Atlanta/ Companywide	Chief Atlanta Officer(s)	Year established in Atlanta
1. Coldwell Banker Buckhead Brokers/ The Condo Store	\$4,334.9	1,338 1,540	company owned	19,181	19 19	James M. Schmidt	1979
2. Re/Max Greater Atlanta	3,890	1,129 NA	franchise	19,268	13 14	Lee A. Finch	1979
3. Harry Norman Realtors	2,860.3	920 1,065	independent	8,947	18 18	J. Lewis Glenn	1930
4. Northside Realty	2,374.8	916 1,023	independent	9,297	20 20	James M. Schmidt	1958
5. Metro Brokers/ GMAC Real Estate	1,844	1,200 1,300	independent franchise	11,350	19 19	Kevin Levent	1979
6. Prudential Atlanta/Georgia Realty	1,603.7	857 989	independent, national franchise affiliation	7,859	23 23	Daniel T. Forsman	1964
7. Re/Max Around Atlanta	1,192.7	402 NA	franchise	7,557	7 7	Sharon Dower, Barbara Pearson	1956
8. Jenny Pruitt & Associates Realtors	1,008.7	315 385	independent	3,349	5 5	Jenny S. Pruitt	1988
9. Re/Max of Atlanta	651.5	204 NA	franchise	3,919	2 2	Robert K. Sacre	1983
10. Morris & Raper Realtors	617	138 150	independent	3,430	1 1	Gail F. Raper	1979

I M P A C T 2 0 1 9



F O R E V E R B R A N D

2005 REAL ESTATE RANKINGS

ATLANTA'S TOP 25 RESIDENTIAL REAL ESTATE COMPANIES

—ranked by gross residential sales volume in Atlanta—

Rank	This year	Last year	Company*	2005 Atlanta gross residential sales volume from closed transactions	Number of homes sold in 2005\$	Number of sales agents in Atlanta / Total Atlanta staff	Company structure	Number of offices in Atlanta / Companywide	Chief Atlanta officer(s)	Year est. in Atlanta
1.	(1)		Coldwell Banker Residential Brokerage 1 Glenlake Parkway, Suite 800 (404) 705-1500 Atlanta, Ga. 30328 www.coldwellbankeratlanta.com	\$5,955,689,000	21,052	1,894 2,104	owned and operated by NRT Inc.	26 1,081	Charlotte Sears	1958
2.	(2)		RE/MAX Greater Atlanta 5591 Chamblee-Dunwoody Road, Suite 1300 (770) 394-0100 Atlanta, Ga. 30338 www.rmgarealestate.com	4,979,000,000	19,069	1,077 NA	franchise	13 13	Steve Graham	1979
3.	(3)		Harry Norman, Realtors~ 532 East Paces Ferry Road (404) 255-7505 Atlanta, Ga. 30305 www.harrynorman.com	3,419,003,892	9,331	1,035 1,234	Berkshire Hathaway Inc. affiliate	16 17	J. Lewis Glenn	1930
4.	(4)		Prudential Georgia Realty^ 863 Holcomb Bridge Road (770) 992-4100 Roswell, Ga. 30076 www.prudentialgeorgia.com	2,800,000,000	10,600	1,330 1,490	independent, franchise affiliation	20 20	Daniel T. Forsman	1963
5.	(5)		Metro Brokers/GMAC Real Estate^ 5775-D Glenridge Drive, Suite 200 (404) 843-2500 Atlanta, Ga. 30328 www.metrobrokers.com	2,403,748,224	12,561	2,362 2,496	franchise	20 20	Kevin Levent	1979
6.	(6)		Jenny Pruitt & Associates, Realtors 990 Hammond Drive, Suite 300 (770) 394-5400 Atlanta, Ga. 30328 www.jennypruitt.com	1,577,095,878	3,701	443 521	Berkshire Hathaway Inc. affiliate	5 5	Jenny Pruitt	1988
7.	(7)		RE/MAX Around Atlanta 2280 Satellite Blvd. (770) 495-0029 Duluth, Ga. 30097 www.aroundatlanta.com	1,363,000,000	6,073	427 NA	franchise	8 8	Sharon Dover, Charolette Steed, Jeff Edwards, Barbara Pearson	1998
8.	(12)		Keller Williams Realty Atlanta Partners^ 2170 Satellite Blvd., Suite 195 (678) 775-2600 Duluth, Ga. 30097 www.kw.com	935,154,272	3,930	607 627	franchise	4 4	Bryan Fair, Cheryl Sadoti, Fred Perry, Paige Powers	2000
9.	(10)		RE/MAX Communities 135 Johnson Ferry Road, Suite 500 (770) 955-2525 Marietta, Ga. 30068 www.atlantacommunities.net	754,000,000	2,973	230 NA	franchise	2 2	Paul Coletti, Judson Adamson	1990
10.	(8) (tie)		Morris & Raper Realtors 990 Hammond Drive, Suite 710 (770) 671-0088 Atlanta, Ga. 30328 www.morrisandraper.com	710,000,000	3,750	205 230	independent	2 3	Gail F. Raper	1979

