

SALES ASSOCIATE MARKETING GUIDE

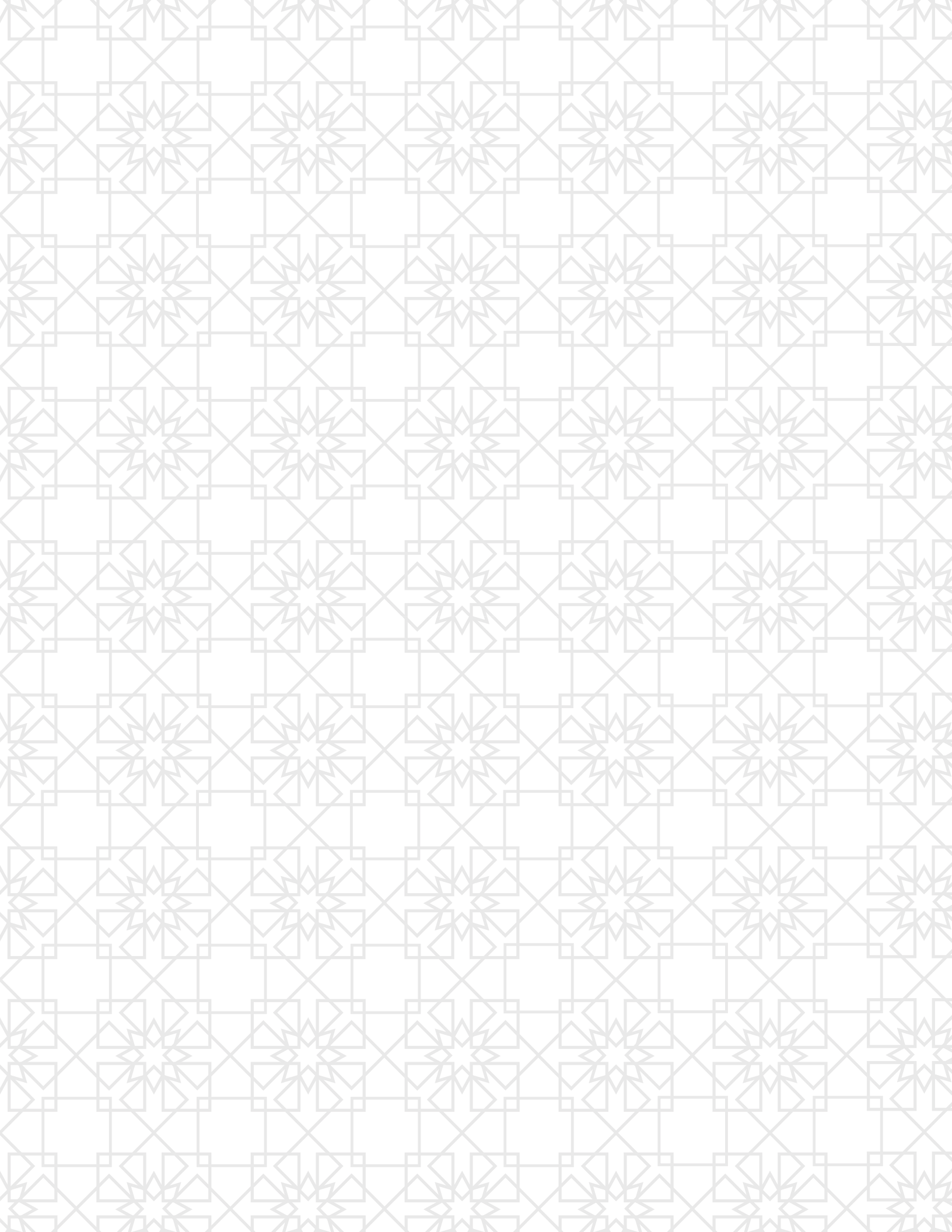


LUXURY COLLECTIONSM

LUXURY REAL ESTATE DEFINED

**BERKSHIRE
HATHAWAY**
HOMESERVICES

GEORGIA
PROPERTIES



LUXURY COLLECTIONSM

LUXURY REAL ESTATE **DEFINED**

LUXURY DEFINED

Berkshire Hathaway HomeServices Georgia Properties excels at providing extraordinary listings to an exclusive audience through our Luxury Division while delivering unrivaled customer service and superior knowledge of the luxury market to the world's most elite consumers.

We work closely with you to develop a marketing strategy that is custom-tailored to individual properties. We deliver maximum exposure to qualified prospects through integrated marketing plans that highlight the unique qualities of your listing, deployed to fit your client's specific needs.

STRATEGIC GLOBAL PARTNERSHIPS

THE WALL STREET JOURNAL.

FINANCIAL TIMES

MANSION GLOBAL
ONLY THE EXCEPTIONAL

BerkshireHathawayHS.com

Zillow®

PropGOLuxury.com
Luxury Properties Worldwide

WHO'S WHO IN
LUXURY
REAL ESTATE

THE WALL STREET JOURNAL.
ASIA

NIKKEI Property Listings

居外
Juwai.com

THE WALL STREET JOURNAL.
EUROPE

AWARDS AND RECOGNITION

MAX
AWARDS

Innovation, New Products and
Services Marketplace Success

THE
ATLANTAN
MODERN LUXURY

Best of Atlanta Readers Choice
Best Metro Atlanta REALTORS®

WHO'S WHO IN
LUXURY
REAL ESTATE

Best Print Marketing Campaign

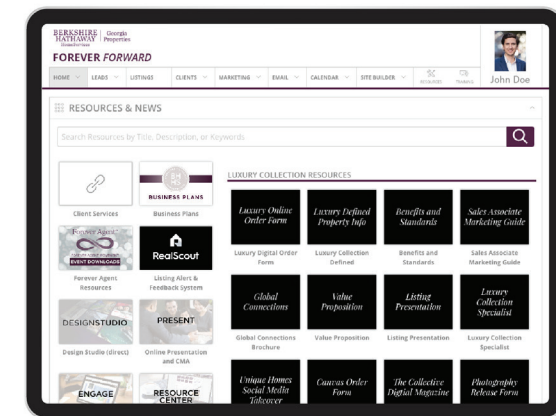
MODERN LUXURY
Interiors

Best Social Media Campaign
Best Marketing Campaign



LUXURY COLLECTIONSM

The order forms and materials in this guide are available to download or view on the intranet at: intranet.bhhsgeorgia.com.
Click on the Luxury Collection Resources button.



EMAIL

luxuryredefined@bhhsgeorgia.com

PHONE

404.671.4195

FOLLOW US

@bhhsгалuxury



LUXURY REAL ESTATE DEFINED

BERKSHIRE HATHAWAY | GEORGIA PROPERTIES
HOMESERVICES

Information deemed accurate but subject to change without withdrawal or prior notice.
Check intranet.bhhsgeorgia.com for most recent info.
Version 2026



Benefits

LUXURY COLLECTION MARKETING BENEFITS

Berkshire Hathaway HomeServices Georgia Properties has made a commitment to provide the utmost service for our luxury clients using a specialized marketing approach. The Luxury Collection is a full-service marketing program offered to all sales associates with properties defined by a price point of **\$1.5M inside the perimeter (ITP), \$1M outside the perimeter (OTP).**

- Recognition and association with the brand's exclusive Luxury Collection marketing materials (**black and white marketing may not be combined with cabernet marketing**).
- Concierge services provided by the Luxury Collection Marketing Team to assist associates with listing presentations and marketing plans
- The Luxury Collection Marketing Team will design marketing materials with a soft touch finish
- Associates will be able to participate in local and international advertising opportunities at corporate rates
- Inclusion on the LuxuryRedefined.com website
- LuxuryRealEstate.com affiliation
- Access and invitations to luxury events
- Receive benefits of the Berkshire Hathaway HomeServices Global Network including brand digital and print advertising, listing syndication and more.

