



BERKSHIRE
HATHAWAY
HomeServices

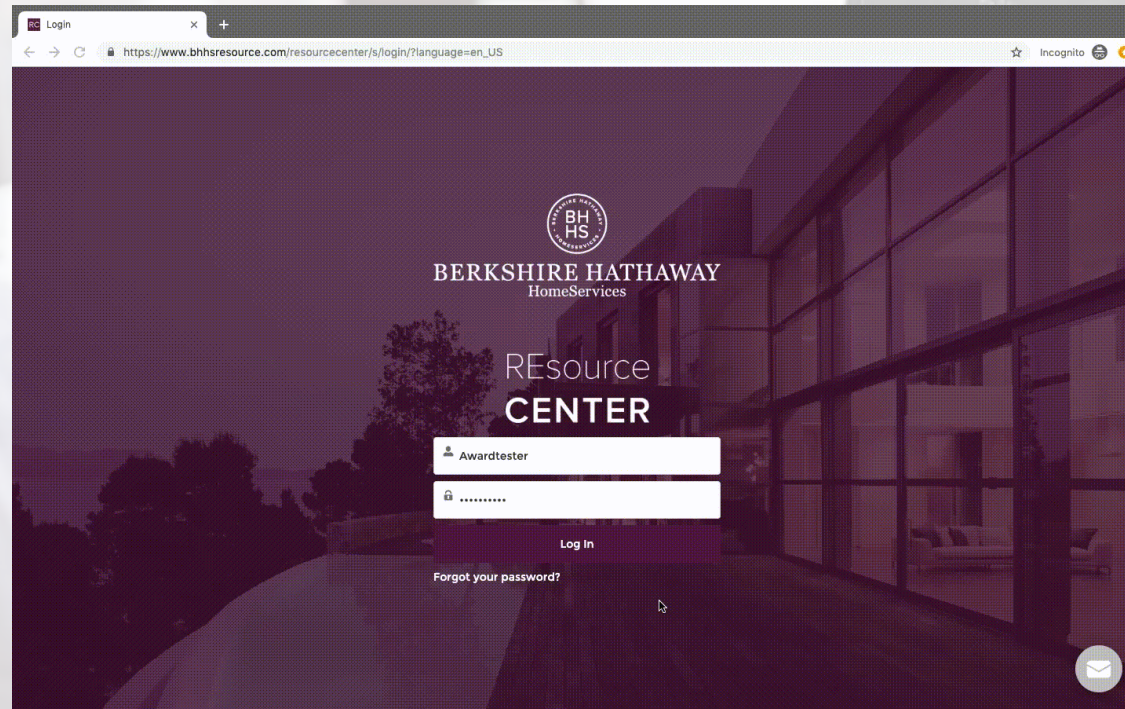


Berkshire Hathaway HomeServices Automated Advertising Program

Powered by Adwerx Enterprise

Logging In

Please visit www.bhhsresource.com to get logged in and follow along. Click the 9 dots at top left!



Automated Advertising Program

ADS FOR LISTINGS



RETARGETING AD



Promote Listings Online

- All listings
- Ad generated in 48 hours
- Runs 7 days
- Thousands of impressions
- Automatically targeted
 - Geo-targeting
 - Behavioral targeting



You Are *Everywhere.*

The New York Times

CBS LOCAL

abc NEWS



NBC NEWS

You Tube

msn

Instagram

ESPN

YAHOO!

Los Angeles Times

USA TODAYTM
A GANNETT COMPANY

The Washington Post

facebook.



