



BERKSHIRE HATHAWAY
HomeServices
Florida Realty

Real Estate's **FOREVER** BrandSM

“

“Berkshire Hathaway is built to last 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
HomeServices
Florida Realty

STABILITY, STRENGTH, QUALITY, AND INNOVATION

The storied Berkshire Hathaway name represents strength, integrity, and trust, and is universally respected. Berkshire Hathaway HomeServices brings together that world-class brand name with proven operational excellence, leveraging the company's talent, experience, assets, and relationships in the process of becoming the world's most valued real estate network.

Berkshire Hathaway, led by Warren Buffett Chairman and CEO, employs over 368,000 people and owns more than 61 companies, including GEICO, Fruit of the Loom, International Dairy Queen, Helzberg Diamonds, Benjamin Moore, NetJets[®], Burlington Northern Santa Fe, See's Candies, Berkshire Hathaway Energy, and HomeServices of America.

A world-class brand
name with proven
operational excellence



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty



LOCAL ROOTS

The decision to sell your home can be one of the largest financial transactions you will make.

With the guidance of a Berkshire Hathaway HomeServices Florida Realty Sales Professional, you will benefit from the knowledge and experience necessary to market your home in today's economy. Expect to experience our complete dedication in marketing your home

efficiently — making the home-selling process as enjoyable and as expedient as possible.

Our ties to the neighborhoods and communities that we serve run deep, and we have helped thousands of families become neighbors and friends. We know the schools, parks, restaurants, and one-of-a-kind shops because this is where we live, work, and play.

GLOBAL REACH

Berkshire Hathaway HomeServices is the fastest growing real estate network in the nation. Backed by the legendary business powerhouse Berkshire Hathaway, the company now has more than 50,000 Sales Professionals in nearly 1,500 offices worldwide.

The company is built on proven operational excellence, demonstrated integrity, and the reputation of Berkshire Hathaway, one of the world's most admired companies.



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty



BERKSHIRE HATHAWAY
HomeServices
Florida Realty

OUR TEAM

Behind the scenes, a team of office administrators, marketing professionals, accounting experts, IT specialists, relocation managers, and human resources managers, along with our managing brokers and executive leadership work tirelessly for you.

We are passionate about the smallest details and pride ourselves on operational excellence.

With one of the highest ratios in the industry of staff to Sales Professionals, our team provides exceptional support for our Sales Professionals and customers. Our neighborhood branches work in concert with our sales support center, Florida Title & Guarantee Agency, and our mortgage partner to create an exceptional real estate environment.

LEAD DIFFERENTLY. TEACH RELENTLESSLY. SERVE PASSIONATELY.

A respected name and reputation, powerful local and national networks, world-class marketing programs, innovative technology, industry-leading home services partners, and the most productive Sales Professionals in the business set us apart from the others.

We consistently strive to raise the standards within our profession, to spread knowledge, and to elevate the level of service for our customers. We are honored to serve our customers at such important times in their lives.



**BERKSHIRE
HATHAWAY**
HomeServices
Florida Realty

GLOBAL EXPOSURE BE SEEN IN THE RIGHT PLACES

WE SYNDICATE OUR LISTINGS WHERE THE BUYERS ARE LOOKING

Enhanced advertising and enhanced feeds reach over 100 million viewers each month

Our listings are marketed on over 1,000 of the top real estate websites and mobile platforms including WorldPropertyJournal.com, WikiRealty.com, TheMLS.com, and WSJ.com

Not all real estate sites are created equal. When millions of consumers spoke, we listened. Enhanced advertising and enhanced feeds maximize the exposure of our properties on the most popular real estate sites and apps.



