

BERKSHIRE HATHAWAY | Homesale Realty
HomeServices

A photograph of a man and a woman sitting on a couch, smiling and talking to a real estate agent. The man is wearing a white shirt and blue jeans, and the woman is wearing a light blue shirt and white pants. The agent is wearing a dark suit and glasses, and is writing on a document. The background shows a living room with a lamp and a plant.

HOMESELLING GUIDE



WHO WE ARE

Our Core Purpose

We Help People Achieve Their Dreams.

Our Core Values

We don't claim success until our customer declares success.

We want to earn our customers for life.

We set the standards for customer excellence.

We believe the quickest way to grow our organization is to grow our people.

We believe that we achieve more together.

We think and act with a sense of urgency.

Homesale Realty - Who We Are

Network Strength

Berkshire Hathaway is built to last forever. The Berkshire Hathaway name stands for integrity and unquestioned financial strength. Hundreds of thousands of investors stand behind its proven stability and it was named the #1 company in Barron's annual ranking of the world's 100 most respected companies. The new Berkshire Hathaway HomeServices real estate network reflects its namesake's reputation and strength through skilled leadership, sound values and proven operational excellence.

Our Commitment

Our unwavering commitment to buyers and sellers is at the heart of everything we do at Homesale Realty. Our exclusive buyer and seller service guarantees provide our customers peace of mind with each transaction and reiterate our company's core purpose: We help people achieve their dreams.

Our Company

Homesale Realty has quickly become the premier name in real estate throughout South Central Pennsylvania and is growing rapidly across Maryland. Real Trends ranks Homesale Realty in the top 30 of 500 Brokers nationwide for closed transaction sides. Homesale Realty has also been ranked #4 of 1500 Brokers in the Berkshire Hathaway HomeServices real estate network. For over 50 years, we have been serving the needs of our local clients.

At Homesale Realty we are a real estate company that operates with the sophistication of a national brand, but also with a more personal, progressive and local atmosphere.

High Standards

When you consider buying or selling a home, potentially the largest financial commitment and most important investment in your life, there are no more powerful and important words than reliability and trust. Each and every Homesale Realty sales professional carries this responsibility and commitment with them day in and day out - it is what separates Homesale Realty from all other real estate organizations. When Homesale Realty sales professionals hang their sign at a listing or present their business card to a prospect, they are representing an organization that consistently strives to provide the most effective homeownership experience possible, through innovative uses of technology, marketing and key business initiatives.

A NAME RESPECTED WORLDWIDE

BERKSHIRE HATHAWAY HomeServices Homesale Realty

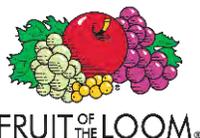
Our network is among the few organizations entrusted to use the Berkshire Hathaway name, a name representing strength, integrity, trust, and universal respect. Berkshire Hathaway HomeServices and every agent affiliate we work with reflects those values.

Companies in the Berkshire Hathaway Family

Berkshire Hathaway is a holding company owned by Warren Buffet. The holding company owns many companies and majority stock in multiple companies. Berkshire Hathaway HomeServices is one of those companies. Some additional companies are listed below.



NETJETS®



DURACELL®



Garanimals®



HELZBERG
DIAMONDS

pampered|chef

GEICO®

A NAME RESPECTED WORLDWIDE

2020

FORTUNE MAGAZINE:
WORLD'S MOST ADMIRABLE COMPANIES



1. APPLE
2. AMAZON
3. MICROSOFT
4. WALT DISNEY
5. **BERKSHIRE HATHAWAY**

BERKSHIRE HATHAWAY | Homesale Realty
HomeServices

HOMESALE REALTY | NATIONAL RECOGNITION

#2

UNITS SOLD

BERKSHIRE HATHAWAY
HomeServices
Homesale Realty

Within the BHHS Affiliate
International network

#9

GCI



#52

TOP 500
POWER BROKER



#2

TOP BHHS AFFILIATE

#9

TOP CORE SERVICE
PROVIDERS

#31

UNITS SOLD



#54

GCI

HOMESALE REALTY | LOCAL RECOGNITION



Since 2000



Since 2014



Since 2000



Since 2013



Since 2013



Since 2019



Since 2018



Since 2018



Since 2000



Since 2000

HOMESALE OFFICE LOCATIONS

Consumers prefer to work with companies they know & trust. Homesale Realty is a locally-owned company with a global network of trusted sales representatives.

We have an international network for referring buyers throughout the Berkshire Hathaway HomeServices affiliates, no matter where you take your next move.



