



Your Real Estate and Lifestyle Planning Guide



BERKSHIRE HATHAWAY
HomeServices

REAL ESTATE'S **FOREVER** BRAND

“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 and CEO, Berkshire Hathaway, Inc.

Introduction



Dear Valued Client:

On behalf of all the Berkshire Hathaway HomeServices network members, I'd like to thank you for your time and the trust you've placed in the real estate professional that shared this planning guide with you. It is our belief, and that of our network member brokerages, that real estate decisions are primarily made in response to life events, which trigger significant changes in living requirements as opposed to well-planned real estate strategies that have been thought-out and documented in advance.

Your real estate asset is important. As you do with other important aspects of life, plans and strategies create valuable roadmaps that you can use to aid in future decision making.

Whether it's health and wellness, estate planning, retirement savings and finances, your career, or other crucial life events, plans provide clarity and utility. We believe your real estate plan has a rightful place among these events. Your real estate plan and lifestyle should incorporate a balance of the real estate you own today plus what you desire to own in the future. Our desire, and that of our network members, is that this real estate and lifestyle planning guide will serve as a tool to help you manage the inevitable uncertainties that may cause you to change your real estate holdings and better prepare for the strategic real estate decisions you may make in the future.

By developing a plan and working with a Berkshire Hathaway HomeServices trusted network real estate professional along the way, we hope to maximize the value you receive through real estate ownership and help you fully realize your homeownership goals. Your network real estate professional and the Berkshire Hathaway HomeServices brand are guided by the enduring values of Trust, Integrity, Financial Stability and Longevity. We hope you see this planning guide as a valuable tool that helps our members deliver on our brand's promise to help you realize the lasting value of home and homeownership.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Stuart'. The signature is fluid and cursive, with a prominent 'C' and 'S'.

Chris Stuart
CEO, Berkshire Hathaway HomeServices



A home isn't just where
you are. It reflects who
you are.

The Need for Real Estate Planning

No two people have the same lifestyle needs or financial situation. That's why the Berkshire Hathaway HomeServices network of Real Estate Trusted Advisors helps you to determine which lifestyle factors are most important when making your future real estate decisions. Think of this guide as a first step on your journey to enhance your lifestyle.

Making Real Estate Lifestyle Decisions*

Your Berkshire Hathaway HomeServices Planning Guide can help you establish priorities, plan for increasing the worth of your present property, formulate a real estate action plan, and it can serve as a record-keeping system for your financial information.



< 36 YEARS

MILLENNIALS

Lifestyle choices for singles and partners are often driven by work and career considerations.



37-51 YEARS

GEN XERS

Oftentimes, lifestyle choices are driven by the time spent commuting to work along with the quality of school districts, shopping, cultural attractions and community amenities.

*The Berkshire Hathaway HomeServices Planning Guide neither suggests that all real estate consumers make decisions based upon their age nor does Berkshire Hathaway HomeServices advise they should.

52-61 YEARS

EARLY-AGE BABY BOOMERS

Lifestyle choices often center on children at home and may also include caretaking for aging parents—making quality schools, access to healthcare and recreational opportunities a priority.



62-70 YEARS

LATER-AGE BABY BOOMERS

Oftentimes, lifestyle choices include the need or desire for a smaller home, access to quality healthcare, and leisure activities for a rewarding retirement.



71-91 YEARS

THE SILENT GENERATION

Lifestyle choices often include a desire to live independently and close to the support of friends and family, and medical services.



Getting Started on Lifestyle Planning



Your home is a repository for the important things in your life.

