



THE SELLER GUIDEBOOK

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

R E A L E S T A T E R E D E F I N E D

You've made the decision to sell your property; now you need a partner you can trust to make it happen. At Berkshire Hathaway HomeServices Georgia Properties, we redefine real estate every day, for every client, developing a unique selling strategy just for you.

Working with our associates, you gain a true guide who has the knowledge and experience that comes from being part of an award-winning company that has helped individuals and families make their dreams come true for over 55 years. As a member of the Berkshire Hathaway family of companies, we have the resources to bring a new level of quality to the real estate experience. We are continually redefining how to serve our clients and leveraging the latest innovations in technology to ensure an efficient, seamless selling process.

REDEFINING REAL ESTATE

From helping you price and prepare your property for sale, until the closing process is complete, Berkshire Hathaway HomeServices Georgia Properties will be with you every step of the way. Additionally, we partner with the best in the industry to offer a fully integrated team of professionals who are all committed to your success.

We hope the information that follows is helpful and are honored by this opportunity to help you sell your property.

Thank you,

A handwritten signature in blue ink that reads "Dan T. Forsman". The signature is fluid and cursive, with a large initial "D" and "F".

Dan Forsman

President & CEO

Berkshire Hathaway HomeServices
Georgia Properties

The right partner to guide you.

WE BEGIN BY UNDERSTANDING YOUR GOALS

Whether you need a larger space, have decided to downsize, or life is taking you on a new adventure, selling your property is a big decision. It can also be an emotional one.

Your home is one of your largest investments. It is where you have been making memories and planning your dreams. The time you have spent in every room and outdoor space is all part of your property's unique story.

GOOD TO KNOW

**RANKED #1
IN HOMES
SOLD**

*Trendgraphix
Collateral Analytics
Broker Metrics*

BETTER MARKETING ACHIEVES BETTER RESULTS

Our marketing will bring the unique story and value of your property to life for potential buyers. Our approach is to introduce your property to the broadest possible audience of buyers and achieve the highest price in the shortest amount of time. Our proven method helps you attain the highest net return on your investment. A Berkshire Hathaway HomeServices Georgia Properties associate is the right partner to help you achieve your specific goals.





WE SIMPLIFY THE PATH *to home selling.*

REDEFINING REAL ESTATE MARKETING

Every piece of real estate is different - and an effective selling strategy should reflect that. Our associates are trained to use our exclusive, award-winning Advanced Property Marketing System that is tailored specifically to meet your needs.

Our system combines first-hand knowledge of the current market, real-time sales and listing data, and a comprehensive marketing plan to ensure the most effective approach to selling your real estate.

1. ASSESS:

WE BEGIN WITH A DETAILED ASSESSMENT OF YOUR LOCAL MARKET, YOUR PROPERTY AND COMPETITIVE PROPERTIES. TOGETHER, WE WILL DISCOVER THE UNIQUE VALUE OF YOUR PROPERTY.

2. DESIGN:

WE BRING THE STORY OF YOUR PROPERTY TO LIFE AND DESIGN A WINNING STRATEGY TO REALLY MAKE YOUR HOME STAND OUT FROM THE COMPETITION.

3. IMPLEMENT:

WE IMPLEMENT YOUR CUSTOM MARKETING PLAN ACROSS A WIDE VARIETY OF THE LATEST TECHNOLOGIES - ONLINE, IN PRINT, AND IN PERSON.