OFFICES & GROWING



TOTAL AGENTS



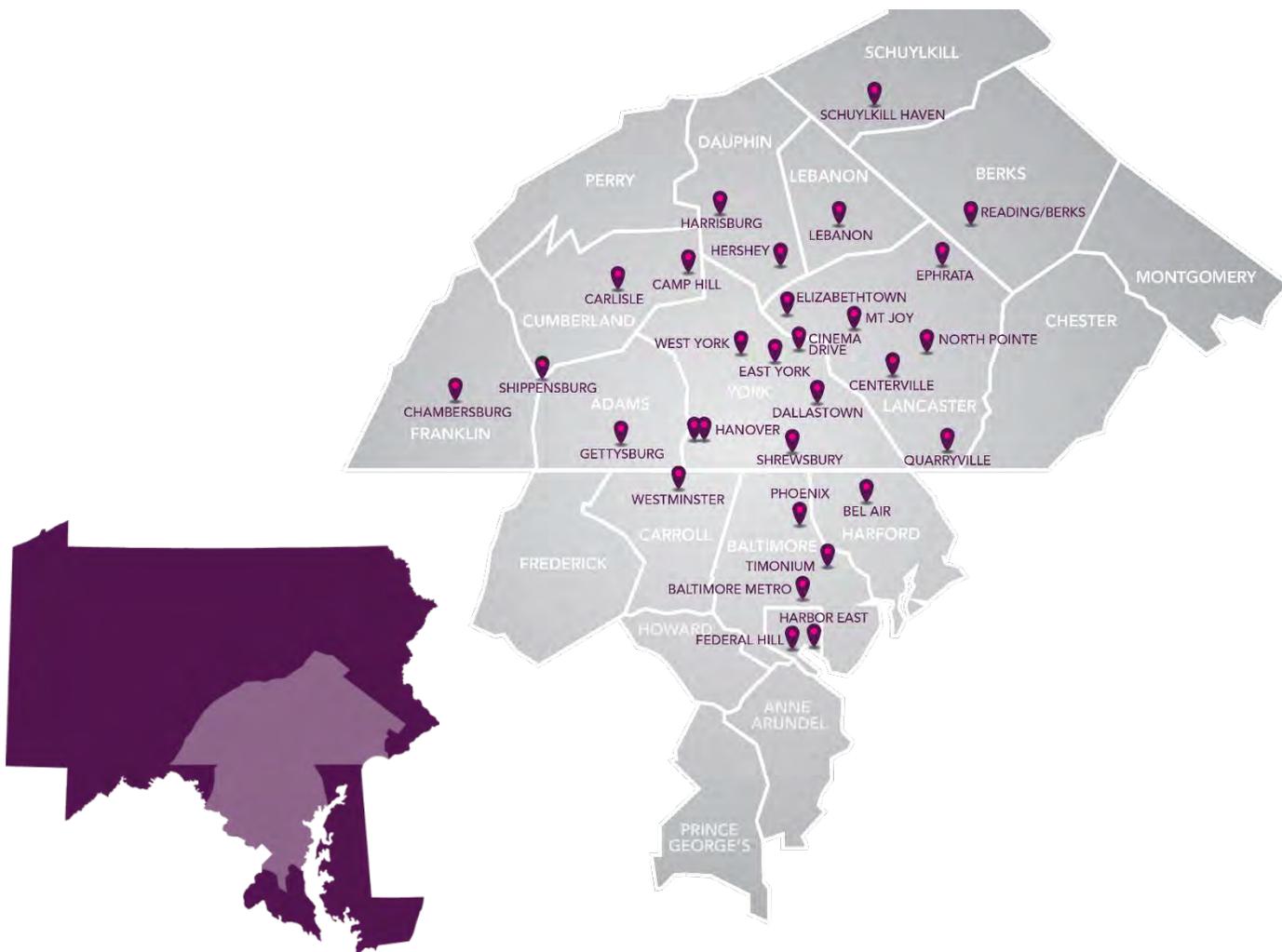
BILLION SALES VOLUME



BHS NETWORK UNITS



BHS NETWORK VOLUME



BERKSHIRE HATHAWAY HOMESERVICES GLOBAL LOCATIONS



BERKSHIRE HATHAWAY HOMESERVICES IS LOCATED **WORLD WIDE.**

UNITED STATES: 1,450+ OFFICES

ENGLAND: LONDON

GERMANY: BERLIN

ITALY: MILAN

PORTUGAL: LISBON

SPAIN: MADRID & BARCELONA

UNITED ARAB EMIRATES: DUBAI



**BERKSHIRE
HATHAWAY**
HomeServices
Homesale Realty



HOME MARKETING STRATEGY



HOW WE WILL WORK TOGETHER

INITIAL CONSULTATION

We begin with a detailed assessment of your local market, your property and competitive properties. Together, we will discover the unique value of your home.

- Clarify your needs and expectations
- Review selling process
- Conduct initial market evaluation



AFTER WE LIST YOUR HOME

We bring the story of your property to life by implementing your custom marketing plan across a wide variety of the latest technologies.

- Complete home enhancement recommendations
- Schedule and optimize marketing plan
- Show property to brokers
- Communicate sales status



WHEN PENDING

In order to get to the closing table, we will need to follow the timelines and terms agreed to in the contract. I will help coordinate and guide you through each step.

- Order title insurance and deed survey
- Oversee inspections and review reports
- Deposit earnest money
- Resolve remaining contingencies
- Conduct final walk-through

WHEN AN OFFER IS RECEIVED

I will notify you of an offer and we will meet to discuss the terms presented and how you would like me to negotiate the deal.

- Review qualifications of the buyer
- Negotiate on your behalf
- Deliver all counter proposals

AT CLOSING

We will explain the proceeds & closing statement with you and coordinate possession of the property.

- Explain estimates of settlement costs
- Attend settlement to answer any questions





PRICING YOUR HOME

MARKET ANALYSIS

No two homes are identical, which is why a thorough Comparative Market Analysis is important. First, we will work with you to identify the most appealing attributes of your property while also noting any potential obstacles. Then, we will help you identify the most likely competitive properties in your area.