I M P A C T 2 0 1 9



F O R E V E R B R A N D

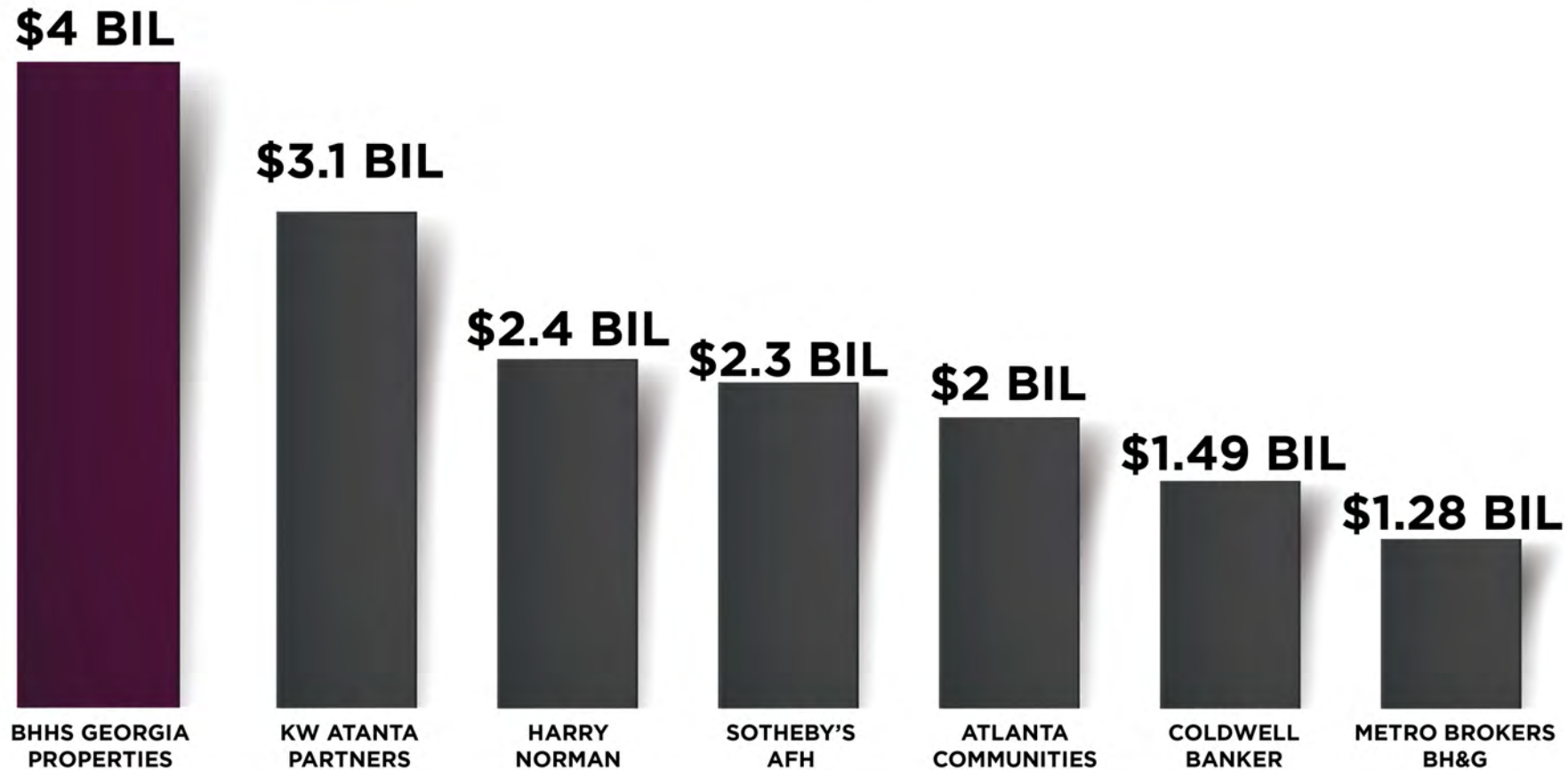
2012 REAL ESTATE RANKINGS

ATLANTA'S TOP 25 RESIDENTIAL REAL ESTATE COMPANIES

Ranked by gross residential sales volume in Atlanta

Rank	Prior	Company*	2012 Atlanta gross residential sales volume from closed transactions	Number of homes sold in 2012 ^S	Number of sales agents in Atlanta / Total Atlanta staff	Office structure	Number of offices in Atlanta / companywide	Chief Atlanta officer(s)	Year est. in Atlanta
1.	(1)	Prudential Georgia Realty 863 Holcomb Bridge Road, Roswell, Ga. 30076 (770) 992-4100 · www.prudentialgeorgia.com	\$1,990,000,000	9,900	986 1,091	independent franchise affiliates	18 18	Daniel T. Forsman dan.forsman@prudentialga.com	1963
2.	(2)	Harry Norman, Realtors 532 East Paces Ferry Road, Atlanta, Ga. 30305 (404) 504-7300 · www.harrynorman.com	\$1,972,337,132	5,578	1,063 1,164	independent with franchises	15 16	Dan Parmer	1930
3.	(4)	Keller Williams Realty, The Rawls Group 200 Glenridge Point Parkway, Suite 100, Atlanta, Ga. 30342 (404) 531-5700 · www.rawlsgroup.org	\$1,917,338,208	8,527	886 937	franchises	6 6	Shaun Rawls, shaunr@kw.com Jeri Moran, Michael Maher	1999
4.	(4)	Coldwell Banker Residential Brokerage 6285 Barfield Road, Suite 100, Atlanta, Ga. 30328 (404) 705-1500 · www.coldwellbankeratatlanta.com	\$1,235,678,184	7,044	782 838	owned and operated by NRT LLC	12 720	Charlotte Sears charlotte.sears@ coldwellbankeratatlanta.com	1958
5.	(6)	Keller Williams Realty (Pinnacle Partners Group)^ 1745 North Brown Road, Suite 150, Lawrenceville, Ga. 30043 (678) 775-2731 · www.kw.com	\$1,051,949,279	6,533	862 898	franchises	8 12	Bryan Fair, Fred Perry fredperry@kw.com	2000
6.	(5)	Better Homes and Gardens Real Estate Metro Brokers 5775-D Glenridge Drive, Suite 200, Atlanta, Ga. 30328 (404) 843-2500 · www.metrobrokers.com	\$896,361,274	7,754	1,575 1,685	independent franchises	25 25	Kevin Levent	1979
7.	(8)	Atlanta Fine Homes Sotheby's International Realty 3290 Northside Parkway, Suite 200, Atlanta, Ga. 30327 (404) 237-5000 · www.atlantafinehomes.com	\$811,428,000	1,718	225 245	independent franchises	3 3	Jenny Pruitt, David Boehmig	2007
8.	(7)	Solid Source Realty Inc. 10900 Crabapple Road, Roswell, Ga. 30075 (770) 475-1130 · www.solidsource.com	\$619,644,466	4,551	826 836	independent	10 10	Michele Velcheck	2003
9.	(11)	Atlanta Communities Real Estate Brokerage LLC^ 3113 Roswell Road, Suite 101, Marietta, Ga. 30062 (770) 240-2000 · www.atlantacommunities.net	\$606,050,779	2,991	385 393	independent	4 4	Judson Adamson judson@atlantacommunities.net	2009
10.	(9)	Keller Williams Realty - CH Realty Investments LLC 5780 Windward Parkway, Suite 310, Alpharetta, Ga. 30005 (770) 663-5143 · www.kw.com	\$596,334,650	2,783	309 319	franchises	3 3	Harry Hammond hhammond@kw.com David Chatham	2000

