

VISION

KICKOFF 2020

J A N U A R Y 3 0 | C O B B G A L L E R I A



\$4.1 BILLION
#bestyearever

KICKOFF 2020



JANUARY 30



HOMESERVICES OF AMERICA RANKED #1

- **\$134.5 Billion in Closed Volume**
- **335,000 Closed Transactions**
- **45,000 Agents (HSoA)**
- **55,000 Agents (BHHS Franchise)**

PROSPERITY HOME MORTGAGE

- **35,222 Loans - Up 26.2%**
- **\$10.1 Billion - Up 34.6%**

HomeServices of America Ranked #1 in Transactions by RealTrends (2019, 2020)

ALL AWARD-WINNERS COMBINED

71% ASSOCIATES HAD BETTER YEARS

13% GAIN IN VOLUME - COMPARED TO 7.5% FOR MARKET

15% GAIN IN GROSS COMMISSION INCOME

8% GAIN IN UNITS - COMPARED TO 2.7% FOR MARKET

ASP \$375,000 - COMPARED TO \$312,000 FOR MARKET



CONGRATULATIONS TO ALL OUR AWARD WINNERS

KICKOFF 2020



JANUARY 30



- Up 13% in Volume
- Up 13% in GCI
- 70% had Better Years



- Up 20% in Volume
- Up 18% in GCI
- 77% had Better Years



- Up 21% in Volume
- Up 29% in GCI
- 77% had Better Years



- Up 5% in Volume
- Up 6% in GCI
- 55% had Better Years



- Up 12% in Volume
- Up 16% in GCI
- 72% had Better Years



- Up 16% in Volume
- Up 17% in GCI
- 67% had Better Years

CONGRATULATIONS TO ALL OUR AWARD WINNERS

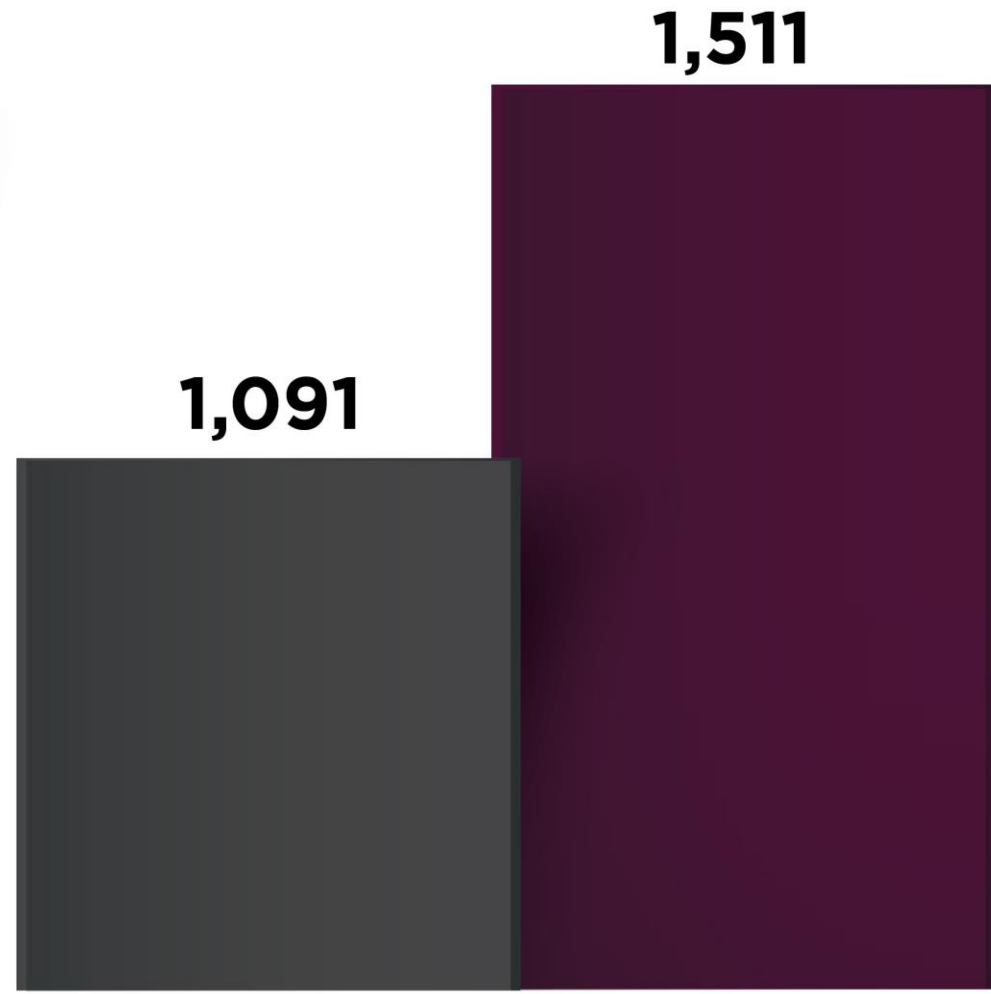
KICKOFF 2020



JANUARY 30



2012 < VOLUME > 2019



2012 < AGENTS > 2019



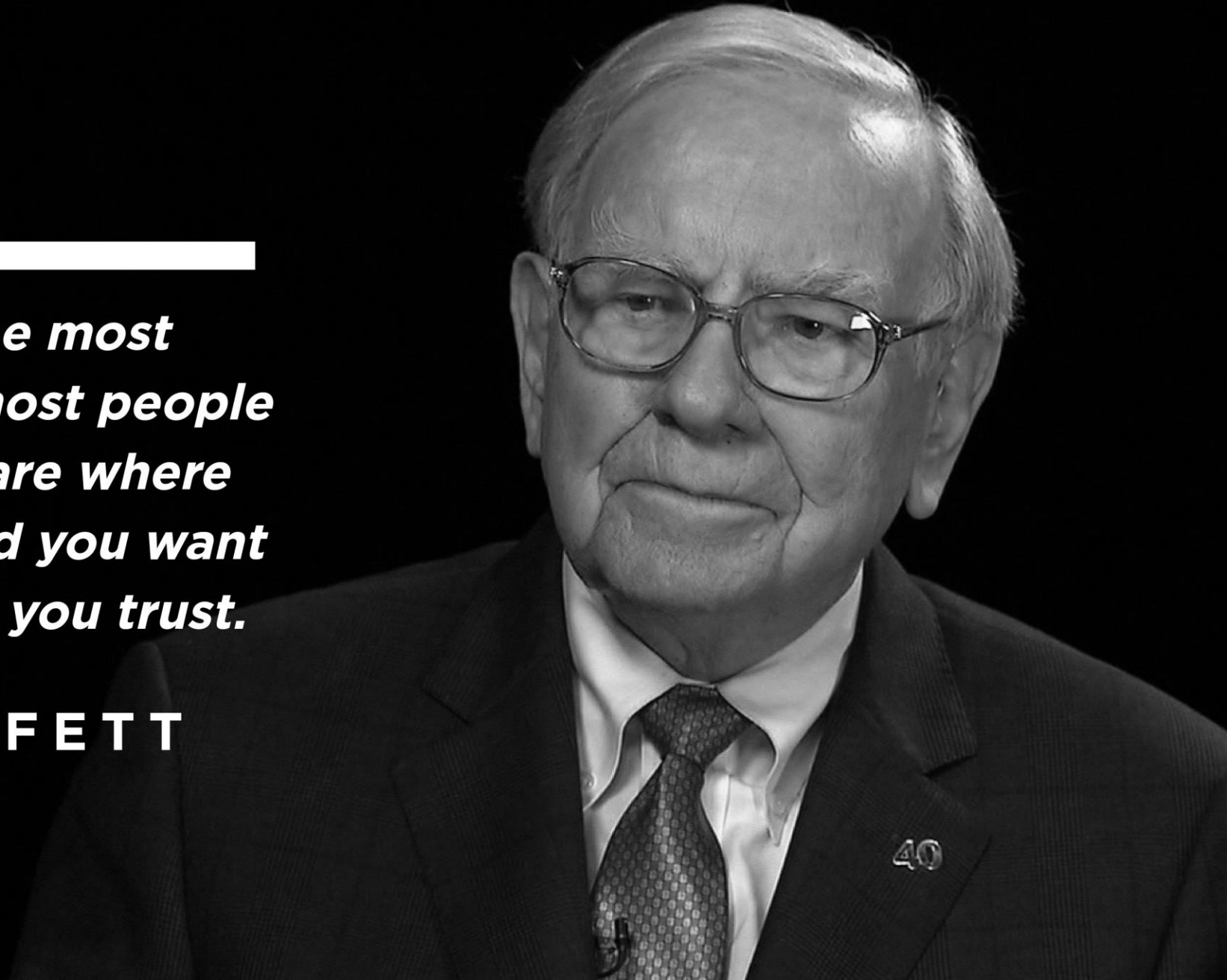
THE
RORRING
— 20s —

Relevance | Opportunity | Resiliency | Relationships

“

A home is one of the most important assets that most people will ever buy. Homes are where memories are made and you want to work with someone you trust.