Factors That Influence Selling Price



Number of similar properties for sale



Prices of recently sold properties



Pending Properties



Failed to Sell



Seller's expected net proceeds



Condition, amenities and location

How We Will Leverage Market Trends

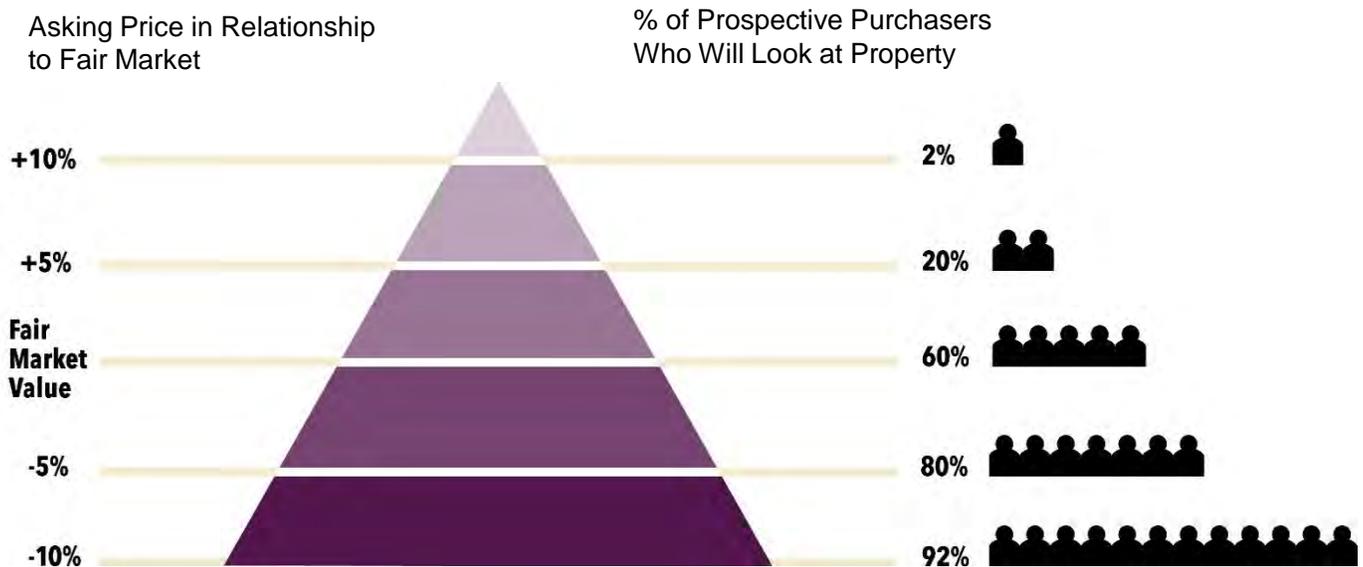
Market-sensitive pricing can be the key to maximum market exposure and ultimately, a satisfactory sale.

We will walk you through the following steps to determine market price:

- A thorough inspection of your home's location, style and condition
- An estimate of expenses and costs to show you the net proceeds
- Provide an explanation of the optimal pricing strategy for your home

UNDERSTANDING PRICING STRATEGY

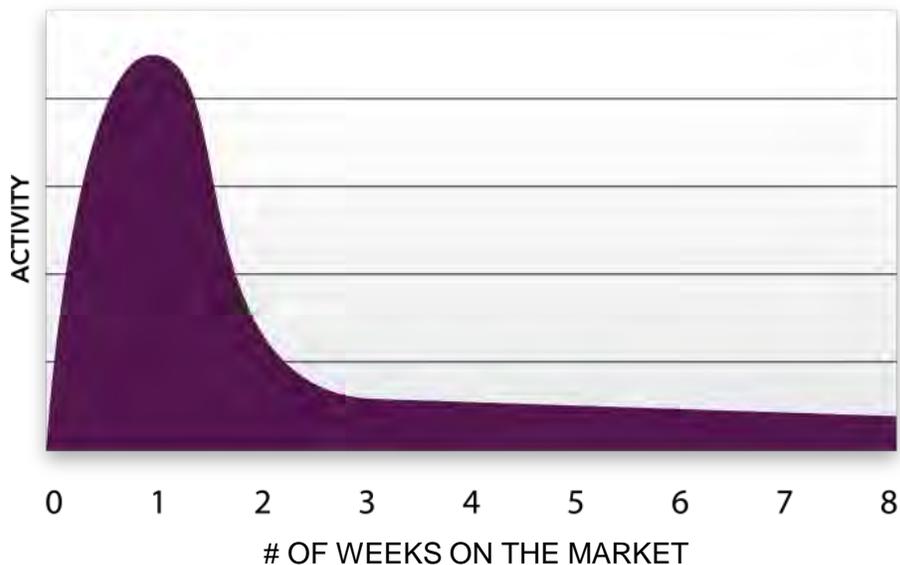
Percent of Buyers Who Will View Property



- Buyers are quicker to make an offer on a home if priced correctly
- The longer a home is on the market, the less likely it is to sell at full price
- If a property sells above the market value, it may not appraise and the buyers may not be able to secure a loan
- It is imperative to review activity and assess pricing on a regular basis

DANGERS OF OVERPRICING

Buyer Activity



- An asking price beyond market range can adversely affect the marketing of a property
- Marketing time is prolonged and initial marketing momentum is lost
- Fewer buyers will be attracted

History of an Overpriced Home



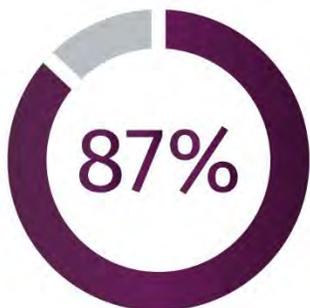
- Helps sell your competition's home that is priced correctly
- Takes a longer time to sell
- The property may eventually sell below market value



HOW WE MARKET YOUR HOME

HOW HOME BUYERS FIND HOMES

WHAT DO BUYERS WANT?



