

Marketing Resource



YOUR ONE-STOP, ONLINE LOCATION FOR MARKETING MATERIALS

No matter what type of marketing materials are needed, they can be found here.



The Marketing Resource is your one-stop, online location for highly effective, personalized marketing materials:

- Video
- Audio
- Print
- eCards
- eNewsletters
- Online presentations
- Social media

Need to market a property? The Marketing Resource is integrated with the MLS. Simply select a listing and the eCard, flyer, postcard or door hanger is automatically populated with the property information – literally in seconds.

All content is automatically personalized and branded. Materials are template based and allow a high degree of customization, all the while maintaining the Berkshire Hathaway HomeServices branding and messaging.

The Marketing Resource puts those materials right at your fingertips. And it doubles as a great internal communication and recruiting tool as well.

- Property/listing information
- Seller/buyer help/information
- Door hangers
- Announcements
- Special event announcements and invitations
- Market updates
- Business-building
- Farming/prospecting
- Agent self-promotion
- Affiliate promotion
- Recruiting
- Training
- Newsletters

Content is easily searched, accessed, customized and shared via a broad range of publishing channels:

- eCards
- Online viewing
- Post to social media
- Embed codes for websites and blogs
- Downloadable PDFs
- Print-on-Demand



BERKSHIRE HATHAWAY
HomeServices

Good to know.