For properties listed under the price points noted above, there may be exceptions. Please submit photos and a description to the Luxury Collection Marketing Team at LuxuryRedefined@BHHSGeorgia.com.



Standards

LUXURY COLLECTION PROGRAM STANDARDS

The Berkshire Hathaway HomeServices Georgia Properties Luxury Collection is designed to elevate luxury real estate marketing. The Berkshire Hathaway HomeServices brand is recognized throughout the world as defining luxury real estate. With commitment to the following standards, we will provide the ultimate service for our luxury real estate clientele.

- Luxury Collection properties are defined by a price of **\$1.5M inside the perimeter (ITP), \$1M outside the perimeter (OTP)**
- All Luxury Collection properties shall use the approved black and white or platinum (over \$2.5 million) Luxury Collection marketing materials
- All property photos and videos shall be high-resolution and taken by a professional photographer/videographer
- Associates shall submit a professional headshot for marketing
- Associates shall use the Luxury Collection Black and White signage and directionals
- Associates shall maintain professional appearance, attire and presentation
- Associates shall commit to the Luxury Collection advertising standards and requirements

Berkshire Hathaway HomeServices Georgia Properties Luxury Collection delivers the benefits of innovative, strategic marketing resulting in unprecedented listing exposure reaching potential buyers all over the world.

LISTING SYNDICATION

Listing syndication (in addition to over 45,000 leading luxury websites)

BerkshireHathawayHS.com

Zillow.com

Trulia.com

MansionGlobal.com

Juwai.com

WSJ.com

WSJ.com/Europe

WSJ.com/SouthAmerica

WSJ.com/NorthAmerica

WSJ.com/India

WSJ.com/Asia

(Financial Times, London) PropertyListings.Ft.com

UniqueHomes.com

LuxuryRealEstate.com

LuxuryRedefined.com

Mobile APP

PRINT/BRAND/PROPERTY ADVERTISING PROGRAM

Wall Street Journal

Architectural Digest

Mansion Global

The Atlantan

Modern Interiors Southeast

Atlanta Business Chronicle

Local Newspapers/Magazines

Unique Homes

Medicine and Doctors

Modern Luxury Datebook

Net.Jets

Penta

DIGITAL PROPERTY ADVERTISING PROGRAM (PACKAGES AVAILABLE)

Digital Advertising Plans by Lifestyle, Feeder Market

(Chalk Digital)

Juwai.com

WSJ.com

LuxuryRealEstate.com

UniqueHomes.com

MansionGlobal.com

Local Partnered Publications (AJC, ABC, and more)

Digital Media/Search Engine Marketing

Facebook, Instagram, Twitter

YouTube

Google

Bing

Yahoo!

The Collective Atlanta - Digital Magazine

The Collective Mountain & Lake - Digital Magazine

PUBLIC RELATIONS

Year-round across local and global networks

ADVERTISING CAMPAIGNS AND SHOWCASING PROPERTIES

Berkshire Hathaway HomeServices Network

Berkshire Hathaway HomeServices Prestige Magazine

Wall Street Journal

Wall Street Journal: Behind the Listing Video Series

Wall Street Journal: Carousel Banner Across Global Network (\$5M+)

Wall Street Journal: China and Europe Search Widget

Wall Street Journal: Front Page Mansion Section

Wall Street Journal: Mansion Global Magazine and Online

Mansion Global

Mansion Global: Europe Market Sponsorship

Mansion Global: Asia Market Sponsorship

Mansion Global: Promotional Media

Mansion Global: WeChat Channel (\$1M+)

Mansion Global: Magazine and Online

Juwai Brand Page

Facebook, YouTube, and Instagram 'Good to Know' Brand Campaigns

TARGETED DISPLAY ADVERTISING

Atlanta Business Chronicle: Home of the Day (Print and Digital)

HomeSpotter: Audience Targeting: Company wide Open Houses

Facebook/Instagram: Digital Ads

Chalk Digital Streaming TV & Social Media Ads

SIGNATURE PUBLICATIONS

Prestige Magazine

Unique Homes Magazine

The Collective Atlanta - Digital Magazine

The Collective Mountain & Lake - Digital Magazine

CONCIERGE AUCTION HOUSE ADVERTISING OPPORTUNITIES

Events Sponsorship Packages Available

Select, Preferred and Other Email Opportunity Packages Available

Location Pages on ConciergeAuctions.com

Banners on Homepage of ConciergeAuctions.com Available

Quarterly Confidential Publication (**March, June, August, December**)

SOCIAL MEDIA

Berkshire Hathaway HomeServices

Luxury Redefined Property of the Day

Luxury Redefined Blog

YouTube: Daily Featured Videos

Facebook, Instagram, Twitter, LinkedIn, Pinterest, and WeChat

LuxuryRealEstate.com/Who's Who in Luxury

Modern Luxury

Chalk Digital

BHHS GA Luxury

INDUSTRY EVENTS

NAHREB National Convention

NAHREP National Convention

NAGLREP National Convention

AREAA National Convention

NAR Conference and Expo

BHHS Convention

BHHS Summit

SAUPO

Luxury Collection Services Request

WELCOME TO THE LUXURY COLLECTION PROGRAM

Requests placed after 2pm may be processed the next business day. Proofs require 48 hours turn around upon receipt of all high-res photos/videos and copy.

Meeting the needs and expectations of your affluent sellers. Our program offers digital and traditional marketing tools to assist you in promoting your listing and your business. **Please indicate your choices and email to LuxuryRedefined@BHHSGeorgia.com. A digital form is also available at [LuxuryRedefined.com/Order-Form](https://www.luxuryredefined.com/Order-Form).**

BEFORE SIGNING, REVIEW THE LUXURY COLLECTION GUIDELINES located in this packet. Complete this form and submit along with your Luxury Collection Materials Order Form and this three-page checklist. Ensure information is accurate before submitting form.