STEP 1

Determine Your Lifestyle Needs and Goals

STEP 2

Review Your Lifestyle Options

STEP 3

Formulate Your Goals

STEP 4

Develop a Lifestyle Plan

A photograph of a man and a young girl sitting on a porch. The man, on the left, has a beard and is wearing a grey and blue long-sleeved shirt and blue jeans. He is smiling and looking at the girl. The girl, on the right, has curly hair and is wearing a blue and white striped shirt and tan pants. She is laughing with her mouth open. They are sitting on a light-colored surface, possibly a bench or a large cushion. In the background, there are large windows with white frames, and the scene is brightly lit, suggesting a sunny day. A dark purple rectangular box is overlaid on the top right of the image, containing the text 'STEP 1' in white.

STEP 1

Determine Your Lifestyle
Needs and Goals

This exercise is intended to help you examine the attitudes held by both you and your spouse/partner regarding real estate so you can arrive at more mutually-compatible decisions.

REAL ESTATE PREFERENCES

Using the scale below, write down the number that best describes yourself in the first column. The second column is for your spouse or partner.

SCALE

- 3 Agree
- 2 Undecided
- 1 Disagree

SCORE

42-66

You are strongly real estate oriented.

20-41

You are moderately real estate oriented.

<19

You are doubtful about the role real estate plays in your life.

EXERCISE

I want to live where it's easy to walk to amenities.

I want to live closer to water (i.e. oceans, lakes, rivers).

I want to live close to neighbors.

I want to live further away from neighbors.

I want to live in a more diverse community.

I believe the neighborhood or community we select is as or more important than the home we select.

I believe the lifestyle benefits of where we move is more important than how much our property may or may not appreciate or depreciate.

YOU

PARTNER

EXERCISE

YOU

PARTNER

I believe the abundance of amenities surrounding our property is more important than the square footage.

Dog parks or pet friendly areas are an important part of my decision making process.

Being near families with children is important to me so my children have playmates.

Job opportunities are more important to me than climate considerations.

Being near restaurants and shopping destinations is important to me.

Total

List the five most important factors when considering your next move.

To help you begin to assess the real estate that best matches your lifestyle, we encourage you to consider the following lifestyle factors.

**LIFESTYLE
PREFERENCES**

WHAT I LIKE BEST ABOUT MY PRESENT HOME

YOU

SPOUSE/PARTNER

WHAT I LIKE LEAST ABOUT MY PRESENT HOME

YOU

SPOUSE/PARTNER

WHAT I'D LIKE IN MY NEXT HOME

YOU

SPOUSE/PARTNER

LIFESTYLE CONSIDERATIONS

Check the boxes or
fill in the blanks to
complete this section.

DESIRED QUALITIES

Type of home

(Single family, townhome, condominium, high rise, ranch, farm, resort home, oceanfront, etc.)

Architectural style of home

(Modern, retro, colonial, Cape Cod, etc.)

Living Space

- Under 1,500 sq. ft.
- 1,500 to 3,500 sq. ft.
- 3,500 to 6,000 sq. ft.
- Over 6,000 sq. ft.

Lot Size

Open Floor Plan

Traditional

Master Suite

Walk-in Closets

_____ # Bedrooms

_____ # Bathrooms

Spa Bathroom

Kitchen

- Eat-in
- Standard
- With Island
- Commercial-grade
- Wine Cooler
- Beverage Center
- Coffee Station

Separate Family Room

Combined Family/
Kitchen Area

Living Room

Great Room

Den or Home Office

Children's Playroom

Mother-in-Law Suite

Game/Media Room

Exercise Space

Connected Home Features

- Security System
- Smart Locks
- Smart Garage Doors
- Smart Thermostat
- Smart Lights
- Security Cameras
- Smart Appliances
(refrigerator, dishwasher, etc.)

Solar/Green Features

Fireplace

Wood Stove

Indoor Water Feature

_____ Garage Stalls

Boat Storage

Outbuilding Storage
(for ATVs, kayaks, etc.)

Landscaping

- Minimal Upkeep
- Standard
- High-end Landscaping
- Hardscaping

Outdoor Kitchen

Pool

Hot Tub

Changing Cabana

Patio

Decks

A photograph of a woman with long, wavy white hair, smiling warmly at the camera. She is sitting on a light blue sofa, wearing a grey and white patterned zip-up cardigan over a white top. Her right hand is resting on her head, and her left hand is holding a white mug. The background is a bright, out-of-focus window with a view of greenery.