Purchased a Previously Owned Home



3+ Bedrooms



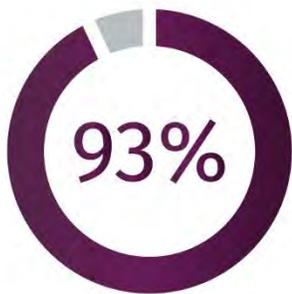
Detached Single-Family Home



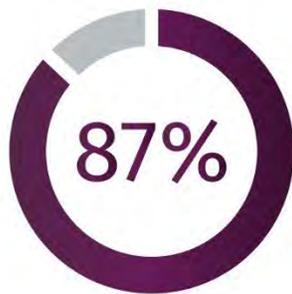
Look for Quality of Neighborhood

1,980 Square Feet on Average

HOW DO BUYERS FIND THEIR HOME



Used a Website as a Source of Home Information



Of Buyers used a Real Estate Agent to Assist in the Purchase



Of Buyers Found the Home They Purchased Online



Went Online in First Step in Buying Process

WHAT HAPPENS ONCE MY HOME IS LISTED?

Introduce Your Home

- Enter property details to MLS & RPR
- Broker's Open event
- Enter information into Showing Time

Preparation for Marketing Launch

- Professional photography session
- Home description written
- Create property brochure



Marketing your Home Publicly

- Place sign in yard
- Print Advertising
- Online Advertising
 - Post on social media
 - Facebook/Instagram Just Listed ad
 - Virtual Tour and video created then posted on YouTube & all real estate portal websites
 - Facebook/Instagram Open House ad
 - Homesale monthly digital magazine until sold
- Schedule open house event

Exposure

- Real Estate Websites
 - Homesale.com
 - Zillow
 - Realtor.com
 - Trulia
 - Homes.com
 - BerkshireHathawayHS.com
- Syndication
 - All Internet Data Exchange (IDX) participating brokerages
 - Delta Media Group Network: 32,600+ websites
 - Global partners, 70 websites, 32 countries, \$200,000+

COMPLETE MARKETING

Marketing is about creating the best mix to gain the most attention.
Homesale Realty has done the work for you!



LISTING SYNDICATION

Homesale Realty distributes our listings across thousands of websites to gain maximum exposure. Our Listings can be found on all of the major Real Estate portals as well as appearing across the Delta Media Network of...



32,600 WEBSITES

- No other local real estate company has a reach this extensive
- Maximum exposure on all major Real Estate Portals
- Homesale Realty has partnered with the top real estate portals to get your home sold more quickly
- By partnering with these top portals, your Homesale Realty Agent will receive all inquiries on your home from these websites.

Homesale.com | Homesaleluxury.com | bhhs.com | bhhs.com/luxury



Berkshire Hathaway HomeServices now broadcasts your listing* worldwide to:



HOMESALE.COM

What Determines Our Web Traffic

35.5% ORGANIC

People Searching for Real Estate

21% DISPLAY ADS

Paid Advertising

16% SOCIAL

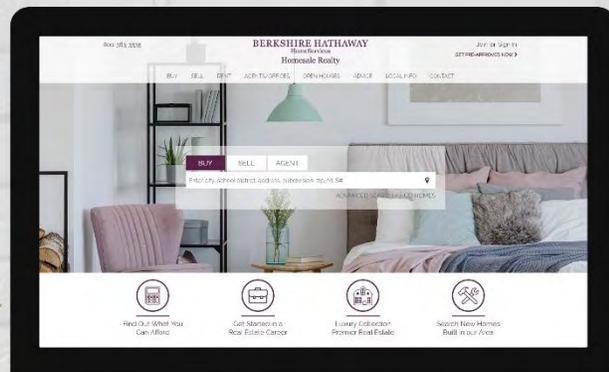
Listing and Open House Advertising

10.8% DIRECT

People who know us

4% PAID SEARCH

Keyword Advertising



Others Talk About Their Technology, We Show You the Results

- In 2019, Homesale.com had **3,554,069** visits
- On average, over **296,594** visitors per month
- **51%** of our visitors land directly on a listing detail page
- **69%** of our traffic is from a mobile phone
- The volume of our listing inventory works as an advantage
- **More listings = More Traffic**

Information from 2019
Google Analytics

HOMESALE SELLER REPORTS

- I will send a custom report to you each week
- To keep you apprised of market conditions in your area.
- Informs you regularly of changing market conditions.
- Detailed information for your home and neighborhood in addition to new listings, price changes and status changes.
- Keeps you informed on the activity on your listing.
- Statistics on how many times your home is reviewed on Homesale.com, REALTOR.com, Homes.com, Trulia.com and Zillow.com.