QUALIFICATIONS FOR THE LUXURY COLLECTION PROGRAM are as follows:

- Your listing must meet the price requirements and guidelines. (See Luxury Collection Standards) -OR be approved by the Luxury Division
- Your listing must include an existing structure, not a building site or a tear-down
- No rentals or commercial
- No land or acreage

FREE MARKETING TOOLS automatically available for your listing:

- Listing syndication on all of the major websites (Realtor.com, Trulia, Zillow and hundreds more)
- Syndicated to the following luxury websites: Wall Street Journal & Mansion Global (over \$1M), LuxuryRealEstate.com, UniqueHomes.com, AJC.com, Juwai.com | Juwai LUXE, The International MLS, Financial Times London, JamesEdition.com and more.
- E-Marketing - with Luxury Collection themed e-flyers (Broker Open, Caravan, etc)
- Single Page Temporary Flyer PDF
- Targeted Facebook Ad via Boost Homespotter - Company-wide Open House
- Chalk Digital Targeted Ad Campaign - New Listings - One Week Automated
- Digital Online Brochure (by request)
- Single Property Gallery Page (by request for properties over \$5M)
- *The Collective* Atlanta and Mountain and Lakes digital magazines
- Social media feature on Instagram @bhhsгалuxury (must have exceptional photography/videos for consideration)

Property Address _____

Listing Agent _____ Office _____

Listing Price _____ Office Phone _____

Listing Date _____ Cell Phone _____

Expiration _____ MLS# _____

As a concierge service to you, most items in this catalog are provided gratis by the creative team. Please note that custom items which require additional creative time will be billed at a rate of \$75/hr. A minimum of \$75 will be charged. You will be notified of this cost prior to the production.

(ex. Custom Print/Digital Listing Ad Design | Custom Email Campaign | Custom Self-Promotional Branding)



LUXURY COLLECTIONSM

DIGITAL MARKETING

NEW LISTING E-BLAST
TARGETED to sales professionals and brokers in Metro Atlanta and surrounding areas.

- North Atlanta
- South Atlanta
- Mountain and Lake

New to Market (Each Thursday)

Agent Caravan/Open House (Each Monday. Must submit Caravan by previous Friday to be included)

RESOURCE CENTER ECARD
Upload to your Resource Center account.

Date _____

Time _____

Custom Text: _____

Send Date(s) _____

Link to page: _____

E-mail Address: _____

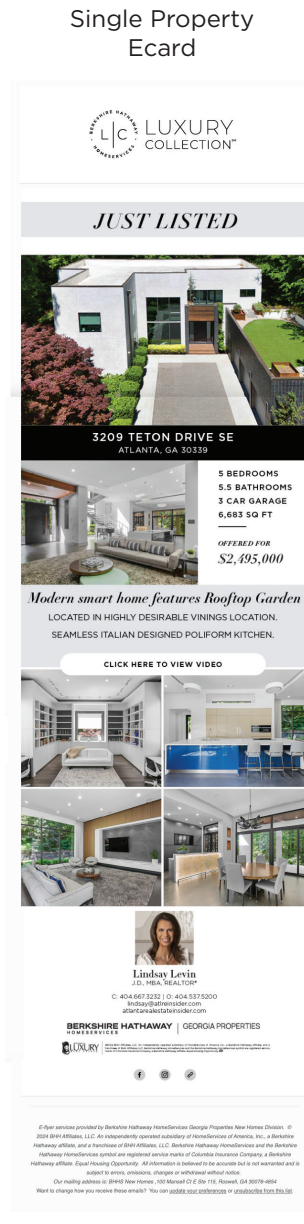
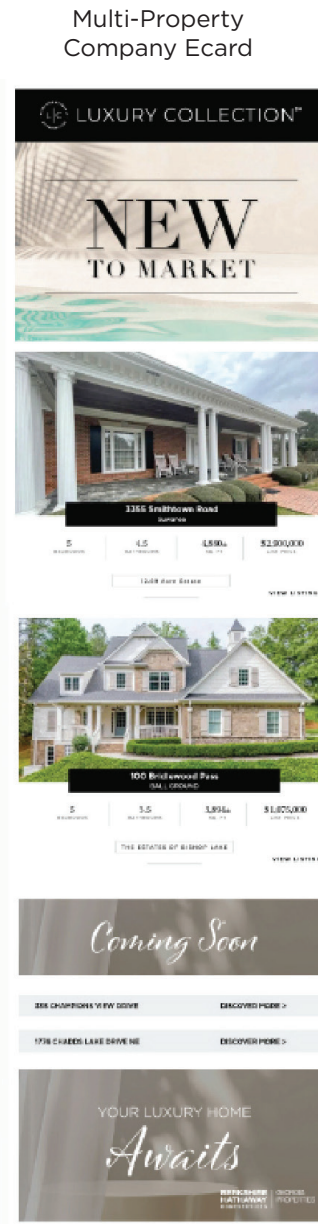
Subject: _____

Do not use special characters, or pricing in the subject line.

Please submit URL (web address) for e-card to link (to i.e. virtual tour or property detail page) and a professional or BHHSGeorgia.com email address

Must provide all high-resolution photography to LuxuryRedefined@BHHSGeorgia.com

*Not to exceed more than once per week due to email compliance and spamming rules.



LUXURY COLLECTIONSM

DIGITAL MARKETING

ABC HOME OF THE DAY

Listing Promoted on the ATLANTA BUSINESS CHRONICLE WEBSITE: bizjournals.com/atlanta

- Homepage
- Property Gallery
- Property Resource Page
- Digital Newsletter
- Article Page
- Shared on Instagram (@bhhsгалuxury)
- **PLUS** Inclusion our monthly **Full Page Print Listing Ad**

INCLUDED FEATURES:

- Up to 20 High Resolution Photos with Captions
- Unlimited Property Text Description
- Property Displayed as 'Featured Home' for two Days
- Ability to Include Two Videos in Property Gallery
- Contact Info with Picture, Phone, Email and Website URL
- Property Live on Resource Page for 30 days
- Social Media Asset to Share on Your Business Page
- Reporting on Digital Feature

CHALK DIGITAL

Custom digital ad designed for your listing, and advertised to local home buyers visiting top sites like the New York Times, ESPN, Washington Post, CNN, Yahoo, Forbes, Huffington Post and thousands more.

**You will receive a daily marketing report to share with your client that shows the number of ad views and click-throughs. Add seller email for targeting/reports.





LUXURY COLLECTIONSM

PRINT MATERIALS



LUXURY COLLECTION
AGENT MATERIALS ORDER FORM

Agent Name: _____
Title: _____
Branch: _____
Cell Phone: _____
Email Address: _____
Web Address: _____

SOFT TOUCH (Minimum Order 25)

8 x 8 FOLDOVER BROCHURE

8 x 8 BOOK

11 x 17 FOLDOVER BROCHURE

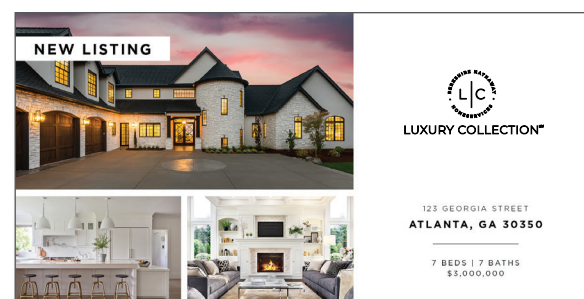
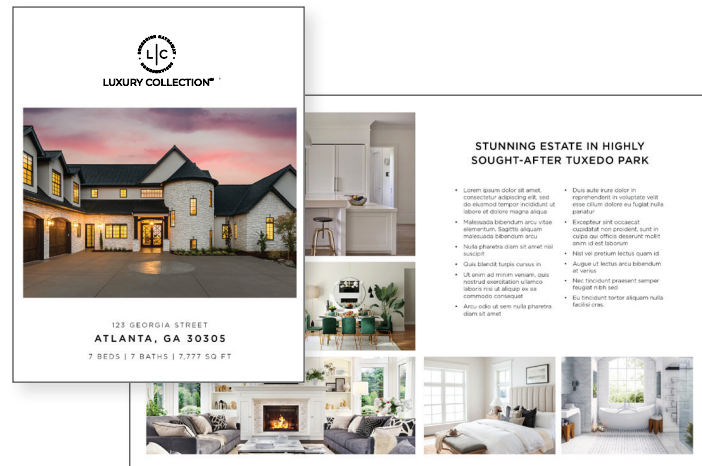
8.5 x 11 LETTER BROCHURE

8.5 x 11 TEMP FLYER

11 x 17 TEMP FLYER

11 x 5.5 POSTCARD

8.5 x 11 UNIBIND HOMEBOOK



*MORE OPTIONS AVAILABLE. CONTACT THE LUXURY DIVISION FOR MORE INFORMATION.