Seller Gets Report and Sees Ad



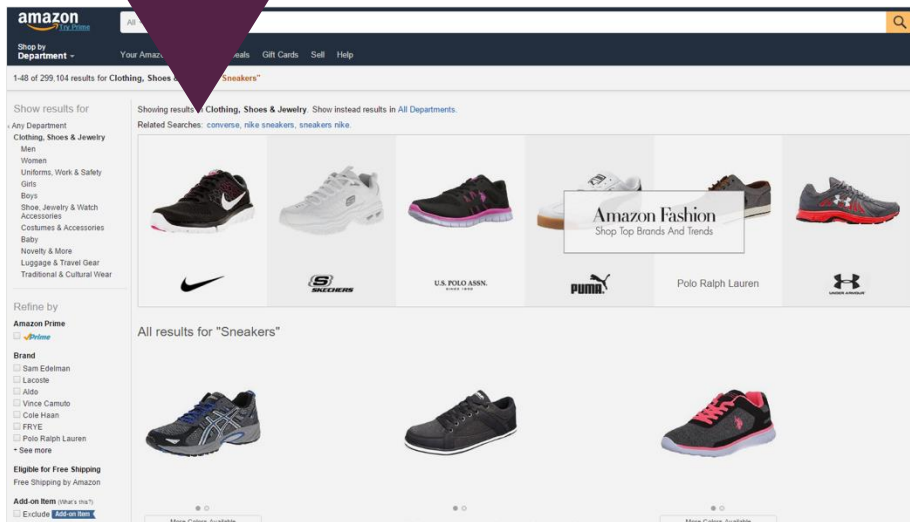
Win Your Next Listing Presentation

“I’m going to show your home thousands of times across Facebook, mobile devices, and the web, to highly targeted people that are in the market to buy real estate within a specific radius of your home. On top of that, I’m going to send you automatic reporting that shows how many views, likes, clicks, and comments you’ve received. I challenge you to ask the agents following me what they’re going to do to market you online.”

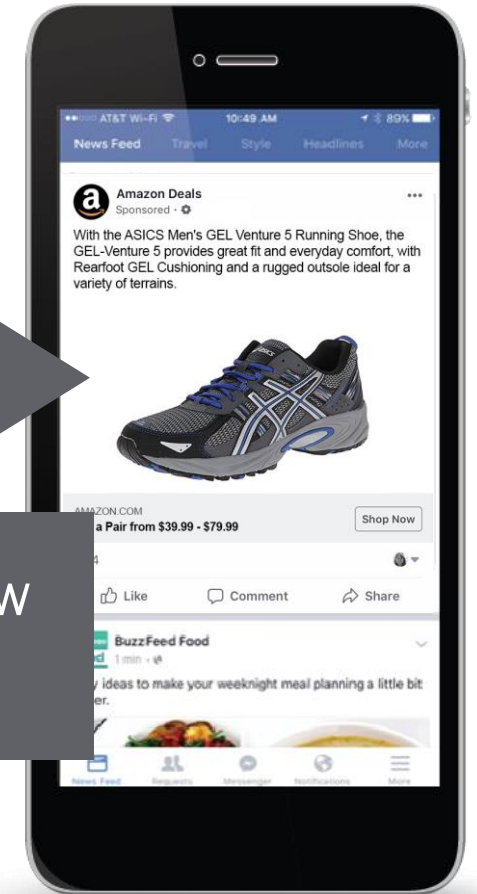


Website Retargeting

Let's say you search for sneakers on Amazon...

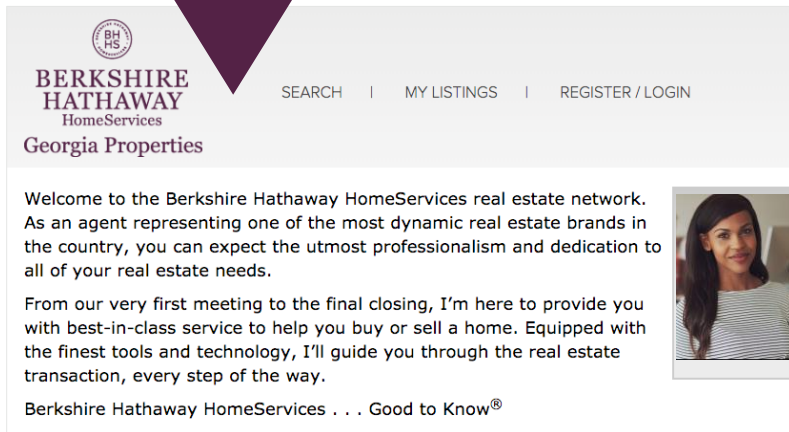


...then ads for Amazon follow you around social media.