Weekly Seller's Report
Week Ending May 25th
BERKSHIRE HATHAWAY HomeServices | Homesale Realty

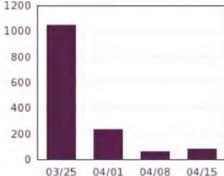


123 MAIN STREET
Anywhere, USA 15555
MLS# 10545682
Price \$494,500



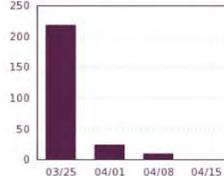
Anna Agent
717.486.5564
aagent@homesale.com

Search Results View Over Last 4 Weeks



Date	Views
03/25	1000
04/01	200
04/08	100
04/15	100

Listing Detail View Over Last 4 Weeks



Date	Views
03/25	220
04/01	20
04/08	10
04/15	10

Stats for the week of Mon, Apr 15th, 2019 thru Sun, Apr 21st

Website	Search Results	Detail Page
Homesale.com	78	0
Realtor.com	0	0
Trulia.com	0	0
Zillow.com	0	0
Homes.com	8	0

Past Open Houses

Date	Time	Agent
Wed, Apr 17th	12:00 PM - 2:00 PM	Jake Boone

Facebook Open House Ad Lifetime Totals

Reach	Impressions	Clicks
26,701	27,903	1,442

Ad Wizard Ad Lifetime Totals

Platform	Reach	Impressions	Clicks
Facebook / newisting	1022	1081	81

New Competitive Listings



4401 GREENWAY

Sq Ft 5,410
Bedrooms 6
Bathrooms 5.1
Year Built 1913
List Price \$950,000
List Date 03/19/2019

*Criteria for Competing Listings:

VIRTUAL TOURS

Since Google owns YouTube and favors their videos in search results, Homesale leverages that connection by creating a video of your home and posting it on YouTube. This helps your listing to be found by consumers who are searching your address.

Your video and virtual tour will also be:

- Embedded on the detail property page on Homesale.com
- Placed on YouTube Playlists by School District
- Syndicated to major real estate websites
- Increase SEO (Search Engine Optimization) and capture more exposure

Homesale VTours
19 subscribers

SUBSCRIBE 19

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads ▶ PLAY ALL

 0:31 2260 Baker Road York, PA 17408 - Vacant land for sale No views · 2 days ago	 5:40 2230 Baker Road York, PA 17408 - Home for sale No views · 2 days ago	 2:16 1440 Steeple Chase Drive Dover, PA 17315 - Home for sale 1 view · 2 days ago	 3:11 601 S Yale Street York, PA 17403 - Home for sale 1 view · 2 days ago	 2:06 40 Evergreen Terrace Manchester, PA 17345 - Home for sale No views · 2 days ago	 2:13 2100 Lakeside Drive Hanover, PA 17331 - Home for sale No views · 2 days ago
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MD Luxury Homes

 36 MD Luxury Homes \$1,000,000+ Homesale VTours VIEW FULL PLAYLIST	 33 MD Luxury Homes \$650,000-\$849,000 Homesale VTours Updated 3 days ago VIEW FULL PLAYLIST	 19 MD Luxury Homes \$850,000-\$999,999 Homesale VTours Updated 7 days ago VIEW FULL PLAYLIST
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PA Luxury Homes

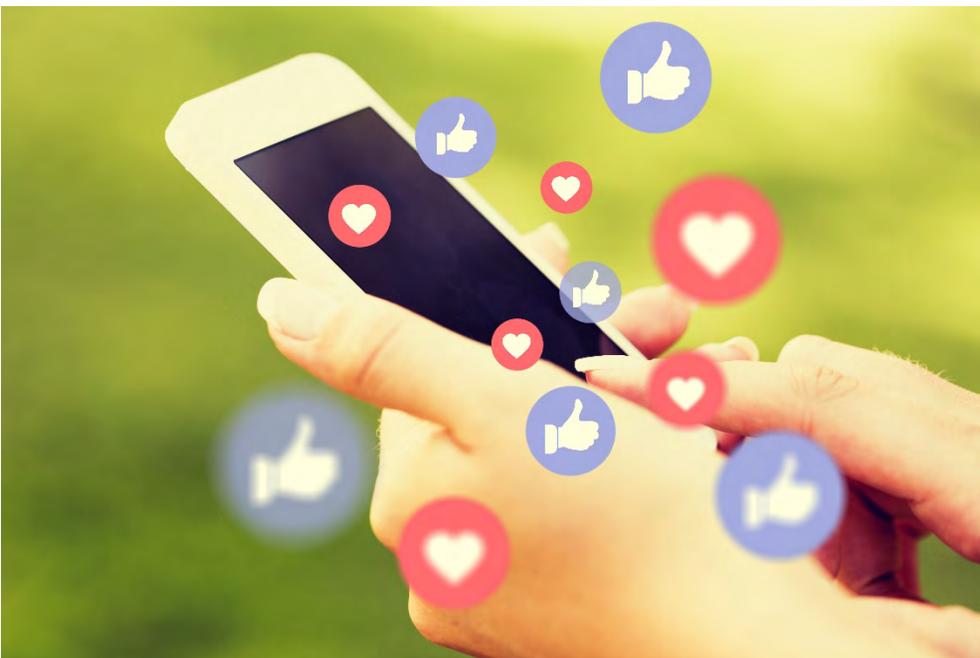


COMPANY SOCIAL MEDIA MARKETING

Being in front of the right buyers at the right time is key to selling any home. We leverage social media to target those buyers and to create a buzz around your property.