Prices/quotes available upon request. Soft touch items on this page may require approx 5 or more business days for printing/shipping. Upon approval, items will be delivered to your office. Must provide copy and high resolution photography to LuxuryRedefined@BHHSGeorgia.com



Square Business Cards 2.5" x 2.5"
Soft Touch Finish 18 pt

PLEASE CONTACT DESIGNER FOR QTY AND PRICING



Horizontal Business Cards 3.5" x 2"
Foil Stamping, Silk Finish

PRICE DOES NOT INCLUDE SHIPPING, MINIMUM ORDER 500

- 500..... \$343
- 1000..... \$381

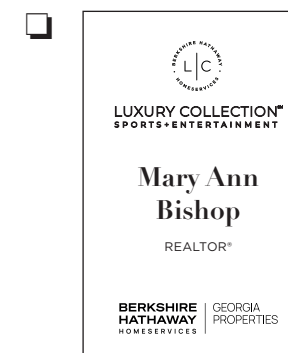


Name Badge
Black Square with Silver Border
PRICE INCLUDES SHIPPING

\$30 each

Name Badge
Silver Square
PRICE INCLUDES SHIPPING

\$30 each



Name Badge
Tall Vertical in Black or Silver- Please Specify
PRICE INCLUDES SHIPPING

\$30 each

Pricing subject to change without notice. Taxes, shipping and rush fees are additional.



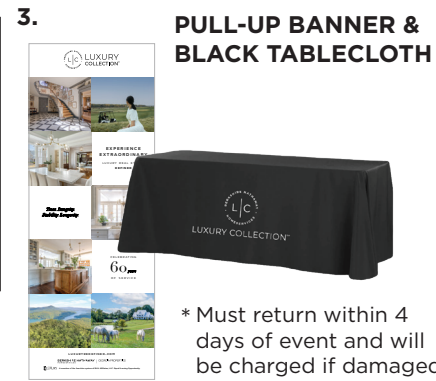
LUXURY COLLECTIONSM



1. LC LISTING BOOK
Includes 10-Soft Touch Books
\$50
 Includes 10-Soft Touch Books
 For single copies, contact the Luxury Division directly.
DIGITAL LISTING PRESENTATION
 Available upon request on Moxi



2. THE COLLECTIVE ATLANTA & MOUNTAIN AND LAKE
 Beautifully designed digital luxury listing magazine.
 View at:
 - collectivemagatl.com
 - thecollectiveml.com



3. PULL-UP BANNER & BLACK TABLECLOTH
 * Must return within 4 days of event and will be charged if damaged



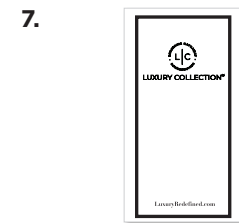
4. CANDLE
\$25



5. GIFT BUNDLE
 Candle, Medium Bag and Tissue Paper
\$30 - Medium Bag
\$35 - Large Bag



6. COCKTAIL NAPKINS
\$10/pack of 25



7. HAND NAPKINS
\$15/pack of 50

For more information, bulk orders, or additional items call The Luxury Division at 404-671-4195 or email at LuxuryRedefined@BHHSGeorgia.com.



LUXURY COLLECTIONSM

PROMO ITEM ORDER FORM

INVOICES FOR ITEMS WILL BE BILLED TO YOUR AGENT MONTHLY STATEMENT

CUSTOMER INFORMATION	
NAME	
TITLE	
BRANCH	
CELL PHONE	OFFICE PHONE
EMAIL ADDRESS	WEB ADDRESS

ITEM NO.	DESCRIPTION	QTY.	PRICE EACH	TOTAL
TOTAL				

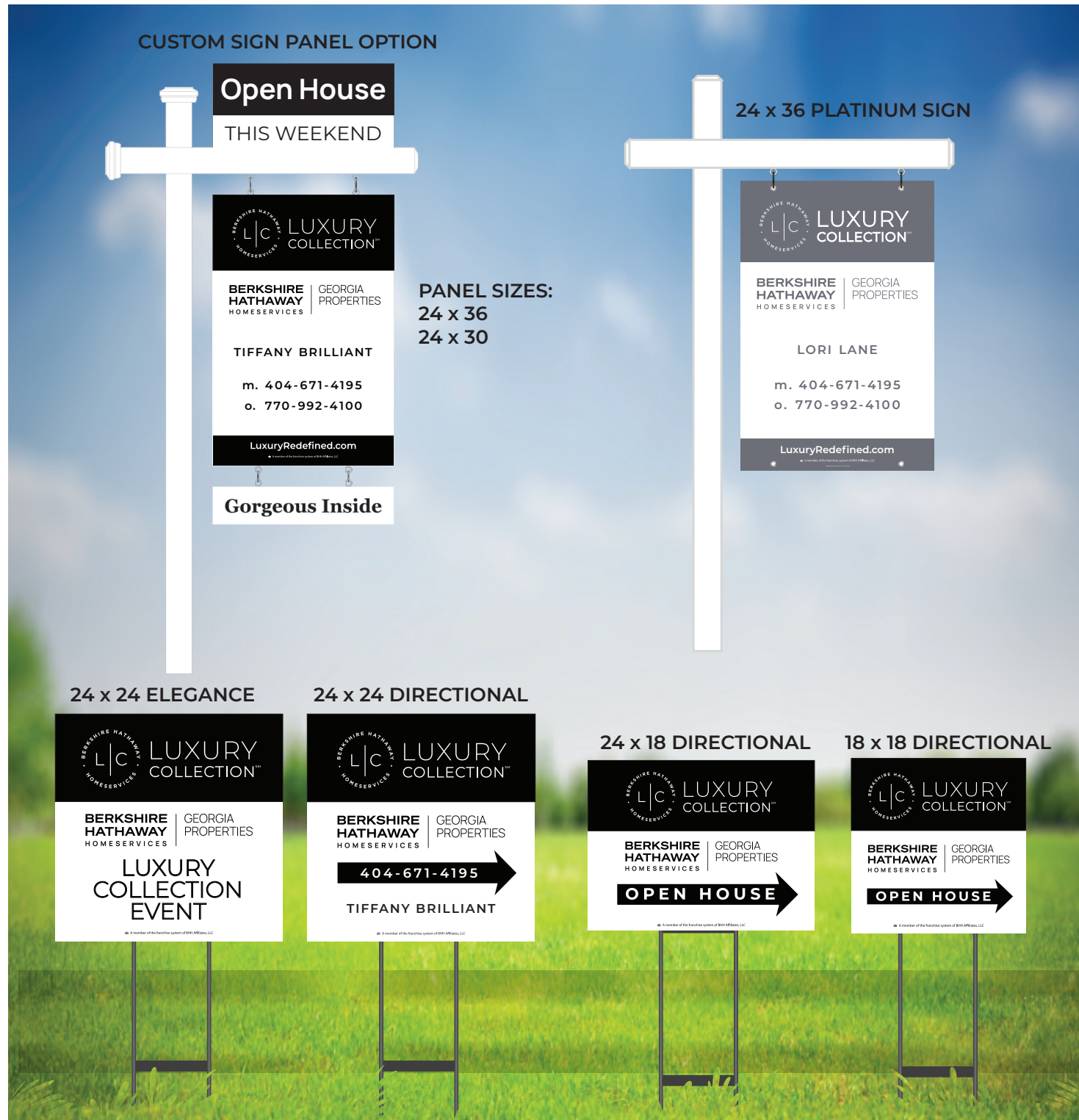
COMMENTS:

