



AGENT ICON FOR NEW LISTINGS

Berkshire Hathaway HomeServices Georgia Properties is proud to roll out our *Agent Icon Assets for New Listings*. Agent Icon will now deliver automated new listing social media assets. These assets, using your primary listing photo in the MLS will be emailed directly to you upon your entry into the MLS system.



What is Agent Icon?

Agent Icon provides rich visual images that can be used across social media platforms to promote your listing/business. These assets can be easily obtained email or by mobile device.

How does it Work?

Automated New Listing

New Listing Social Media assets is delivered to your inbox automatically via email upon entry of a new listing into the MLS.

Text or Email:

You can take a photo of the home and send to Agent Icon via text or phone number to generate assets (instructions below)

Daily Email Assets:

Agent Icon will also deliver daily inspirational social media assets (both images and videos) to your mailbox. This will include seasonal messaging, pets, lifestyle, real estate messaging etc.

Luxury Collection Assets:

Luxury Vs Non-Luxury: Luxury Collection listings priced over \$750K will receive black and white themed social media assets for their marketing. For approved Luxury Collection listings under the \$750K price point, please email luxuryredefined@bhhsgeorgia.com.

As we continue to grow our Agent Icon galleries, we will update creative monthly to include different types of messaging as it relates to the real estate industry, market reports, inspirational and lifestyle messaging etc. *More to come!*

Instructions for Custom Photo Assets

Below are the following steps for instant branding of photos:

1. Take a photo on your phone.
2. Email the photo to Agent Icon at bhhsgeorgia@myagenticon.com.
(Luxury Collection agents should send photos to LuxuryRedefined@bhhsgeorgia.com.)
3. Within a few seconds you'll receive a reply email with several copies of your photos with various branding and calls to action message on each.
4. Choose the one that is appropriate to your needs and post to Facebook, Instagram or other social media platforms.

SEE AGENT HUB FOR ADDITIONAL DETAILS