Being a Berkshire Hathaway HomeServices member agent means not only aligning yourself with America's finest brokerages and agents but also gaining access to some of the most powerful tools available in real estate today through our network's intranet, REsource Center. Access this comprehensive suite of tools by visiting bhhsresource.com and read on for an overview of the REsource Center's programs and systems.

Commercial REsource
A commercial information exchange system available to Berkshire Hathaway HomeServices network commercial agents. Commercial agents can post property listings and agent bios, which upload to berkshirehathawayhs.com where investors, consumers and industry professionals have the ability to search and view listed property information and conduct agent and office searches. Additional resources are available to those who choose to subscribe.

Lead REsource
A fully functional Customer Relationship Management (CRM) platform that includes tools to help you manage your contacts, appointments, tasks, events and ongoing customer communication.

- CRM: This system allows you to manage individuals and groups, track online property searches and views through your affiliate-branded website, view communication history, and manage appointments and tasks.
- Action Plan Manager: This automated communication system allows you to schedule and send ongoing drip email communications to individuals or groups. You can also customize and use existing plans or create a plan from scratch.
- Quick Email: Access any of the existing system email messages or create and save your own as a quick and simple way to communicate with customers and clients.

LearnCenter REsource
Your tool for real estate best practices and educational training. This tool offers a wide array of training in a number of formats, available to meet the needs of all audiences at all levels of production and experience.

- Web-Based Training (WBT): Self-paced instruction that can be accessed any time from your computer or tablet with topics such as business development, negotiation, pricing and presentation skills.
- Virtual Instructor-Led Training (VILT): Live facilitated training via the Internet and telephone or VoIP (computer speakers) connection. Enroll to attend a variety of training sessions, including sales skills training and training on REsource Center, Marketing REsource and Lead REsource tools.
- Access a library of recorded sessions, training videos and downloadable resources.
- Certified International Property Specialist (CIPS) Designation: Berkshire Hathaway HomeServices is one of the few companies offering this international certification program to its members at a preferred rate.

Marketing REsource
Your online location for highly effective, personalized marketing materials. All content is automatically personalized and branded. Materials are template-based and allow for a high degree of customization, while maintaining the Berkshire Hathaway HomeServices branding and messaging. Select from an array of marketing assets such as property flyers, eCards, Newsletters, presentations, door hangers and more. Popular features include:

- Mobile Ad Builder: Create daily or monthly mobile ads targeted to mobile users by address, ZIP code, or city with easy-to-use templates. Promote your business, new or featured listings or your next open house event. Advertising costs start at approx. $25/day for 5000 (+/-) impressions.
- Videolicious: Videolicious is a free app integrated with Marketing REsource that allows you to create sophisticated videos in minutes, from listing videos and neighborhood tours to agent profiles and customer testimonials.

(continued)
RESOURCE CENTER TOOLS (continued)

(Marketing REsource - continued)

- A single, centralized location where you can store, access and share all of your marketing content.
- Detailed metrics reporting so you can track how recipients interact with your marketing pieces.
- MLS Integration: Enables you to populate all areas of a property template – pictures, text and so on – and create a finished marketing piece in just seconds.
- Email distribution lists that can be efficiently created and managed to send eCards to targeted audiences
- ‘Print on Demand’ services: Enables you, at the click of a button, to send out and promptly receive certain types of marketing collateral – flyers, door hangers, etc.

Mobile REsource
Mobile REsource is the Berkshire Hathaway HomeServices’ mobile MLS search application. Each company is set up with a locally branded mobile app as part of its affiliation. Agents can purchase their own branded app directly from Smarter Agent through REsource Center. The Mobile REsource app is available on iPhone and Android devices and is available to be installed on iPads.

Seller Advantage
Your tool to connect with sellers in all stages of your relationship with them.
- Listing Presentation Report: Designed to show potential sellers the type of online activity their listing would generate. It compiles current online search data of actual consumers looking for homes similar to theirs. The report also gives a competitive overview of similar homes currently on the market.
- Listing Activity Report: Designed to help agents stay engaged with sellers by keeping them informed about marketing, showings, and buyer interest while their property is on the market. The report provides sellers information on current online buyer activity with a dynamic view of market statistics.
- Market Activity Report: This is a customizable report you can set up for anyone in your database who is interested in real estate within your MLS service area(s). The report highlights the kind of Internet exposure and buyer traffic homeowners could experience if they were to put their home on the market and provides a competitive overview of homes for sale and recent sales.

Social Media REsource
This tool provides franchisees the ability to manage multiple social pages simultaneously from a single platform. Generate your own customized content to publish to your social pages or use Berkshire Hathaway HomeServices corporate-generated articles and/or Hot Content articles generated from Engage 121. With one click, agents can share content to Facebook, LinkedIn, Twitter, and/or Google+. Each affiliate gets one account with 2 free licenses. Additional licenses are available at a cost.

The Shop at BHHS
The network shopping portal located on REsource Center that provides Berkshire Hathaway HomeServices franchisees and their agents the ability to purchase promotional and marketing materials for their business needs.
- Select from a wide range of print materials, seasonal products, closing gifts and promotional items.
- Choose from a growing selection of templates ranging from business cards, stationery, folders, postcards and more.
- Select print-on-demand to make marketing collateral easy to print.