**BERKSHIRE
HATHAWAY** | Florida
HomeServices Realty

www.BHHSFloridaRealty.com



**BERKSHIRE
HATHAWAY**
HomeServices

19.3 Million visitors to www.BerkshireHathawayHS.com

realtor.com[®]

60 Million unique visitors each month

 **Homes.com**

8+ Million visitors each month

 **Zillow**[®]

45+ Million visitors each month

 **trulia**

50+ Million visitors each month



**BERKSHIRE
HATHAWAY**
HomeServices
Florida Realty

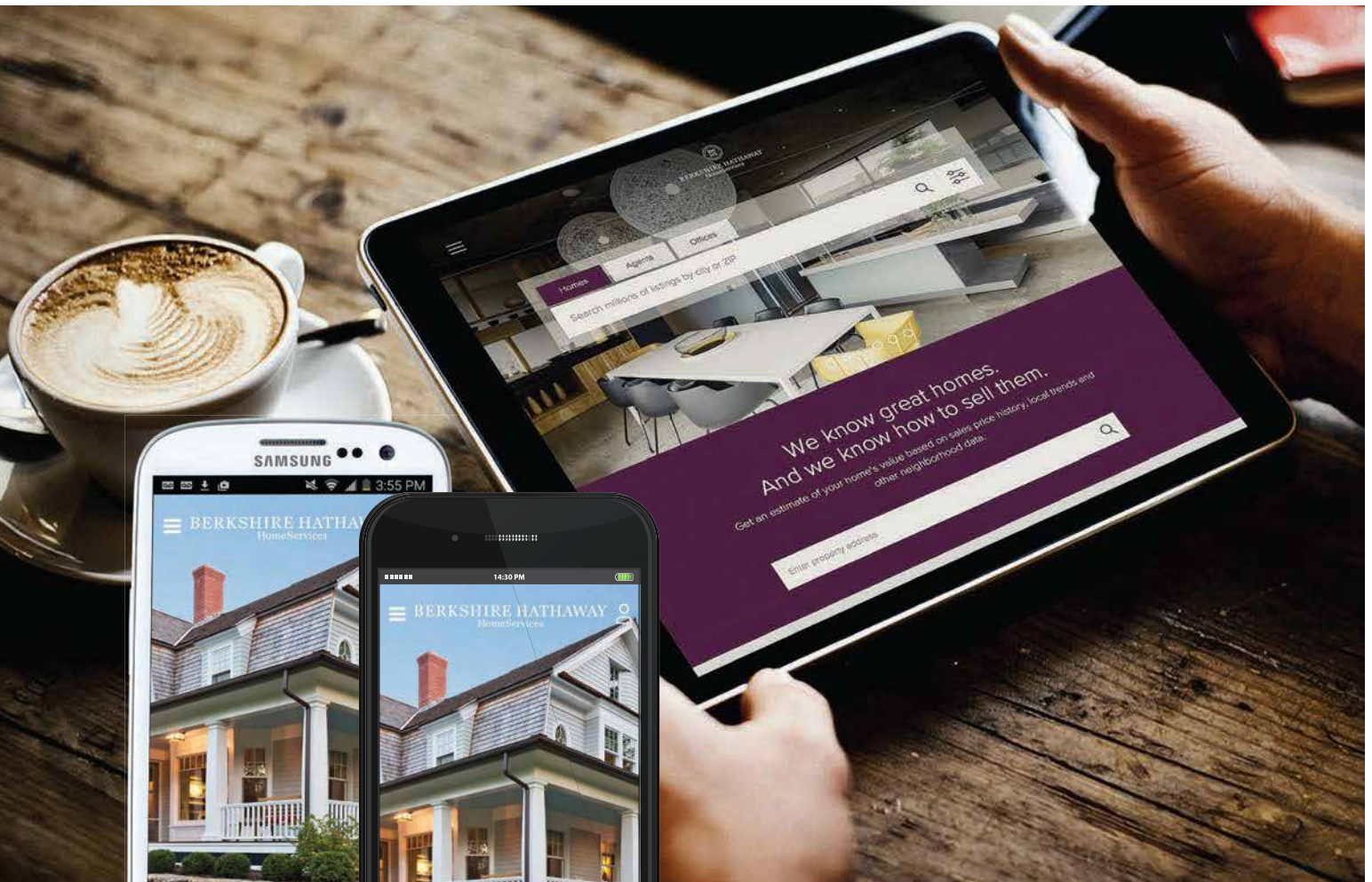
MOVING AT THE SPEED OF MOBILE

According to NAR, 79% of homebuyers use mobile devices to search for homes.

BHHS.com and BHHSFloridaRealty.com have embraced using a responsive design framework due to the continual increase in visits from mobile devices and smart phone users, domestically and internationally.

