

TOM FERRY

W E L C O M E

EXCLUSIVE MASTERS CLUB QUARTERLY SESSION

FOREVER BRAND

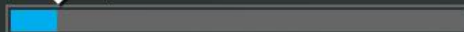


GOOD TO KNOW

VIDEO SERIES



00:08





CONSUMER STRONG



01:02



**SPEND LESS
TIME LOOKING
AT HOUSES
AND MORE TIME
LOOKING AT
HOMES.**

CONSUMER
STRONG

**A REAL
ESTATE
COMPANY
IS LIKE A
HOME.**

CONSUMER
STRONG

**ANYONE CAN
LOOK ON A
MAP TO FIND
PARKS.**

CONSUMER
STRONG

**WHEN ONLY
THE BEST
WILL DO, OUR
AGENTS ARE
HERE FOR
YOU.**

CONSUMER
STRONG

**WHAT MAKES
A HOUSE A
HOME?**

CONSUMER
STRONG

**ANY AGENT
CAN TELL
YOU SCHOOL
RATINGS.**

CONSUMER
STRONG

**YOU HAVE
REAL ESTATE
QUESTIONS.**

CONSUMER
STRONG

**ARE YOU
COMFORTABLE
OR ARE YOU
HOME?**

CONSUMER
STRONG

05:16





BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION™

LUXURY REDEFINED

WELCOME to the new era of luxury real estate in Atlanta. Berkshire Hathaway HomeServices Georgia Properties has distinguished itself as the innovator of luxury marketing in the Metro Atlanta Area. We are recognized throughout the world as redefining luxury real estate.

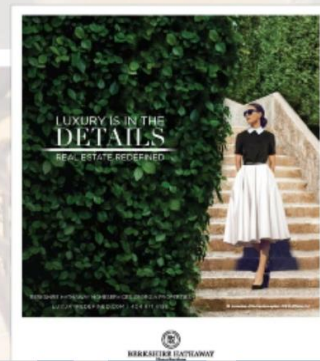
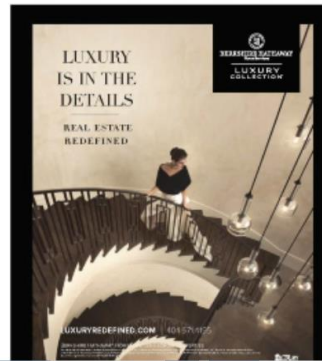
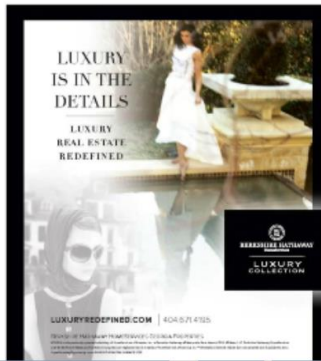
A CUSTOM EXPERIENCE

We aspire to raise the bar higher for our clients, wanting to create a custom brand experience that is unique for each property.



AN EMOTIONAL CONNECTION

Purchasing a home is an emotional decision and this innovative approach is designed to make the experience memorable and create an emotional bond between your property and the buyer.





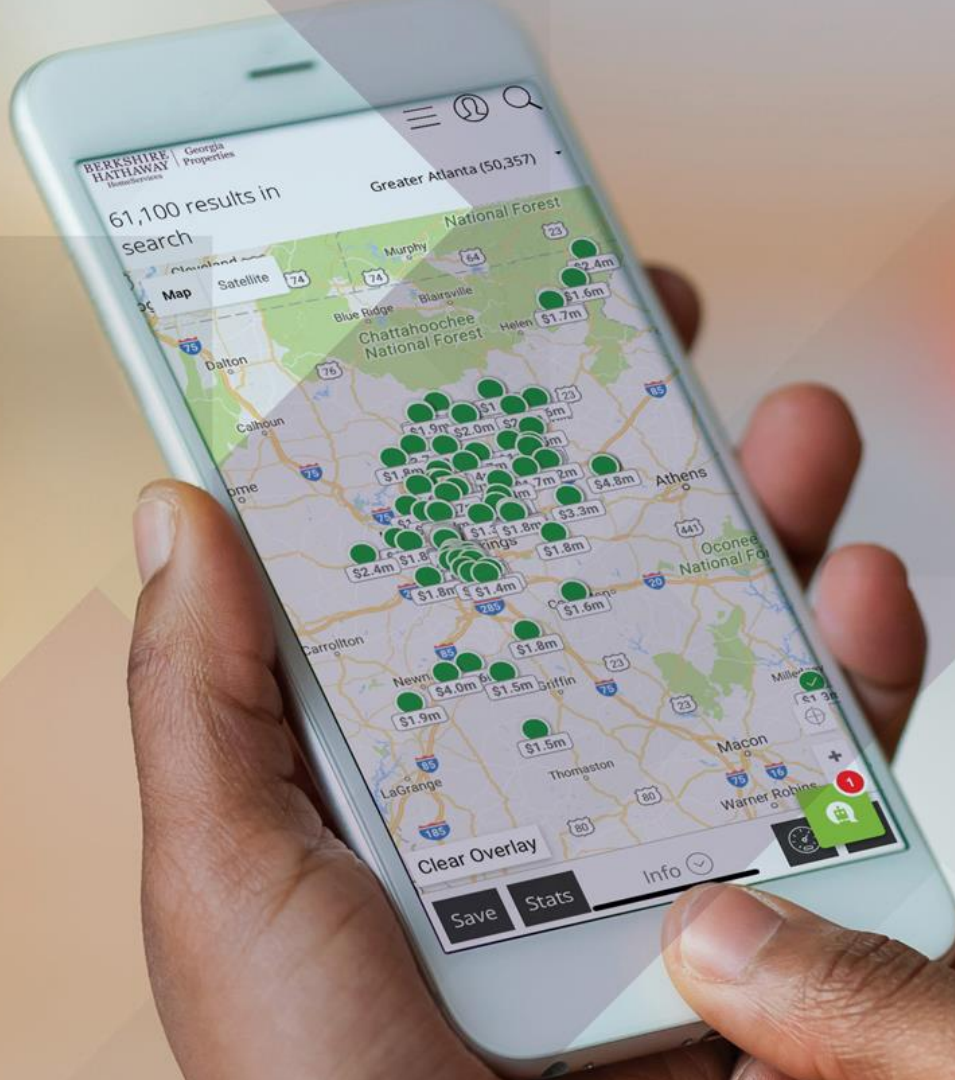
Realty Holdings: Loss of Cartus Affinity Partner an Added Headwind for 2020

