BERKSHIRE HATHAWAY
HomeServices
Florida Realty

THE PLAN TO
SELL
YOUR HOME
Agenda

Identifying Your Goals

Marketing Your Property

Establishing A Pricing Strategy

Preparing Your Property for Sale

Who We Are
IDENTIFYING YOUR GOALS
The process of marketing and selling your house must match your objectives, priorities and needs.

In order to best serve you, I want to learn more about your plans and housing priorities. The following topics outlined below can help me understand your goals and help us build a strong working relationship:

- How we will work together in the marketing and sale of your property.
- The objectives you want to achieve from the sale of your house and the support you expect to receive from me.
- How the homeselling process should be tailored to fit the characteristics of your property.
- Your preferred method of communication - phone, email, text, social media
- Best time of communication – morning, afternoon, evenings, weekends
Understanding Your Expectations

The following topics will help me understand what is most important to you in the sale of your property.

- Communication
- Motivation
- Time frame
- Relocation assistance
- Homeselling decisions
- Price
- Marketing plan
- Previous homeselling experience
- Positive experiences
- Concerns
- Expectations
Home Seller Perspective:
Appreciating Your Property

Each property has special features that may interest buyers. Please tell me about your house.

◆ What do you feel are the most appealing features of this property?
◆ What features does this property have that differentiate it from other similar properties?
◆ What changes or enhancements would you suggest to make your property as salable as possible?
◆ What do you regard as the most attractive features of the surrounding neighborhood?
◆ Do you have any special terms or conditions regarding the sale of your property I should be aware of (e.g., items of personal property to be excluded, etc.)?
◆ Are you aware of any problems or concerns regarding the property or the neighborhood that will need to be disclosed to prospective buyers?
Selling a house typically includes many of the following elements. I will be your resource and guide every step of the way.

**Initial Consultation**
- Determine your needs and priorities
- Discuss Effective Marketing Plan
- Establish Pricing Strategy

**Design and Implement Marketing Plan**
- Complete home enhancement recommendations
- Carry out scheduled marketing activities
- Show the property to brokers and prospective “qualified” buyers
- Communicate with you on a regular basis
- Monitor results of marketing activities
- Modify Marketing Plan and Pricing Strategy as necessary
Homeselling Process (continued)

Review Offer and Reach Agreement with Buyer

- Buyer’s real estate professional presents offer
- Discuss and clarify proposed terms and conditions
- Negotiation; possible counter offers
- Reach final agreement

Complete Settlement Process

- Deposit of buyer’s earnest money
- Sign Documents
- Title search, preliminary title report to buyer
- Inspections
- Removal of remaining contingencies
- Buyer’s final walk-through of property
- Loan funding/balance of funds from buyer
- Recording of title
- Relocation of seller, possession of property by buyer

After-sale Service

- Help you find your next home, as needed
- Assist you with relocation, as needed
- Provide resources for other after-sale homeowner needs
MARKETING
YOUR PROPERTY
The Goals of Effective Marketing

To successfully promote your property to the market, a comprehensive plan of targeted activities is essential. Our marketing program has three aims:

◆ Promote directly to prospective buyers
  • Internet and Mobile Technologies
  • Yard sign
  • Open houses
  • Print advertising
  • Other marketing materials

◆ Enlist the efforts of other real estate professionals
  • The Berkshire Hathaway HomeServices Network
  • Referral and relocation resources
  • Multiple Listing Service (MLS)
  • Direct promotion to other real estate professionals

◆ Maintain communication with you
  • Review the results of our marketing activities
  • Consult with you to fine-tune our marketing strategy, as needed
We place print and online advertising to generate top-of-mind Brand awareness among millions of potential homebuyers and sellers.

National marketing and advertising programs drive consumers to www.berkshirehathawayhs.com.

Our public relations and communications programs also build on our Brand awareness and underscore our Network’s position as the authority for real estate and related services.
Potential buyers will have instant access to information about your property through our industry-leading website, mobile, and social networks.

- BerkshireHathawayHS.com
- BHHSFloridaRealty.com
- BHHSFloridaRealty.com/mobile
- Facebook.com/BHHSFloridaRealty
- Twitter.com/BHFloridaRealty
- YouTube
Important Ways to Protect Your Property

By providing peace of mind to prospective buyers, these steps can enhance the salability of your property:

- A **written property disclosure** statement will give buyers a clear understanding of this property and the surrounding neighborhood.