Our sites deliver a consistent experience for mobile, tablet, and desktop users.

Consumers can locate your home, including all of its features, photos, and videos and learn about the local lifestyle amenities. With more access to the best tools in the industry, our Sales Professionals are good to know.



**BERKSHIRE
HATHAWAY**
HomeServices
Florida Realty

PRESENTING YOUR HOME TO THE WORLD

BERKSHIREHATHAWAYHS.COM HAS OVER 26 MILLION VISITS

Berkshire Hathaway HomeServices Florida Realty properties receive maximum exposure.

Our listings are marketed on the top real estate websites and mobile platforms in the world including: BHHSFloridaRealty.com,

BerkshireHathawayHS.com, Realtor.com, WorldPropertyJournal.com, Move.com, IMLS.com, Zillow.com, Trulia.com, Homefinder.com, Fl.living.net, and all PRIMA Sales Professional websites.



Top 20 visiting countries to berkshirehathawayhs.com:



JUWAI.COM

TARGETED REACH IN CHINA TO EXCLUSIVE AUDIENCES

In the past few years, Chinese buyers have started to make their presence known on the global property market, purchasing properties from luxurious trophy estates and vineyards, to more modest condominiums and investment homes. For many Chinese buyers, global property investment is an emerging opportunity which until recently was out of reach.

Berkshire Hathaway HomeServices understands the importance of presenting your property to this market. Through our relationship with Juwai.com, your property will be placed on the #1 Chinese international property portal, which attracts more than 2 million Chinese consumers each month. This portal places your property in front of an exclusive audience of high-net-worth Chinese buyers looking to invest overseas.



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

IMAGES BROUGHT TO LIFE

YOUTUBE VIDEOS

We create a unique YouTube video for each property we market. A detailed description, Sales Professional contact information, and a link to the property address leverage this influential media source to work for our sellers.

VIRTUAL TOURS

Virtual tours create a theater for stunning property photography. Full-screen viewing shows Berkshire Hathaway HomeServices Florida Realty properties to their full advantage.



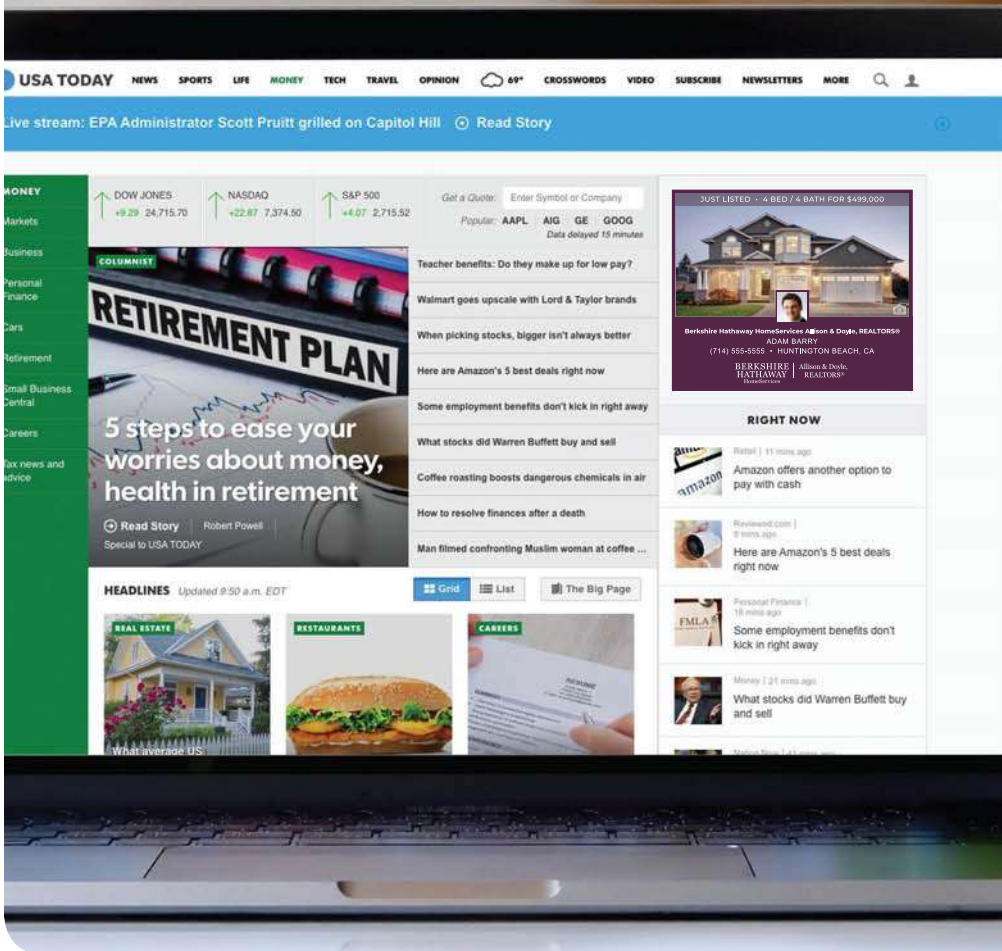
A billion hours
of video are
watched on
YouTube around
the world
every day