WARREN BUFFETT



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

2005 REAL ESTATE RANKINGS

ATLANTA'S TOP 25 RESIDENTIAL REAL ESTATE COMPANIES

—ranked by gross residential sales volume in Atlanta—

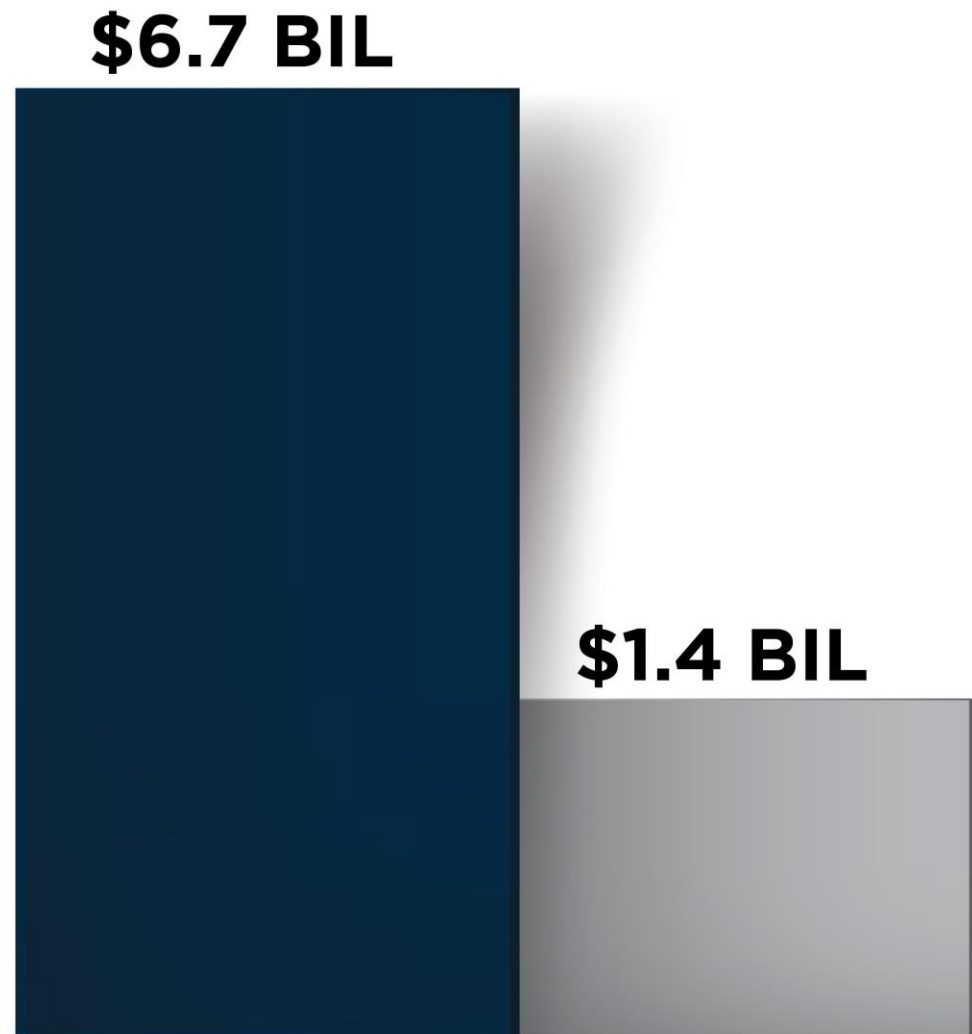
Rank	This year	Last year	Company*	2005 Atlanta gross residential sales volume from closed transactions	Number of homes sold in 2005\$	Number of sales agents in Atlanta / Total Atlanta staff	Company structure	Number of offices in Atlanta / Companywide	Chief Atlanta officer(s)	Year est. in Atlanta
1.	(1)		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, Charlotte 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

2012 REAL ESTATE RANKINGS

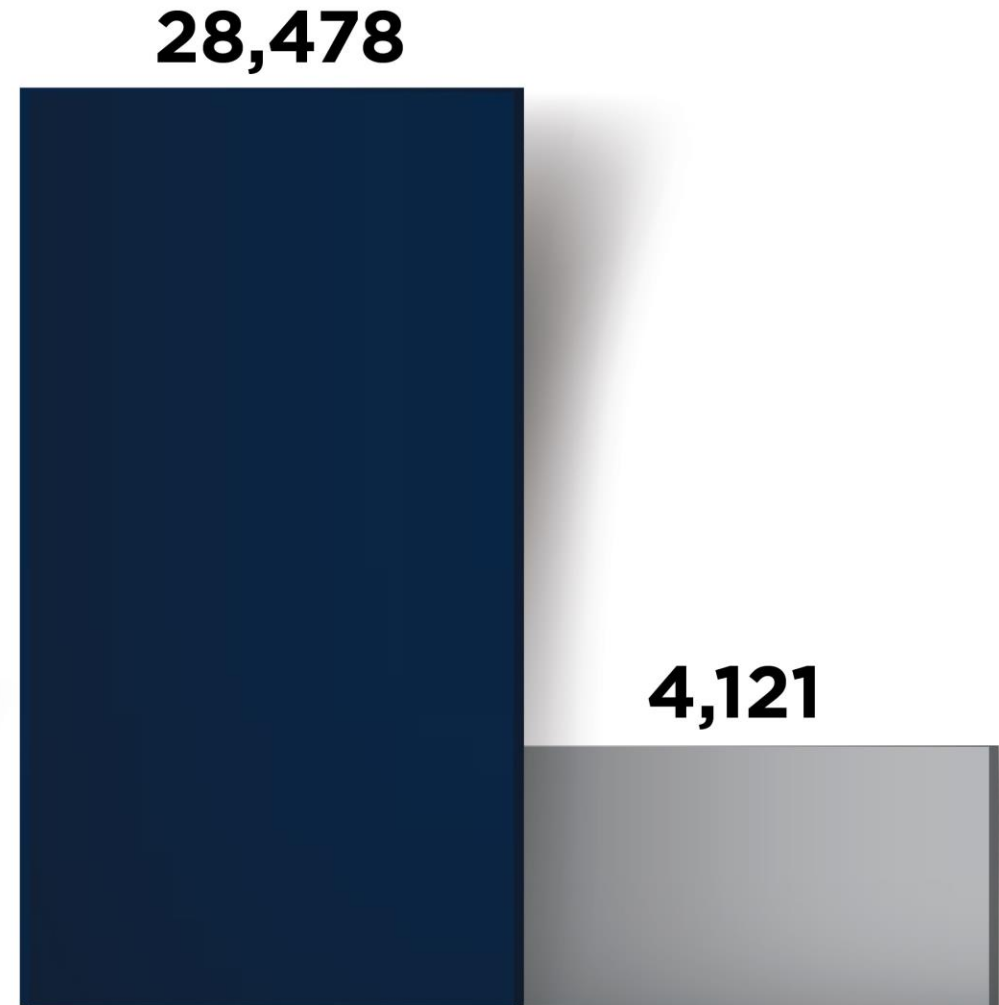
ATLANTA'S TOP 25 RESIDENTIAL REAL ESTATE COMPANIES

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\$	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