- A **home service plan** can give prospective buyers peace of mind by providing repair-or-replace coverage of major home operating systems and appliances.

- **Professional inspections**, such as structural, roof and termite, will reveal the current condition of the property.
ESTABLISHING
PRICING STRATEGY
**Understanding Market Value**

Market-sensitive pricing can be the key to maximum market exposure and, ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property’s value, based on:

- Location, design, amenities and condition.
- Availability of properties that buyers will be considering along with yours.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property.
- The seller’s expected net proceeds.
- The amount spent on improvements.

The impact of accurate pricing:

- Properties priced *within market range* generate more showings and offers, and sell in a shorter period of time.
- Properties priced *too high* have a difficult time selling.
Determining a Market Sensitive Price

An impartial evaluation of market activity is the most effective way to estimate a property’s potential selling price. A Comparative Market Analysis considers similar properties that:

**Have sold in the recent past**
- This shows us what buyers in this market have actually paid for properties similar to yours.

**Are currently on the market**
- These are properties that will be competing with yours for the attention of available buyers.

**Failed to sell**
- Understanding why these properties did not sell can help avoid disappointment in the marketing of your property.
Dangers of Overpricing

- The asking price that is beyond market range can adversely affect the marketing of a property.
- Marketing time is prolonged and initial marketing momentum is lost.
Dangers of Overpricing

- Fewer buyers will be attracted and fewer offered received.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell **below** market value.
Preparing Your Property For Sale
You are the Key Player on the Homeselling Team

No one has a more important role in the home selling process than you.

Here are some ways your participation can contribute to a successful sale:

- Maintain the property in ready-to-show condition.
- Ensure that the house is easily accessible to real estate professionals (lock box and key).
- Try to be flexible in the scheduling of showings.
- When you are not at home, let me know how you can be reached in case an offer is received.
- If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted.
- Remove or lock up valuables, jewelry, cash and prescription medications.
How Will Buyers See Your Property

It is important for a property to make the best possible impression on prospective buyers. The following can interfere with a buyer’s appreciation of a property:

**Exterior**
- Clutter
- Lawn needs mowing and edging
- Untrimmed hedges and shrubs
- Dead and dying plants
- Grease or oil spots on the driveway
- Peeling paint
- Anything that looks old or worn

**Interior**
- Worn carpets and drapes
- Soiled windows, kitchen, baths
- Clutter
- Pet and smoking odors
- Peeling paint, smudges or marks on walls
Show Off Your Home Every Time

These tips can help your house make the best impression, every time it is previewed by sales professionals or shown to prospective buyers:

**Exterior**
- Remove toys, newspapers, yard tools and other clutter.
- Tidy up; pick up after pets.
- Park vehicles in the garage or on the street; leave the driveway clear.
- Add color with flowers and potted plants.

**Interior**
- Make beds; clean up dishes; empty wastebaskets.
- Remove clutter throughout and put away toys.
- Set out “show towels” in baths.
- Freshen the air; potpourri or baked bread aroma; deodorize pet areas; set a comfortable temperature.
- Do quick vacuuming and dusting.
- Arrange fresh flowers throughout.
- Play soft background music.
How Can I Help You

I will apply my knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from me:

- I will work with you at every stage of the homeselling process, from the development and implementation of your Customized Home Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- We will want to agree to a system of regular communication so that you can be kept informed at all times.
- I will give you reliable information and solid advice so that you can make informed decisions.
- It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.
I commit that I will:

- Communicate with you in a timely and efficient manner.
- Identify your needs.
- Develop and implement an effective Customized Home Marketing Plan for your property.
- Help you determine an effective pricing strategy.
- Recommend steps to prepare your property for market.
- Assist in the negotiation of the terms of the sale with prospective buyers.
- Guide you through to the completion of the transaction.
What distinguishes Berkshire Hathaway HomeServices Florida Realty from others?

Berkshire Hathaway HomeServices Florida Realty is a full-service brokerage and is a wholly owned subsidiary of WCI Communities, Inc. It is a franchise member of Berkshire Hathaway HomeServices.

Berkshire Hathaway HomeServices is a real estate brokerage network built for a new era in residential real estate.