STEP 2

Review Your
Lifestyle Options

To help ensure you are fully aware of your lifestyle options and their potential benefits, below are some things to consider when renting versus buying.

The Berkshire Hathaway HomeServices approach represents a departure from many in the industry who emphasize only homeownership because we also take the time to explain the benefits of renting. Whether you rent or buy should be your decision—and made as an empowered consumer.

RENTING VERSUS BUYING

WHEN RENTING MIGHT BE BEST

Here are some factors to consider. If you answer yes to one or more of these questions, it may be advisable that you rent.

DOWN PAYMENT

Would a down payment for a home represent a financial strain or is simply not possible at this time?

OWNERSHIP LENGTH

Do you plan on living in a home for less than three years?

PROPERTY VALUE

Based upon price trending, overall demand for the area and price range you are considering, is your property more likely to go down in value for the foreseeable future than to increase in value?

Although some might say owning a home represents the American Dream, ill-advised timing and circumstances can also lead to the “American Nightmare.” Specifically, when prices drop significantly over a short period of time and it is for the same length of time that the home is owned. When this happens, it triggers a negative economic event, as the owners of a property do not have enough time to benefit from historically-impressive appreciation.

Moreover, if you own a home for only a short period of time you will be denied the opportunity to spread the upfront inspection and closing costs over time.

RENTING VERSUS BUYING (CONTINUED)

BENEFITS OF RENTING

- + By renting, you will be free of home repair costs and homeowners insurance which is more costly than renters insurance
- + If the stock market continues to outpace real estate as it has over the last decade*, then renting while investing in the stock market might also be beneficial

*Based on 2018

Accordingly, there are times when you should leave the so-called American Dream and instead, over a short period of time, revel in all the benefits of renting. It would be a pleasure to help you rent, whether you are a homeowner and want to rent or rent before you someday may own.

BENEFITS OF HOME OWNERSHIP

- + The opportunity to build equity (wealth)

According to research from the Survey of Consumer Finances, homeowners developed 36 times the average net worth than renters

- + Social stability

According to the research from the National Association of REALTORS® and the American Social Workers Journal, homeowners are more likely to participate within the community

- + Homeownership, according to studies, provides a greater sense of stability and higher self-image

- + Homeowners are more enthusiastic about making their home child safe and ecologically friendly

- + Homeowners are more likely to maintain the physical integrity of their home than renters

- + Homeowners may benefit from lower crime rates*

*Source: 2012 Social Benefits of Homeownership and Stable Housing, National Association of REALTORS® Research Division

- + Homeowners enjoy preferential tax treatment

Lifestyle Planning Regarding “Move Up Markets”

As Berkshire Hathaway HomeServices network of Real Estate Trusted Advisors, we take issue with the words “moving up.” We all have heard the expression that beauty is in the eyes of the beholder and moving up to a more expensive or expansive home to many does not necessarily constitute a move up. For the same reason, many real estate professionals prefer to refer to downsizing as rightsizing—for some, a smaller home can make for a better lifestyle.

Therefore, our advice on moving up has more to do with timing than it has to do with the size of a home or even the lifestyle. Instead, a so-called move up market in real estate terms can mean a period when there are special negotiating opportunities, due to changing marketplace circumstances. Specifically, we suggest that if you are looking to buy a more expensive home while selling a less expensive home, that there are times when one can sell a home for a loss and buy a much more expensive home at an even greater reduction from its former value. A move up market can be where timing, timing and timing, might for certain buyers, trump location, location and location.

Ask your Berkshire Hathaway HomeServices Real Estate Trusted Advisor to keep you informed for when more expensive homes, in general, are dropping at a higher percentage than lower priced homes. However, you and you alone are responsible for deciding if and when to “move up.” As you put together your lifestyle plan and before you consider moving up, consider the following.