EMAIL COMPLETED FORM TO: LUXURYREDEFINED@BHHSGEORGIA.COM

YOU WILL BE BILLED PER YOUR AGENT/BRANCH MONTHLY STATEMENT.

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 404-671-4195 OR EMAIL.

LUXURY COLLECTION SIGN EXAMPLES



PANEL SIZES:
24 x 36
24 x 30

LUXURY COLLECTION YARD SIGN ORDER FORM

(Luxury Collection listings \$1.5M ITP and \$1M OTP)

SIGN/PANEL POST

2' x 3' Aluminum Reflective hanging panel w/ wood armpost - \$250.00
*Installation and removal included

Upon removal, Farmer Signs will warehouse the sign panel.
The next installation requests \$100.00 which includes fresh painted post and removal.

6' EASY ARMPOST COMBO

Non reflective	Reflective
1 - \$140.00	1 - \$160.00
3+ - \$130.00 each	3+ - \$150.00 each

Removal of Easy ArmPost sign is completed by the agent

PANEL ONLY \$135.00

SLIDE-IN RIDERS

Non reflective	Reflective
1 - \$15.00	1 - \$22.00
3+ - \$12.00 each	3+ - 18.00 each

HANGING RIDERS

Non reflective	Reflective
1 - \$17.00	1 - \$24.00
3+ - \$14.00 each	3+ - \$20.00 each

DIRECTIONALS

18" x 14" directional	24" x 18" directional
1 - \$40.00	1 - \$65.00
3-8 - \$35.00 each	3-8 - \$50.00 each

Prices subject to change without notice. Contact Farmer Signs for current pricing.

To order your Luxury Collection yard signs and accessories, visit FarmerSigns.com and Click the tile to Search by Brand Under BHHS Georgia Properties.

ALL SIGNS MAY BE CUSTOMIZED, BUT IN COMPLIANCE WITH THE LUXURY COLLECTION STANDARDS AND GREG.



D: 404.799.0588
F: 404.799.7637
bryan@farmersigns.com

You may also contact your Luxury Marketing team if you need assistance ordering your yard sign.

luxuryredefined@bhhsgeorgia.com | 404-671-4195



If you have any questions, please contact Farmer Signs at:

D: 404.799.0588
F: 404.799.7637
bryan@farmersigns.com

2397 Church Road
Atlanta, GA 30339



LUXURY COLLECTIONSM

MARKETING

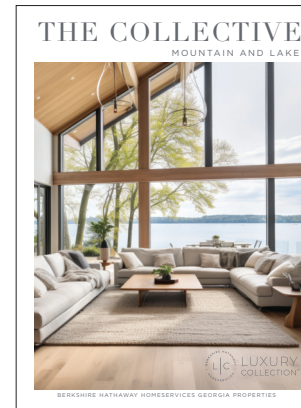
THE COLLECTIVE ATLANTA AND THE COLLECTIVE MOUNTAIN AND LAKE

Beautifully designed digital magazines showcasing our fabulous Luxury Collection listings priced from **\$1.5M+ ITP and \$1M+ OTP**.

These premiere publications have an email distribution both locally and nationally, including direct e-mail delivery to the top producers in Atlanta real estate as well as our global Berkshire Hathaway network which includes more than 50,000 sales associates and 1,550 offices.



THECOLLECTIVEMAGATL.COM



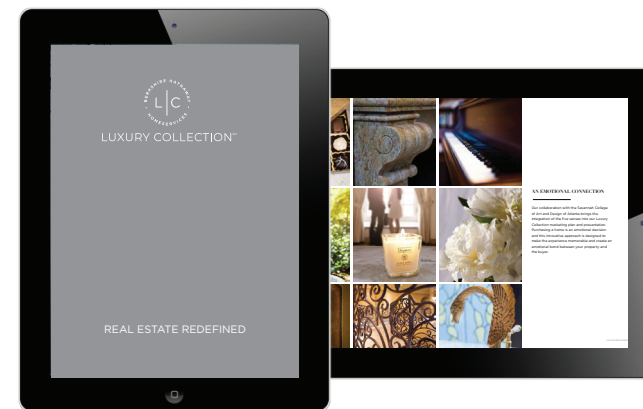
THECOLLECTIVEMAGML.COM

DIGITAL LISTING PRESENTATION

The digital marketing presentations are available upon request and can be accessed via your the intranet.

email: LuxuryRedefined@BHHSGeorgia.com for access

The printed presentation with the luxe soft touch finish is available through your branch managers or broker and may also be requested from the Luxury Division.



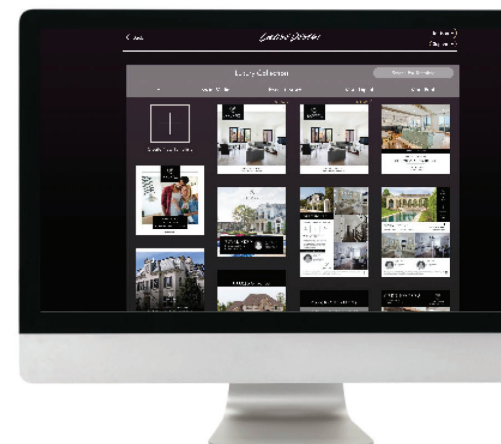
BHHS DESIGN STUDIO

Berkshire Hathaway HomeServices Georgia Properties' provides a creative program that is an all-in-one create, draft, edit and publish platform. Create personalized marketing materials with easy, drag-and-drop technology.

Simplicity at its finest. Create from your home, office or on the go.

Discover a better way to design, customize and publish extraordinary marketing materials and social media posts.

Access easily through SSO BHHS intranet.



ADVERTISING

*Pricing subject to change without notice.