2018 REAL ESTATE RANKINGS



CLOSED VOLUME 2018

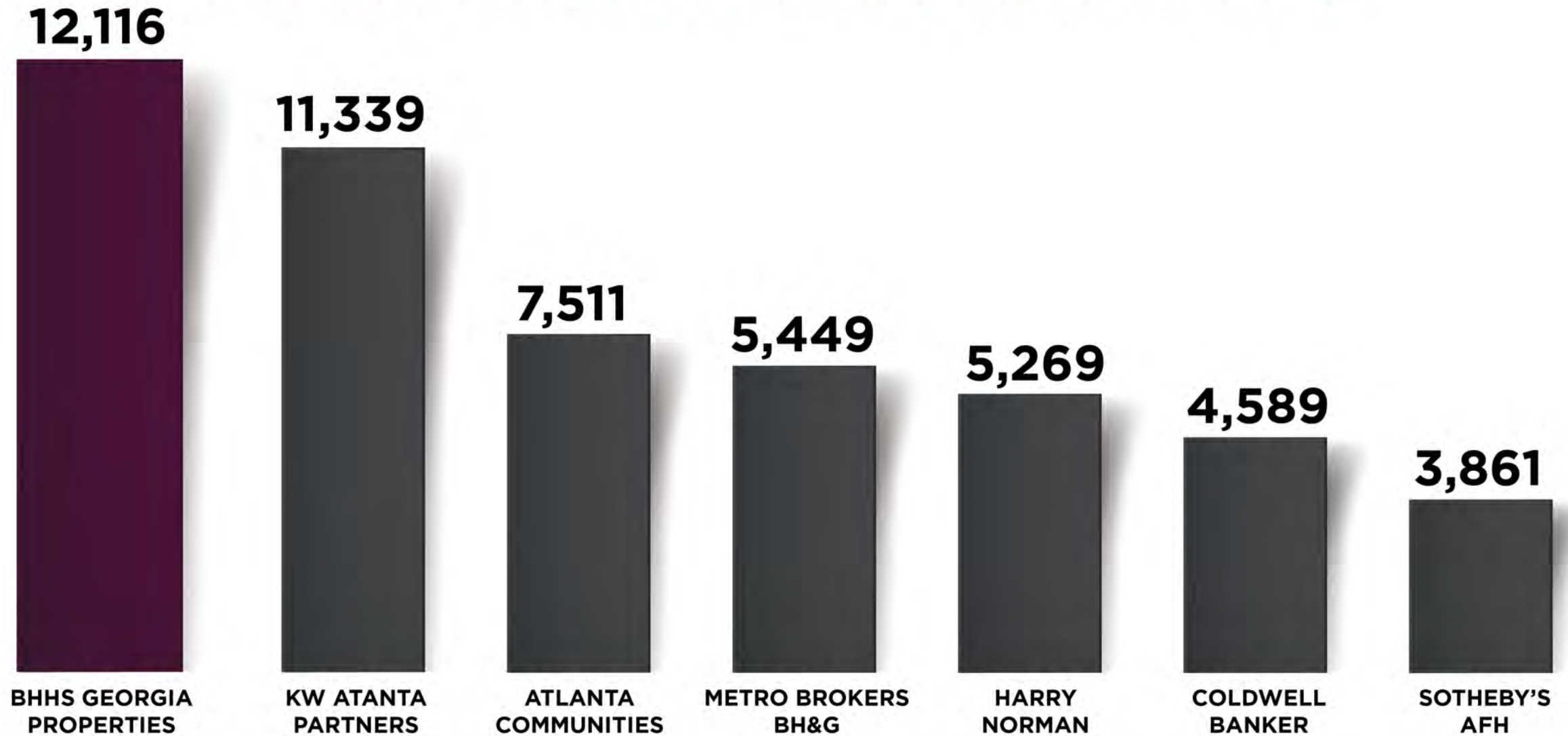
DATA PROVIDED BY TRENDGRAPHIX AND INTERNAL REPORTS

IMPACT 2019



FOREVER BRAND

2018 REAL ESTATE RANKINGS



C L O S E D U N I T S 2 0 1 8

DATA PROVIDED BY TRENDGRAPHIX AND INTERNAL REPORTS

WILG

2019 WILDLY IMPORTANT GOAL

Increase Production 50%
in Three Years.

*We will be the home
for professional and
productive agents.*

“



IMPACT 2019



FOREVER BRAND



Todd Tucker
Senior VP & Managing Broker



Per Person Productivity

**SOCIAL MEDIA
SURGE**

**SPRING MEGA
OH SURGE**

**APPOINTMENT
SETTING SURGE**

**ZILLOW VIDEO
SURGE**

**FALL MEGA
OH SURGE**

**4TH QUARTER
SURGE**

DAILY IMPACT ACTIVITIES TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

I M P A C T 2 0 1 9



F O R E V E R B R A N D



Zillow®



IMPACT 2019



FOREVER BRAND

Agent #	Office Name	Agent Name	Closed Property Address	City/State	Zip	Sale Price	Sale Date	Transaction Side	Close Date	Seller Name	Buyer Name	Client #1 Phone
123456789	GEORGIA	SUSIE SAMPLES	123 MAIN STREET	ATLANTA, GA	12345	\$250,000	12/8/14	Buyer	1/15/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	124 MAIN STREET	ATLANTA, GA	12345	\$250,000	1/04/15	Seller	1/30/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	125 MAIN STREET	ATLANTA, GA	12345	\$250,000	1/08/15	Seller	2/06/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	126 MAIN STREET	ATLANTA, GA	12345	\$250,000	1/01/15	Buyer	2/09/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	127 MAIN STREET	ATLANTA, GA	12345	\$250,000	3/13/15	Lease	3/13/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	128 MAIN STREET	ATLANTA, GA	12345	\$250,000	3/13/15	Lease	3/13/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	129 MAIN STREET	ATLANTA, GA	12345	\$250,000	2/06/15	Buyer	3/13/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	130 MAIN STREET	ATLANTA, GA	12345	\$250,000	2/07/15	Buyer	3/13/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	131 MAIN STREET	ATLANTA, GA	12345	\$250,000	2/10/15	Buyer	3/17/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	132 MAIN STREET	ATLANTA, GA	12345	\$250,000	2/08/15	Seller	3/20/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	133 MAIN STREET	ATLANTA, GA	12345	\$250,000	4/24/15	Buyer	5/01/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	134 MAIN STREET	ATLANTA, GA	12345	\$250,000	4/07/15	Seller	5/15/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	135 MAIN STREET	ATLANTA, GA	12345	\$250,000	4/22/15	Seller	5/29/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	136 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/08/15	Both	5/29/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	137 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/08/15	Both	5/29/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	138 MAIN STREET	ATLANTA, GA	12345	\$250,000	4/07/15	Buyer	6/09/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	139 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/07/15	Seller	6/12/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	140 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/19/15	Buyer	7/20/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	141 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/28/15	Seller	7/22/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	142 MAIN STREET	ATLANTA, GA	12345	\$250,000	6/18/15	Seller	7/27/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	143 MAIN STREET	ATLANTA, GA	12345	\$250,000	7/24/15	Buyer	8/21/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	144 MAIN STREET	ATLANTA, GA	12345	\$250,000	7/23/15	Buyer	8/21/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	145 MAIN STREET	ATLANTA, GA	12345	\$250,000	7/17/15	Buyer	8/24/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	146 MAIN STREET	ATLANTA, GA	12345	\$250,000	8/25/15	Lease	8/25/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	147 MAIN STREET	ATLANTA, GA	12345	\$250,000	8/25/15	Lease	8/25/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	148 MAIN STREET	ATLANTA, GA	12345	\$250,000	7/25/15	Buyer	8/28/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	149 MAIN STREET	ATLANTA, GA	12345	\$250,000	7/16/15	Seller	8/28/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	150 MAIN STREET	ATLANTA, GA	12345	\$250,000	9/04/15	Lease	9/04/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	151 MAIN STREET	ATLANTA, GA	12345	\$250,000	8/31/15	Buyer	9/28/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	152 MAIN STREET	ATLANTA, GA	12345	\$250,000	8/13/15	Seller	9/29/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	153 MAIN STREET	ATLANTA, GA	12345	\$250,000	8/20/15	Seller	10/7/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	154 MAIN STREET	ATLANTA, GA	12345	\$250,000	10/6/15	Seller	10/21/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	155 MAIN STREET	ATLANTA, GA	12345	\$250,000	12/3/15	Lease	12/3/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	156 MAIN STREET	ATLANTA, GA	12345	\$250,000	12/3/15	Lease	12/3/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	157 MAIN STREET	ATLANTA, GA	12345	\$250,000	8/22/14	Seller	9/25/14	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	158 MAIN STREET	ATLANTA, GA	12345	\$250,000	10/13/14	Buyer	11/17/14	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	159 MAIN STREET	ATLANTA, GA	12345	\$250,000	10/10/14	Both	11/17/14	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	160 MAIN STREET	ATLANTA, GA	12345	\$250,000	10/10/14	Both	12/3/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	161 MAIN STREET	ATLANTA, GA	12345	\$250,000	12/3/15	Lease	12/3/15	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	162 MAIN STREET	ATLANTA, GA	12345	\$250,000	1/12/16	Lease	1/12/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	163 MAIN STREET	ATLANTA, GA	12345	\$250,000	1/12/16	Lease	1/12/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	164 MAIN STREET	ATLANTA, GA	12345	\$250,000	12/28/15	Seller	2/08/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	165 MAIN STREET	ATLANTA, GA	12345	\$250,000	3/02/16	Buyer	4/12/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	166 MAIN STREET	ATLANTA, GA	12345	\$250,000	2/18/16	Buyer	4/15/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	167 MAIN STREET	ATLANTA, GA	12345	\$250,000	3/14/16	Buyer	4/29/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	168 MAIN STREET	ATLANTA, GA	12345	\$250,000	4/09/16	Seller	5/09/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	169 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/05/16	Seller	5/13/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	170 MAIN STREET	ATLANTA, GA	12345	\$250,000	4/02/16	Seller	5/26/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	171 MAIN STREET	ATLANTA, GA	12345	\$250,000	5/03/16	Buyer	6/10/16	JOE SELLER	BETSY BUYER	
123456789	GEORGIA	SUSIE SAMPLES	172 MAIN STREET	ATLANTA, GA	12345	\$250,000						