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

By Listing with Berkshire Hathaway HomeServices your property will get powerful digital marketing

Your home, advertised to **LOCAL HOME BUYERS** visiting top sites like **USA TODAY, ESPN,** and thousands more.



Other sites include:

- CBS • CNN
- ESPN • Forbes
- Fox News
- New York Times
- USA Today
- Washington Post
- Yahoo • YouTube
- Facebook
- Instagram
- and more!*

*All wordmarks are the property of the respective owners. Adwerx, Inc. is not endorsed by or affiliated with the wordmark owners.



**BERKSHIRE
HATHAWAY**
HomeServices

- ✓ Adwerx uses anonymous online data to target ads for your home toward local people who are potential buyers. This includes local people who have searched for homes, used mortgage calculators, searched for moving companies, etc.
- ✓ Ads for your home follow potential buyers everywhere they go on the web.
- ✓ Adwerx provides daily marketing reports on the ad campaign for your home.

POWERED BY:  **ADWERX**



A LUXURY EXPERIENCE



LUXURY COLLECTION

Berkshire Hathaway HomeServices Florida Realty offers 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 buyers.

DUPONT REGISTRY

A Buyers Guide of Fine Homes

- **Circulation**
More than 80,000 copies printed and distributed per edition.
- **Newsstand**
Can be found on more than 14,000 newsstands, upscale bookstores, domestic and international airports, and commuter terminals.
- **"On-Board" Program**
"On-Board" allows our titles to be placed in international executive lounges as well as on board business and international flights. Carriers include Air France, Swiss International Air Lines, KLM Royal Dutch Airlines, Emirates, EL AL Airlines, Alitalia, Japan Airlines, Korean Air, Virgin Atlantic, SAS Scandinavian Airlines, Lufthansa, British Airways, and Air India.
- **Subscribers**
A subscription base throughout the United States and more than 50 foreign countries consisting of professional athletes, actors, entertainers, Fortune 500 executives, and private business owners.
- **Controlled and Targeted Mailings**
Direct mail our magazines to luxury resorts and hotels, potential luxury homebuyers, PGA players, as well as MLB, NBA, NHL, and NFL locker rooms. Additionally, top real estate offices throughout the world receive our magazine on a monthly basis.

THE WALL STREET JOURNAL ONLINE EDITION

Real Estate boasts an average of over 1,400,000 visitors per month.

LUXURY COLLECTION OF FLORIDA

The company's in-house quarterly magazine printed as a stand alone magazine and also inserted into the duPont REGISTRY .

LUXURY COLLECTION OF FLORIDA VIRTUAL MAGAZINE

Offers the virtual edition of our quarterly magazine.



**BERKSHIRE
HATHAWAY**
HomeServices
Florida Realty

THINK OF THE NETWORKING POSSIBILITIES

WORLD CLASS PRINT MEDIA PARTNERS WITH STRONG LOCAL REACH



THE WALL STREET JOURNAL.