We highlight homes on Instagram, Facebook, Pinterest and Twitter

- Homesale Realty actively markets on major social media sites, driving traffic to your listing
- We reach tens of thousands of people with our Facebook page each month
- Homesale Realty is also found on **Pinterest, YouTube, Instagram, Twitter & Snapchat**
- In 2019, Social Media was Homesale.com's top source of referring traffic
- Over **16%** of the traffic received from social media is converted into a listing inquiry



JUST LISTED | TARGETED ADVERTISING

Reaching the right audience, as soon as you list your home, will help you capture **MORE BUYERS!** Using key demographics, we get in front of buyers on the platforms where they spend most of their time. As soon as your home is listed in the MLS, the ad creation starts. Your home will be visible to thousands of buyers within 48 hours.

New Listing Ads

Every new listing is advertised on Facebook & Instagram. We help you find those who are actively searching real estate and target them with Just Listed Ads.

IMPRESSIONS



6,194,120

CLICKS



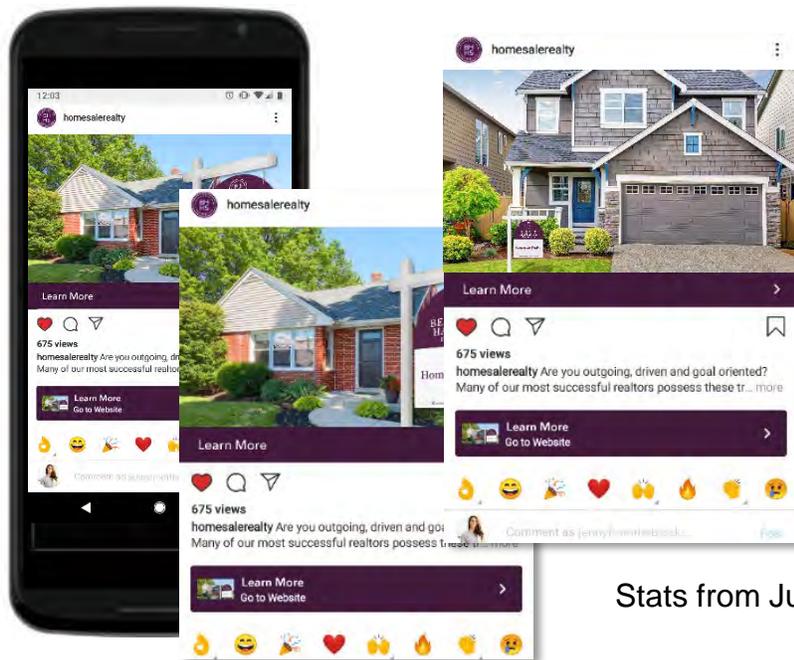
356,394

AVERAGE # OF CLICKS PER LISTINGS



109

6x Average Click Rate (National average is 0.90% on Facebook)



Stats from June-December 2019

DIGITAL OPEN HOUSE ADVERTISING

Homesale Realty is the **ONLY** local real estate company to advertise all of our Open Houses on Facebook & Instagram.

- We place, monitor, manage and cover the costs of these ads
- Ads are targeted using Geographic targeting and those who show interest in buying a house.

IMPRESSIONS



8,268,048

CLICKS

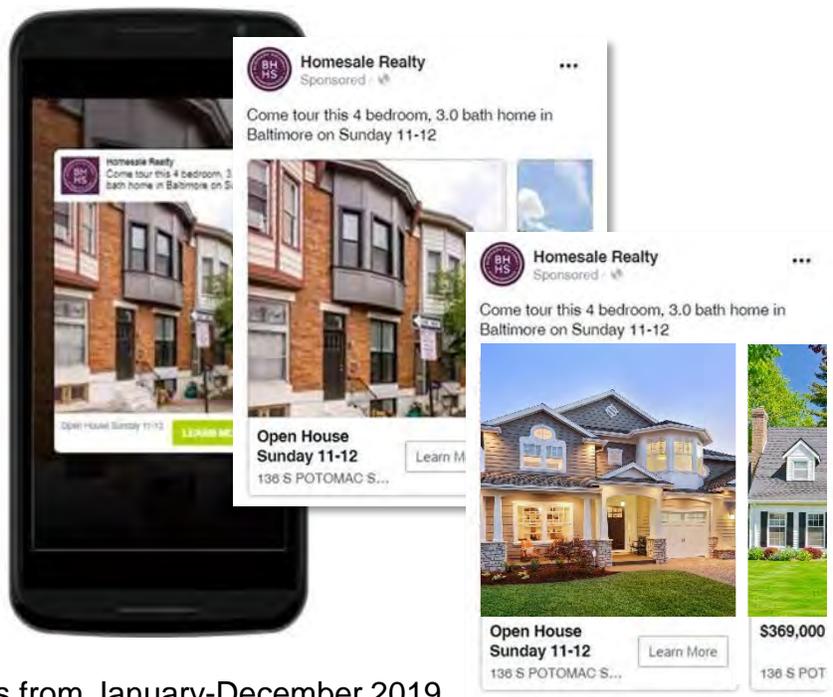


306,303

AVERAGE # OF CLICKS PER LISTINGS



61.68



Stats from January-December 2019

OTHER MEDIA

National BHHS Advertising

This campaign generates top-of-mind brand awareness among millions of homebuyers and sellers. The public relations and communication programs also build the network's authority for real estate related services.