5 YEAR SOLD

Generate Leads
Get Reviews
Update Database



CRM AT A GLANCE		CLIENT ACTIVITY		CRM POTENTIAL VALUE	
1,490 Total Contacts		4 New Leads		\$109k Total Pipeline	
4 Total Listings	17 Market Watch Emails	4 New Contacts	6 Recently Active	\$63,456 Client Marketing	
139	411	126	1,276	\$46,535	



15 MEGA OPEN HOUSE EVENTS
4,200+ OPEN HOUSES | OVER 30,000 VISITORS

NOBODY DOES OPEN HOUSES LIKE WE DO



MEGA OPEN HOUSE
SUCCESS STORIES

VICTORIA MORA

TEAMBUILDER

AGENT RECRUITING PROGRAM

446 REGISTRATIONS | 150 HIRES | \$286,600 PAID





TEAMBUILDER

AGENT RECRUITING PROGRAM

TEAMBUILDER ENHANCEMENT FOR 2019

**EARN \$2,000 BONUS FOR ANY
LOCAL EXPERIENCED AGENT HIRED**

**MINIMUM \$3 MILLION SALES VOLUME
\$1,000 PAID ON HIRE | \$1,000 AT FIRST CLOSING**

IMPACT 2019



FOREVER BRAND



FAMILY OF SERVICES

PROSPERITY
HOME MORTGAGE, LLC

 **WEISSMAN**

HS | HOME SERVICES
INSURANCE

HSA
HOME WARRANTY

 **Home Partners
of America™**


Georgia Natural Gas®

#allforoneandoneforall



WEISSMAN



TONIA SELLERS



SETH WEISSMAN

- **3,186 NUMBER TITLE TRANSACTIONS IN 2018**
- **GREW BY 6.5% VERSUS 2017**
- **CLOSING CONNECT FOR SECURE TRANSACTIONS**
- **LEGAL & CONTRACT SUPPORT**

I M P A C T 2 0 1 9



F O R E V E R B R A N D

HS | HOMESERVICES INSURANCE



NATHAN LYLES



TYLER DEGUIBERT



BRUCE CRELLER JR.



KAREN HALLBERG



KELLI KETCHUM

**OFFERING FULL SUITE OF QUALITY INSURANCE SOLUTIONS
INCLUDING HOME, AUTO, UMBRELLA, AND MORE**

I M P A C T 2 0 1 9



F O R E V E R B R A N D



FRAN STIAKAKIS

- **3,071 HOME WARRANTIES
CLOSED IN 2018**
- **8,748 CLAIMS**
- **\$1,614,192 SAVINGS
FOR YOUR CLIENTS**

I M P A C T 2 0 1 9



F O R E V E R B R A N D



Home Partners of America™



- **95 CLOSED TRANSACTIONS
IN 2018**
- **GENERATED \$28.5 MILLION
IN SALES VOLUME**
- **CREATED \$855,000
IN GCI**

I M P A C T 2 0 1 9



F O R E V E R B R A N D



Georgia Natural Gas®



GINA NIEDERHAUSER

- **\$120 VISA CARD TO SHARE WITH POTENTIAL CLIENTS**
- **\$120 VISA REWARD CARD TO AGENT FOR FIRST REFERRAL**
- **\$60 VISA REWARD CARD FOR ADDITIONAL REFERRALS**



LANNY ARRINGTON

PROSPERITY HOME MORTGAGE

PROSPERITY
HOME MORTGAGE, LLC

IMPACT 2019



FOREVER BRAND



CORPORATE RELOCATION



KATHY CONNELLY



JANET MAULDIN

**Mercedes-Benz USA | Serta Simmons | State Farm | Inspire Brands
First Data | Virgin Atlantic Airlines | Norfolk Southern | NCR
UPS | The Coca-Cola Company | Amazon
McKesson | Southern Company | WestRock | Georgia Pacific
First Data | Invesco | Kimberly Clark | Novelis**



WORK WITH DOZENS OF RELOCATION & LEAD-GENERATION COMPANIES





RENEE KUNSMAN-MORRIS

PROPERTY MANAGEMENT

650 Managed Properties

114 Properties Converted to Sales

462 Leases Processed

Over 2,153 Credit Reports!



LORI LANE
Senior Vice President



BERKSHIRE HATHAWAY
HomeServices



LUXURY
COLLECTION™

MARKETING SERVICES

NEW HOMES DIVISION
CONDOS • SINGLE FAMILY • TOWNHOMES

CITY HAUS™
DEVELOPER SOLUTIONS

45 OBIE AWARDS WON

WATERS EDGE GROUP

4 GOLD | 2 SILVER

THE GATES AT KING SPRINGS
LAUREL GATE
MILL CREEK
PARKSIDE NORCROSS

RESIDENTS AT MANDARIN ORIENTAL

1 GOLD | 1 SILVER

GROUP KORA

SOUTHEAST CAPITAL

4 GOLD | 6 SILVER

SKYLAND BROOKHAVEN
SOLEIL LAUREL CANYON

NO2 OPUS PLACE ATLANTA

3 GOLD | 3 SILVER

PATRICK MALLOY COMMUNITIES

4 GOLD | 8 SILVER

HILLANDALE
WESCOTT
HORIZON AT LAUREL CANYON
KYLE FARM

CAPITAL CITY REAL ESTATE

3 GOLD | 2 SILVER

AIRLINE 04W CONDOMINIUMS

BERKSHIRE HATHAWAY

3 GOLD

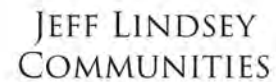
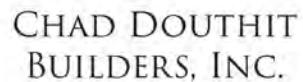
SOCIAL MEDIA
BEST SALES TEAM

LOUDERMILK CUSTOM HOMES

1 GOLD

NEW HOMES DIVISION

WORKING WITH ATLANTA'S TOP BUILDERS AND DEVELOPERS



MIDTOWN'S TALLEST RESIDENTIAL HIGHRISE
HITS PRE-SALE GOAL!