4. MEASURE:

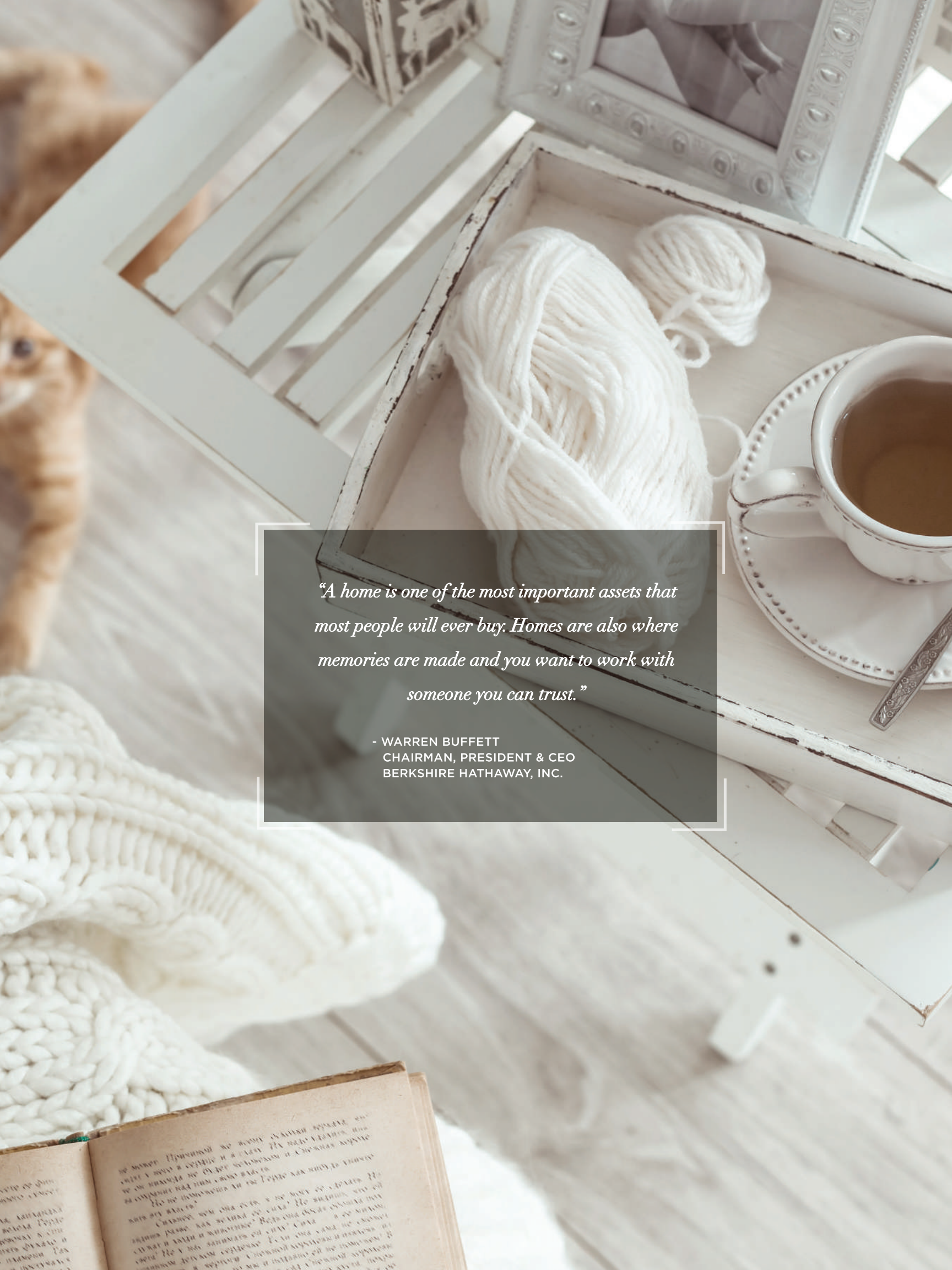
WE CAREFULLY MEASURE ONLINE SHOWINGS, LIVE SHOWING FEEDBACK, MARKET CHANGES, AND NEW COMPETITION.

5. OPTIMIZE:

AS THE MARKET CHANGES, WE WILL WORK TOGETHER TO MAKE DECISIONS TO IMPROVE THE COMPETITIVENESS OF YOUR PROPERTY.

Trendgraphix reports that Berkshire Hathaway HomeServices Georgia Properties is the market leader in homes sold and represents more buyers than any other brokerage in our service area.



A warm, homey scene featuring a white ceramic cup of tea on a saucer, a ball of white yarn, and an open book with Russian text. The items are arranged on a light-colored wooden surface, possibly a table or a large box. In the background, a framed picture and a small decorative object are visible. The overall atmosphere is peaceful and domestic.

"A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust."

- WARREN BUFFETT
CHAIRMAN, PRESIDENT & CEO
BERKSHIRE HATHAWAY, INC.



**GET TO KNOW OUR
MIDDLE NAME: HOMESERVICES**

WE WORK CLOSELY WITH
PARTNERS WHO ARE THE BEST
AT WHAT THEY DO AND WHO
YOU CAN TRUST THROUGH
EVERY STEP OF THE SELLING
PROCESS.