The Wall Street Journal
Circulation 1,437,863
Average Income \$315,548



The Robb Report
COLLECTION

The Robb Report Collection
Circulation 101,022
Median Income \$1,375,000



32963
Circulation 36,900



Coastal Breeze News
Circulation 16,500



FLORIDA TODAY
PART OF THE USA TODAY NETWORK

Florida Today
Circulation 54,021 Daily; 89,328 Sunday



Gulfshore Life

Gulfshore Life
Circulation 23,500



HOMES & LAND
MAGAZINE

Homes & Land
Brevard County Circulation 18,000



marco eagle

Marco Eagle
Circulation 45,227 Daily; 59,079 Sunday



The Miami Herald

Miami Herald
Circulation 147,130 Daily; 190,751 Sunday



Naples Daily News
Circulation 45,227 Daily; 59,079 Sunday



News-Press
Circulation 150,410 Daily; 168,836 Sunday



Orlando Sentinel
Circulation 151,000 Daily; 258,000 Sunday



Palm Beach Post
Circulation 88,231 Daily; 142,679 Sunday



Sarasota Herald-Tribune
Circulation 118,328 Daily; 134,101 Sunday



Stuart News
Circulation 48,600



Sun City Center Observer
Circulation 45,600



Sun-Sentinel
Circulation 163,728 Daily; 228,906 Sunday



Vero Beach Magazine
Circulation 10,000



Vero Beach Portfolio
Circulation 15,000



Welcome Home Magazine
Circulation 30,000



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

REACHING THE RIGHT AUDIENCES

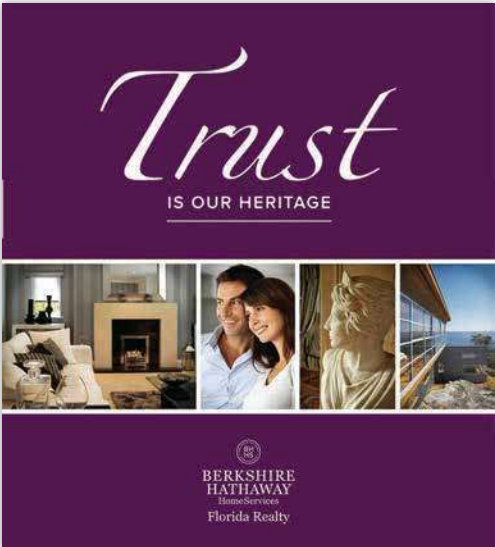
Berkshire Hathaway HomeServices' marketing strategy focuses on creating an unparalleled experience, by delivering highly personal content consumers are most interested in, with the most innovative targeting available. Berkshire Hathaway HomeServices provides ground-breaking social media and digital strategies, increasing our range, reach, and influence. Attracting the right audience through print is an important part of our global strategy. Our print ads appear in high-quality publications.

THE WALL STREET JOURNAL

BERKSHIRE HATHAWAY HOMESERVICES
PRESTIGE
LUXURY COLLECTIONS RESORT PROPERTIES INTERNATIONAL

duPont
REGISTRY

UNIQUE
 HOMES




BERKSHIRE
HATHAWAY
 HomeServices
 Florida Realty

RELOCATION CONNECTIONS

THE POWER TO MOVE COMPANIES

BGRS (Brookfield Global Relocation Services) is the second largest global relocation service provider. With offices on five continents they make destination and departure moves almost anywhere in the world, delivering 60,000 moves last year for corporate and government clients.

HomeServices Relocation is a full-service relocation management company. A division of HomeServices of America, the second largest provider of integrated real estate services in the U.S., HomeServices Relocation leverages the market power of 30 of the most prestigious brokerages nationwide.



HomeServices of America, INC.™
A Berkshire Hathaway Affiliate

U.S. based BGRS
moves over
60,000 families
in and out of over
140 countries
around the world
each year