N°2
OPUS

MIDTOWN *Place* ATLANTA

VIDEO TO
PLAY

CITY HAUSTM
DEVELOPER SOLUTIONS



BERKSHIRE HATHAWAY
HomeServices

**LUXURY
COLLECTION**

	2016	2017	2018
\$500K to \$1 Million	616,688,870	643,769,83	768,282,558
Over \$1 Million	199,425,849	203,455,037	255,329,629

\$500K to \$1 Million Grew by 25% (2016-2018)

Over \$1 Million Grew by 28% (2016-2018)



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

CONCIERGE SERVICES FOR LUXURY REAL ESTATE

PROMOTIONAL PRODUCTS

CUSTOM COLLATERALS

SPECIAL AGENT EVENTS

CARAVANS/BROKER OPENS

MARKETING PLANS

AGENT SUPPORT **AND MORE!**

LOCAL & GLOBAL ADVERTISING

MAGAZINES | NEWSPAPERS | BILLBOARDS & KIOSKS | INTERNET



THE WALL STREET JOURNAL.



AJC.com

Robb Report

NORTHSIDE NEIGHBOR



duPont
REGISTRY



and more!

MODERN LUXURY WEDDINGS MAGAZINE

BACK COVER - JANUARY - JULY 2019





BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

LUXURY IS IN THE DETAILS

REAL ESTATE REDEFINED

LUXURYREDEFINED.COM | 404.671.4195

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

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2019

THE
LUXE
LIST

MODERN **LUXURY**

WINNER

We've Got You Covered.

28 Offices. Over 1,700 Sales Professionals. We Are Your Real Estate Market Leader.

Buckhead
Buckhead, Brookhaven, Gables Park,
Tuxedo Park, Collier Hills, West Paces
Sandy Springs, Vinings, Virginia Highlands
404.537.5200

Parkview
Chamblee, Brookhaven, Doraville,
Emory Hills, Murphy Circle, Tucker,
Kewitt Park, Roswell Woods
404.537.5200

Midtown
Ardrey Park, Decatur, Morningside,
Virginia Highlands, Brookhaven, Buckhead,
Old Fourth Ward, Inman Park, Druid Hills
404.266.8100

Dunwoody/Sandy Springs
Dunwoody, Sandy Springs, Brookhaven,
Stone Mountain, Roswell, Decatur,
Doraville, Chamblee, Buckhead
770.393.3200

Smyrna/Vinings
Smyrna, Vinings, Mableton, Douglasville,
Marietta, Sandy Springs, Powder Springs,
Cumberland, Atlanta
770.379.8040

Suwanee/Duluth
Suwanee, Duluth, Norcross,
Buford, Sugar Hill, Peachtree Corners,
Johns Creek, Berkeley Lake
770.814.2300

85 North
Lake Burton, Lake Lanier, Chateau Elan,
Waterfall, Braselton, Lake Lanier, Hamilton Mill
706.654.2086

Northeast Metro Atlanta
Smyrna, Lawrenceville, Grayson,
Logansville, Conley, Lithia Springs, Doraville,
Stone Mountain, Conyers
770.972.3811

Athens
Athens, Watkinsville, Jefferson,
Winterville, Hull, Bogart, Madison
706.613.6040

Alpharetta/North Fulton
Alpharetta, Milton, Johns Creek,
Cherokee, Cumming, Alto,
Crisapple, Roswell
770.475.0505

Cobb/Roswell
Marietta, Roswell, Canton, Alpharetta,
Woodstock, Cumming, Sandy Springs
678.585.0070

East Cobb
Roswell, Sandy Springs, Marietta,
Chattahoochee Plantation, Milton
770.973.8822

Towne Lake
Woodstock, Acworth, Canton,
Kennesaw, Cartersville, Walska
770.517.2150

Cherokee
Canton, Jasper, Blue Ridge,
Ball Ground, Blaisville, Hiram,
Adairsville, Cartersville,
Clemming, Milton, Alpharetta
770.720.1400

Northwest
Dallas, Mableton, Marietta, Smyrna/Vinings,
Cartersville, Powder Springs, Acworth, Kennesaw
770.421.8600

Douglasville
Douglasville, Carrollton, Dallas,
Austell, Temple, Villa Rica
678.391.0700

400 North
Cumming, Lake Lanier, Dawsonville,
Big Cedars, Wickenburg, Milton, Dahlonega,
Gainesville, Adairsville
770.844.8484

Corporate Office
770.992.4100

LUXURY IS IN THE DETAILS

REAL ESTATE REDEFINED

New Homes Division
New Construction in the Metro Atlanta area
678.352.3314

City Haus Developer Solutions
404.671.4191

Luxury Collection Marketing
404.671.4195

Relocation
770.992.4100

Property Management
678.352.3352

Northeast Georgia
Cornell, Baldwin, Demorest, Dahlonega,
Helen, Hiwassee, Lake Burton, Lake Hartwell,
Cleveland, Clayton, Clarksville
706.778.4171

Gainesville
Gainesville, Oakwood, Flowery Branch,
Hoschton, Lake Lanier, Buford,
Dawsonville, Dahlonega
770.536.3007

Peachtree City
Peachtree City, Seaside, Fayetteville,
Riverchase, Sharpsburg
770.487.8300

Fayetteville
Fayetteville, Newton, McDonough,
Brooks, Sharpsburg, Lithia Springs
770.719.9400

Henry County
McDonough, Lake Okechobee, Marietta,
Empire Lakes, Sugar Grove, East Point
770.632.8050

Coweta/Newton
Newton, Coweta, Seaside, Sharpsburg, Fayetteville,
Peachtree City, Brooks, Palmetto, Union City,
Hogansville, Tyrone, Sharpsburg
770.254.8333

BERKSHIRE HATHAWAY
HomeServices

LUXURY COLLECTION

LUXURY
COLLECTION

All offices have agents that service numerous locations well beyond what is listed under each office. Contact Us Today To Redefine Your Real Estate Experience.