PRESTIGE/UNIQUE HOMES

- 3x/Year — Spring/Summer/Fall
- 20,000/issue US & Canada PLUS additional 40,000/issue in Unique Homes (60,000 total)
- Included in first-class domestic & international airline lounges & private jet facilities
- Top Executives on the Forbes list
- Average net worth \$4.5M+ (Unique Homes)

Call for Pricing



THE ATLANTIAN

- Monthly — Deadline: 1st of the Month Prior
- LIMITED SPACING AVAILABLE
- 50,000 Includes subscribers, newsstands, luxury hotel and event distribution
- Average net worth \$2.2M+

Call for Pricing



MODERN INTERIORS SOUTHEAST

- 5x/Year — Deadline: 1st of the Month Prior
- February, May, August, October, December
- 30,000/issue
- Includes subscribers, newsstands, luxury hotel and event distribution
- Average net worth \$2.45M+

Call for Pricing



ATLANTA BUSINESS CHRONICLE HOME OF THE DAY - PRINT AD

- Monthly — Deadline: End of the Month Prior

Call for Pricing

Looking for more? Contact us! E-mail: LuxuryRedefined@BHHSGeorgia.com | 404.671.4195



2025 LRE® PRODUCT GUIDE

For additional details, reservations and to purchase, visit the Luxury Lounge: LuxuryRealEstate.com/Marketing

LUXURYREALESTATE.COM FEATURED PROPERTY OF THE WEEK

Jumbo Featured Property	\$895 / week
Standard Featured Property.....	\$495 / week

TARGETED EMAIL MARKETING	Featured Email	\$895
	LRE® on Tour Single Listing Promotion.....	\$195
	LRE® on Tour Takeover	\$1195
	Digital Property Promotion Package.....	\$1395

LRE® SOCIAL MEDIA BOOST	15 Days.....	\$275
For Agent Profiles and Property Listings!	30 Days.....	\$545
	45 Days.....	\$795

THE KEY TO LRE®	The Key to LRE® Company or Agent Customization.....	\$295
	The Key to LRE® Enhanced Customization.....	
	<i>(price on request based on scope of work)</i>	

PRINT ADVERTISING IN THE WALL STREET JOURNAL

RATES FOR ALL REGIONS:	REGION	RUN DATE	RESERV.	MATERIAL DATE
Standard.....\$395	New York	Jan 24	Dec 30	Dec 31
Jumbo\$1,495	Florida	Mar 7	Feb 10	Feb 12
	New England	May 1	Apr 7	Apr 9
	New York	Jun 6	May 12	May 14
	Florida	July 4	Jun 9	Jun 11
	Rocky Mountain	Aug 8	Jul 16	Jul 18
	New England	Sep 19	Aug 26	Aug 28
	Florida	Oct 31	Oct 8	Oct 10
	New York	Dec 12	Nov 20	Nov 21



The undersigned understands that undersigned's image, likeness and/or voice may get photographed and/or recorded on audio or video and this release shall include Berkshire Hathaway HomeServices Georgia Properties' (BHHSGA) use of the same.

For valuable and sufficient consideration received, the undersigned hereby consents, authorizes and grants to BHHSGA, its agents, employees or duly authorized representatives or vendors permission to take photographs, motion pictures, and/or video recordings of the undersigned for advertising, promotional, and marketing purposes.

The undersigned further consents to the publication, circulation and dissemination of said photographs, motion pictures, and/or video recordings or any duplication or dissemination of the same for advertising, promotional, and marketing purposes.

In granting such permission, undersigned hereby relinquishes and gives BHHSGA rights, title and interest he/she may have in the finished pictures, negatives, videos, reproductions or copies and further waives any and all right to approve the use of such photographs, motion pictures or video tapes, and further waives any right to compensation for the publication, airing, distribution or other use of said photographs, motion pictures or video tapes and does release BHHSGA, its agents, licensees, representatives and assigns from any and all claims of any nature whatsoever arising from preparation, production, and use of the same.

The undersigned understands the contents of this agreement; warrants that he/she is fully authorized to grant the rights and releases contained herein; and agrees that it shall be binding upon him/her and any heirs, legal representatives, and assigns.

Date _____ BY _____

NAME _____

LUXURYREDEFINED.COM





LUXURY COLLECTIONSM

PHOTOGRAPHY &
VIDEOGRAPHERS

Artisan Real Estate

Photography
404-919-9289
info@artisanrem.com
artisanrem.com

Woodie Williams

Photography
404.502.1845
WoodieWilliamsPhoto.com

Woodie Williams Photography

404.502.1845
WoodieWilliamsPhoto.com

Cherokee Drone

770.881.4099
CherokeeDrone@gmail.com
CherokeeDrone.com

Kim Link Photography

678.557.8468
LimLink2@yahoo.com
KimLinkPhotography.com

Gary Feinberg Photography

404.316.2894
Gary@GaryFeinbergPhoto.com
GaryFeinbergPhotography.com

Chris Little Photography

770.560.4786
CLPhoto2@ChrisLittlePhotography.com
ChrisLittlePhotography.com

Drone Hub Media

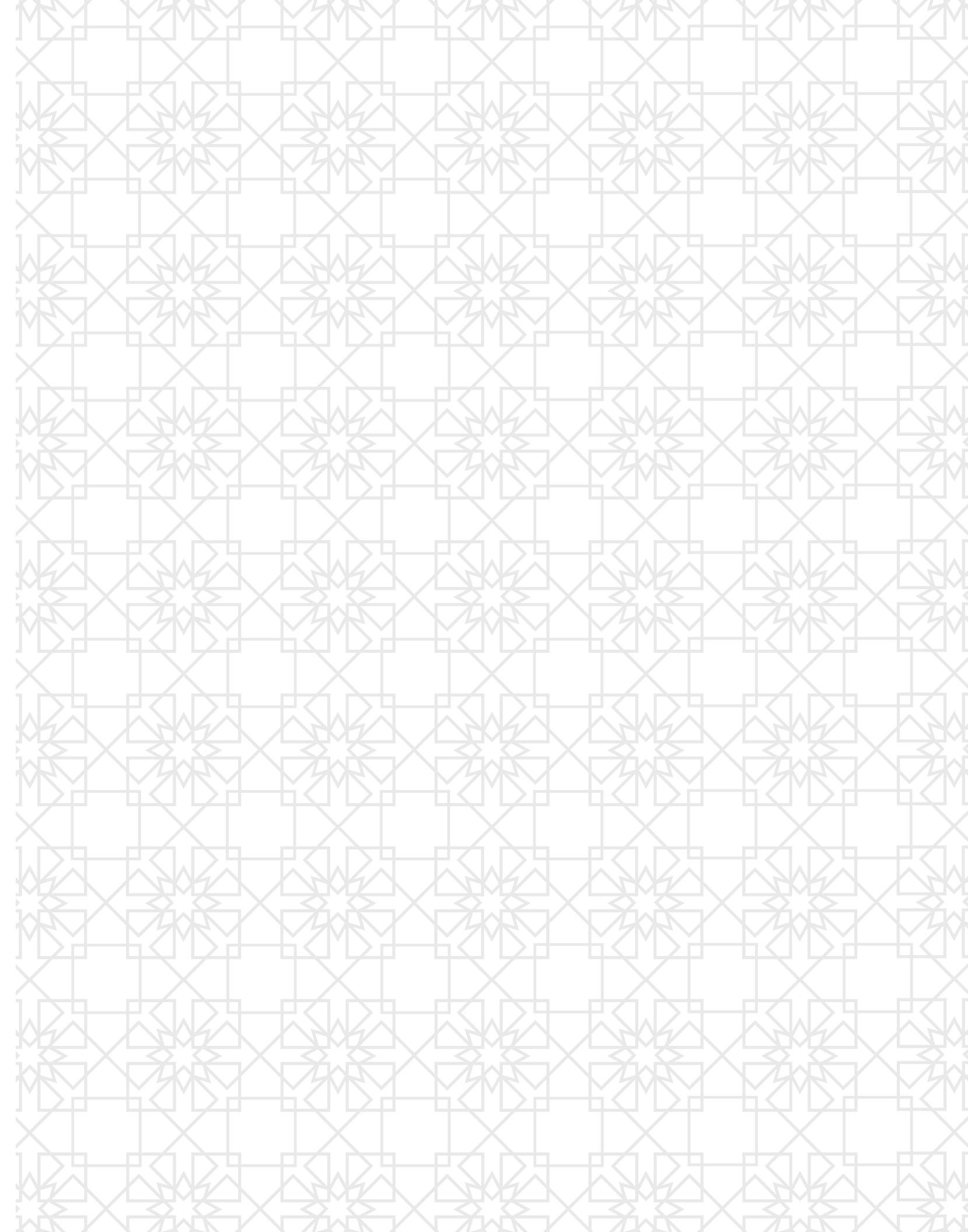
412.584.6370
Tyler@DroneHub.com
DroneHubMedia.com