PROSPERITY HOME MORTGAGE

Prosperity Home Mortgage provides a wide range of home financing programs and products that can benefit buyers and sellers. For sellers, there are opportunities to lower closing costs, shorten closing time-frames and reduce risks. As you consider your next purchase, Prosperity Home Mortgage has several programs that allow you to close faster and reduce risks of rate increases, so you can have peace of mind for your transition.

phmloans.com

WEISSMAN P.C.

Known across Georgia for their expertise in real estate, Weissman P.C. works with you and your associate to ensure a positive closing experience. A pioneer in closing technology, the firm provides an online portal, ClosingConnect, where buyers, sellers and agents share the information required for closing efficiently and more securely than ever before. Weissman lets you achieve your goals in a secure and reliable way.

weissman.law

HSA HOME WARRANTY

When you list your home with us, you receive a complimentary home warranty through our partners at HSA Home Warranty. This warranty, which is good from when you list to when you close, covers appliances, electrical and HVAC systems, and other potentially costly repairs that need to be addressed during the time your home is listed or as a result of the inspection. What could mean thousands out of your pocket ends up costing you only your deductible.

onlinehsa.com

HOMESERVICES INSURANCE

Working with the top-rated national and regional insurance carriers in the country, HomeServices Insurance Georgia (HSI) will work with you to make sure your property and belongings are protected throughout the selling process. To ensure no surprises for you or the buyer, they can check to see if the requirements for your property have changed with regard to flood insurance and also share a CLUE report, which provides insurance claim history on your home.

hsinsurance-ga.com

ADDITIONAL HOME SERVICES PROVIDERS

Your associate can introduce you to service providers to help you make a great first impression and maximize your return on investment. These may include painters, lawn maintenance, repairs, staging, decorating, de-cluttering, cleaning, and many other services specific to your needs.

YOUR PROPERTY'S UNIQUE STORY

Think about when you bought your current property. What was it that made you say, "This is the one?"

Our associates will work with you to highlight what is special and unique about your home and tell the story of your property in a way that will help buyers make an emotional connection - and as a result want to make it their own.

Your story can include any number of chapters, for example:

Does your property have a unique or hard-to-find style?

Are there special architectural or design attributes?

Is it energy efficient or eco-friendly?

Is it in a popular location?

Have you recently remodeled?

Are there notable restaurants or other activities nearby?

Does the neighborhood offer amenities?

Is it a historic property?

Does it offer a unique style of life?





*Once we understand the story of your
property, we will make it come to life.*

ASSESSING THE MARKET AND DEFINING VALUE

Your property's unique story is only one part of the selling equation. The other factor is the current real estate market - specifically pricing trends in your area and other available properties that might attract the same potential buyers. While you have a unique perspective on your property's value, it is also important to think like a buyer.

Our team at Berkshire Hathaway HomeServices Georgia Properties takes a close look at both the opportunities and the challenges that may exist once you decide to sell. As a result, we can provide you with realistic expectations with regard to what price you can expect and how long your property may be on the market.

Our associates use a combination of publicly available and proprietary information to assess local market trends and sales history. The following are some of the other factors we will take into consideration when working with you to determine the value of your property:

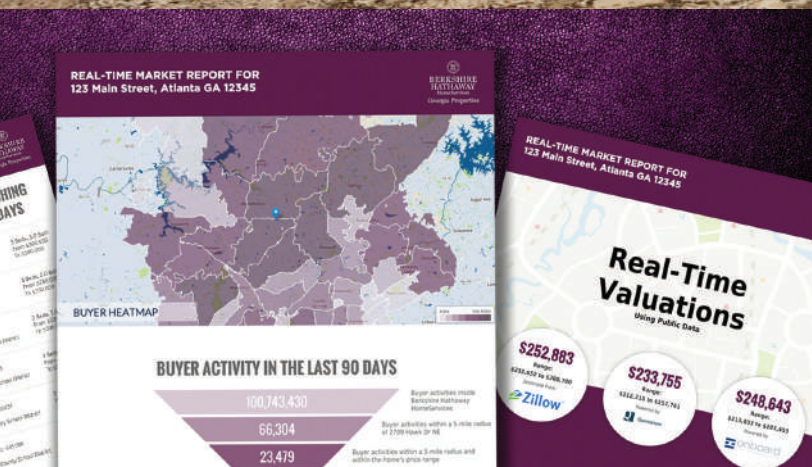
- The style, size, and floor plan
- First impressions and curb appeal
- The age and condition of your property
- Property taxes and value estimates
- Competitive properties in your neighborhood
- Historical data for sales in your area
- Attributes or amenities of your community
- Buyer Market Analysis





GOOD TO KNOW

PRICING,
PACKAGING,
CONDITION,
AND MARKETING
IMPACT YOUR
SELLING
SUCCESS



FIRST IMPRESSIONS MATTER

When selling any type of real estate, you only have one chance to make the right first impression. Whether a potential buyer is viewing your property for the first time in a photograph, video, or in person - what they see will have a tremendous impact on their interest. Within 3 seconds of seeing a photo, buyers have formed a positive or negative opinion of your property.

