

# Your Home Buying Power Campaign

**BERKSHIRE HATHAWAY**  
HomeServices  
Georgia Properties

Present Engage Directory Promote

DASHBOARD PEOPLE CALENDAR GOALS CAMPAIGNS

Find people

Calendar

Friday  
17

Sales Flow

Marketing	Prospects	Actives	Pending
0	0	0	0

Goals

GCI Goal

0%

transactions	avg. size	avg. rate
0	-	0%

People

All People: 1716

New: 0

Overview

Help

Contact

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Click on Add From Library



### Campaigns

- MY CAMPAIGNS
- MY EMAILS

ADD FROM LIBRARY

STATUS			Open Rate	Unsubscribes	
Draft	Your Home Buying Power	Brokerage	N/A	0	<a href="#">Edit</a>
Running ▶	2 people				
Stopped					
<hr/>					
	Neighborhood News				

[? Help](#)

# Scroll through Campaigns to “Your Home Buying Power

The screenshot shows a web application interface with a top navigation bar containing the Berkshire Hathaway logo and links for 'Present', 'Engage', 'Directory', and 'Promote'. A search icon and a circular logo with 'BH HS' are also present. Below the navigation is a 'Library' modal window with a 'CLOSE' button. The modal contains a message: 'Pick content to add to My Campaigns and My Emails where you can start emailing your campaigns. Stay in flow effortlessly!'. There are two tabs: 'CAMPAIGNS' (selected) and 'EMAILS'. A dropdown menu shows 'All Sources'. Below is a table of campaigns:

Name	Source	Preview	Action
2020 Seasonal Maintenance Seasonal Maintenance quarterly campaign	Brokerage	PREVIEW	ADD TO CAMPAIGNS
2020 Holiday Campaign-Traditional Holiday campaign traditional messages	Brokerage	PREVIEW	ADD TO CAMPAIGNS
01-NEW Blank Email Campaign Template Create an email campaign by specific dates	Brokerage	PREVIEW	ADD TO CAMPAIGNS
02-NEW Blank email campaign by sequential dates Create an email campaign by sequential dates - no trigger	Brokerage	PREVIEW	ADD TO CAMPAIGNS
Your Home Buying Power Guiding your clients to building generational wealth.	Brokerage	PREVIEW	ADD TO CAMPAIGNS

< What is your home buying power? | 1 of 3 >

### WHAT IS YOUR HOME BUYING POWER?



TRYING TO DECIDE WHETHER TO BUY A HOME?

#### Campaign schedule

- What is your home buying power?  
*1 days after start*
- Don't Be Left Out!  
*7 days after start*
- What would you do with \$48,000?  
*14 days after start*

Click Add To Campaigns



← LIBRARY

ADD TO CAMPAIGNS

# Preview of the e-cards

The screenshot shows a web dashboard for a campaign titled "Your Home Buying Power". The dashboard includes a navigation bar with "Present", "Engage", "Directory", and "Promote" options. Below the navigation bar, there are tabs for "DASHBOARD", "PEOPLE", "CALENDAR", "GOALS", and "CAMPAIGNS". The main content area features a "← Back" link, the campaign title "Your Home Buying Power" with an "Edit" icon, and a subtitle "Guiding your clients to building generational wealth." There are two sub-tabs: "Schedule" (selected) and "People". Under the "Schedule" tab, there is a list of three items:

- What is your home buying power?  
1 day after start
- Don't Be Left Out!  
7 days after start
- What would you do with \$48,000?  
14 days after start

To the right of this list are three "Preview" buttons. A red arrow points from the text "Preview of the e-cards" to the top "Preview" button. To the right of the "Preview" buttons is a "Campaign Summary" panel with two buttons: "Add People" (dark purple) and "Run Campaign" (white with a dark border). A red arrow points from the text "Runn Campaign" to the "Run Campaign" button.

Runn Campaign

# Preview of the e-cards



### WHAT IS YOUR HOME BUYING POWER?



**TRYING TO DECIDE WHETHER TO BUY A HOME?**

Before you start shopping, get a better sense of what your true buying power is. Depending on current mortgage rates, you may be able to invest in more than you ever could have before.

[LEARN MORE](#)

Agent Services  
(770) 992-4100 (Office)  
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### DON'T BE LEFT OUT!



**If you are not looking to buy or sell today, here are 7 reasons to refinance your mortgage.**

1. Lower your interest rate and lower payment
2. Get cash out
3. Consolidate high interest debt
4. Shorten your loan term
5. Reduce or eliminate mortgage insurance
6. Pay off your home faster
7. Create generational wealth

**Refinancing your mortgage could save you thousands, I can help.**

[How Much Can You Save?](#)

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### WHAT WOULD YOU DO WITH \$48,000?



**BUILD GENERATIONAL WEALTH**

If you are already in the home of your dreams, it may be time to build generational wealth by refinancing your current home mortgage. Rates are at an all-time low. What would you do if you could save \$400 per month on your monthly payment? Let us help you do the math.