Virtual Studio Innovations

404.502.5178
TheVSIgroup.com
Chris Nelms (Owner/Executive Producer)

Box Brownie

BoxBrownie.com (or through the intranet)
Professional photo editing, virtual staging,
and image enhancements
Contact for pricing (213) 376-5333





LUXURY COLLECTIONSM

CONCIERGE SERVICES

FOR MARKETING YOUR LUXURY LISTING

LUXURY REAL ESTATE DEFINED

The First Step

Luxury Collection concierge service is at your fingertips. Our team is here to perform various tasks as they relate to the marketing of your Luxury Collection listing offering you the opportunity to dedicate your time to your business and make the most of your time. Contact us today for more information. Email luxuryredefined@bhhsgeorgia.com.

Getting Your Marketing Started

Berkshire Hathaway HomeServices Georgia Properties provides an exclusive selection of products and services for your new listing:

1. **Luxury Collection Yard Sign & Accessories (TBD).** Customized iconic black and white yard sign, directionals and riders are available to promote your listing.
2. **New Listing Facebook Ad (\$0).** This highly targeted dynamic digital ad is automatic and can be customized/edited. Runs for 14 days. Includes stat report.
3. **New Listing Eblast (\$0).** Eblast sent each Thursday to Top Producing Associates within the Metro Atlanta area and beyond, highlighting the weeks new listings. There is also an option to upload individual ecards to your Resource Center and send to your personal mailing list.
4. **Chalk Digital Campaign (\$0).** Custom dynamic digital ad designed for your listing advertised to affluent local home buyers visiting top sites like the New York Times, ESPN, Washington Post, CNN, Yahoo, Forbes, Huffington Post and thousands more. Includes stat report. First week is complimentary.
5. **Atlanta Business Chronicle Home of the Day (\$400).** A premiere position to promote Luxury Collection listings on the Atlanta Business Chronicle website. Your Home of the Day online listing ad also includes a full page ad in the Atlanta Business Chronicle newspaper featuring all 15 homes for that month. Limited spacing.
6. **New Listing Postcard (TBD).** 50 large postcards mailed to your personal mailing list.
7. **Temp Flyer (\$0).** Letter-sized flyer in PDF format for immediate use to market your listing. Can be printed at your office or local printer for convenience.
8. **Soft Touch Brochure (TBD).** Unique in size and shape, these items are customized to tell the story of your luxury listing. Allow 5-7 days for final completion and delivery upon ordering.
9. **Company-wide Open House.** Participate in our seasonal company-wide open house and benefit from additional advertising and exposure for your listing.
10. **Print Advertising.** See Agent Intranet > Luxury Collection> Marketing Materials> Ad Schedule for upcoming advertising requirements, deadlines and distribution info. For those not listed, contact The Luxury Division.
11. **Promotional Products (Price Varies).** See Agent Intranet > Luxury Collection> Marketing Materials> Materials Order Form for all promotional items available to use at Open Houses, Listing Appointments. Custom scented candle, room spray, crystal flash drives and much more!



LUXURY COLLECTIONSM

FARMING AND CUSTOM SERVICES

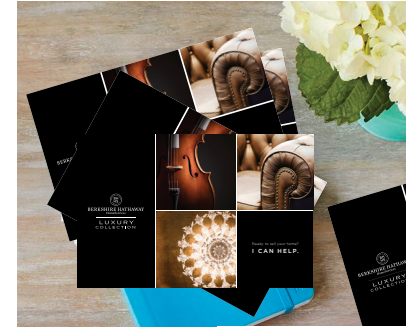
FOR PERSONAL OR PROPERTY PROMOTION

LUXURY REAL ESTATE DEFINED

Farming - Luxury Collection

We offer an array of specially designed customizable luxury collection branded real estate postcards and promotional items to help generate new client leads. See examples below. More options are available upon request.

Contact us today to get started. LuxuryRedefined@bhhsgeorgia.com | 404.671.4195



Direct Mail - Postcards

Direct mail using customized real estate postcards is a fast, affordable and effective way to get noticed in your farming areas and attract more leads and listing opportunities. The Luxury Collection design team will create customized postcards with unique messaging to your target audience.



Drop-Ins and Pass Bys

Our Luxury Collection campaign includes several promotional items can be used for your drop in or follow up appointments. Order a gift bag of exceptional delights for your listing presentations, drop-ins and follow up appointments.



Personalized Marketing

Personalized marketing is every bit as important as marketing your properties. Create new business and distinguish yourself from the competition with custom marketing pieces.

Highlights include:

- Bio/Resume
- Introduction Copy
- Testimonials
- Your Unique Selling Proposition
- Portfolio of Solds



Social Media

Request richly enhanced marketing data images to promote or boost on your personal social media accounts to increase followers and generate leads. For the best exposure, interact with your users, share and tag as appropriate.



LUXURY COLLECTIONSM

LUXURY COLLECTION SPECIALIST

AN OVERVIEW

LUXURY REAL ESTATE DEFINED



LUXURY COLLECTIONSM

Luxury Collection Specialist Certification

Thank you for your interest in submitting an initial or renewal application to become a Berkshire Hathaway HomeServices Luxury Collection Specialist.

When you become a Luxury Collection Specialist, you join an elite group of real estate professionals who have demonstrated knowledge and experience in the luxury residential field. You will also be afforded the opportunity to market yourself as a Luxury Collection Specialist and have exclusive access to dedicated luxury marketing resources.

Initial Application Requirements & Process

To become a Luxury Collection Specialist, you must be able to demonstrate that you have represented and closed three luxury residential transaction sides within the past 24 months.