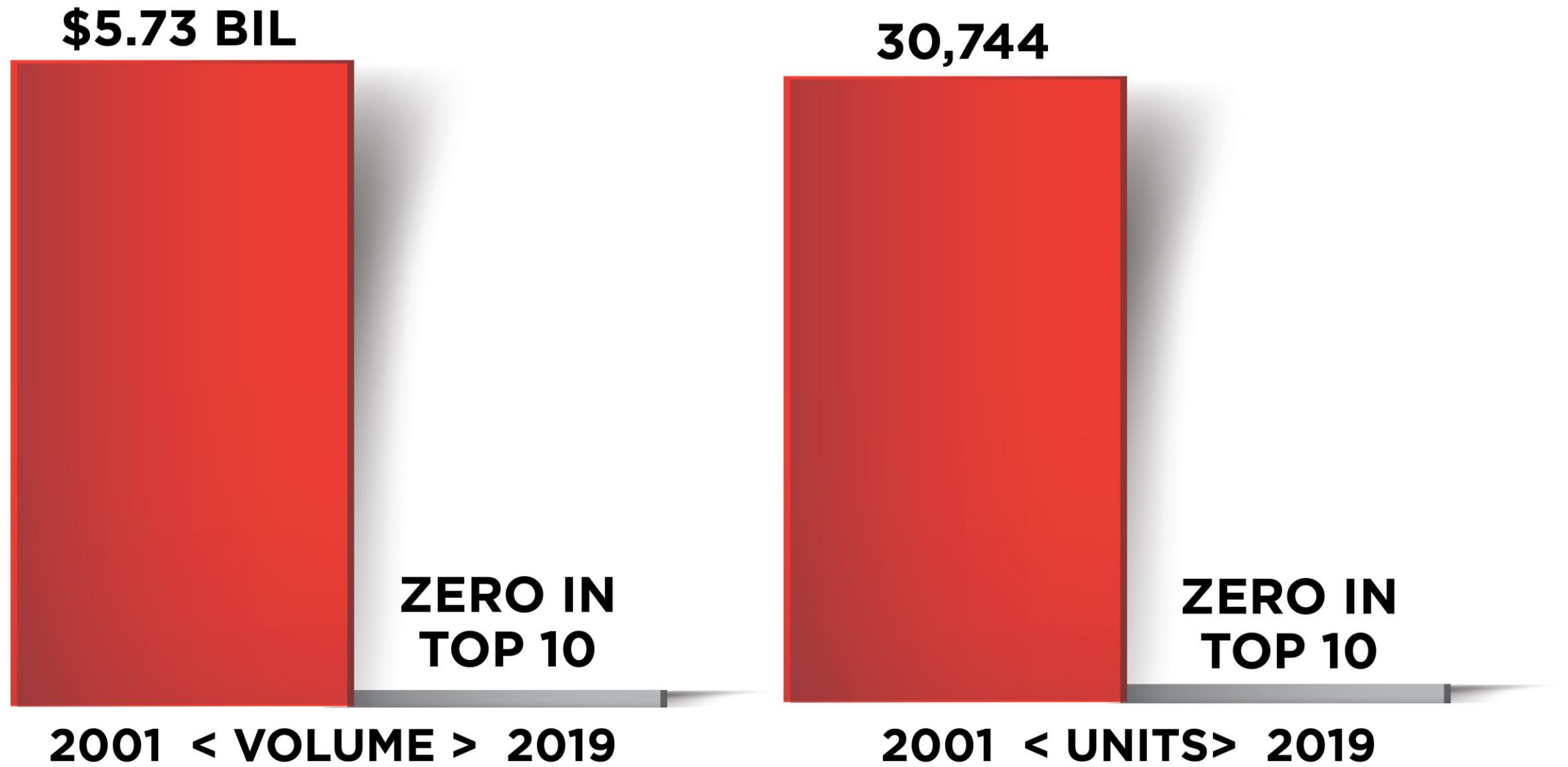
2001 < VOLUME > 2019



2001 < UNITS > 2019

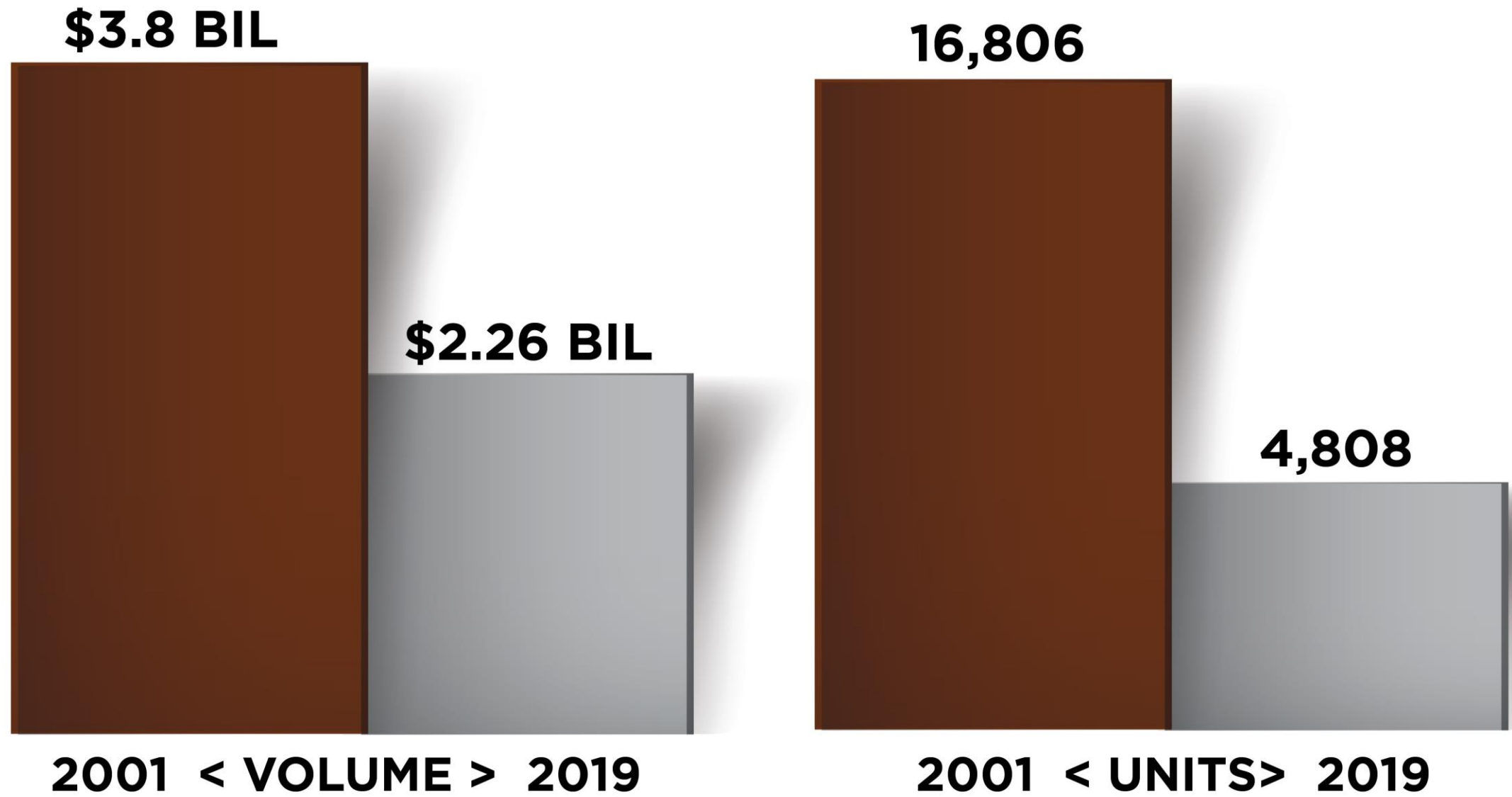
COLDWELL BANKER / NORTHSIDE REALTY

DATA PROVIDED BY TRENDGRAPHIX AND ATLANTA BUSINESS CHRONICLE



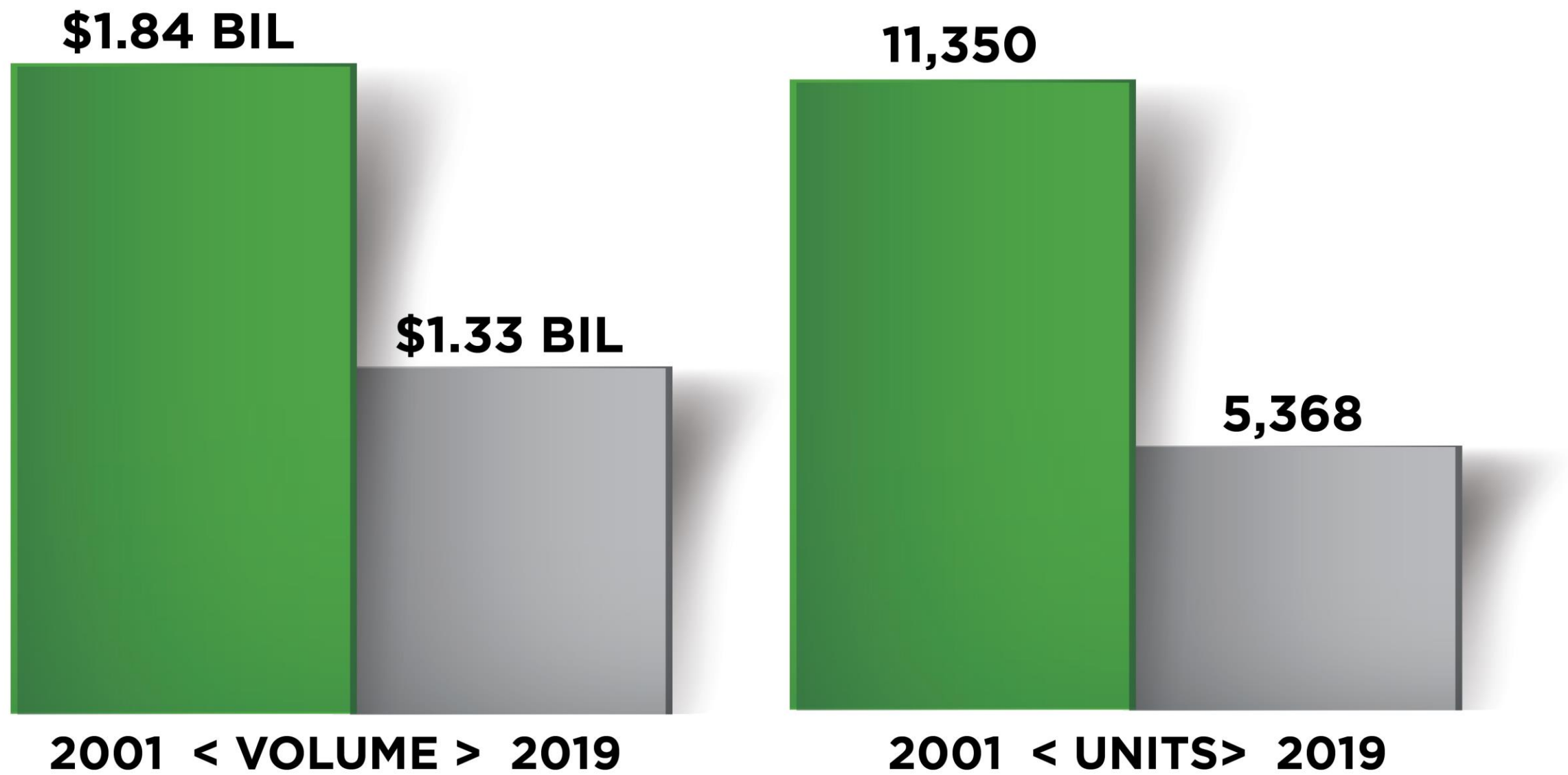
REMAX COMPANIES IN TOP TEN

DATA PROVIDED BY TRENDGRAPHIX AND ATLANTA BUSINESS CHRONICLE



HARRY NORMAN REALTORS | JENNY PRUITT

DATA PROVIDED BY TRENDGRAPHIX AND ATLANTA BUSINESS CHRONICLE

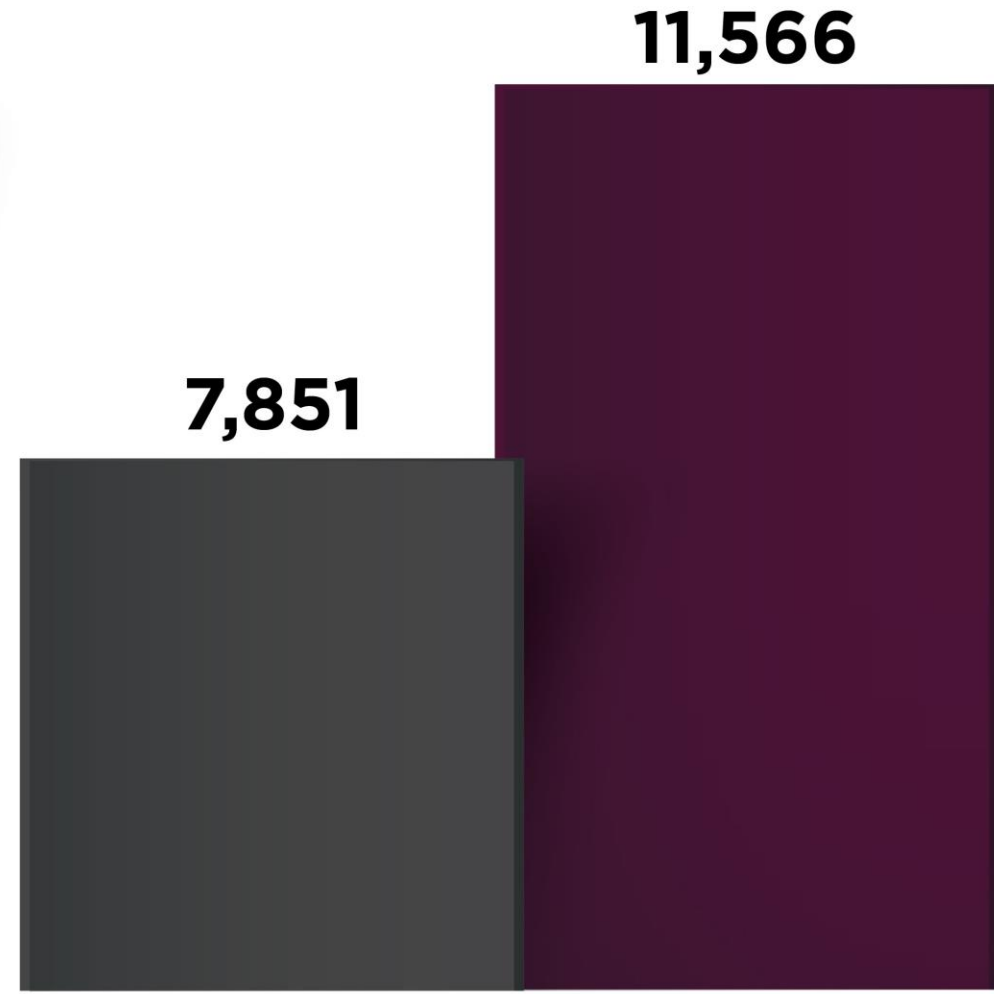


METRO BROKERS

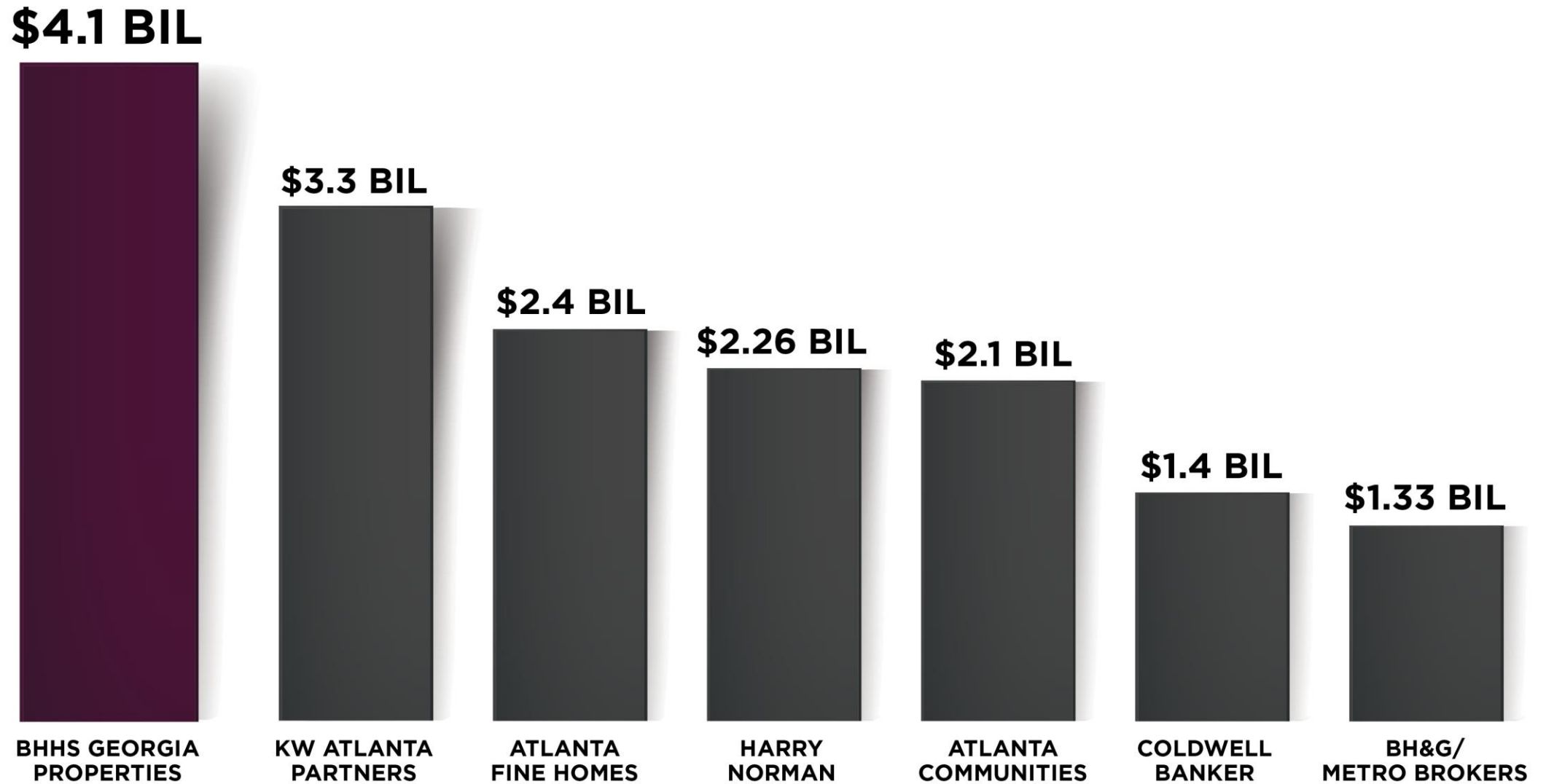
DATA PROVIDED BY TRENDGRAPHIX AND ATLANTA BUSINESS CHRONICLE



2012 < VOLUME > 2019



2012 < UNITS > 2019



CLOSED VOLUME 2019

DATA PROVIDED BY TRENDGRAPHIX AND INTERNAL REPORTS



2020 KICKOFF REPORT

KICKOFF 2020



JANUARY 30

2019

NEW OFFICES / RENOVATIONS



Alpharetta/NF
6,758 SqFt



Gainesville
4,593 SqFt



Suwanee/Duluth
6,576 SqFt

KICKOFF 2020



JANUARY 30

WELCOME TO OUR TEAM



Jennifer Davis

SVP, Professional Development
SOAR Performance Coaching



Melissa Spalding

SVP, Managing Broker
Woodstock | South Cherokee



Mary Crist

SVP, Managing Broker
East Cobb

KICKOFF 2020



JANUARY 30

THANK YOU

WE RAISED OVER \$126,000 IN 2019
(#3 IN GLOBAL NETWORK)



SUNSHINE KIDS

RAISED OVER \$1.4 MILLION TO DATE!

“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 that 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



***Visit the
Sunshine Kids
Table***

“ CHILDREN TEACH US WHAT LIFE IS ALL ABOUT ”

2020 GOAL
\$150,000



SUNSHINE KIDS

“CHILDREN TEACH US WHAT LIFE IS ALL ABOUT”



LIVE IT!