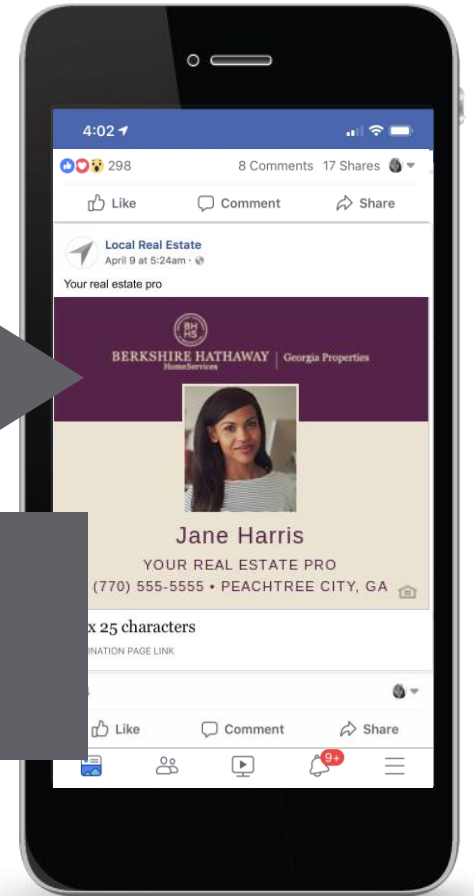


**All trademarks are the property of their respective owners.*

Let's say a prospect lands
on your webpage...



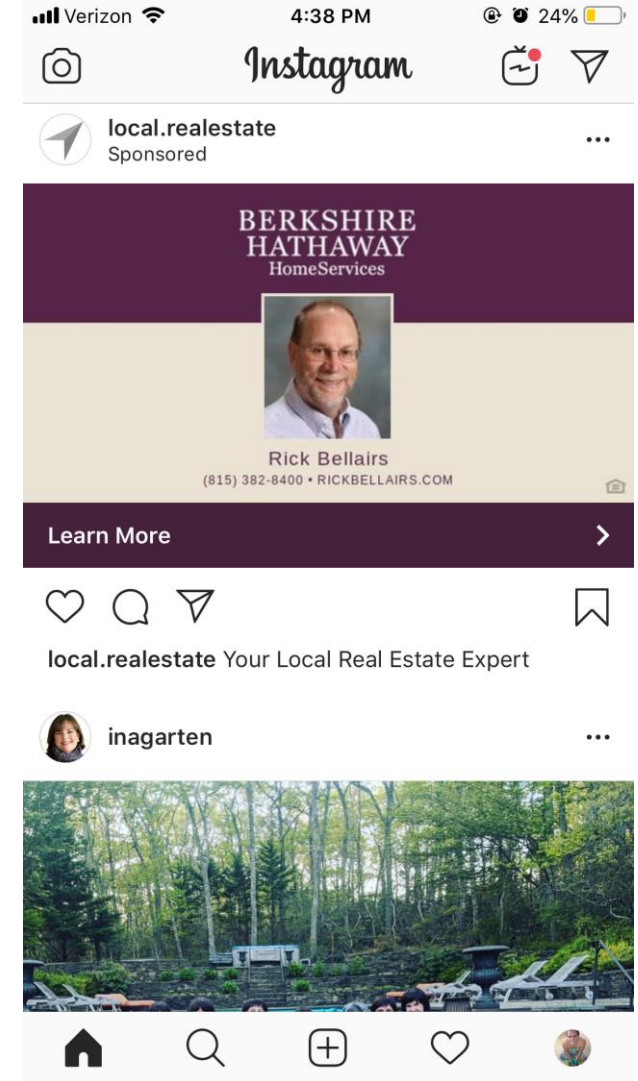
...YOUR ad will follow them
around social media.



**All trademarks are the property of their respective owners.*

Digital Marketing Best Practice

- Provided automatically to **every** Berkshire Hathaway HomeServices network member
- Custom digital ads to target buyers & sellers who visit **your** webpage
- Always-on, always no cost to you



ADS FOR LISTINGS



1 WEEK
FREE

RETARGETING AD



ALWAYS ON
ALWAYS FREE

Digital Branding Made Easy

Become inescapable

Self Promotion Ads

ADS BY ZIP CODE



QUARTER
ANNUAL
2-YEAR

ADS FOR YOUR SPHERE



QUARTER
ANNUAL
2-YEAR



77%

hire the **1st agent**
they contact.

Zip Code Campaign

How Zip Code Targeting Works

Let's say someone visits real estate websites . . .

Buy Agent finder
Mortgage lenders Mortgage calculator Lender reviews

Mortgage Calculator

Use our home loan calculator to estimate your mortgage payment, with taxes and insurance. Simply enter the price of the home, your down payment, and details about the home loan to calculate your mortgage payment breakdown, schedule, and more.