Summary:

Last night, RLGY disclosed in an 8-K that “USAA is discontinuing the USAA Real Estate Rewards Network,” its brokerage-related affinity program, which could recoup some of the reduced flow from this prior channel. That said, USAA is describing a “material impact on earnings at Cartus and will result in a reduction in in-network homesale transactions for Realty and its brands. This is expected to result in a low-to-mid-single digit percentage reduction to 2020 company-wide EBITDA, before potential recapture through its new program. With a loss of this revenue stream, the shares to face pressure today.

[Click Here To Access Full Report](#)

- **Framing the Possible Impact:** At the highest level, the Cartus relocation segment accounted for 13% of company-wide EBITDA, “primarily from the relocation of services,” equal to roughly \$68 million in absolute terms – of which, USAA-related revenue would be fully included.
 - Without specifics around what a “significant portion” of this affinity revenue means, we ran three scenarios to contemplate the impact. We estimate that a reduction in affinity / referral transactions would likewise have a negative impact, albeit not as material, at the end of the year. We estimate a reduction in total brokerage transaction sides of 5,000-15,000, averaging to approximately 1% of company-wide EBITDA.
 - Combining our scenario assumptions for the impact that will be reflected within Cartus and at the brokerage level, we estimate a reduction to our prior 2020 estimate.
- **USAA Decision Seems a One-Off Circumstance:** As previously mentioned, within RLGY’s disclosure, it noted that “USAA is not a permanent partner at this time,” indicating that USAA is not simply leaving RLGY to find a new affinity partner. Along these lines, we note that according to our analysis, the loss of USAA is a one-off event over the last year.



MEGA

OPEN HOUSE EVENTS

MEGA OPEN HOUSE SCHEDULE | 2019

Feb 10

Jul 21

Mar 10, 24

Aug 18

Apr 14, 28

Sep 15, 29

May 5, 19

Oct 20

Jun 9, 23

Nov 17

ALL MEGA OPEN HOUSES ARE NOW
FEATURED ON WAZE APP



OPEN
HOUSE



UPCOMING SAVE THE DATES

TOM FERRY EVENTS

2019 BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
EXCLUSIVE TOM FERRY GROUP UPCOMING EVENTS



AUGUST
26

NEUROLINGUISTIC SELLING

LIVE VIDEO CONFERENCE FOLLOW-UP WITH DEBBIE HOLLOWAY

Have you set up a NLP mastermind group? Have you tried using what you've learned? Debbie will be covering future pacing your prospects so that they remember you and use you as their agent.



Zoom Conference Call | 10am - 11am



AUGUST
29

MASTERS Q&A SESSION

LIVE VIDEO CONFERENCE WITH TOM FERRY

Masters Club Exclusive | 30-minute private webinar with Tom Ferry answering the biggest questions.



Five Hosting Locations | East Cobb 400 North Parkview at Peachtree Fayetteville Suwanee



SEPTEMBER
26

ASK THE COACH | HONOR SOCIETY

LIVE VIDEO CONFERENCE WITH BILL PIPES

Honor Society Exclusive | 30-minute private webinar with Bill Pipes answering the biggest questions.



Five Hosting Locations | East Cobb 400 North Parkview at Peachtree Fayetteville Suwanee



OCTOBER
15-16

[LIVE EVENT]

SALES EDGE

EXCLUSIVE TO BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

Sales Edge features an intensive two-day boot camp with Tom Ferry Organization top coach, Bill Pipes.
This program is created to build highly-effective sales persuasion and objection handling skills.

FEATURING BILL PIPES

TIMES AND VENUE - DETAILS COMING SOON



NOVEMBER
5-7

[LIVE EVENT]

LEAD GENERATION/ BUSINESS PLANNING - BEST YEAR EVER

Dive into 12 top Lead Generation sources for real estate success. Learn what each of them are and how to use them.
Hard working strategic planning session designed to draft a targeted and metrics driven
2020 Business Plans for each agent.

FEATURING JEFF MAYS

TIMES AND VENUES - DETAILS COMING SOON



NOVEMBER
14

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NOVEMBER
21

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VISION

KICKOFF 2020

FEATURED SPEAKER | TOM FERRY

COBB GALLERIA | 9:00a - 1:00p

JANUARY
30



TOM FERRY

W E L C O M E

EXCLUSIVE MASTERS CLUB QUARTERLY SESSION

FOREVER BRAND



ZOOM CONFERENCE **QUESTIONS?**

CLICK ON THE CHAT FUNCTION
TO ASK A QUESTION DURING CALL



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FOREVER BRAND