BERKSHIRE HATHAWAY HOMESERVICES

SALES CONVENTION 2020 | NASHVILLE, TN | MARCH 8-10, 2020



EXPLOSION

REAL ESTATE CONFERENCE

2020

AUGUST 17-19 | OMAHA, NE

CORPORATE RELOCATION



KATHY CONNELLY

**Senior Vice President
Qualifying Broker**

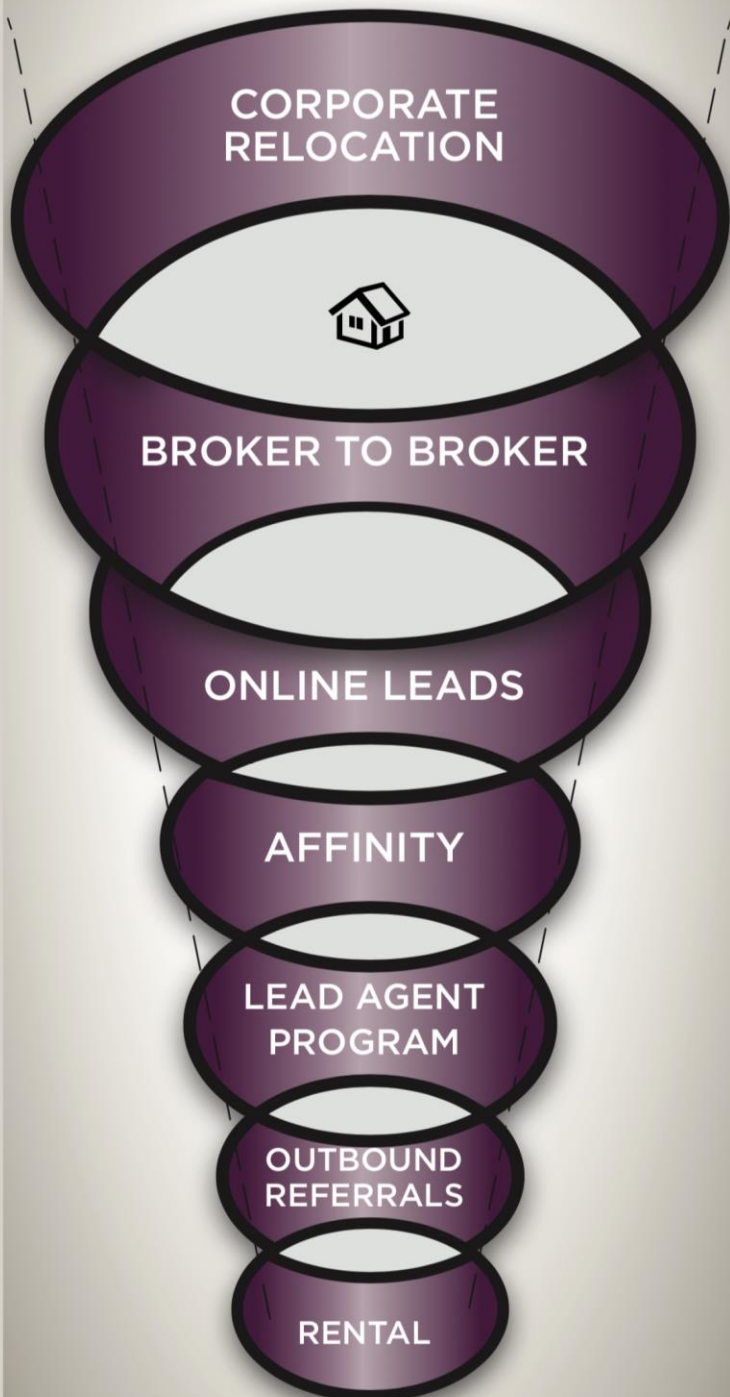


JANET MAULDIN

**Vice President
Relocation**



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



CORPORATE SERVICES

**WORK WITH DOZENS OF RELOCATION
& LEAD-GENERATION COMPANIES**



PORSCHE

ROCKET

Homes



Mercedes-Benz



OPCITY

ZILLOW FLEX PROGRAM

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 **Zillow** PREMIER AGENT

[Solutions](#) ▾

[Resources](#) ▾

[Training](#) ▾

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Flex Program

Flex drives growth for high-performing agents, teams and brokerages by providing connections to home shoppers — without an upfront investment. Available in select markets only.

[Learn more](#)



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION™

LORI LANE

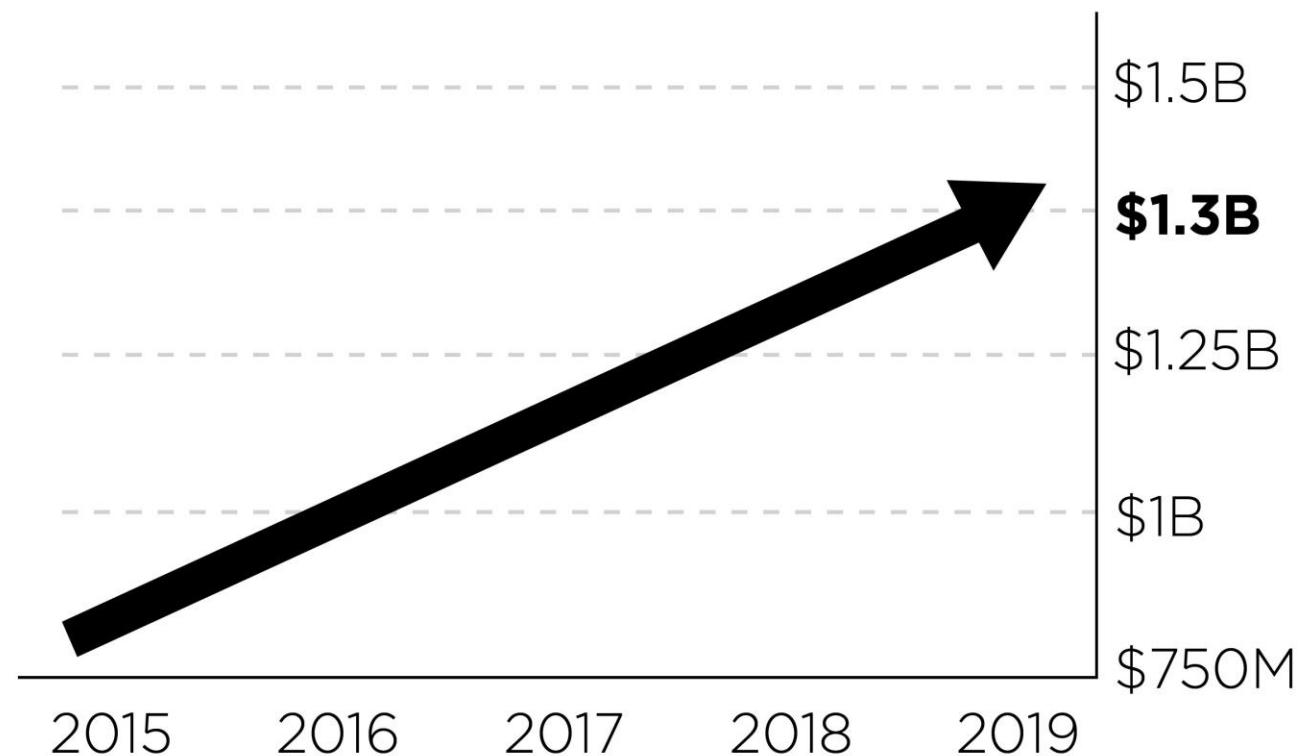
Sr. Vice President, Luxury Collection
Berkshire Hathaway HomeServices
Georgia Properties



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION™

4 YEARS OF GROWTH





BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

CONCIERGE SERVICES

Full Service Creative & Design
Listing Appointment Consultation
Marketing Strategy & Reports
Event Support
And More!





BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION™

AWARD-WINNING



Innovation, New Products, and
Services Marketplace Success



Best Print Marketing Campaign

MODERN LUXURY
Interiors

Best Social Media Campaign
Best Marketing Campaign

THE
ATLANTAN
MODERN LUXURY

Best of Atlanta Readers Choice
Best Metro Atlanta
REALTORS®

THE
ATLANTAN
MODERN LUXURY

Women in Power
- Toni McGowan
- Lori Lane



BERKSHIRE HATHAWAY
HomeServices

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Women in Power
- Toni McGowan
- Lori Lane

PROPERTY MANAGEMENT



RENEE MORRIS
Director of
Property Management

650 Managed Properties
65 Properties Converted to Sales
263 Leases Processed

PROPERTY MANAGEMENT

**Property Leasing
Lease/ Owner Management
Applicant Screening
Real Estate Investment Options
1031 Exchange**

Rent to Own - Home Partners of America

NEW HOMES DIVISION

CONDOS • SINGLE FAMILY • TOWNHOMES

CITY HAUSTM

DEVELOPER SOLUTIONS

**32 GREATER ATLANTA PROFESSIONALISM
AWARDS WON**

Including 2019 Community of the Year - Kyle Farm



Lori Lane

SVP | NEW HOMES DIVISION and CITY HAUS

TOP WINNER 2 YEARS IN A ROW!

MARKETING

Community of the Year

Best Newspaper Ad

Best Print Ad

Best Brochure

Best Logo

Best Flyer/Mailer

Best Off-Site Signage

Best Ad Campaign

Best Social Media

Best Marketing Campaign

Best Magazine Ad

Best On-Site Signage

Best Realtor Promotion

Best Online Banner Ad

Best Email Marketing

PRODUCT

Single Family \$400k-\$499k

Single Family \$700k-\$799k

Single Family \$800k-\$899k

Single Family \$600k-\$699k

Single Family \$1.5-\$2 million

Best Building Design \$600k-\$699k

Best Amenity Package

Best Interior Merchandising



CITY HAUSTM
DEVELOPER SOLUTIONS

NEW HOMES DIVISION

CONDOS • SINGLE FAMILY • TOWNHOMES

NEW HOMES DIVISION, CITYHAUS & MARKETING RESULTS

YEAR IN REVIEW

- 
- 45 Communities throughout Metro Atlanta
 - Over \$380 Million in New Home Sales
 - 900+ New Home Transactions
 - 50 Experienced New Home Sales Specialists
 - Representing 27+ Builders/Developers



ALL-IN.