BHHSGEORGIA.COM

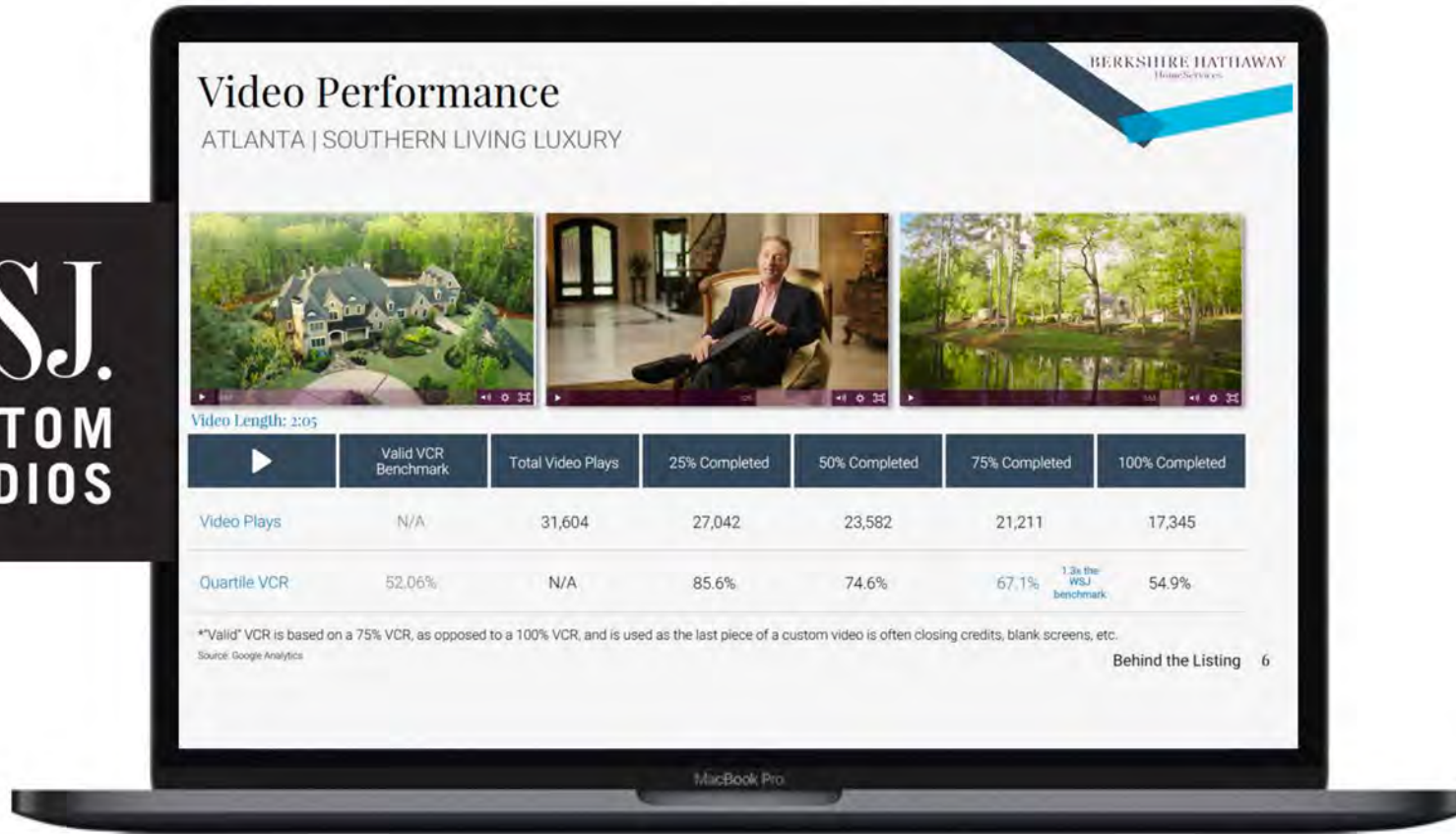
BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

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BEHIND THE LISTING

WALL STREET JOURNAL

WSJ.
CUSTOM
STUDIOS



OVER
314,000
VIEWS

OVER
292,000
UNIQUE
PAGE VIEWS

ATLANTA BUSINESS CHRONICLE

HOME OF THE DAY



TARGETED LISTING EXPOSURE TO AFFLUENT BUYERS

\$2.3M+

AVERAGE NET WORTH

\$252K+

HOUSEHOLD INCOME

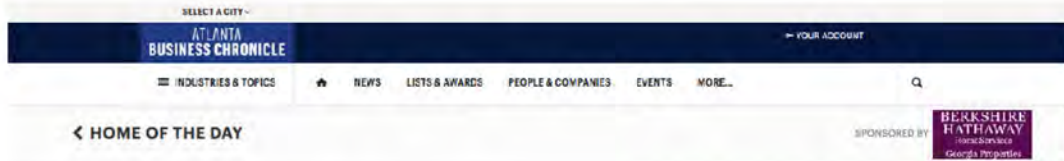
\$2,096,571+

IMPRESSIONS OVER
A 30 DAY PERIOD

PREMIERE ADVERTISING EXCLUSIVE

ATLANTA BUSINESS CHRONICLE

HOME OF THE DAY

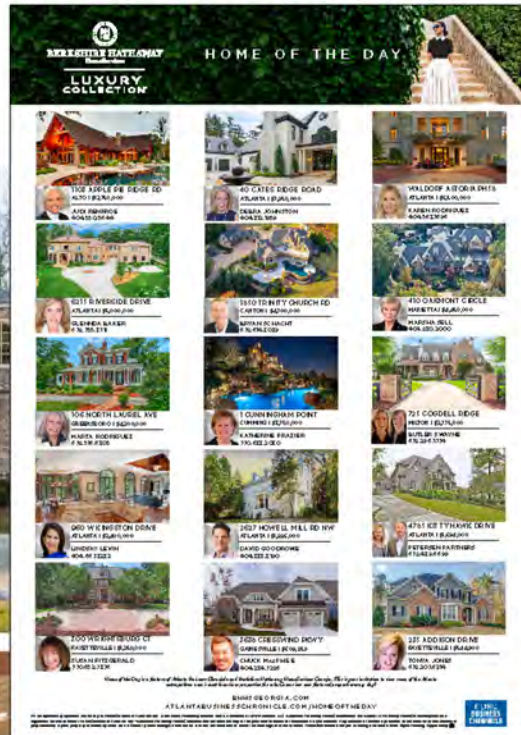


15 FEATURED LISTINGS PER MONTH

Must see in City of Decatur!