The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity.
What Berkshire Hathaway HomeServices can do more to meet your homeselling needs:

- Reputation
- Commitment to Customer Service
- Advanced Technology
- Network Strength
- High Standards
“When people are making the decision of the magnitude of buying a house, it’s the biggest decision a great many families will ever make. They want to know who they’re working with and we think that the Berkshire Hathaway name will be reassuring to many of those people.”
– Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

• Berkshire Hathaway HomeServices is among the few companies entrusted to use the Berkshire Hathaway brand name with consumers.

• Berkshire Hathaway HomeServices brings to the real estate market a definitive mark of stability, strength and, above all, quality. Our visual identity—from our distinctive colors and quality seal to our dignified, unpretentious typography—exemplifies our timeless character.

• Berkshire Hathaway HomeServices reflects Berkshire Hathaway’s strong reputation through the core values of trust, integrity, stability and longevity.

• Our brand identity communicates our commitment to integrity and an intelligent and straightforward approach, inspiring the best in our affiliates and delivering the best to our customers.
Berkshire Hathaway HomeServices: Strong Lineage

“Berkshire Hathaway is built to be forever … it’s true of all the businesses we own. You want to be part of an organization that’s not looking to sell out next week or next month or next year, or where the place will crumble when the founders leave. In terms of permanence, we can’t be beat. Not only can we not be topped by anyone, we can’t be matched by anyone.”

– Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

• Berkshire Hathaway Inc. is a worldwide holding company based in Omaha, NE. Its chairman and CEO is Warren Buffett, often referred to as the “Oracle of Omaha,” who according to Time magazine’s 2012 ranking, is among the world’s most influential people.

• Further, Berkshire Hathaway is the No. 1 company in Barron’s 2013 ranking of the world’s most respected companies; it stands at No. 8 in Fortune magazine’s 50 Most Admired Companies survey; and is No. 18 in Harris Interactive’s reputation study of the 60 Most Visible Companies.

• Berkshire Hathaway employs nearly 300,000 people and owns more than 55 companies, including GEICO, Fruit of the Loom, Dairy Queen, Helzberg Diamonds, Benjamin Moore Paints, Business Wire, NetJets, BNSF Railway Company, See’s Candies, MidAmerican Energy Holding Company and HomeServices of America.

• Its approach is to acquire companies with great brands, great products and strong leadership and hold them for the long term. The company, with its diverse holdings, is said to cover consumers head to toe. Real estate fits perfectly into that strategy.
“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have; and I don’t think you could find one.”

– Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

• Berkshire Hathaway HomeServices is grounded in financial strength and the deep tradition of its ownership.

• Berkshire Hathaway HomeServices boasts proven operational excellence, demonstrated integrity, and the reputation of the Berkshire Hathaway network of companies.
**Convenient, Value Added “Family of Services”**

Sales, Leasing, Mortgage, Title, and more

**Berkshire Hathaway HomeServices Florida Realty** is the # 1 affiliate in Florida and has over 39 locations and more than 1,650 real estate professionals throughout Florida. The company is the 5th largest brokerage among the Network brokers across North America. [www.bhhsfloridarealty.com](http://www.bhhsfloridarealty.com)

**EverBank**

A mortgage is an integral part of any home buyer’s financial plan. EverBank has built their lending model to support a variety of home purchasing needs and financial goals. Working together with Berkshire Hathaway HomeServices Florida Realty, EverBank provides unrivaled services and product selection for their customers.

[www.everbank.com/bhhsfloridarealty](http://www.everbank.com/bhhsfloridarealty)

**Florida Title & Guarantee Agency**

Florida Title & Guarantee Agency is a state of the art, full service Title Insurance and Settlement Services Company. Services include title examination, clearing title, ordering surveys, conducting face to face closings, explaining closing documents, collecting and disbursing funds, and issuing title insurance policies to Buyer and Lender Clients. Florida Title & Guarantee Agency offers consistent, careful service in every aspect of title insurance. The professionals at Florida Title & Guarantee Agency closely guide purchasers through the closing process with personal, individualized attention to make every closing a pleasant experience.