Home price

Down payment %

Loan program

Interest rate % [See current rates](#)

[Advanced](#)

Breakdown Schedule Full Report

Insurance **\$105**
Taxes **\$292**
Your payment \$1,549
P&G **\$1,152**

[More Calculators](#)

Get a more accurate estimate

Get pre-qualified by a local lender to see an even more accurate estimate of your monthly mortgage payment. You'll also be ready to act fast when you find the perfect home.

[Get pre-qualified](#)

And then YOU show up wherever they're browsing!

New York Times Real Estate

Property Search Min. Price (\$) Max. Price (\$) Bedrooms Property Type

Enter a country, city, neighborhood or US ZIP

Help / FAQ Advanced Search Show Only: ☐ Open Houses ☐ New Developments

HOT FLIGHT DEALS! [Expedia.co.in](#)

Log in Register Now Help

Search All NYTimes.com

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS


More in Real Estate Great Homes & Destinations Commercial Real Estate

Log in to see what your friends are sharing on Log In With Facebook nytimes.com Privacy Policy What's This?

What's Popular Now

Brutality of Syrian Rebels Posing Dilemma in West The Right Questions on Syria

BERKSHIRE HATHAWAY Georgia Properties HomeServices

 Jane Harris

YOUR REAL ESTATE PRO
(770) 555-5555 • PEACHTREE CITY, GA

By LISA PREVOST Published: September 5, 2013

Talk of doing away with Fannie Mae and Freddie Mac is still talk. But as Congress considers whether and how to get rid of these agencies, consumers ought to be aware of how a substantial

Week ended Aug. 30 0.14%
Aug. 23 0.14%

1 security index Adjustable

INDEX FOR A RATE MORTG 1-year Treas

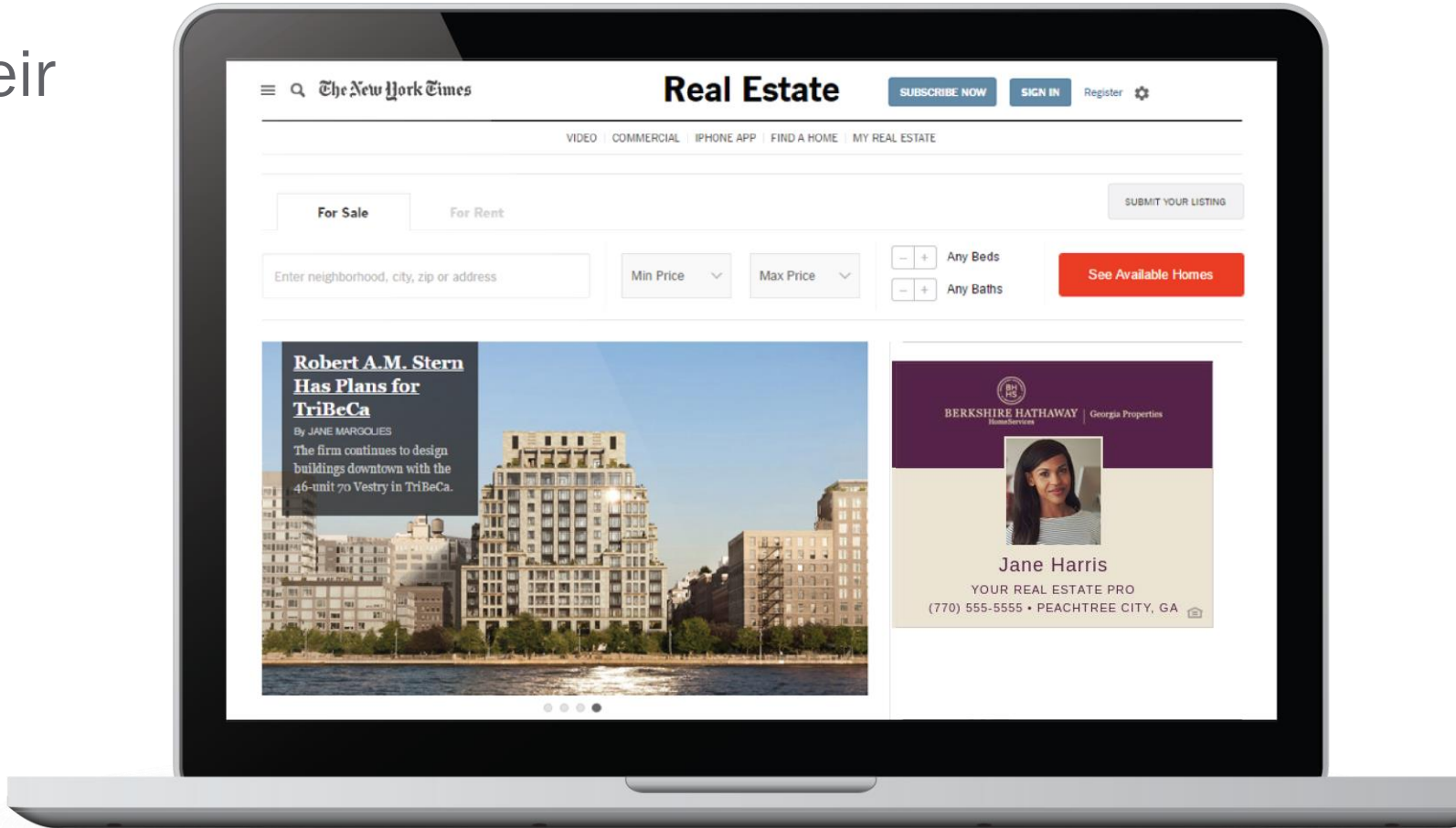
Rates shown are for the New York region. Rates on most percentage po