SPONSOR LISTING 18 Photos

SHARE



Phone
(404) 874-2262
Email
susie.samples@bhsgeorgia.com
Website
susiesellsatl.com

UNPRECEDENTED EXPOSURE ONLINE AND IN PRINT

INCLUDED FEATURES

- Up to **20** High Resolution Photos
- Unlimited Property Text Description
- 'Featured Home' for **2 Days**
- Includes Options For **2 Videos**
- **YOUR** Photo or Logo with Contact Info
- Live on Resource Page for **30** days
- Full Page Print Ad of all 15 Listings

ATLANTA
BUSINESS
CHRONICLE

MARKETING SERVICES

2018 HIGHLIGHTS



MONIQUE ACCETTA
MARKETING DIRECTOR

OVER 60,000 AGENT MARKETING REQUESTS

1,100 DESIGNER WEBSITES UPGRADED

33,740 E-CAMPAIGNS CREATED

OVER 16.5 MILLION E-CARDS RECIEPIENTS

Ask About Our Services

Flyers • Brochures • Postcards • Listing & Sold Packages • e-cards
Websites • Personal Branding Logos • Drip Campaigns • Photo Edits
Mega Open House • Strategy & Planning • Print Ads • Compliance Review

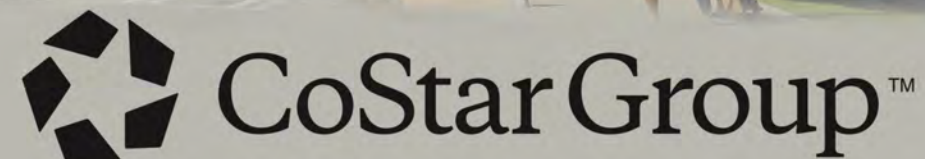
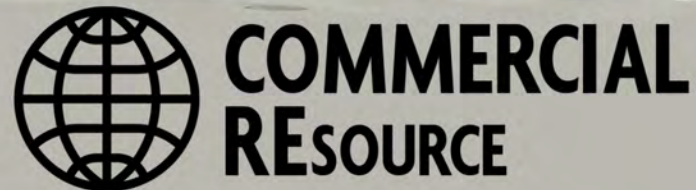


BERKSHIRE HATHAWAY

HomeServices

Georgia Properties

COMMERCIAL DIVISION



- 
- Facing Today's Challenges Head On - Jeff Mays
 - Marketing Edge - Jason Pantana
 - Sales Edge - Bill Pipes
 - Neuro-Linguistic Selling & Team Symposium - Debbie Holloway
 - **LIVE EVENT - TOM FERRY**
 - Top 12 Lead-Generation Sources & Best Year Ever - Jeff Mays



**4 Tom Ferry Live
Video Conferences**
{Dates to be Announced Soon}

Exclusive To Masters Agents



**4 Bill Pipes "Ask the Coach"
Video Conferences**
{Dates to be Announced Soon}

Exclusive To Honor Society Agents

PRESENTING OUR COACHING NATIONAL RELATIONSHIPS

TRAINING AND EVENTS FROM LEADING REAL ESTATE COACHES

TOM FERRY



Break Thru By Design
Sales Edge
Coaching

WEBSITE

www.TomFerry.com

DAVID KNOX



Knox Training Videos
Pricing Focused
Negotiations Focused

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www.DavidKnox.com

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Workshops in Atlanta**

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P.R.O.P.E.L.

ONLINE LEARNING PLATFORM

Powered By  Litmos

VIDEO STRATEGY



REAL ESTATE REDEFINED

**Averages 75,000 Impressions
and 20,000 Video Views**



GOOD TO KNOW

**Averages 35,000 Impressions
and 15,000 Video Views**



FROM THE FIELD FRIDAY

**Averages 20,000 Impressions
and 10,000 Video Views**

**OVER 7 MILLION IMPRESSIONS AND 2 MILLION VIDEO VIEWS
IN LAST 12 MONTHS FOR ALL VIDEOS**

I M P A C T 2 0 1 9



F O R E V E R B R A N D

OFFICES DELIVERED IN 2018



I M P A C T 2 0 1 9



F O R E V E R B R A N D

CYBER SECURITY & WIRE FRAUD



IMPACT 2019



FOREVER BRAND

PREVENTION TIPS



USE YOUR
@BHSGA.COM
EMAIL!!!



WIRE FRAUD
DISCLOSURES
FOR CONTRACTS



EMAIL
NOTIFICATIONS/
DISCLAIMERS



TEXT/CALL
YOUR BROKER
IMMEDIATELY

**Upgrading Networks, Systems, Devices And Support Services
(GDPR) General Data Protection Regulation Compliance**

**Our Company had 4 wire fraud scares in
2018 between \$40,000 and \$480,000!**

{OUR SYSTEMS AND QUICK ACTION SAVED THE MONEY}



2018 QBC BROKER CORNER TOPICS

Change in License Renewal | Understanding GREC | RESPA, Referrals

Fair Housing | Financing Contingencies | Escalation Clause

Procuring Cause | Ethics Training | Do Not Call Registry | Updates for 2019 GAR

MONTHLY QBC VIDEO SERIES IN 2019

NEWS RELEASE

**BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
APPOINTS
TONY FLOYD AS CHIEF INNOVATION OFFICER**

*Announces Strategy to Substantially Grow Agent Per Person
Productivity*

Roswell, Georgia | Breaking News -- Berkshire Hathaway HomeServices Georgia Properties announces the appointment of Tony Floyd as Chief Innovation Officer. Floyd will lead efforts to develop Berkshire Hathaway HomeServices Georgia Properties' Innovation Strategy including technology solutions, video programs, smart office concepts, cyber security GDPR Initiatives and the Operationalization of Strategic Revenue Generation programs.

He will also lead company's Innovation Labs team to evaluate and test emerging new technology that could be adopted for the brokerage and the global Berkshire Hathaway HomeServices franchise network. Floyd is already contributing vision and industry experience to the efforts of the Berkshire Hathaway HomeServices franchise on a series of transformational technology solutions.

Floyd has been with Berkshire Hathaway HomeServices Georgia Properties for over 12 years and served previously as Chief Marketing Officer. He has a proven track record creating high-performance organizations, engineering turnarounds, leading transformational change and

I M P A C T 2 0 1 9



F O R E V E R B R A N D



INNOVATION DELIVERED IN 2018



DESIGNER WEBSITE COLLECTION



DIGITAL & SOCIAL ADS FOR LISTINGS/ MEGA PLUS DYNAMIC ADS (FACEBOOK/GOOGLE)



NEW BUYER AND SELLER GUIDEBOOKS



RE SKILLS FOR ALEXA & GOOGLE HOME



SOCIAL MEDIA | ENGAGE 121



WAZE ADS FOR MEGA OPEN HOUSE

IMPACT 2019



FOREVER BRAND

Facebook and Google have tremendous *local* reach and scale



- Over 90% of people in the US use Google or Facebook each day
- In 2018, people in the US spent over 6.5 hours actively browsing the Internet across devices with over 50% spent on Facebook or Google run sites

INNOVATION DELIVERED IN 2018



DESIGNER WEBSITE COLLECTION



DIGITAL & SOCIAL ADS FOR LISTINGS/ MEGA PLUS DYNAMIC ADS (FACEBOOK/GOOGLE)



NEW BUYER AND SELLER GUIDEBOOKS



RE SKILLS FOR ALEXA & GOOGLE HOME



SOCIAL MEDIA | ENGAGE 121



WAZE ADS FOR MEGA OPEN HOUSE

IMPACT 2019



FOREVER BRAND

THE RESULTS

\$4 BILLION IN SALES

AWARD WINNERS INCREASED FROM 409 (IN 2018) TO 438 (IN 2019)

74% OF AWARD WINNERS HAD A BETTER YEAR!!