Experience the Full-Service Real Estate Difference

Service America
Home Service Plans are available for buyers and sellers through our partners at Service America. Offering a Service Plan can benefit customers assuring the home’s major appliances and equipment will be serviced or repaired with one call. www.serviceamerica.com/bhhsfloridarealty

First American Exchange Company
First American Exchange Company provides qualified intermediary services for forward 1031 tax deferred exchanges and exchange accommodation titleholder services for reverse exchanges of real and personal property. From a standard transaction to the most complex, we are here to help you by providing the professional service you deserve as well as financial strength and experience to make the process seamless for you. www.FirstExchange.com

First American Property & Casualty Insurance Agency
First American Property & Casualty Insurance Agency is a full-service insurance agency tailored to your busy lifestyle. Because price and product can vary greatly from one company to the next, it is important to shop around. First American Property & Casualty Insurance Group is here for you. Find peace of mind in knowing your home is protected with a policy from “A” rated First American. www.fapcia.com

AmeriSpec Home Inspection
AmeriSpec provides thorough and professional home inspections to help ensure a buyer’s familiarity with the home and the condition of its major systems. An AmeriSpec Home Inspection can help a buyer feel more secure about the purchasing decision thus allowing the transaction to proceed more smoothly. www.amerispec.com
To position your home to sell, you must reach a large segment of prospective buyers. Berkshire Hathaway HomeServices Florida Realty heavily promotes listings via the Internet and mobile technologies to capture buyers and sellers wherever they are online and offline.

- An individual website for your home including a “Share button” plus over 350 partner websites.
- A Virtual Tour and unlimited photos of your home
- Local and worldwide exposure to market your home through our strategic local and international alliances
- Websites, print publications and emails marketing your home
- All magazine and newspaper advertising references our company website, driving even more traffic to your home
- Your home will be displayed as a Showcase Listing on Realtor®.com, the #1 website for real estate in the world.
- YouTube.com Video of your property!
Our Showcase Listing Enhancement Package means even more exposure for your home!

- Capturing buyer attention and setting your property apart are the key objectives in our Internet/Mobile Marketing Strategy.

- Berkshire Hathaway HomeServices Florida Realty has partnered with REALTOR.com to enhance listings online and on their mobile App of all the properties it markets with multiple photos and customized property descriptions on the number one real estate website in the world, REALTOR.com.

- Our properties will also receive high-impact placement on other popular Web portals such as MOVE.com and MSN®, helping reach the largest audience of home buyers.

- We understand it is vital to reach the over 9 million consumers each month that, on average, spend 82 percent of the time they search for a home online on the REALTOR.com network. With over 90 percent of all home buyers using the Internet at some point in their search for homes, Berkshire Hathaway HomeServices Florida Realty is working to make sure your home is promoted where more consumers are searching online. The majority of home buyers say photos and detailed property descriptions are the most useful features when searching for homes on the Internet.
Leadership in a Global Marketplace

You want your home to be exposed to the greatest number of prospective buyers with the means to purchase your property. There are a number of reasons why the ultimate buyer of your home may be from outside the local market or the region.

Berkshire Hathaway HomeServices Florida Realty is committed to reaching buyers for your property far beyond U.S. borders and promotes the NAR-certified course, the Certified International Property Specialist (CIPS) designation and the International Consortium for Real Estate Associations (ICREA) Transnational Relocation Certification which help prepare our Sales Professionals for international transactions.

• We speak over two dozen languages enabling us to effectively respond to the multi-cultural needs of customers wherever they might live.

• As an affiliate member of the industry’s largest relocation network, Berkshire Hathaway HomeServices Florida Realty can find, list and sell, or manage properties virtually anywhere.

• With global access to the Internet, modern transportation, and the increasing ease with which one can buy and sell properties around the world, the international real estate market is as close as your backyard.
Our Unique Luxury Collection of Florida Marketing Program

Berkshire Hathaway HomeServices Florida Realty has created the most innovative advertising program in the industry to market luxury homes. This program puts your home in front of millions of local, national and international affluent readers. If your home qualifies, it will be advertised for the life of the listing, in the local advertising venues plus:

**duPont Registry, A BUYERS GALLERY of FINE HOMES,** targets an affluent worldwide audience bringing your listings to prospective buyers. This publication features extraordinary properties from around the world. The duPont Registry reaches the right buyer through their distribution network. All copies are mailed or shipped directly to Subscribers, Celebrities, Top Executives and Sports Figures. All copies are sold on newsstands, in upscale bookstores and in domestic and international airports! We will have a special 40-page insert in the Quarterly publication of the duPont Registry to display our Luxury Collection properties.