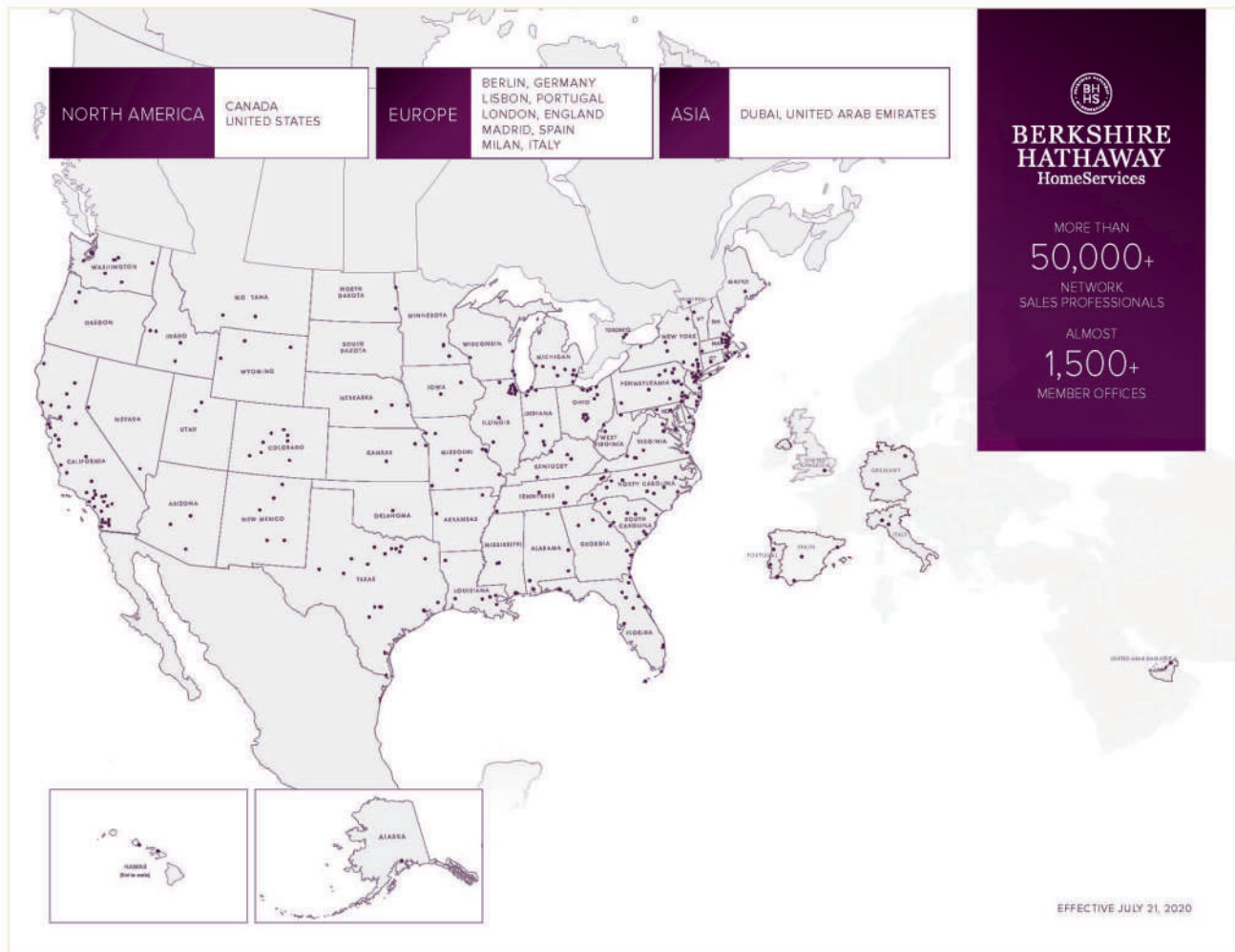


BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

BROKER TO BROKER REFERRALS

WE NETWORK

With the Berkshire Hathaway HomeServices affiliate network, buyers could come from one of the more than 50,000 Sales Professionals nearly 1,500 offices worldwide.



SUNSHINE KIDS

DEDICATED TO CHILDREN WITH CANCER

We believe in giving back and working to improve the quality of life for children with cancer.

The Sunshine Kids Foundation, a non-profit established in 1982, is committed to providing positive group activities and emotional support for children with cancer. Berkshire Hathaway HomeServices supports Houston, TX-based Sunshine Kids Foundation as its national charitable benefactor.

The Sunshine Kids provides a variety of programs and events, free of charge, for kids receiving cancer treatments in hospitals across North America. It adds quality of life to children with cancer by providing them with exciting, positive group activities, so they may once again do what kids are supposed to do ... have fun and celebrate life!