I M P A C T 2 0 1 9



F O R E V E R B R A N D



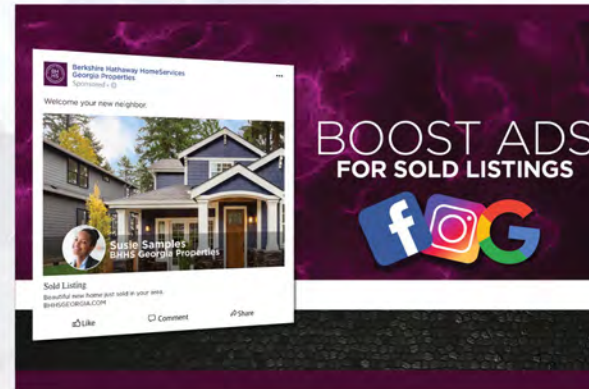
IMPACT INNOVATION FOR 2019

Agents using technology (Internet, CRM, AI, Predictive Analytics, 5G, Voice Interfaces) will replace those that don't.

IMPACT INNOVATION FOR 2019



SALESFORCE & EINSTEIN



BOOST ADS FOR SOLD LISTINGS



**MARKETING RESOURCE INTEGRATION
TO RELIANCE CRM CONTACTS**



ALEXA AND GOOGLE 2.0



LISTING INPUT AND PHOTO MANAGEMENT



NEW ANNOUNCEMYMOVE FORMAT

WHAT OTHERS PROMISE... WE DELIVER

IMPACT 2019



FOREVER BRAND

IMPACT INNOVATION FOR 2019



Per Person Productivity

**LISTING
SURGE**

**SPRING MEGA
OH SURGE**

**APPOINTMENT
SETTING SURGE**

**ZILLOW 3D
SURGE**

**FALL MEGA
OH SURGE**

**4TH QUARTER
SURGE**

DAILY IMPACT ACTIVITIES TO TAKE YOUR BUSINESS TO THE NEXT LEVEL

I M P A C T 2 0 1 9



F O R E V E R B R A N D

IMPACT INNOVATION FOR 2019

February 10

July 21

March 10, 24

August 18

April 14, 28

September 15, 29

May 5, 19

October 20

June 9, 23

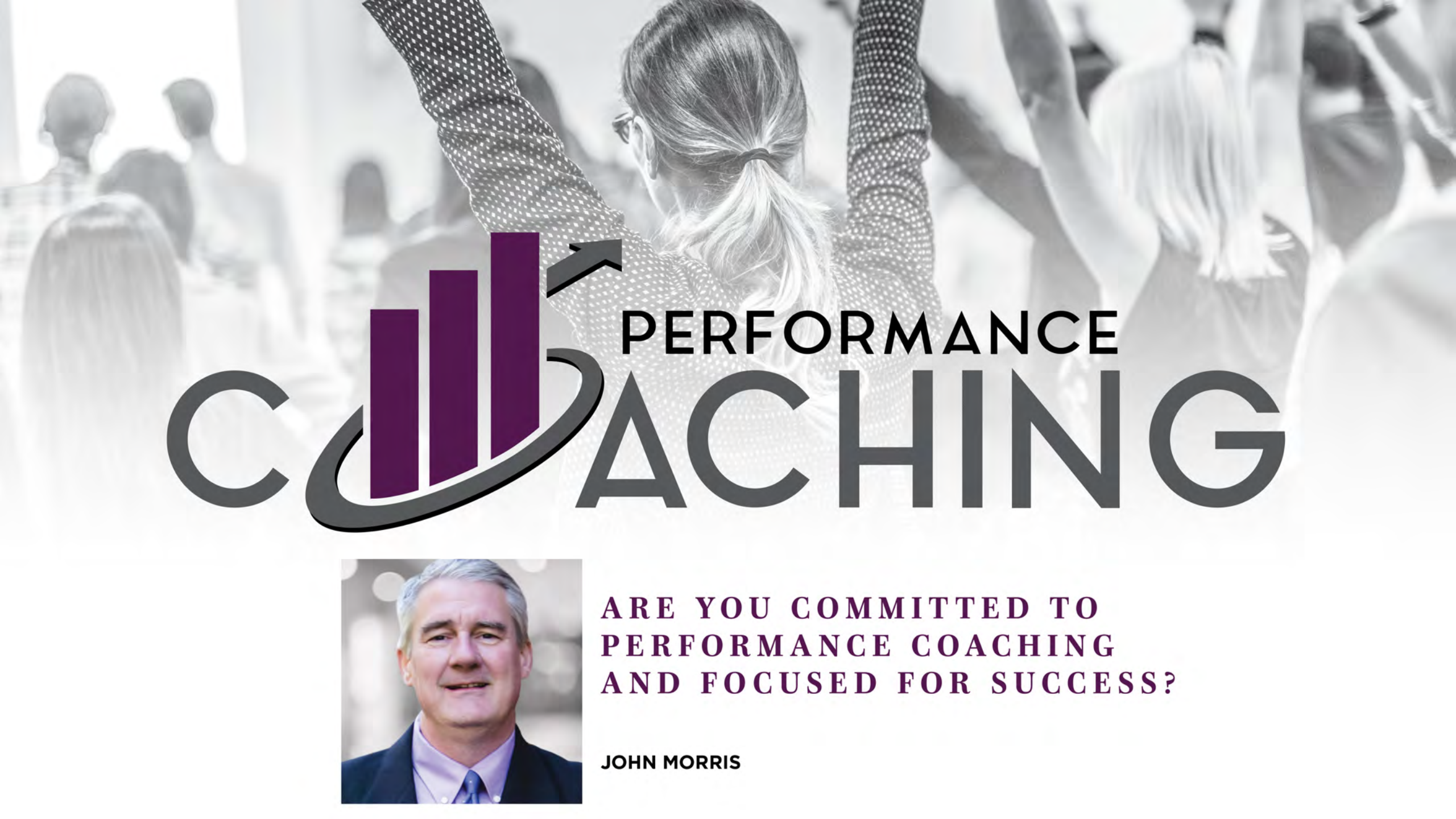
November 17

15 NEW MEGA OPEN HOUSE EVENTS IN 2019

IMPACT 2019



FOREVER BRAND



PERFORMANCE COACHING



**ARE YOU COMMITTED TO
PERFORMANCE COACHING
AND FOCUSED FOR SUCCESS?**

JOHN MORRIS

2019

PREDICTIONS

IMPACT 2019



FOREVER BRAND

2019

PREDICTIONS

More white noise than ever before.

**Competing in environment where everyone
wants you to pay referral fee.**

New competitors and new disruptors.

2019

PREDICTIONS

More investors snapping up properties and opportunity zones

**Atlanta Real Estate Market will do 2% more units
and 5% Average Sales Price**

**We will deliver on a powerful Salesforce CRM that
will take your business to the next level**

2019

PREDICTIONS

**Per Person Productivity (PPP)
in company across board will go UP**

**2019 WILL BE BEST YEAR
THIS COMPANY HAS EVER SEEN**

The background of the poster features a vibrant display of fireworks exploding in shades of purple, pink, and orange against a dark night sky. In the foreground, several silhouetted hands are raised in a gesture of celebration or applause, adding a sense of human presence and excitement to the scene.

IMPACT

2019

KICKOFF

JANUARY 23 | COBB GALLERIA



BERKSHIRE HATHAWAY

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