Robb Report
FOR THE LUXURY LIFESTYLE™

**duPont
REGISTRY™**

**UNIQUE
HOMES**

BERKSHIRE HATHAWAY HOMESERVICES
PRESTIGE

**WALL STREET
JOURNAL**

REALTOR®Mag
The Business Tool for Real Estate Professionals

Yard Signs

Yard signs are the third-largest source of home inquiries

- Cabernet Branded Dome sign
- Black Luxury Branded Dome sign



HOMESALE MAGAZINE

Homesale Realty produces a residential digital magazine that highlights all of our Homesale listings every month until sold.



6,483,287 Online Impressions

in 2019 from Facebook, Instagram and Issuu users



12 Issues
each year



11,000 emails
are sent out every month



Read Online

Posted on highly-visible websites:
Issuu.com and HomesaleMagazine.com
4 minutes average read time



Homesale.com

Every listing links back to more details on homesale.com



SHOWING TIME

Showing Time will set up and manage all of the showings on your home.

Open 24/7/365

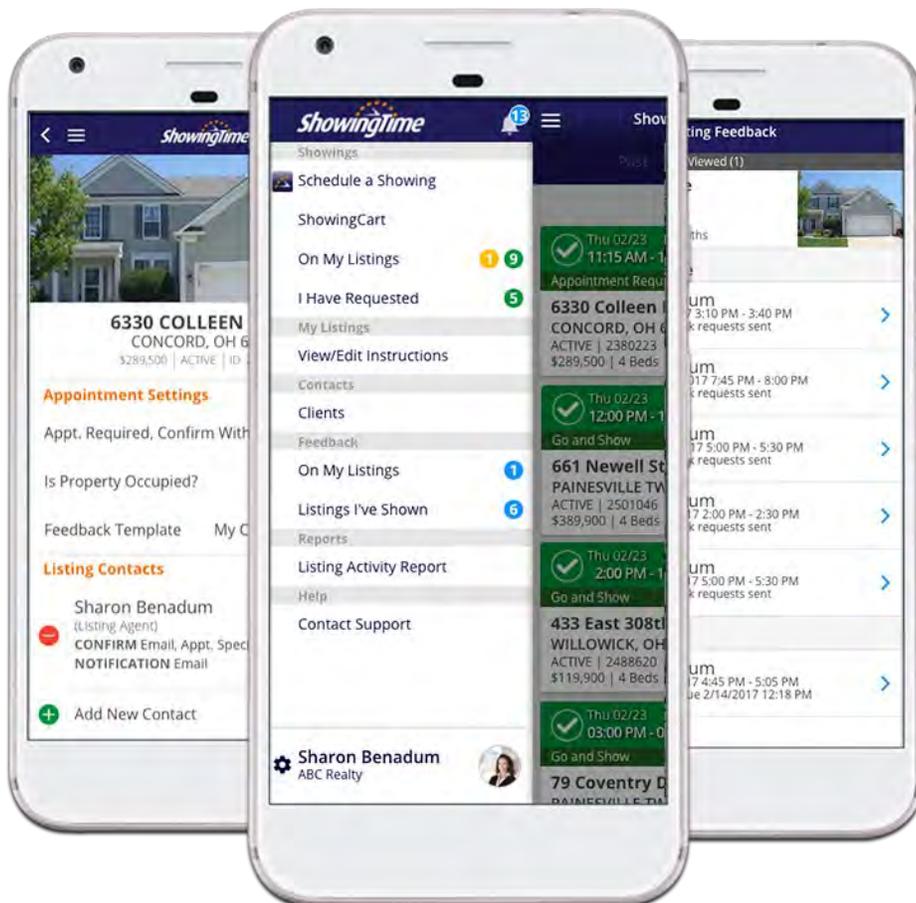
No matter what time of day or night showings are requested, they are there to help the agents, so you don't miss out on a potential buyer.

Mobile App

The Showing Time Mobile app will alert you of showing requests. Accept or change the date/time from your phone. And, if you prefer, they can call you to confirm the showings.



ShowingTime[®]



THE STRATEGIC 6

Homesale's Strategic 6 will boost your online marketing presence



Zillow
7.182 Billion
Visits per year



Trulia
276 Million
visits per year



Realtor.com
216 Million
visits per year



Homes.com



**Berkshire
Hathaway
HomeServices**



**Berkshire
Hathaway
HomeServices
Homesale Realty**

- Berkshire Hathaway Homesale Realty has partnered with the top real estate portals to get your home sold more quickly.
- By partnering with these top portals, your Homesale Agent will receive all inquiries on your home from these websites.
- This ensures that the person who knows the most about your home (your listing agent) will be the person who answers all inquiries.
- A photo of your agent and contact information will appear on these sites, helping your listing stand out from the others and helping buyers to easily inquire about your home.

It is important to have a presence on all of the major real estate web portals. At Homesale Realty, we take care of it for you.



**PREPARING YOUR
HOME FOR SALE**

PREPARING YOUR PROPERTY

You only have one chance to make a positive first impression. No one has a more important role in the home selling process than you. Staging your home will present it at its best, resulting in a successful sale at the highest price. Take a tour of your house as if you were the buyer. Make a list of jobs and begin the work today.