CONSIDERATIONS

- + What your present home should sell for and how much equity you have.
- + How much of your decision is based upon economic considerations versus lifestyle?
- + How long are homes taking to sell in your price range, as well as in the higher priced range you are considering?
- + What are the tax considerations of buying and selling during the same timeframe? Ask your tax specialist or financial advisor.
- + Whether you should sell your home before you move up or if there is an opportunity to buy a more expensive home, which has dropped dramatically in price that you do not want to delay and miss this rare chance. Only you can decide!
- + If you should move up to a larger, more expensive home or try to time the market for when you believe there is a greater opportunity to move up during a more favorable negotiating period for so-called move up buyers.
- + Determine what you would like in a new home and what you dislike, if anything, about your present home/lifestyle.
- + Involve your real estate agent and financial advisor in your planning.

Each year millions of American homeowners are faced with the decision to either continue living in their present home or downsize—as some say, “right size.”

As Berkshire Hathaway HomeServices network of Real Estate Trusted Advisors, we are quick to point out that each person, couple or family represents a different set of circumstances and lifestyle objectives. That said, there are common, prevalent decisions facing all who want to make the best choices regarding changing from a larger to a smaller home.

DOWNSIZING BY DESIGN

DETERMINE YOUR NEEDS

To help you determine the right time, place and type of real estate/lifestyle, we encourage you to consider which of the following lifestyle factors play an important role in your decision to downsize:

- + Lower maintenance costs
- + Cash in home equity
- + Increase walkability
- + Improve ecological footprint
- + Increase transportation efficiency
- + Reduce cleaning time and effort
- + Retire or prepare for retirement
- + Live closer to children or grandchildren
- + Reduce taxes
- + Declutter
- + Health care and/or mobility
- + Join an active community
- + Experience change
- + Move closer to services
- + Move closer to recreational activities
- + Improve resources for pets
- + Drive less
- + For estate reasons
- + Move closer to work
- + Experience greater diversity

DOWNSIZING BY DESIGN (CONTINUED)

BENEFITS

As you know, there are many factors to consider when downsizing and the rankings of each may differ from each person or party.

Throughout the Berkshire Hathaway HomeServices network, many individuals, couples and even some families feel a sense of lifestyle emancipation after downsizing or rightsizing. For the first time in years, they are free from long commutes, burdensome levels of maintenance, high taxes and excessive dependence on their automobiles. Moreover, many who downsize also find that their lifestyle actually grows substantially as they become more involved in the community due to convenience and their aforementioned freedom from housing maintenance.

LIFESTYLE ADVICE WHEN CONTEMPLATING DOWNSIZING

- + Do not rent or buy your next home until your present home is under contract.
- + Downsizing by design should provide you with more time to prepare your home through staging for sale compared to when you feel pressure to sell.
- + If there are possessions in your home that are important to grown children, consider asking them to remove and store elsewhere.
- + Consider reducing the space you currently live in as a way of preparing for a smaller home.
- + If you're thinking about moving to a condo with a homeowners association, be sure to carefully read the association documents regarding fees and potential increases.

Moving with Children

While moving can be stressful for adults, the corresponding anxiety it can cause children, is often even more pervasive and lingering. In many cases, the stress children experience from leaving behind friends and favorite places far eclipses the anxiety over leaving their physical home for another. Here are some tips to help ease the transition for your children. For more information and tips on moving with children, ask your Berkshire Hathaway HomeServices network Real Estate Trusted Advisor.