FAMILY OF SERVICES

PROSPERITY
HOME MORTGAGE, LLC



WEISSMAN



HS | HOME SERVICES
INSURANCE



PROSPERITY
HOME MORTGAGE, LLC

1,197 LOANS | \$335 MILLION LOAN VOLUME



WEISSMAN



SETH WEISSMAN



TONIA SELLERS

2019 RESULTS

2,977 TITLE TRANSACTIONS

50% CAPTURE RATE

1.3 BILLION IN VOLUME

2020 GOALS

3,156 TITLE TRANSACTIONS

53% CAPTURE RATE

KICKOFF 2020



JANUARY 30

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**
2020 GOAL | 10% CAPTURE RATE

KICKOFF 2020



JANUARY 30



**2,675 HOME WARRANTIES
PAID OUT 9,535 CLAIMS
FOR A TOTAL OF \$1,773,805!**

KICKOFF 2020



JANUARY 30



MEGA OPEN HOUSE

**6,000+ OPEN HOUSES
OVER 50,000 VISITORS**

**48% WITHOUT AGENT REPRESENTATION
50% WITHOUT MORTGAGE PRE-APPROVAL**

MEGA OPEN HOUSE MARKETING

**ZILLOW ADS | BOOST SOCIAL & DIGITAL ADS
DOOR HANGERS | BUYSIDE BMAs | POST CARDS
DIGITAL BILLBOARDS | SPACIO REGISTRATION
NEIGHBOR PREVIEWS | ALEXA PRIZE PACK
DIRECTIONALS | OPEN HOUSE FLAGS
PROPERTY FLYERS | MORTGAGE ESTIMATES**



2020 MEGA OPEN HOUSE EVENTS

FEBRUARY 9 | MARCH 1 | MARCH 22 | APRIL 19 | MAY 3
MAY 17 | JUNE 14 | JUNE 28 | JULY 19
AUGUST 9 | AUGUST 23 | SEPTEMBER 13
SEPTEMBER 27 | OCTOBER 18 | NOVEMBER 15



Coaching & Training Hours Delivered

Company
Training

192K

Tom Ferry
Coaching &
Training

143K

SOAR
Performance
Coaching

15K

OVER 350,000 HOURS!

KICKOFF 2020



JANUARY 30



TOM FERRY



BILL PIPES



DEBBIE HOLLOWAY



JEFF MAYS



JASON PANTANA

Tom Ferry Strategic Partnership

ELITE AGENT *Master Mind*



3 CHAIRMAN'S CIRCLE GROUPS AND 28 SESSIONS



Jennifer Davis

SENIOR VICE PRESIDENT
PROFESSIONAL DEVELOPMENT

SOAR

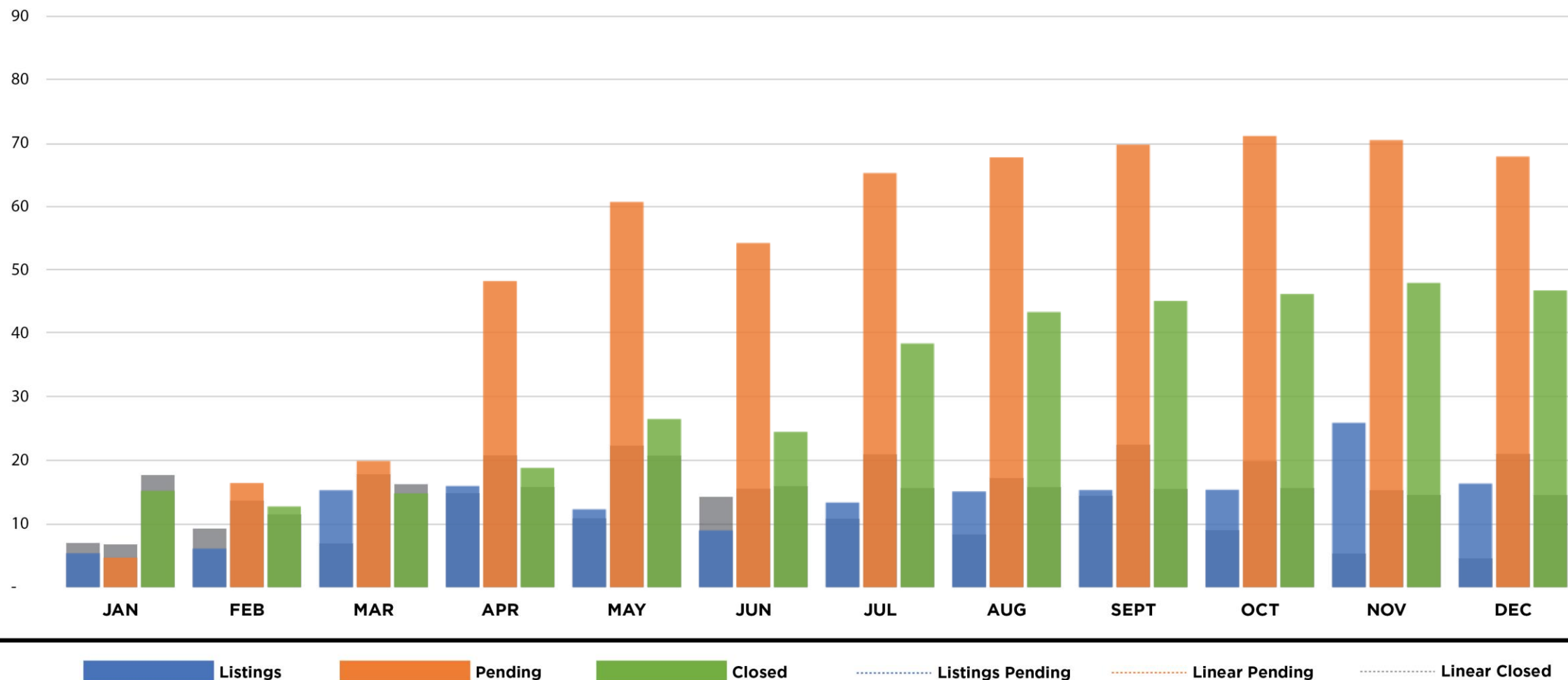
PERFORMANCE COACHING

KICKOFF 2020



JANUARY 30

2018 NON- SOAR CONTROL GROUP VS **SOAR PERFORMANCE COACHING GROUP**





146 PARTICIPANTS IN 2019

NUMBER OF
CALLS

➤ 39,816

NUMBER OF
CONVERSATIONS

➤ 16,899

➤
3,216
APPOINTMENTS

➤
532
OPEN
HOUSES

CLOSINGS ➤ 50

LISTING
AGREEMENTS ➤ 101

PENDING
CONTRACTS ➤ 135

BUYER
BROKERAGE
AGREEMENTS ➤ 163

A background image showing a group of business professionals in a meeting. A man in a suit is pointing at a glass wall covered with colorful sticky notes. Other people are looking at the notes. The image is semi-transparent, allowing the text to be overlaid.

**When performance gets measured
it improves, when performance is
measured and tracked the rate of
improvement accelerates.**

PEARSON'S LAW
FOR EXPONENTIAL IMPROVEMENT

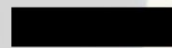


SOAR

P E R F O R M A N C E C O A C H I N G

ELEVATE

P E R F O R M A N C E C O A C H I N G





**472 REGISTRATIONS | 144 HIRES
OVER \$300,000 PAID IN 2019**



TEAMBUILDER

AGENT RECRUITING PROGRAM

IBUYER INDEX - METRO ATLANTA (2019)

	OPEN DOOR	OFFER PAD	KNOCK	ZILLOW	TOTAL/AVG
UNITS	2,050	743	418	1845	5,056
VOLUME	\$474,314,000	\$148,498,000	\$128,870,000	\$532,717,000	\$1,284,399,000
MARKET SHARE UNITS	1.09%	.39%	.22%	.98%	2.68%
MARKET SHARE VOLUME	.81	.25%	.22%	.91%	2.19%
LISTED INVENTORY	520	117	25	444	1,106
COMPARISON TO PRIOR YEAR	UP 157% IN UNITS UP 154% IN VOLUME	UP 72% IN UNITS UP 68% IN VOLUME	DOWN 26% IN UNITS DOWN 29% IN VOLUME	UP 568% IN UNITS UP 626% IN VOLUME	UP 193% IN UNITS UP 205% IN VOLUME
DAYS ON MARKET	69	46	49	50	54
LIST TO SALE RATIO	95.84%	98.03%	96.59%	96.32%	96.70%

IBUYER OFFER / NET SUMMARY

PROVIDER	MARKET VALUE	OFFER	OFFER VALUE	COMM./FEE \$	COMM./FEE \$	OTHER FEES	NET TO SELLER	NET % OF FULL MARKET
BHHS GEORGIA PROPERTIES	\$300,000	BROADEST EXPOSURE/ HIGH VALUE	\$297,000 (99% LIST - SELL)	6%	\$17,820	REPAIRS \$5,000	\$274,180	-8.9%
ZILLOW OFFER	\$300,000	"MARKET PRICE"	\$285,000 (95% OF MARKET)	7%	\$19,950	REPAIRS \$15,000	\$250,050	-16.7%
KNOCK	\$300,000	"MARKET PRICE"	\$276,000 (92% OF MARKET)	6%	\$16,560	REPAIRS \$15,000	\$244,440	-18.5%
OPENDOOR	\$300,000	"MARKET PRICE"	\$276,000 (92% OF MARKET)	7%	\$19,320	REPAIRS \$15,000	\$241,680	-19.4%
OFFERPAD	\$300,000	"MARKET PRICE"	\$270,000 (92% OF MARKET)	8% LOCAL MOVE TITLE	\$21,600 -\$2400 -\$1550	REPAIRS \$15,000	\$237,350	-20.9%
MARK SPAIN	\$300,000	"MARKET PRICE"	\$276,000 (92% OF MARKET)	11% + \$495	-\$2400	REPAIRS \$15,000	\$230,145	-23.3%

Average Days on Market - 44 | Average % List Price - 99% For This Price Segment



YEAR OF COMING SOON

KICKOFF 2020



JANUARY 30



DeAnn Golden

SENIOR VICE PRESIDENT
MANAGING BROKER

2019 ARA PRESIDENT
REALTY ALLIANCE REPRESENTATIVE
COUNCIL OF MLS PANELIST
HOT TOPICS MODERATOR
NAR VOTING DIRECTOR

RISMEDIA NEWSMAKER 2020
INSPIRATION THE BOLD HEARTED & BRAVE

KICKOFF 2020



JANUARY 30



MoxiWorks

**150,000+ AGENTS | 100+ BROKERAGES
30 MILLION CLIENT CONTACTS**

WHY MOXI?