DuPont Registry’s new expanded international distribution includes copies of the magazine available to first-class and business-class passengers on 13 major international airlines, including British Airways, Air France, Japan Airlines, Virgin Atlantic and Lufthansa. Copies of the magazine are also available in the executive lounges. We place our listings directly into the hands of the international buyer!

**The Wall Street Journal** Online Edition for Real Estate boasts an average of over 6 million visitors per month. Your listing will be displayed and enhanced on the www.wallstreetjournal.com Real Estate portal.

All of our Luxury Collection Listings will be displayed prominently on this high traffic portal for maximum exposure. Your listing will be displayed with additional photos, virtual tour link, custom ad copy, and a direct link to your Berkshire Hathaway HomeServices Florida Realty Real Estate Sales Professional for immediate follow up for online inquiries.

Luxury Collection of Florida is the company’s in-house magazine and is published quarterly. Copies are distributed to Luxury Collection Specialists in feeder states and the 39 company locations throughout Florida. Your luxury property will be displayed in this publication until your property sells!
Marketing Portfolio for Luxury Properties
Luxury Collection of Florida Marketing System - Continued

**duPont Registry, A BUYERS GALLERY of FINE HOMES, Online Edition at www.duPontREGISTRY.com.**

Your luxury property will be enhanced in the online edition of this upscale publication with additional photos, virtual tour link, custom ad copy, and a direct link to your Berkshire Hathaway HomeServices Florida Realty associate to ensure immediate attention and follow up for online inquiries.

**duPont Registry, A BUYERS GALLERY of FINE HOMES, Virtual Magazine.** Your Fine Home will be displayed in this Virtual Magazine for easy viewing through advanced technology.

**Professional Photography:** A professional photographer will schedule a photo shoot for your luxury property. The photos include on average 5 high resolution panoramic shots and 6 still photos.

**Virtual Tour:** An enhanced listing receives 299% more online views. For this reason, we use the latest digital equipment to create your virtual tour to ensure clear, crisp images to capture and engage the online audience.

**Luxury Property Manager:**
Berkshire Hathaway HomeServices Florida Realty’s designated in-house manager will provide assistance to our local branch offices to ensure proper placement and attention to your luxury property.

For maximum Internet exposure 24 hours a day/7 days a week, your listing will also be enhanced on the following websites:

- www.BHHSFloridaRealty.com
- www.realtor.com
- www.move.com
- www.msn.com
- www.luxurycollectionofflorida.com
- www.dupontregistry.com
- www.moving.com
- www.wallstreetjournal.com
A traditional and mobile website with the latest website technology and built-in lead generating forms.


Your Property has its own webpage:
www.BHHSFloridaRealty.com/MLS#
www.mydomainanme.com/MLS#

Automatic monthly Market Report which provides market activity and new listings to keep customers informed.

Showcase Listing Enhancements on Realtor.com for advanced placement and maximum exposure.
Berkshire Hathaway HomeServices Florida Realty (formerly Prudential Florida Realty) continues to be one of the leading companies for Broker to Broker referrals, 3rd Party Corporate Relocations, and Corporate Group Moves both nationally and internationally.

Berkshire Hathaway HomeServices Florida Realty’s full service Relocation Department received the 2013 Spirit of Partnership Award and maintains a proven track record of high level of service and experience by our staff and knowledgeable relocation certified Sales Professionals.

The Relocation Leadership Team are members of the Employee Relocation Council and hold the Certified Relocation Professional (CRP®) Designation. They are also members of the Relocation Director’s Council and past Board of Directors, the Relocation Advisory Council for Brookfield Relocation and as a Network Referral Services Mentor assists other Affiliates throughout North America.
Graebel Relocation Services

A trusted relocation partner for household goods transportation, Graebel delivers World Class service to Berkshire Hathaway HomeServices Florida Realty customers.

As the largest privately owned and managed full service relocation company, Graebel brings total accountability to each and every move.

Graebel owns and manages its van line, international forwarding operation and nationwide, state of the art service centers - strategically located in every major U.S. market.

A History of Success For over 60 years, hard work and a commitment to accept nothing short of excellence has made Graebel the relocation industry leader and the world’s largest privately owned and operated, full service relocation company.