HELP EASE THE TRANSITION FOR YOUR CHILDREN

PREPARING YOURSELF AND YOUR CHILDREN

By properly preparing for your move, you can reduce the stress for your children (and thus yourself) by developing a plan of:

- + When to tell your children
- + How to tell them
- + How to select the right town, city or neighborhood based upon your needs and interests
- + When to pack
- + When to declutter
- + When to move out
- + When to move in

DECIDING WHETHER RENTING OR OWNING IS BEST FOR YOUR CHILDREN'S DEVELOPMENT

While numerous studies assert owning a home provides a developmental advantage for children, other studies claim the overall stability of the family and neighborhood weigh more heavily.

INVOLVE YOUR CHILDREN IN THE RELOCATING PROCESS

During the town/home selection process consider:

- + Giving assignments to your children such as, researching towns, schools, recreational activities and homes (establish price range), but only if you are confident your children will be able to accept your final decision on where you will move.
- + Assigning each child the responsibility of preparing their individual room for the move.
- + Asking your children to research the services and recreational activities that are important to them.
- + Planning with your children how to best manage saying goodbye to friends and establishing an ongoing communication plan with them.
- + Organizing some of their favorite activities before you leave and researching how these favorite activities can be continued in the next town or city.

Moving with Pets

Selling a home is cited as one of life's most stressful events. Often overlooked is the stress a move can cause pets. Not only can pets endure significant stress but many homesellers become stressed regarding how to maximize the sale of their home while minimizing the stress on their beloved pets.

HELP EASE THE TRANSITION FOR YOUR PET

- + Make sure you're aware of pet guidelines for places like condominiums or townhouse communities before deciding where to move (i.e. certain dog breeds not allowed).
 - + Learn the local leash and cleanup laws before deciding on a new neighborhood.
 - + If possible, bring your dog to the new area before you move to help them prepare for the relocation.
 - + Identify a new veterinarian before moving.
 - + Ensure all pet identification tags are current with your cell phone number.
 - + Consider a microchip to locate your dog or cat if they get lost.
 - + On moving day provide all necessities for your pet inside their crate and place a "do not let out" sign on it. Both cats and dogs can be overwhelmed and depressed transitioning to a new environment, as well as encountering movers and other strangers coming and going all day.
 - + Pet proof your new home.
 - + Consider only opening one section of your new home at a time to your pets so they do not feel overwhelmed in their new environment.
 - + Try to keep the same routines, such as what time you walk your dog or feed your cat.
-

PET/AGENT RELATIONSHIP

Regardless of your pet or breed, you should not hire a real estate agent unless you determine that the prospective agent is comfortable around your pets. Although it is widely known within real estate circles that many buyers have discomfort—even an aversion to being around pets—it is also true that an agent who dislikes pets can limit their desire to show your home. A real estate professional who is uncomfortable around your pets as evidenced by either their words or body language, should not be the person you rely upon to maximize showings and results.

Multigenerational & Special Needs

Do you have lifestyle planning needs that include extended family or those with special needs? According to the National Association of REALTORS®, there is an ever-increasing rise in home purchasing that relates to the needs of multigenerational families and those with special needs.

Lifestyles that find either children staying at home well into their twenties or thirties, or middle-aged adults taking care of their elderly parents, are causing many home buyers to take a greater range of lifestyle-related factors into consideration when buying their next home. Here are some tips for those with multigenerational housing and special needs.

TIPS

- + Where possible and practical, make sure all parties to the new home are involved in the planning to assess their expressed individual needs and preferences.
- + Make sure to carefully review privacy, space and physical limitations as part of the final decision. Also consider whether a private and separate entrance is called for.
- + For elderly parents and disabled make sure you rigorously evaluate the quality and convenience of medical services.
- + Consult with an attorney to determine all of the possible ownership and estate considerations when you are considering a multigenerational purchase.
- + As a trial run, consider renting a similar size home with a comparable floor plan for a short period of time to determine if the space and layout of homes you're considering buying is feasible.
- + Make sure there is an agreement on the division of labor and maintenance regarding the property.
- + Seek advice from your Berkshire Hathaway HomeServices network of Real Estate Trusted Advisors for examples of how other special needs and multigenerational families have managed this category of lifestyle planning.
- + Ask your Berkshire Hathaway HomeServices Real Estate Trusted Advisor if it is to your advantage when negotiating your home or rental not to disclose how many people will be living in your new home.
- + Make sure the entire family will be comfortable in the neighborhood or community and that everyone's transportation needs are considered.
- + Ask your agent how homes built or remodeled to accommodate extended families and those with disabilities are price trending, in general, so you can consider potential resale consequences with your decision.
- + Before you purchase, check with your municipality to make sure any projected renovations or remodeling will be approvable.
- + Finally, before the home search process begins, if looking to purchase a home for multigenerational or caregiving needs, you should meet with your Berkshire Hathaway HomeServices Real Estate Trusted Advisors to determine your overall and customized requirements.