**\$400 x 12 = \$ 4800 multiplied by 10 years, you save \$48,000**

[Calculate Savings](#)

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# Add Groups or People - then click on Next

The screenshot shows a web application interface for managing a campaign. At the top left, the logo for Berkshire Hathaway HomeServices Georgia Properties is visible, along with navigation tabs for 'Present', 'Engage', 'Directory', and 'Promote'. A search icon and the BHHS logo are in the top right. Below the navigation, there are 'CANCEL' and 'NEXT' buttons. The main content area is titled 'Select groups and people to add to Your Home Buying Power campaign'. It features a modal window with two tabs: 'Groups' (selected) and 'People'. The 'Groups' tab contains a list of groups with a plus icon for each:

Groups	People
All people	+
After adding a group to a campaign any additional people later added to that group will also be added to the campaign	
BHHS Georgia Agents 6.2.2020	+
Blue	+
Green	+
Imported on 06/02/20 6:07 PM	+
Orange	+
Purple	+
Red	+
Yellow	+

A 'Help' button is located in the bottom right corner of the modal window.

# Add Groups or People - then click on Next

The screenshot shows a web application interface for adding groups and people to a campaign. The top navigation bar includes the Berkshire Hathaway logo and the text "Present Engage Directory Promote". On the right side of the navigation bar, there is a search icon, a "BH HS" logo, and two buttons: "CANCEL" and "NEXT".

The main content area is titled "Select groups and people to add to Your Home Buying Power campaign". Below this title, there are two tabs: "Groups" and "People". The "People" tab is currently selected.

Under the "People" tab, there is a search input field containing the text "bob". Below the search field is a list of search results, each with a name and a plus sign icon to its right:

- Bob Stiller
- Bob Karpiak
- Bob Fitzpatrick
- Bob Knight
- Bob Rider
- Bob Junk
- Bob Cleary
- Bob Van Fleet
- Vicki & Bob Plunkett
- Nikki Bobo

In the bottom right corner of the main content area, there is a red button with a speech bubble icon and the text "Help".

# Search by name to add – click next

BERKSHIRE HATHAWAY  
HomeServices  
Georgia Properties

Present Engage Directory Promote

Q BH HS

CANCEL NEXT

Select groups and people to add to Your Home Buying Power campaign

Groups People

Agent Services

agent

Agent Services

Help

The screenshot shows a web application interface for managing a campaign. At the top, there is a navigation bar with the Berkshire Hathaway HomeServices Georgia Properties logo and menu items: Present, Engage (underlined), Directory, and Promote. On the right side of the navigation bar, there is a search icon and a circular logo with 'BH HS'. Below the navigation bar, there are two buttons: 'CANCEL' and 'NEXT'. The main content area has a title 'Select groups and people to add to Your Home Buying Power campaign'. Below this title, there are two tabs: 'Groups' and 'People'. The 'People' tab is active. To the right of the tabs, there is a search box containing the text 'Agent Services' and a close icon (an 'X' in a circle). Below the search box, there is a dropdown menu with two items: 'agent' and 'Agent Services'. The 'Agent Services' item is highlighted and has a green checkmark icon to its right. In the bottom right corner of the main content area, there is a red button with a speech bubble icon and the text 'Help'.

Once you've added all of your people- then click

The screenshot shows a web interface for configuring a campaign. At the top left is the logo for Berkshire Hathaway HomeServices Georgia Properties. The navigation menu includes 'Present', 'Engage' (which is underlined), 'Directory', and 'Promote'. On the top right, there is a search icon and a circular logo with 'BH HS'. Below the navigation, there is a '← Back' link on the left and 'CANCEL' and 'SAVE' buttons on the right. The main content area has a title 'Your selections for Your Home Buying Power campaign' and a list of selected items. The list contains one item, 'Agent Services', with a close icon (⊗) to its right. Below this item is a separator line with the text 'End Of List'. In the bottom right corner, there is a red 'Help' button with a speech bubble icon.

# View Results and the People you've added

The screenshot shows a dashboard for a campaign titled "Your Home Buying Power". The top navigation bar includes "Present", "Engage", "Directory", and "Promote". The main navigation bar has "DASHBOARD", "PEOPLE", "CALENDAR", "GOALS", and "CAMPAIGNS". A search bar with "Find people" and a "Help" button are also visible.

The campaign title "Your Home Buying Power" is followed by the tagline "Guiding your clients to building generational wealth." Below this, there are tabs for "Schedule" and "People".

The main content area displays a vertical timeline of three campaign messages:

- What is your home buying power?** (1 day after start) - Open Rate: 50%, Unsubscribes: 0
- Don't Be Left Out!** (7 days after start) - Open Rate: N/A, Unsubscribes: 0
- What would you do with \$48,000?** (14 days after start) - Open Rate: N/A, Unsubscribes: 0

Each message has a "Preview" button. A "Campaign Summary" box on the right shows overall statistics: 3 People, 0 Unsubscribes, and an Open Rate of 50%. It includes "Add People" and "Stop Campaign" buttons.

Message	Timing	Open Rate	Unsubscribes
What is your home buying power?	1 day after start	50 %	0
Don't Be Left Out!	7 days after start	N/A	0
What would you do with \$48,000?	14 days after start	N/A	0

**Campaign Summary:**

People	3	Unsubscribes	0
Open Rate	50 %		

**Buttons:** Add People, Stop Campaign