World Class Service - Around the Globe The Graebel expertise is not limited to U.S. boundaries. Graebel has managed over 100,000 overseas relocations for individuals and corporations for over two decades.

Unmatched Resources Whether you’re moving across town or coast to coast, Graebel has you covered. Headquartered in Denver, Graebel owns and operates its van line, nationwide service centers, and international forwarding offices. This means you’ll have the relocation industry’s strongest foundation supporting your move.

The Graebel Commitment Our promise to you is a smooth, stress-free relocation where commitments made are commitments kept - a promise resulting in 98% of customers saying they would move with Graebel again. So before you start to worry about your upcoming move, sit back and relax…choose Graebel, and be assured of the highest level of uniform standards from start to finish!
At Berkshire Hathaway HomeServices Florida Realty, we know that the family of services we offer not only need to be exceptional, they need to exceed your expectations.

Creating satisfied customers for life and receiving referrals is extremely important to us.

Moving can be one of the most stressful times in your life.

Let our One Smart Mover Personal Concierge Service take care of the details for you. Your personal concierge can schedule and coordinate all of the home services and connections you need – from cable, water, electric, and internet, to appliance discounts, financing options, home warranty and security plans.

This complimentary service can provide a time-saving solution for your move.

One Call Does It All! 866-398-1750
www.FloridaRealtyConcierge.com
Commitment to Our Community
The Sunshine Kids Foundation

Berkshire Hathaway HomeServices Florida Realty is committed to delivering smiles to more than just buyers and sellers of real estate. With a company culture that includes community service and patriotism, the Company’s success is measured by more than just dollar signs—it’s measured by its concern for the community and giving back to those in need.

The Sunshine Kids is a national non-profit organization dedicated to helping children with cancer by providing emotional support, group activities and adventure trips for kids.

Since 2001, Florida Real Estate Services have raised over $2,800,000 for the Sunshine Kids through fundraising events from silent auctions to comedy shows and is the #1 contributor in Florida.

As a result of the efforts, thousands of children from hospitals across the country are enjoying the emotional support they need during one of the most difficult times of their young lives.

To learn more about The Sunshine Kids or to show your support, please visit www.sunshinekids.org.

Tax-exempt ID: 76-0020802
Berkshire Hathaway HomeServices Florida Realty (formerly Prudential Florida Realty) is the #1 affiliate in Florida and has over 39 locations and more than 1,650 real estate sales professionals servicing 17 counties throughout Florida and is a wholly owned subsidiary of WCI Communities, Inc..

The company offers residential and commercial services as well as seasonal rentals, property management, REO & Foreclosures, corporate relocations, referral services, mortgage, title, insurance, home service plans, and personal concierge services.

Florida Real Estate Services includes Berkshire Hathaway HomeServices Florida Realty, EverBank and Florida Title & Guarantee Agency.
Customized Home Marketing System℠
“Marketing Florida Real Estate at the Highest Level!”

Conventional Marketing Provided
By Most Fine Real Estate Companies

- Enter listing into MLS
- Advertising
- Property Flyers
- Open House
- Broker Open House
- For Sale Sign
- Comparative Market Analysis

World Class Branding

Visual Marketing Strategy

Global Internet/Mobile Marketing & Social Networking System

Referral Networking System

Complimentary Concierge Services

Convenient, Value Added “Family of Services” - Financing, Title Insurance & Settlement Services, Insurance, Home Inspection, and Home Service Plans

Home Seller Perspective

I authorize Berkshire Hathaway HomeServices Florida Realty to execute the Customized Home Marketing System.

_________________________________________________________________________________________

Property Address

_________________________________________________________________________________________

Seller

Marketing Disclosure: I will commit to perform not only the conventional marketing, but also the customized upgrades. I will keep in touch and provide regular updates regarding activity.

_________________________________________________________________________________________

If your home is currently listed, this is not a solicitation of that listing.

_________________________________________________________________________________________

Berkshire Hathaway HomeServices Florida Realty Sales and Marketing Professional

Berkshire Hathaway HomeServices Florida Realty’s Customized Home Marketing System created by Berkshire Hathaway HomeServices Florida Realty in conjunction with Allan Dalton Consulting.
Thank you for taking the time to review this home marketing proposal.

We look forward to working with you.
THE PLAN TO SELL YOUR HOME

Good to know. TM

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