Staging/Merchandising Your Home

Before you market your home, make sure it is staged and/or merchandised. There is a three-step process that you should be familiar with when you look to sell your home—merchandising, marketing and selling.

1. MERCHANDISING

You should consider first merchandising or staging your home before marketing your property. Staging represents all that you can do cosmetically to enhance the appeal of your home.

We decorate our homes based upon how we like our property to look when we live there. When selling one's home we recommend that you should stage your home based upon what might best appeal to the preponderance of buyers.

Merchandising is different than staging in that merchandising relates to the minor or major physical changes to the property that might yield a more appealing price when the home sells. For example, a new kitchen represents a merchandising decision regarding resale, while rearranging furniture or giving a room a fresh coat of paint would constitute more of a staging decision.

2. MARKETING YOUR HOME

It is recommended that home sellers seek out a highly specific marketing program that is customized in order to maximize demand and therefore achieve the highest price possible.

3. SELLING YOUR HOME

By marketing your property offline and online—both within the real estate community and to those searching online for properties in your price range and community— we increase the likelihood of a faster sale.

When looking to sell your home, discuss with your Berkshire Hathaway HomeServices network Real Estate Trusted Advisor:

What can be done to effectively stage your home for sale that costs little or no money.

What small improvements would make sense to increase your return on investment through a home sale.

Are there significant changes that would require more expense but might lead to a much better selling result. What is the best method of increasing the range, reach and influence of the marketing of your home in order to best leverage the laws of supply and demand regarding your home for sale?

A woman with dark, curly hair is shown from the chest up, wearing a bright orange-red top. She is looking down and smiling slightly as she writes in a notebook with a white marker. The background is softly blurred, showing what appears to be a desk or workspace. A purple rectangular box is overlaid in the upper right corner, containing the text 'STEP 3'.

STEP 3

Formulate Your Goals

Lifestyle Planning Goals

The Berkshire Hathaway HomeServices approach represents a departure from many in the industry who emphasize only homeownership because we also take the time to explain the benefits of renting. Whether you rent or buy should be your decision—and made as an empowered consumer.

CONSIDERATIONS

- + Your timeframe of when you would like to move by.
- + How much estimated equity you have in your present home. Ask your Berkshire Hathaway HomeServices network Real Estate Trusted Advisor to help you determine this.
- + What areas and price range is most desirable and realistic for you.
- + Search based upon your lifestyle planning and involve your agent proactively in this process.
- + Ask how long homes are taking to sell and whether homes “in general” are going up or down in price in your market and price range.
- + We recommend that you should not buy a new property until your current property is under contract and all contingencies met. If you find a property that is so compelling, be certain that you are willing to absorb the risk of having multiple house payments simultaneously. Also make sure you can afford to carry the cost of two homes for multiple months and possibly even years.
- + Make sure your agent is qualified to represent you, not only in the marketing of your home but in the negotiating process, when they are directly negotiating on your behalf.
- + Ask to see how pricing is trending in the new area and price range where you are considering buying.
- + Review the sections on moving up, downsizing and renting versus buying. Make a list of questions to ask your Berkshire Hathaway HomeServices Real Estate Trusted Advisor.
- + Ask your Berkshire Hathaway HomeServices Real Estate Trusted Advisor for all the benefits of home ownership as well as when it might be advantageous to rent.
- + Remember, lifestyle planning is not just about location, location, location but also timing, timing, timing.
- + How do I/we wish to live in the next year, five years or ten years?

