

# From the Sign ... to Online.



## MARKETING STRATEGIES, RESOURCES, LUXURY AND RESORT

Our network stands among only a few organizations entrusted to use the storied Berkshire Hathaway name, a name representing strength, integrity, trust and universal respect. As important, Berkshire Hathaway HomeServices offers a wealth of real estate tools, resources and programs – all geared for your long-term growth and prosperity.

### 2015 MARKETING STRATEGY

Berkshire Hathaway HomeServices focuses considerable resources on creating lasting impressions for consumers across North America. The Berkshire Hathaway HomeServices leverages both traditional and digital media. Our advertisements appear in many media outlets, including:

- The *Wall Street Journal* (print & digital)
- *Unique Homes* (print & digital)
- *Prestige* (print & digital)
- *Robb Report*
- *duPont Registry*
- *Real Estate Magazine*
- *REALTOR® Magazine* (print & digital)
- Scripps Network
- HGTV (on air & digital)
- The Cooking Channel
- GAC
- The Travel Channel
- DIY

### RESOURCES AT YOUR FINGERTIPS

Berkshire Hathaway HomeServices offers a robust suite of productivity and marketing tools and resources known collectively as the Global Network Platform.

- Marketing REsource

Enjoy the benefits of your very own marketing assistant. Create, personalize and share effective, eye-catching communications and use our powerful media center for direct marketing.

- LearnCenter REsource

LearnCenter REsource is your tool for real estate best practices and educational training that will help you reach your professional goals. Peruse a wide array of Web-Based Training (WBT) courses and browse our Virtual Instructor-Led Training (VILT) sessions – all at the reach of your fingertips.

- Commercial REsource

Commercial REsource - your commercial information exchange – is a proven, successful commercial real estate technology platform available to network affiliates to post their commercial listings and sales associate biographies which roll up to the [berkshirehathawayhs.com](http://berkshirehathawayhs.com) website.

- Seller Advantage<sup>SM</sup>

Use this online, interactive tool for your sellers. It provides key information on the impact of your online presence, a competitive overview of the market, and allows you to enter showings, open houses and feedback from potential buyers.

- Market Activity Report

Stay in touch with past and prospective customers by providing them with information on the real estate market within a specific area.

### LUXURY COLLECTION

The Berkshire Hathaway HomeServices Luxury Collection<sup>SM</sup> marketing program has been created to assist in the marketing of luxury properties. The program has been specifically designed to leverage the strength of the Berkshire Hathaway name, while providing special marketing pieces and opportunities for this upscale market.

### LUXURY COLLECTION SPECIALIST

Certification is earned after a sales associate has completed three luxury transactions within a 2 year period.

### RESORT PROPERTIES INTERNATIONAL<sup>SM</sup>

Take advantage of these marketing materials that will adapt to the resort market in which you are working. Whether you market ski chalets or vacation properties, ranch homes or southwestern villas, our materials will set you apart from your competition.



**BERKSHIRE HATHAWAY**  
HomeServices

*Good to know.®*