Source: HSH.com

**All trademarks are the property of their respective owners.*

Brand Awareness: Zip Code Ads

- 95% of buyers start their research online
- Great for reaching new potential customers
- Amplify your marketing
- Behaviorally targeted

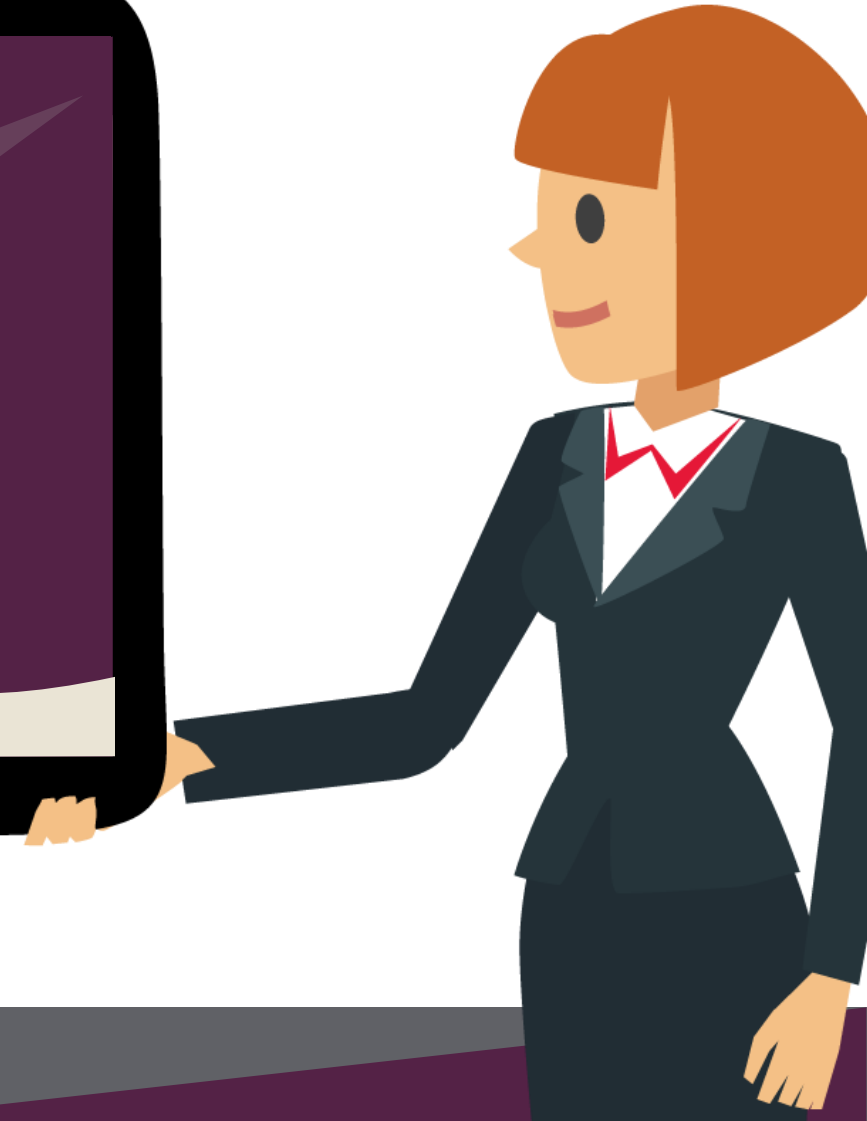


Sphere Campaign

Why?