STEP 4



Develop a
Lifestyle Plan

Develop a lifestyle plan below, encompassing your short, mid and long-range goals.

LIFESTYLE PLAN

EXAMPLES

Scheduling a competitive market analysis (CMA)

Completing a move-up or home merchandising analysis

Looking at available properties

Purchasing investment property and other forward actions

TO MEET SHORT-RANGE GOALS

DATE TO BE COMPLETED

1	_____	_____

2	_____	_____

3	_____	_____

4	_____	_____

TO MEET MID-RANGE GOALS

DATE TO BE COMPLETED

1	_____	_____

2	_____	_____

3	_____	_____

4	_____	_____

**LIFESTYLE
PLAN
(CONTINUED)**

TO MEET LONG-RANGE GOALS

DATE TO BE
COMPLETED

1	_____	_____

2	_____	_____

3	_____	_____

4	_____	_____

**REAL ESTATE
AND LIFESTYLE
RELATED
SERVICES**

CONTACT INFORMATION

REAL ESTATE AGENT/REAL ESTATE TRUSTED ADVISOR

Agent / Firm _____

Phone _____

Email _____

REAL ESTATE ATTORNEY

Firm _____

Phone _____

Email _____

FINANCIAL ADVISOR

Firm _____

Phone _____

Email _____

MORTGAGE BROKER

Firm _____

Phone _____

Email _____

PROPERTY & CASUALTY INSURANCE AGENT

Firm _____

Phone _____

Email _____

ARCHITECT

Firm _____

Phone _____

Email _____

GENERAL CONTRACTOR

Firm _____

Phone _____

Email _____

ELECTRICIAN

Firm _____

Phone _____

Email _____

**REAL ESTATE
AND LIFESTYLE
RELATED
SERVICES
(CONTINUED)**

CONTACT INFORMATION

PLUMBER

Firm _____

Phone _____

Email _____

ROOFER

Firm _____

Phone _____

Email _____

PAINTER

Firm _____

Phone _____

Email _____

CARPENTER / HANDY PERSON

Firm _____

Phone _____

Email _____

LANDSCAPER

Firm _____

Phone _____

Email _____

PEST CONTROL

Firm _____

Phone _____

Email _____

TERMITE TREATMENT

Firm _____

Phone _____

Email _____

POOL MAINTENANCE

Firm _____

Phone _____

Email _____

What is the difference between a Real Estate Trusted Advisor and a Real Estate agent?

While there is no one official definition for either title we believe what distinguishes one from the other is the following:

- A Real Estate agent traditionally is mostly focused on ethically and successfully facilitating a Real Estate transaction(s)
- A Real Estate Trusted Advisor seeks to serve consumers and clients by also providing ongoing advice and assistance throughout their lifetime Real Estate journey.
- While all Real Estate Trusted Advisors must be licensed Real Estate agents, not all Real Estate agents view their role as one of being committed to serving consumers or clients as a Real Estate trusted advisor for life.

As we believe you will see in your interaction with the Berkshire Hathaway Home Services Real Estate Trusted Advisor who shared this guide with you, this approach to serving consumers and clients is one that regrettably is not universally shared within the real estate industry.

As Real Estates “forever brand” we clearly favor and encourage our forever network agents to go beyond just serving transactional needs.

And I trust that you approve.

Here’s to your real estate and lifestyle success.

A special thank you to Allan Dalton for his creative vision and contribution to the Berkshire Hathaway HomeServices real estate and lifestyle planning guide.



BERKSHIRE HATHAWAY
HomeServices

REAL ESTATE'S **FOREVER** BRAND