

VALUE PROPOSITION

Berkshire Hathaway HomeServices is committed to creating value to our franchisees, and delivering a brand identity that is smart, distinctive and captures our commitment to quality.

The Value in Our Network – Helping You Grow Your Business

- Our design, color and components support and promote the strength, trust and confidence that exemplify the brand's classic heritage.
- We're your digital ally with an unmatched Global Network Platform (GNP) – GNP to help maximize productivity and grow your business in today's market. Components include: national and franchisee websites, lead management, CRM, extranet, marketing platform, mobile capabilities and social media.
- Mobile capabilities include expanded property search tools and lead management capabilities for agents
- Social media services include the ability to manage multiple accounts from a single platform.
- Marketing REsource is a powerful marketing tool to create eCards, flyers, postcards and more. It has hundreds of branded editable templates for you to use and then track through detailed metrics reporting how your recipients engage with your marketing pieces. You can also easily populate your listing templates with content from the MLS. Integration with XpressDocs allows for print-on demand and mailing of your postcards, flyers, etc.
- Our national website delivers an outstanding search experience and drives online leads to our network. Through Inside Access™ consumers gain an accurate price estimate of the

home the want to buy or sell powered by actual MLS data. Plus, they can view current information about surrounding neighborhoods, schools, the economy, the environment and much more without even registering. Enhanced lead management tools help you efficiently and effectively manage, incubate and convert these leads. We also provide multi-brand, broker-to-broker referral opportunities.

- Growing the Global Network – Berkshire Hathaway HomeServices has gone global!

Helping Franchisees Do Better Business

- Business Consulting focuses on building effective business strategies, setting short- and long-term targets and implementing Berkshire Hathaway HomeServices' tools and services to achieve results.
- Service Consulting is delivered based on an annual calendar of event topics and objectives. Consultants engage in viral, web-based, phone and occasional live meetings with their franchisees. They are also responsible for identifying companies that are candidates for growth, adoption of the LEAD recruiting program, delivery of the "lite" operations reviews, business planning and encouraging franchisees' engagement of Berkshire Hathaway HomeServices tools and services.

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- Ongoing Education: The Global Network Training Team provides a comprehensive training program in a wide variety of convenient formats.

National Promotion: Taking Berkshire Hathaway HomeServices to Market

- We retain the services of VaynerMedia, a global advertising agency, in support of the Berkshire Hathaway HomeServices brand and Edelman, a global PR agency, in support of Berkshire Hathaway HomeServices' ongoing publicity and consumer research promotion.
- Luxury Collection and Resort Properties International are marketing programs created to offer unrivaled customer service and superior knowledge of the luxury market to the world's most affluent consumers.

Supporting Commercial Real Estate Needs

We continue to support the commercial real estate business within the Berkshire Hathaway HomeServices network, though we do not offer a separate commercial-only franchise. Franchisees may subscribe to the Commercial REsource (powered by Orion) and have access to the complete suite of services offered by that platform or have commercial-listing only access allowing them to list their commercial properties on our public website or within our commercial agent network.

Get Connected and Learn More at Our Meetings, Conferences and Live Events

Berkshire Hathaway HomeServices network meetings and conferences include an annual Sales Convention and Top Performer conference (Summit).



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FOR YOU!

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Quality Brand

Berkshire Hathaway HomeServices brings a name associated with integrity, reliability and trust in the mind of consumers.

Market Dominance

We are a smart brand that reaches the upper-end demographic as well as the entire market.

REsource Center

This 24/7 web site gives network brokers and sales professionals access to industry news, along with exclusive tools, services, training and marketing programs to help improve your skills and grow your business.

Global Network Platform

This is the operating platform for website and mobile web access, online lead capture and management, transaction management, online marketing and communication resources, and also cutting-edge tools to help manage and grow your business.

Mobile REsource

This mobile app provides consumers access to you and your listings using today's smartphone technology.

Market Activity Reports

You can provide past clients, as well as everyone else in your database, regular activity reports with information and links to new homes on the market, recent sales, as well as property status and price changes.

Social Media REsource

This platform will help you acquire, engage, and efficiently manage all your social media outlets, create and send new content, and learn when customers interact with you.



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