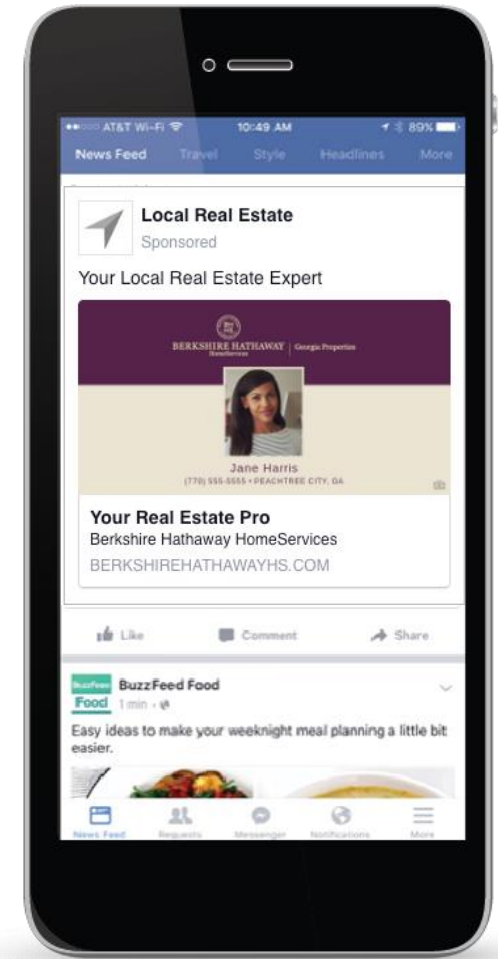
12%

of buyers used an
agent they had worked
with in the past



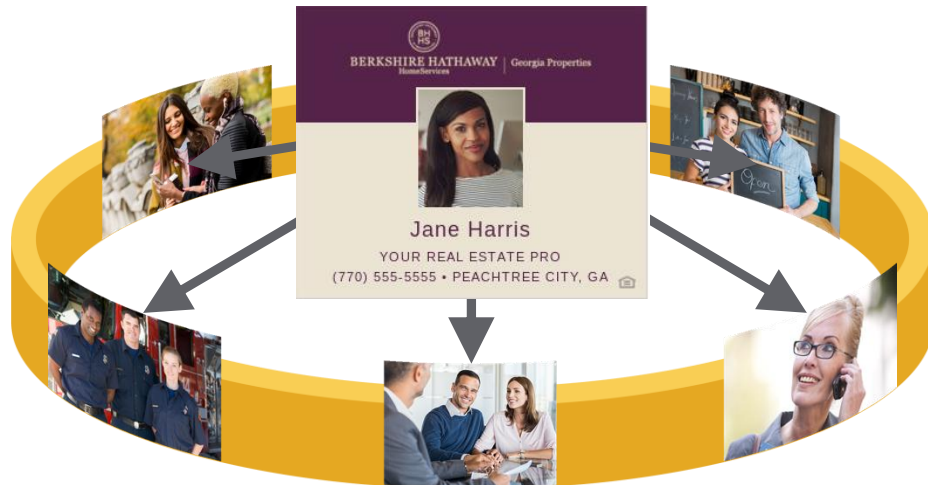
Sphere Campaign: Be The Agent They Remember

- Ad targeted by email addresses
 - Min. 100; Max. 5,000 contacts
 - Easy spreadsheet (.xlsx, .csv, .txt)
 - Can continue to update
- 2,500 views a month
- Pricing Structure
 - Quarter: \$253
 - Annual: \$806
 - 2-year: \$1,611



High Value Contacts

Friends and family



Clients



Leads



Every Contact is Literally Worth Money!



ADS BY ZIP CODE

OUR SPHERE



2-Day Deal:
\$40 of Store Credit
per Annual
Campaign
Purchased

2-Year

15% - 40.5% Discount

Quarter
Annual
2-Year

15% - 2% Discount



Brilliantly Simple Digital Marketing

Thank you!