A side is counted as either representing a buyer or a seller in a luxury transaction—if you have represented both in a single deal, this will only count for one side towards the three.

The price point threshold that determines the luxury classification is approximately the top 10 percent of your local market, or a figure determined by your office that is reflective of the current market conditions and nuances. Your designated Luxury Collection Coordinator will be able to share that threshold with you, or please email LuxuryListings@HSFranchise.com.

To complete the application, you will need to include the date of each qualifying transaction, address of property, MLS URL or upload a PDF copy of the MLS transaction page that identifies the address, closing date, closing price, and your role in the transaction.

Once received, your designated Luxury Collection Coordinator will review your application and alert you to any necessary action items, or you will be notified by email once your application has been processed.

The Luxury Collection Specialist Designation is valid for five years. You will be sent a renewal notification via email within three months of your certification expiration date.

Renewal Application Requirements & Process

The Luxury Collection Specialist renewal application process follows the same process as the initial application.

Once renewed, the Luxury Collection Specialist Designation will be valid for another five years.

To begin the application or renewal process, please click the Luxury Collection title on the REsource Center homepage then follow the prompts to the application.



Berkshire Hathaway HomeServices Sports + Entertainment Specialists represent icons across industries, from high-profile celebrities to athletic superstars.

Network members who have an active Luxury Collection Specialist designation are eligible to apply for the Sports + Entertainment Specialist designation.

Those interested in applying must contact their local marketing director or broker/owner. The Sports + Entertainment Specialist designation will be granted at the discretion of local marketing directors/broker/owners, based on the clientele served by the network member. The network member must demonstrate that they work with clients within the sports and entertainment fields.

Once granted the Sports + Entertainment Specialist designation, a network member can use the Sports + Entertainment Mark in their marketing and will have access to exclusive marketing materials within Marketing REsource.

Like the Luxury Collection Specialist designation, the Sports + Entertainment Specialist designation is awarded to individuals only, not teams.

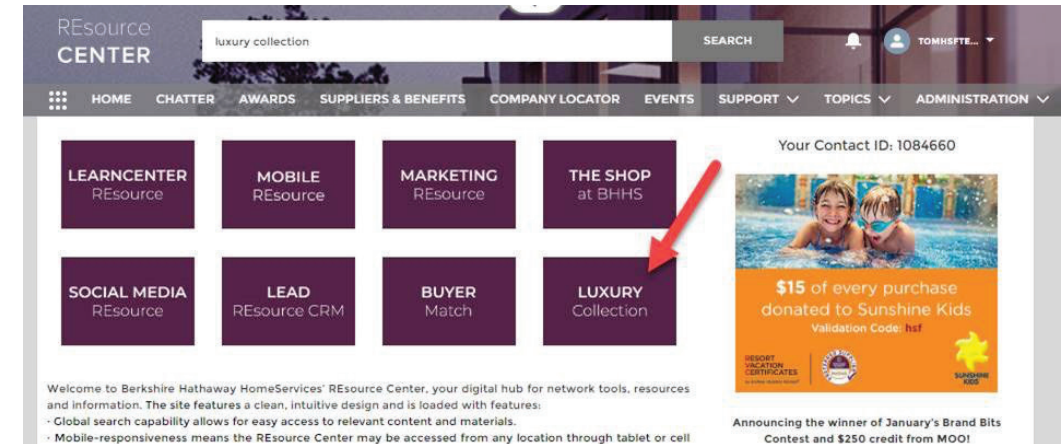
To apply for this exclusive designation, please contact The Luxury Division at luxuryredefined@bhhsgeorgia.com or 404-671-4195.

Luxury Collection Specialist Certification Instructions

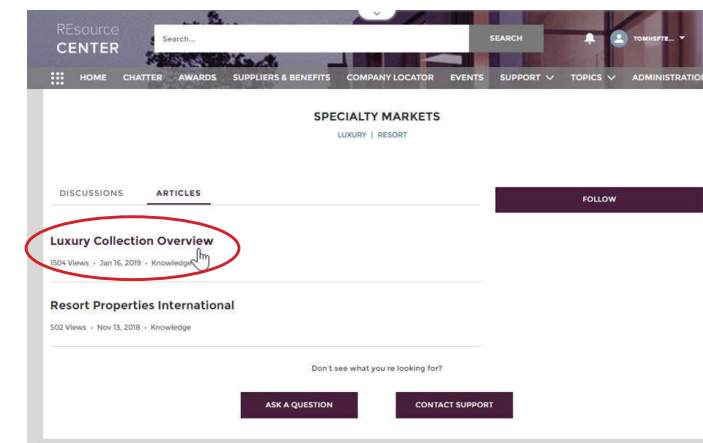
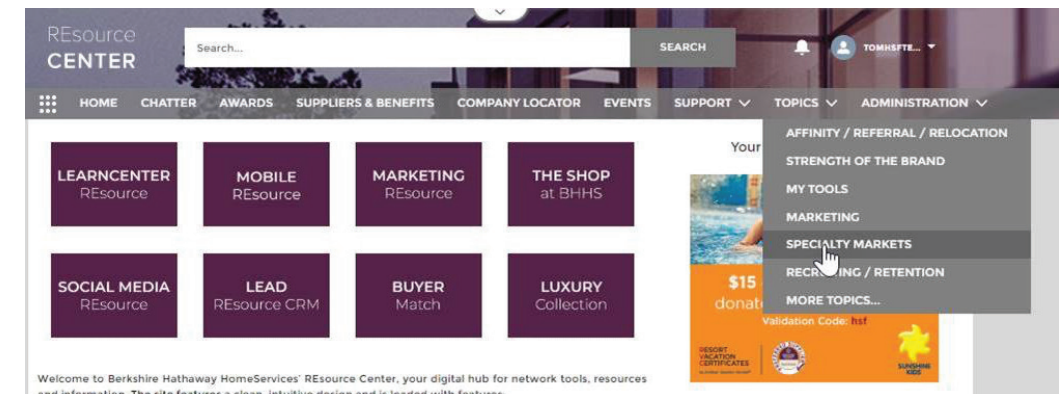
For individuals looking to apply for the Luxury Collection Specialist designation, login to BHHSResource.com and click on Luxury Collection tile to access the application form. From here, you will need to submit your three closed sides-- either list or sales side, of qualifying properties in the last 24 months.

If renewing, you only need to submit one qualifying property.

Questions? Contact 404-671-4195 or luxuryredefined@bhhsgeorgia.com



Detailed information on the program and application instructions can be found by searching for Luxury Collection and clicking on Luxury Collection Overview, or by clicking on Specialty Markets>Luxury Collection Overview:



We welcome the opportunity to provide your luxury listing superior service and attention to detail for all of your real estate marketing needs.

We look forward to working with you.

Contact us today for more information.

YOUR LUXURY COLLECTION CONCIERGE
SERVICE TEAM

FOR ORDERS/INFO:

404.671.4195

LuxuryRedefined@BHHSGeorgia.com



LUXURY COLLECTIONSM

LUXURY REAL ESTATE DEFINED

LUXURYREDEFINED.COM

404.671.4195

follow us: @bhhsгалuxury