Only 10% of potential buyers can visualize the potential of a property.

That means the majority need to see and experience your space in a way that appeals to them.

Our associates will work with you to ensure your property appeals to the broadest base of qualified buyers and will offer advice with regard to:

GOOD TO KNOW

PROFESSIONALLY STAGED HOMES SELL

73% FASTER

**Real Estate
Staging Assoc.*

Cleaning and repairs to maximize “curb appeal”

De-cluttering so your home feels more spacious

De-personalizing so potential buyers can envision themselves in your space

Neutralizing so potential buyers can think about how they might add their own touches and personality

In some cases, our associates might recommend professional staging which can maximize your property’s appeal, result in a shorter time on the market, and lead to a higher offer.





REDEFINING REAL ESTATE MARKETING

At Berkshire Hathaway HomeServices Georgia Properties, our proactive, broad marketing approach goes far beyond simply listing your property or putting a sign in your yard.

When you put your trust in us, you can be sure we will leverage every available resource to attract qualified buyers. Our comprehensive Advanced Property Marketing System is an investment in your success and includes:

- High-quality photography and videography
- Best practices in technology, including online, mobile, and digital marketing solutions
- Connecting directly with potential buyers through local agents, corporate relocation experts, and international markets
- Leveraging a number of exclusive national and global real estate referral networks
- MEGA Open Houses unlike any of our competitors

USING A TARGETED APPROACH

We will also identify targeted market segments for potential buyers. For example, there may be feeder neighborhoods to target. If you live in a walkable community, your property might be of greater interest to people who want to drive less.

With our unparalleled knowledge of the local market and access to robust data about buyers, we can identify the most appropriate segments and make sure that your marketing strategy is specifically targeted.

Our advanced marketing will bring
the story of your property to life.



GOOD TO KNOW

**RANKED #1 IN
ATTRACTING
MORE BUYERS.**

*Trendgraphix
Collateral Analytics
Broker Metrics*

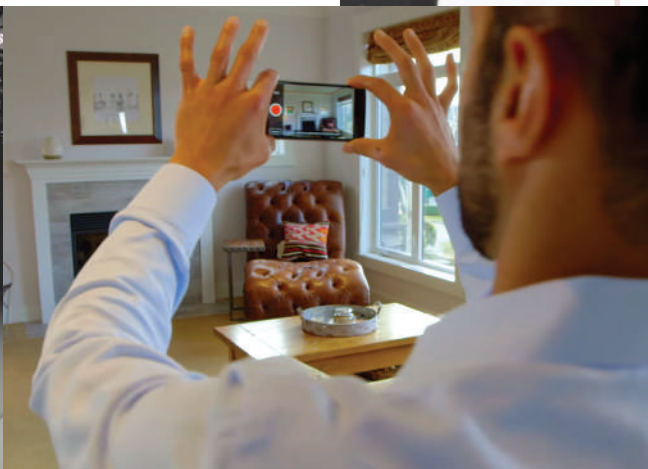
WHEN A PICTURE (OR VIDEO) IS WORTH A THOUSAND WORDS

High-quality photography and videography are what brings the story of your property to life. As more buyers start their search online, high quality photos and video are critical tools for an effective selling strategy. Our associates understand what potential buyers want to see and can ensure that your visual marketing resources are produced in a way that will generate interest, excitement, and ultimately an offer on your property.

Berkshire Hathaway HomeServices Georgia Properties works closely with the major websites as they change their methods to prioritize search results. For example, Zillow boosts properties with a Zillow Video or 3D Home to the top of their search results.

PROPERTY VIDEOS

Property videos can be a very effective method to show the layout and give buyers a better feel for the property and area. Our company partnered with Zillow Group to popularize WalkThrough Videos which show the video as the first photo and gives the listing top priority in search results. We are working with Zillow on new projects for 3D Homes and Augmented Reality.