Clean and Declutter

- Remove all unnecessary furniture
- Remove clutter throughout
- Clean all blinds
- Make sure your carpets are clean
- Clean hardwood flooring
- Organize closets and cupboards
- Make sure windows, screens and doors are sparkling clean
- Be certain that all windows, screens and doors are in proper working order
- Replace all broken glass
- Clean the oven and the dishwasher
- Clean all other appliances and make sure they are in proper working order
- Oil noisy appliances and ceiling fans
- Run a lemon through the garbage disposal
- Brighten interior walls with a coat of paint
- Repair cracked or peeling paint, wallpaper and woodwork
- Wash wall smudges and polish mirrors
- Check all light bulbs
- Clean the fireplace and/or wood stove
- Clean the furnace and replace filters
- Test all smoke & carbon dioxide detectors
- Tighten loose door knobs, towel racks, cabinet handles and switch plates
- Tighten loose banisters
- Repair sticking doors and windows and warped drawers
- Eliminate water discoloration in sinks and bathtubs
- Remove all rust and mildew
- Replace loose caulking or grout
- Make sure all plumbing fixtures are in proper working order
- Clean the garage so a car will fit into the proper space
- Throw away unnecessary items



PREPARING YOUR PROPERTY

A comparatively small investment in time, money and effort can remove many distractions and lead to strong offers from buyers

Exterior Improvements

- Trim trees, hedges and shrubs
- Remove dead or dying flowers
- Put away outdoor tools and equipment
- Remove stains and clutter from the driveway
- Repair the driveway, sidewalks and stairs
- Remove mildew or moss
- Touch up exterior paint
- Paint the front door and the garage door
- Replace faded house numbers
- Replace old door mats
- Replace or paint weather-beaten mailbox
- Make sure the doorbell works
- Clean outdoor light fixtures
- Shine outside brass fixtures
- Clean and repair patio and deck areas
- Repair fences and gates
- Check roof shingles and replace or repair if necessary
- Remove debris from the roof
- Clean gutters
- Replace damaged bricks and rotted wood
- Clean basement entry drains
- Clean the chimney
- Stack the wood pile neatly
- Replace or repair anything that sticks, squeaks or drips



SHOWING PREPARATION

Prepare Interior

- Fresh Flowers
- Turn on all the lights
- Open windows to let in fresh air or set thermostat to comfortable temperature
- Open curtains or blinds to let in natural light
- Turn off TVs
- Relocate
- Refrain from smoking in the home
- Lock away valuables

Kitchens and Bathrooms

- Clear the countertops
- Keep all toilet seat lids closed
- Hang fresh towels
- Make beds

Maximize Curb Appeal

- Sweep the entryway and walkways
- Mowed, keep lawn trimmed and edged
- Trim shrubs and trees and rake the leaves
- Clean up pet droppings
- Remove trash receptacles
- Park in Garage or on street
- Turn on outside lights after dark



PROPERTY ENHANCEMENT

Putting your home on the market, Maximize the value of your home

- Preparing your property for sale checklist
- Recommendations for minor repairs and improvements
- Access to a list of the most qualified, insured, and pre-screened home improvement vendors with Homesale VIP Services
- Keep your home clean and ready for showings



HOMESALE
VIP
SERVICES

[Homesale.com/VIP](https://www.Homesale.com/VIP)

MORE COMPLETE SERVICES

Home Warranty

Help protect yourself from unexpected home repair costs. Add value to your home



Seller Services Guarantee

I guarantee the services outlined in this agreement so you can count on top-notch customer service



Relocation & Business Services

Berkshire Hathaway HomeServices provides an international network as one of the top providers in global relocation



WE PROTECT YOU

Our Risk Management

Our strategy will help you maintain negotiating strength by identifying potential problems early

Fraud Risk



AMERICANS HAVE
LOST \$150 MILLION
TO REAL ESTATE
SCAMS IN **2019**



FRAUD HAS
RISEN 1,000%
SINCE 2018



#1 VICTIM OF
MALWARE
ATTACKS

Homesale Risk Management

- Protected with the most up-to-date firewalls and software products
- Company email is on a secure server
- We host fraud training each year
- Periodic testing of our employees and staff
- Our I.T. team stays on top of new threats and notifies the entire company as they are happening
- The HomeSale Complete team (Mortgage, Title and Insurance) operate with a sense of urgency and communicate each process with buyers and sellers to avoid issues

HOMESALE COMPLETE

When buying or selling your home, you need a team of professionals to guide you from start to finish. Homesale Complete can get the job done for you.

Each company within the Homesale family of companies is made up of true career professionals, who are specialists in each of their areas of expertise and practice at the highest professional level. Everyone operates with a sense of urgency in a highly-energized, forward-thinking and focused environment.

As a local company, our agents personally know our Loan Officers, Settlement Staff, Insurance Representatives and Property Managers.

BERKSHIRE HATHAWAY
HomeServices
Homesale Realty

Our Real Estate company can match you with the right agent to provide you top-notch service



HomeSale Mortgage, LLC can provide you with an assessment of your buying power



HomeSale Settlement will see that your settlement is processed and settled quickly



HomeSale Insurance will make sure that your investment is protected



American Heritage Property Management will work to increase your cash flow and enhance the value of your real estate investment