Internet Guidelines for New Affiliates

We love seeing a new face. Welcome to the Berkshire Hathaway HomeServices network! Please refer to the following before creating your internet presence. Failure to comply will lead to a delay in processing.

Berkshire Hathaway HomeServices/BHHS Domain Names

- Two approved branded domains should have been provided to you at this time.
- Individual sales associates must not use “BHHS” or any variations of the marks in domain names. Sales associates may use a subdomain associated with an approved BHHS domain for the company.

Email Addresses

- “BHHS” or any variations of the marks should never be used in email addresses unless associated with one of the approved BHHS domains for the company.

Social Media (Domain Names/Handles)

- Company-level: “BHHS DBA” can be used in the domain name.
- Sales Associates/Brokers: Do not use “BHHS” or any variation of the marks in the domain name.
- All domains and handles must be approved by Brand prior to purchase or use.

Referencing Warren Buffett and Berkshire Hathaway Inc.

- References to Mr. Buffett, whether in electronic, print and social media, and including references made by third parties and outside sources, plus photos, illustrations and graphics, are not allowed unless specifically provided by HomeServices of America. Mention or references to Berkshire Hathaway Inc., outside of reference to Berkshire Hathaway HomeServices, also are not allowed.

- Approved Warren Buffett quotes and Berkshire Hathaway Inc. approved language can be found in the Brand Guidelines, and in REsource Center under Marketing/Brand>Approved Brand Language.

Co-Branding on your Website

- If you plan to promote a vendor (moving company, title, escrow, etc.) on your website, please refer to the co-branding section in the Brand Guidelines for specific instructions.

Questions or Concerns about these topics? Contact your assigned Transition Specialist or e-mail the Brand Department at brandidentity@hsfranchise.com. Further information about each topic can be found in the Brand Guidelines (found in REsource Center (www.bhhsresource.com) under the Marketing/Brand section).