22



GOOD TO KNOW

HOMES WITH
PROFESSIONAL
PHOTOGRAPHY
ARE VIEWED

**118%
MORE**

Realtor.com

Zillow reports that properties with video
get 2X the views and are saved as favorites twice as often.

WE BRING YOUR PROPERTY TO THE BUYER

We don't wait for the buyers to come to you. The latest survey from the National Association of REALTORS® reports that 95% of homebuyers start their search online. Also, more buyers first found the property they purchased from the internet. Online marketing is critical to the success of your property marketing and there are significant differences between the offerings of real estate companies.

HOW DID BUYERS FIRST LEARN ABOUT THE HOME THEY PURCHASED

	2001	2009	2010	2011	2012	2013	2014	2015	2016	2017
Internet	8%	36%	37%	40%	42%	43%	43%	44%	51%	49%
Real Estate Agent	48%	36%	38%	35%	34%	33%	33%	33%	34%	31%
Yard Sign	15%	12%	11%	11%	10%	9%	9%	9%	8%	7%
Friend, Neighbor, Relative	8%	6%	6%	6%	6%	6%	6%	6%	4%	6%
Print	7%	1%	1%	2%	1%	2%	1%	1%	1%	1%

NAR PROFILE OF HOME BUYERS AND SELLERS.

- The Zillow Group and Realtor.com websites receive 80% of all real estate searches for Metro Atlanta
- Our company has strategic partnerships with Zillow and Realtor.com so your listing gets more views
- Our company was the first brokerage to receive the Zillow and Realtor.com Broker of Excellence Awards
- Our company was the first brokerage to syndicate listings to Nextdoor - a private social network for neighborhoods
- We expose your listing to over 40,000 real estate websites, mobile websites, and mobile apps
- Our listings are viewed in over 100 million monthly searches
- Our listing pages receive over 4.5 million monthly views

GOOD TO KNOW

95%
OF BUYERS
START THEIR
SEARCHES
ONLINE.

**National
Association
of REALTORS®*

OUR LISTING SYNDICATION NETWORK IS THE MOST ADVANCED IN THE WORLD

The world of online real estate listings is rapidly changing. Our company has developed a robust network of listing feeds and website partners to achieve maximum exposure and the highest visibility for our listings. We are constantly monitoring and managing our network of over 40,000 websites to ensure quality and accuracy.

We have special programs with the leading websites, such as Zillow Group, Realtor.com, the Wall Street Journal Global Network, the Financial Times, the exclusive International MLS, and many more. We also reach 900 million potential buyers behind the internet firewall in China through our unique partnership with Juwai - Tencent. No other company provides such extensive exposure for listings which increases the chances of finding the right buyer and the best terms.



EXCLUSIVE CHARTER
MEMBER OF THE
INTERNATIONAL MLS
SEARCH PROPERTIES
IN 90 LANGUAGES



STRATEGIC PARTNERSHIP WITH ZILLOW GROUP

More Leads For Our Listings

Berkshire Hathaway HomeServices Georgia Properties has established a strategic partnership with the Zillow Group. Zillow is the leading real estate website in the world with over 65% online market share for the Metro Atlanta area. Our company was the very first recipient of the Zillow Group Broker of Excellence Award and we continue to innovate as “first to market” with new Zillow programs. Our Enhanced Broker Pro program includes a wide range of specialized services including the following:



- Multiple Direct Listing Feeds for the fastest updates and most comprehensive property details. This also gives us more flexibility to apply specialized treatments to different types of properties.
- Zillow Video Program so our listings get 2X the views versus other listings. Our company was the first in the nation to launch this exciting new program.
- Enhanced Agent Profiles including sold properties, ratings and more. This increases the online credibility of our associates and results in more leads.
- Integration to our websites with Zillow Tech Connect so we can more easily manage leads and provide integrated seller reports.
- Zillow API allows us to leverage Zillow Zestimates to provide free instant home value estimates that deliver more leads for our listings.
- In-Search Display Ads to attract more buyers for our listings. No other local brokerage does more extensive advertising on the most popular real estate website.





**GOOD
TO KNOW**

65%
OF ALL BUYERS
START THEIR
SEARCH
ON ZILLOW.

ComScore



Spencer Rascoff
Chief Executive Officer



WE HAVE AN APP FOR THAT

Our website, tablet and mobile app make it easy for buyers to search listings from their computer, smartphone, or tablet, 24/7. We provide the best local search tools available which attract more buyers to our listings. These include, Search by Drive Time, Search by Schools, plus dozens of additional filtering options. Our mobile app also provides an innovative augmented reality search that allows a consumer to simply point their device and see properties displayed on the screen.