INCREASE YOUR PER PERSON PRODUCTIVITY

CREATE SUSTAINABLE BUSINESS

MONETIZE YOUR BUSINESS

PREDICTABLE, SCALABLE, REPEATABLE

AGENT CONTACT DATA POLICY

We believe that our Associate's client and prospect contact data belongs to the Associate.

We will always allow our Associates to take their client and prospect data with them.

Team arrangements are subject to approved team policies.

We must support GDPR, CCPA, other privacy regulations plus 3rd party relocation and lead referral requirements.

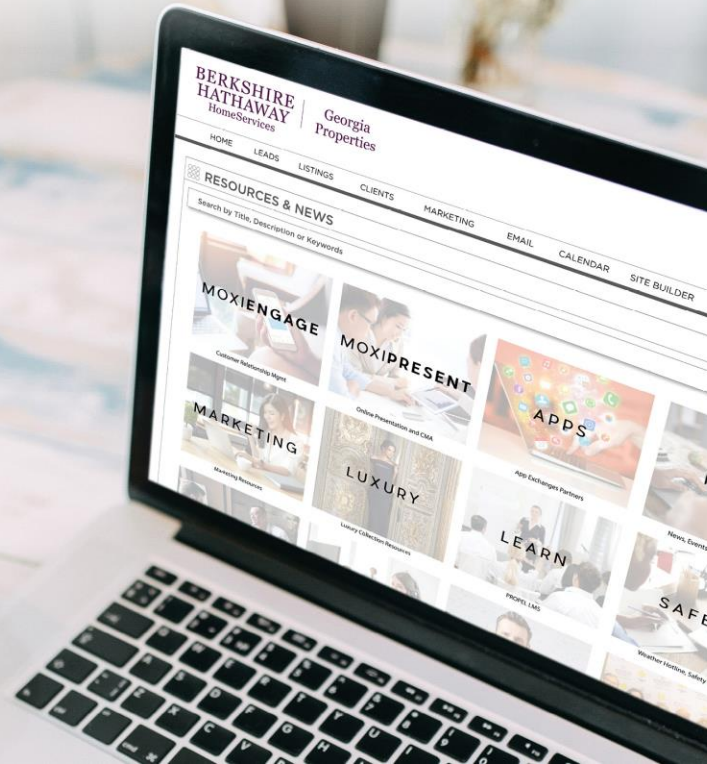
MOXIWORKS PLATFORM



 MoxiEngage



AGENT HUB



 MoxiPresent

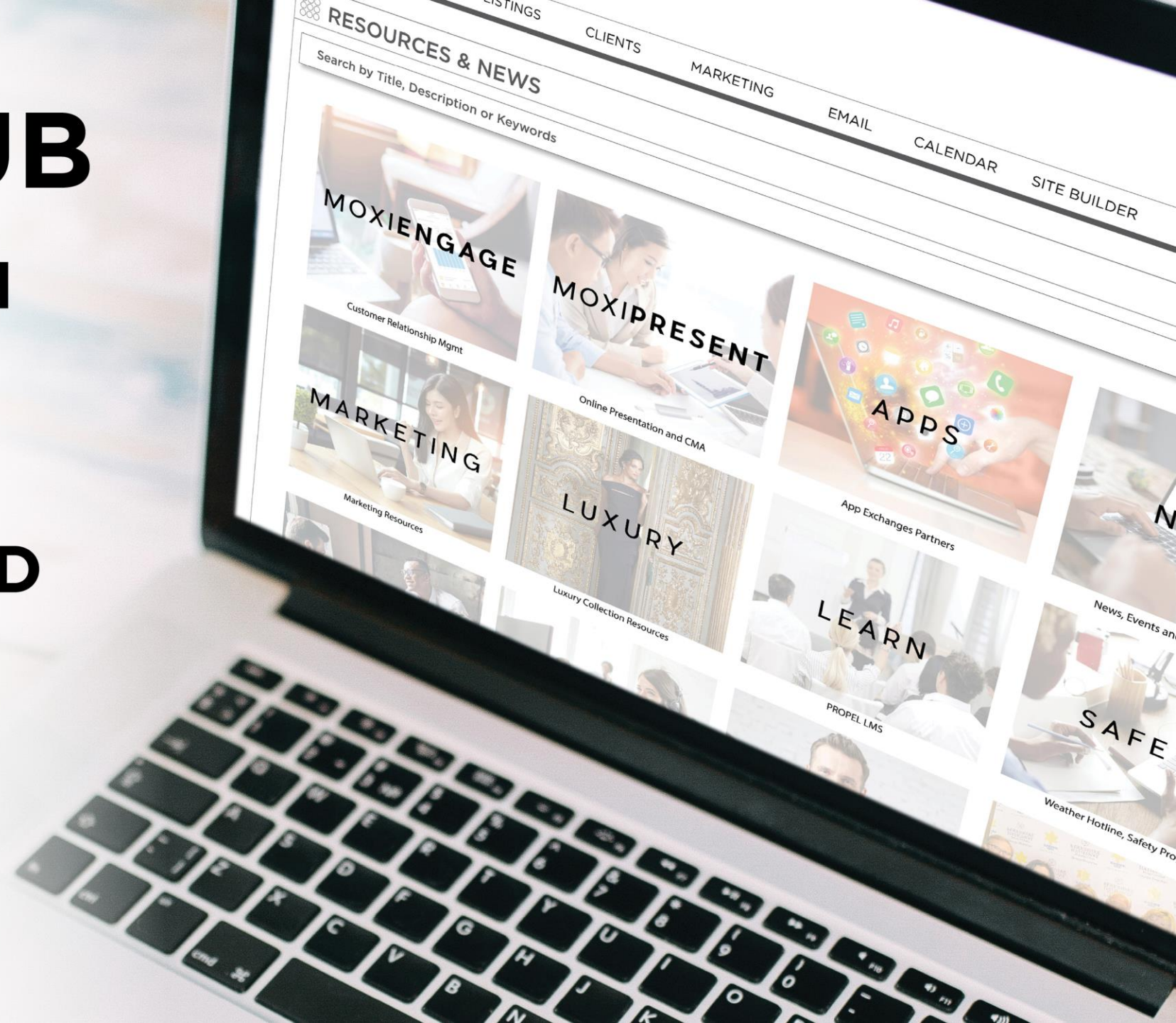


AGENT HUB

NEW MODERN DESIGN

SMART TAGS FOR SIMPLIFIED SEARCHING

SINGLE SIGN-ON





MoxiPresent



Ways to Use MoxiPresent

Interactive CMA

Buyer Tour

Neighborhood Tour

Broker Caravans

MEGA Open House Tour

Buyer Presentation

Listing Presentation

RE Market Report

Sold Properties Report

New Listings Report



MoxiPresent Tips

#1 Profile & Photo

#2 Video Personalization

#3 Get Creative / Be the Guide

#4 Send to Yourself / Preview

#5 Text or Call to Confirm Receipt



Tracking & Measuring

1st 30-day MoxiPresent Launch Results

4,201 Presentations

2,606 Seller CMAs

59% Adoption Rate

**Agents Using MoxiPresent
Close 43% More Transactions**



Tony Floyd

CHIEF INNOVATION OFFICER

**SPECIAL THANK YOU TO
MARKETING & IT TEAM**

KICKOFF 2020



JANUARY 30



MoxiEngage

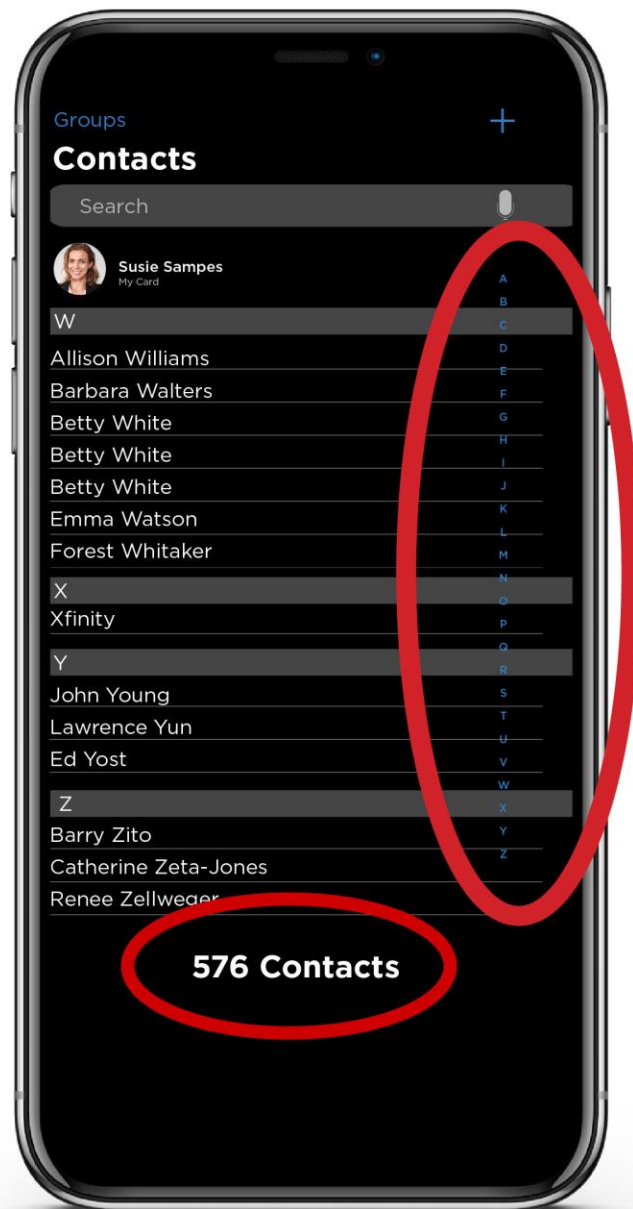
CRM

WHY MOXIENGAGE CRM

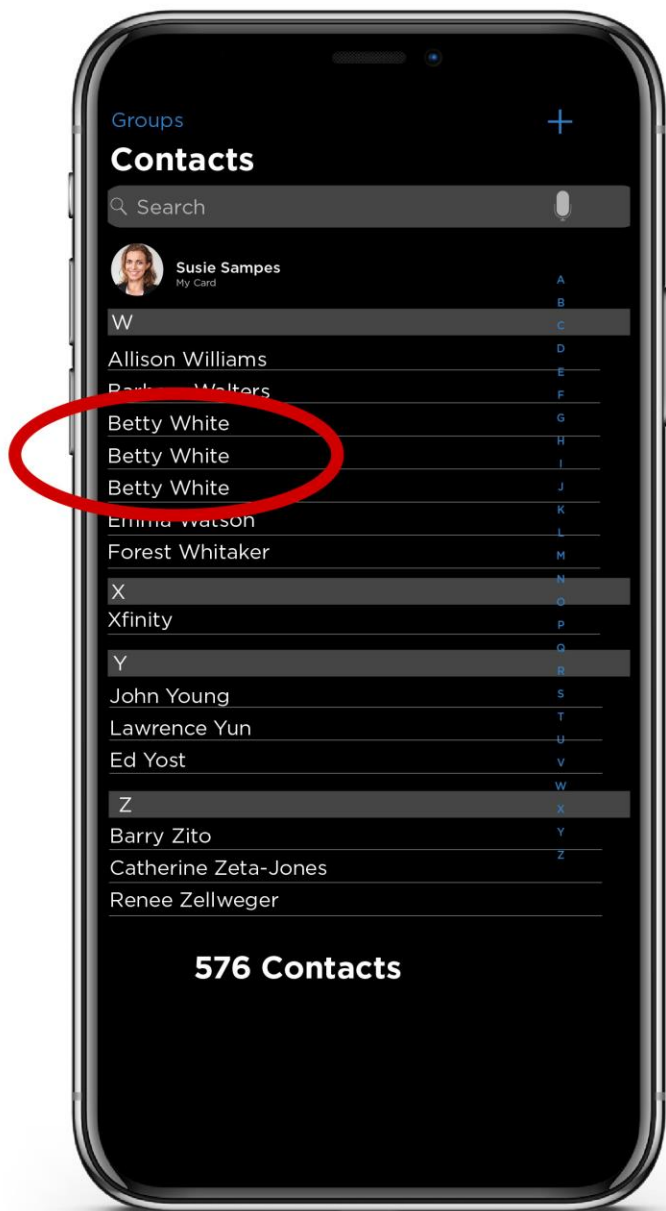
- 1. Organize & Group Contacts**
- 2. Contact Sync with Email, Phone**
- 3. Set Goals and Track Performance**
- 4. Sales Pipeline Flow with Custom Tasks**
- 5. Automate Marketing Campaigns
w/Campaigns, Neighborhood News & More**



**SELECT YOUR
CONTACTS**



**HOW MANY
CONTACTS?**



**DO YOU HAVE
DUPLICATES?**

MoxiEngage Office Training Schedule - Located in PROPEL

2	3 <u>10am (John M./ Scott)</u> Cobb Roswell <u>2pm (John M./ Mary)</u> Alpharetta/N. Fulton EVERY OFFICE—MoxiMania PIZZA PARTY—Engage with Contacts	4 <u>10am (John M./ Rick)</u> Dunwoody <u>2pm (John M./ Todd)</u> East Cobb <u>4pm (John M./ Lisa)</u> Smyrna/Vinings	5 <u>10am (John M./ Jan)</u> 85 North <u>2pm (John M./ Dana)</u> Northeast Metro Atlanta (NEMA)	6 <u>10am (John M./ Andy/ Sally)</u> Suwanee <u>2pm (John M./ Kim)</u> 400 North	7 <u>2pm (John M./ Amy)</u> Fayetteville/ Henry Co.	8
9 MEGA OPEN HOUSE	10 <u>10am (John M./ Kaylin)</u> Cherokee/575 North <u>2pm (John M./ Melissa)</u> Woodstock EVERY OFFICE—MoxiMania PIZZA PARTY—Engage with Contacts	<div></div>			14 <u>2pm (John M./ Steve A.)</u> Northwest/ Douglasville	15
16 MOXI TIPS/VIDEOS? VISIT 	17 President’s Day EVERY OFFICE—MoxiMania PIZZA PARTY—Engage with Contacts	20 <u>2pm (Scott/ Todd)</u> East Cobb Cobb Roswell (host)	26 <u>10am (Jennifer/Scott/ Rick/ Bill/ Valerie)</u> Dunwoody Buckhead (host) Midtown <u>2pm (John M./Melissa/ Kaylin)</u> Woodstock Cherokee/ 575 North (host)	27 <u>10am (Todd/ Scott/ John M.)</u> East Cobb (host) Cobb Roswell <u>2pm (Kerstin/ Andy/ Sally/ Jan/ Dana)</u> Suwanee/ Gainesville (host)/ 85N/ NEMA/ NE Georgia/Athens	21 <u>10am (Todd/ Kerstin/ Andy/ Sally/ Jan/ Dana)</u> Suwanee (host)/ Gainesville/ 85N/ NEMA/ NE Georgia/Athens	22