Berkshire Hathaway HomeServices Florida Realty has raised over \$3 million for The Sunshine Kids Foundation and has been recognized as the No. 1 fundraiser nationwide.



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

OUR STRONG CULTURE ALIGNS WITH OUR BELIEF IN GIVING BACK...



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

BETTER TOGETHER

Top-notch title providers create a seamless sales experience and are in constant contact with your Sales Professional.

A state-of-the-art, full service title insurance and settlement services company, Florida Title & Guarantee Agency offers consistent, careful service in every aspect of title insurance.

The professionals at Florida Title & Guarantee Agency closely guide purchasers and sellers through the closing process with personal, individualized attention to make every closing a pleasant experience.

FTGAgency.com

FLORIDA | TITLE & GUARANTEE AGENCY™



BERKSHIRE
HATHAWAY
HomeServices
Florida Realty

PREFERRED PARTNERS

ITS ALL ABOUT RELATIONSHIPS.

Prosperity Home Mortgage



Prosperity Home Mortgage, LLC, is a full-service mortgage banker specializing in residential and refinance loans. Prosperity Home Mortgage offers a wide range of mortgage products, including fixed and adjustable rate mortgages, jumbo loans, Bond, USDA, Bank Statement, Doctors Loans, Federal Housing Administration (FHA), Veterans Affairs (VA) loans, and renovation financing.

When you or any potential buyers work with Prosperity Home Mortgage, LLC, you're working with a local lender who's intimately familiar with the market, has a personal relationship with your Realtor, and works with a team of hand selected local appraisers to make sure we get the process right. Named to Scotsman Guide and Mortgage Executives Top Lenders in America for the last 5 and 6 years respectively as a result of our service and lending expertise. Partnering with Prosperity Home Mortgage, LLC aligns you and your potential buyers with a company who thoroughly vets all of our approvals and who prioritizes closing on time. Visit www.florida.phmloans.com today!

HomeServices Insurance



HomeServices Insurance is an independent agency that operates through a network of offices located throughout the U.S. As a full-service operation, we offer a full suite of quality insurance solutions including home, auto, umbrella, and more. We have established long term relationships with many of the top national and regional carriers in the country, bringing you the power of choice when it comes to your personal insurance needs. As a wholly-owned subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, we also work hand-in-hand with our real estate, lending, and title partners to obtain the coverage you need when buying a home. www.homeservicesinsurance.com

American Home Shield®



Selling a home? You need coverage, too.

When you include a home warranty in the sale of your home, be sure to add the **Seller Coverage Option***. You'll protect your biggest investment while it's on the market and give your buyer the peace of mind that comes from American Home Shield.

This additional coverage can:

Give you one less thing to worry about so you can keep the focus on your next home and upcoming move.

Protect your budget from costly, unexpected, covered repairs during the listing period.

Reduce issues related to the home inspection and keep the sale on track.

The **Seller Coverage Option** includes the coverage in the **ShieldEssentialSM** Plan, protecting components of the most critical home systems that are often the most expensive to repair and replace like your air conditioning, heating, plumbing and more.

Limitations and exclusions apply. See agreement for details.

*Subject to a \$2,000 cap for all trades during the listing period.

For more information about an American Home Shield Home Warranty, please visit www.ahshome.com.

Cinch Home Services



Now that you've made the decision to sell your home, you should consider protecting your proceeds from an unexpected repair or replacement expenses while your home is on the market. With the benefits of a Cinch Home Protection Plan, you are able to:

- Market your home with a Cinch home warranty – the perfect buyer incentive.
- Avoid closing delays due to a system or appliance failure.
- No up-front costs as the warranty is payable when the property closes
- Give your Buyer a great home AND peace of mind. After closing, the buyer gets one full year of coverage.

For more information, visit www.cinchhomeservices.com/realestate

SOLD



**BERKSHIRE
HATHAWAY**
HomeServices

Florida Realty

A member of the franchise system of BHH Affiliates, LLC

“

“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
Florida Realty



BERKSHIRE HATHAWAY
HomeServices
Florida Realty

www.BHHSFloridaRealty.com • www.FloridaRealtyCareers.com