Real estate is local. Our investments in more relevant local searches and community information attract more buyers.

Our mobile app and websites provide home value estimates, recent sold properties and real-time buyers looking in specific areas. We use these advanced tools to attract more buyers to our listings.





DIGITAL DISPLAY



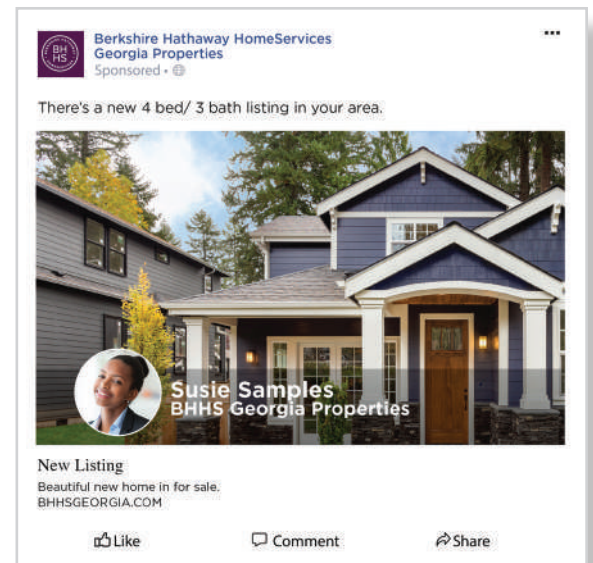
ENTERPRISE TV NETWORK

MAKE A LASTING IMPRESSION - DIGITALLY

Digital advertising is the next generation of marketing to reach potential buyers. Our digital advertising network platforms include digital billboards, digital displays, interactive kiosks, enterprise TV and mobile advertising. Each month, we reach more than 10 million people with targeted advertising. Our multi-channel advertising program combines this powerful digital network with our social networks, online networks and print for maximum exposure to potential buyers.

SOCIAL AND DIGITAL ADS FOR NEW LISTINGS

Berkshire Hathaway HomeServices Georgia Properties will create and launch your listing on Facebook, Instagram and the Google Display Network. This unique approach will maximize your exposure at the critical time when your listing hits the market. We encourage you to also add the link to your Facebook account. This further exposes the listing to your friends and the local market. The BOOST ad will be geographically targeted to residents and visitors in your local area. Clicks from the ads are directed to your listing page where all inquiries go to your listing agent.



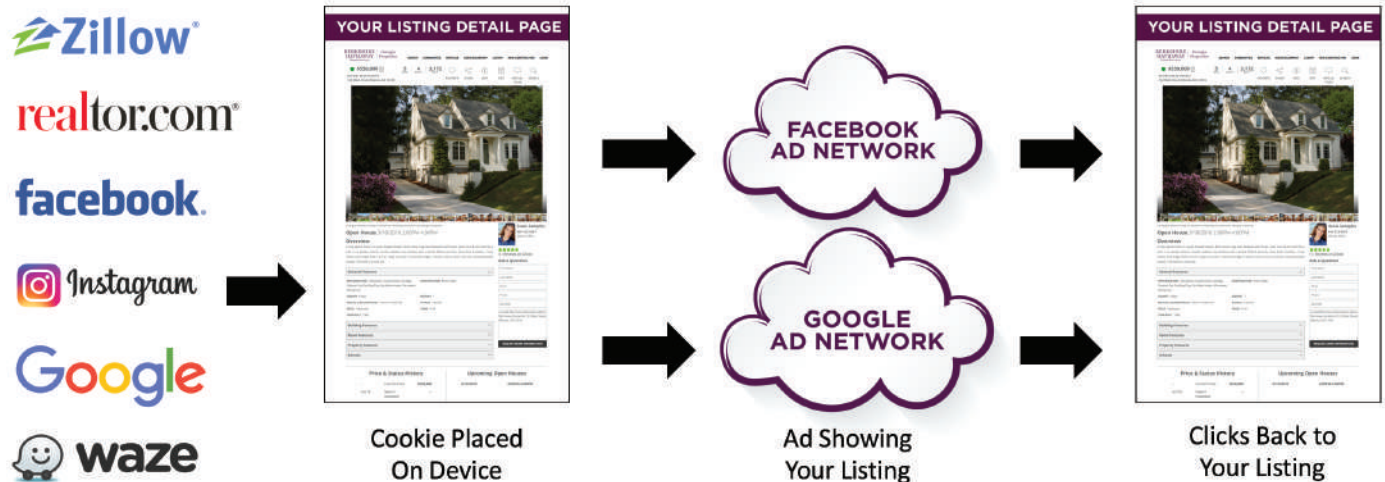
facebook.