23 HUB/ LEARN/ PROPEL/ Course Library/ Search “Moxi” / Click MoxiPresent OR MoxiEngage	24 <u>10am (John M./ Mary/ Kim)</u> Alpharetta 400N (host) <u>2pm (John M./ Steve A./ Lisa)</u> NW/Douglasville/ **Smyrna-Vinings (host)	25 <u>10am (Amy/ Steve/ Linda)</u> Southern Crescent Fayetteville Henry Co. Peachtree City Coweta/Newnan (host)	29 **New Smyrna Location: 4125 Atlanta Rd. Suite 200 Smyrna, GA 30080			

ORGANIZE YOUR CONTACTS

ORGANIZE YOUR CONTACTS

MOXI MANIA

MONDAYS

EACH MONDAY IN FEBRUARY
**ENGAGE WITH CONTACTS -
POLISH YOUR PRESENTATIONS -
BUILD YOUR PIPELINE -**

AIRPOD GIVEAWAYS, PIZZA, AND MORE



A MOXI DAY

Wake Up Early
MoxiMorning Time
5 to Thrive
Input or Update

Power Hour

Stay Engaged
Prioritize Tasks
Track & Measure



**MORE MOXI AND MOJO
EMPOWERING YOU!**

WILDLY IMPORTANT GOALS FOR 2020

**2 More Transactions
Per Agent**

Core Services Capture

MOXI Adoption



A person in a dark suit and tie is in a starting crouch on a dark, reflective surface. Their hands are flat on the ground, and their feet are positioned behind them. A bright, low sun or light source is positioned between their legs, creating a strong lens flare and illuminating the scene from below. The background is a cloudy sky. The year '2020' is written in large, metallic, 3D-style numbers on the ground in front of the person. The word 'PREDICTIONS' is written in white, bold, sans-serif capital letters across the middle of the image, partially overlapping the person's legs and the year.

PREDICTIONS

2020

A person in a starting crouch, possibly a sprinter, is visible in the background, overlaid with a semi-transparent grey filter. The person is wearing a dark long-sleeved shirt and dark pants, with their hands on the ground and feet in starting blocks.

**Public Visibility for
Buyer's Agent Commissions**

**More Referral Fees/ Duplicate
Referral Fees from Interlopers**

**Drama Leading up
to the Election in November**

**Pace of Change and Innovation
will continue to Increase**

A person in a starting crouch, wearing a dark long-sleeved shirt and dark pants, with hands on the ground and feet in starting blocks. The background is a light, hazy sky.

2020

NEW OFFICES / RENOVATIONS

Griffin

Buckhead Lenox (Modera)

Fayetteville

Dunwoody / Sandy Springs

South Fulton (Camp Creek)

A large, light gray watermark of the year '2020' is positioned at the bottom of the image, spanning most of the width.

**Low Inventory Continues
Under \$500,000**

**Mortgage Rates will
Remain Under 4% in 2020**

**Market will Increase Units by 4%
and Average Sale Price by 5%**

**We will Introduce a New
iBuyer Program for 2020**

A grayscale background image of a person in a starting crouch, with a large, light-colored upward-pointing arrow on their back. The person's hands are on the ground, and their feet are positioned under their hips. The overall tone is motivational and energetic.

**Per Person Productivity (PPP)
for Our Associates will Go UP
WITH MOXI!**

**Our Agents and Our
Company will Thrive!**

Climbing Mount St. Excellence



VISION

KICKOFF 2020

J A N U A R Y 3 0 | C O B B G A L L E R I A