Instagram

Google

DYNAMIC ADS FOR REAL ESTATE

Our industry-leading listing syndication and advertising programs drive a significant amount of traffic to your listing page. When potential buyers visit your listing page, we apply a cookie to their device. Then, we follow them on the Facebook Ad Network and Google Ad Network with digital and social ads of your property. Our goal is to achieve maximum visibility of your listing to these “interested parties” who have already been looking at your listing. No other brokerage operates such a sophisticated advertising network at this scale for their clients!



“ALEXA ASK ATLANTA REAL ESTATE...”



AMAZON ALEXA AND GOOGLE HOME WILL NOW HELP US FIND BUYERS FOR YOUR PROPERTY

The way consumers access information, enjoy entertainment and perform tasks is dramatically changing - at home, in the car and on many devices. New voice-enabled devices with smart screens and artificial intelligence will dramatically change our lifestyles over the next few years. Berkshire Hathaway Homeservices Georgia Properties is pleased to provide the exclusive Atlanta Real Estate skill for Amazon Alexa and Google Home. This is the most advanced solution in the industry and we are just getting started!

Enable the Atlanta Real Estate skill on your
Alexa or Google Home device to get started!



 amazon alexa

 Google Home

USING MEGA OPEN HOUSES TO GENERATE NEW INTEREST

While most real estate companies hold open houses, no one does MEGA Open House events like Berkshire Hathaway HomeServices Georgia Properties.

These monthly events are designed to attract new potential buyers, create awareness throughout the local communities, and provide significant advertising and exposure for your property.

The day of a MEGA Open House, your property will be one of hundreds featured throughout the area we serve and included in pre-event and post-event advertising that includes digital billboards, Facebook and Instagram ads, social media events, neighborhood level marketing and special event-based advertising on Zillow.



DIGITAL BILLBOARDS



ZILLOW ADS





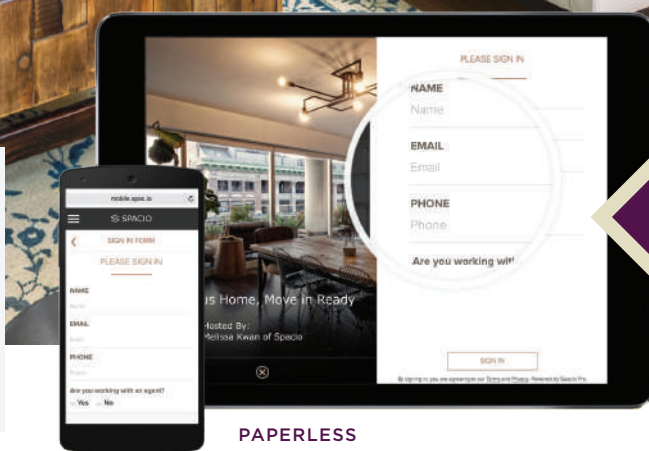
**GOOD
TO KNOW**

1

**IN BUYERS
FROM OUR OPEN
HOUSE EVENTS**



BOOST PAID ADS



**PAPERLESS
REGISTRATION**

At the end of a MEGA Open House, we follow up with everyone who sees your property that day and give you a full report to let you know what potential buyers thought.

CONNECTING WITH POTENTIAL BUYERS

When it comes to finding a buyer for your home, we leave no door unopened.

Berkshire Hathaway HomeServices Georgia Properties leverages a wide range of local, national, and global networks to reach potential buyers.

REACHING LOCAL BUYERS' AGENTS

Your property is listed on the Multiple Listing Services for the greater metro area. The MLS is a primary source of information that can only be accessed by agents.

We reach buyers' agents through personalized, targeted electronic marketing and email campaigns to raise awareness for your listing.

We review proprietary data to identify agents who have worked with clients in your area or searched for properties with similar attributes to yours.

We ensure that Berkshire Hathaway HomeServices Georgia Properties associates in all our local offices are familiar with your listing by featuring it in sales meetings, associate tours, and on our Enterprise TV network.

REFERRAL NETWORKS EXPAND OUR REACH

Berkshire Hathaway HomeServices Georgia Properties is proud to be part of a number of national and global referral networks that provide maximum exposure for your listing to qualified buyers including:

- Berkshire Hathaway HomeServices Global Network
- HomeServices of America Network
- The Realty Alliance Network, The Real Trends Network
- China Real Estate Association, AREAA (Asian Real Estate Association of America), NAHREP (National Association of Hispanic Real Estate Professionals), SAUPO (Asia - USA partnership), LPS (Shanghai, London)

HOME PARTNERS OF AMERICA PARTNERSHIP

We have a strategic relationship with Home Partners of America for a Lease with a Right to Purchase Program. Qualifying properties will be purchased by Home Partners of America and leased to approved residents. This program may be a great option for qualified properties.



GOOD TO KNOW

89%
OF ALL
BUYERS ARE
REPRESENTED
BY A BUYER'S
AGENT.

**National
Association
of REALTORS®*

WORKING WITH CORPORATE RELOCATION BUYERS

Your property's new owner might be someone moving to Georgia as a result of a transfer or a new job. With 15 Fortune 500 companies, growing film, technology and other industries and an expanding global presence, corporate relocations are a great source for potential buyers in our area.

Our company actively participates in the major national mobility organizations and held leadership positions in all these organizations. These relationships have benefitted our clients and helped secure significant group moves.



Berkshire Hathaway HomeServices Georgia Properties is the leading provider for corporate relocation services in Metro Atlanta. Our award-winning team has been recognized with dozens of performance and quality awards by local and national third-party companies that specialize in relocating corporate employees. Our company has placed thousands of corporate homeowners and is recognized as the "Broker of Choice" by many leading companies in the markets we serve.

Our associates work directly with our highly trained, specialized corporate relocation team to ensure they are aware of your listing and the attributes that would make it the perfect solution for a corporate client.

1
IN CORPORATE
RELOCATION FOR
METRO ATLANTA
WHICH MEANS
MORE BUYERS
FOR OUR
LISTINGS.





NEGOTIATING WITH A BUYER

The day you have been anxiously awaiting arrives - you receive an offer from a qualified buyer.

You can trust your Berkshire Hathaway HomeServices Georgia Properties associate to be an unwavering advocate to help you negotiate the most favorable terms. We will be with you every step of the way to closing and beyond.

Your associate will remain focused solely on your best interest throughout the negotiating process, using their expertise and experience securing successful outcomes to ensure that you feel informed, well represented, and confident that you are getting the very best return on your investment.

IT'S OUR JOB

At Berkshire Hathaway HomeServices Georgia Properties we take pride in how we do things. Our difference is in the details.

- All of our associates are REALTORS® and uphold a code of ethics that reflects in how they do business.
- We use contracts and stipulations written by attorneys that comply with Georgia law and have proven protections.
- Our associates are trained in negotiation strategies and know how to keep you in the driver's seat until the transaction is complete.
- In addition to putting your home under warranty, we will make recommendations for repairs to make before the inspection so your closing is not delayed.
- We'll remind your buyer that our partners are available to assist with their lending, legal, insurance and warranty needs to ensure we are working with quality companies and firms we can trust.
- We communicate with the buyer's agent, lender, and closing attorney throughout the closing period to ensure a smooth transaction and an on-time closing with no surprises.
- We handle the details so you don't have to.





*“We are committed to redefining the
real estate experience with a new level
of quality and innovation.”*

- DAN FORSMAN

DISTANCE HAS NO MEANING

THE HEART

ALWAYS FINDS ITS WAY HOME

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



LET US BE YOUR GUIDE.

We understand that housing needs change, opportunities can present themselves across town or across the globe, and change is everywhere. Our role is to be your guide along this new journey. Let's get started.



BERKSHIRE HATHAWAY

HomeServices

Georgia Properties



POST+BEAM
ESTATES

SHARE ALLEN REALTOR®

GREC 384657

Post And Beam Estates LLC

P. 678-460-7150 | O. 770.393.3200

realtor@ShareALLEN.com | www.ShareAllen.com

Berkshire Hathaway Home Services

5481 Chamblee Dunwoody Rd | Dunwoody, GA 30338

Licensed to Real Estate Broker in Georgia

Broker Code: H65591 | Firm License BHHS04

