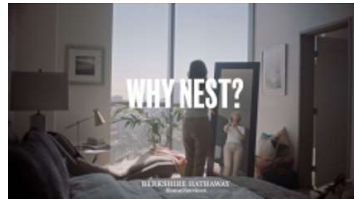


2018 NATIONAL MEDIA DELIVERY RESULTS



Facebook & Instagram

174 million impressions
15.2 million unique
consumers reached
29.2 million engagements



YouTube

22.2 million video views
9 million 6s bumper
impressions



Digital Audio (Podcasts)

7.3 million impressions

Programmatic Display

61.9 million impressions
7.2 million unique
consumers reached

Streaming Video (OTT)

9.5 million impressions

Pinterest

62.3 million impressions
10.2 million unique
consumers reached
7.9 million engagements



**BERKSHIRE
HATHAWAY**
HomeServices
HWWB, REALTORS®

Strong multi-channel digital marketing Assets





Your Real Estate and Lifestyle Planning Guide



BERKSHIRE HATHAWAY
HomeServices

REAL ESTATE'S FOREVER BRAND[®]

Getting Started on Lifestyle

STEP 1

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 you self in the first column. The second column is for your spouse or partner.

SCALE

- ☐ Agree
☐ Undecided
☐ Disagree

SCORE

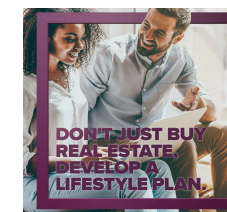
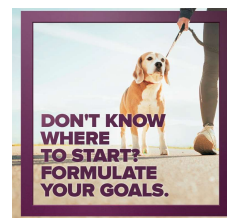
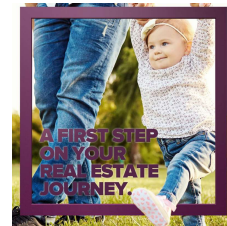
- 43-66
You are strongly real estate oriented.
20-41
You are moderately real estate oriented.
-19
You are doubtful about the role real estate plays in your life.

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 to live in is 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

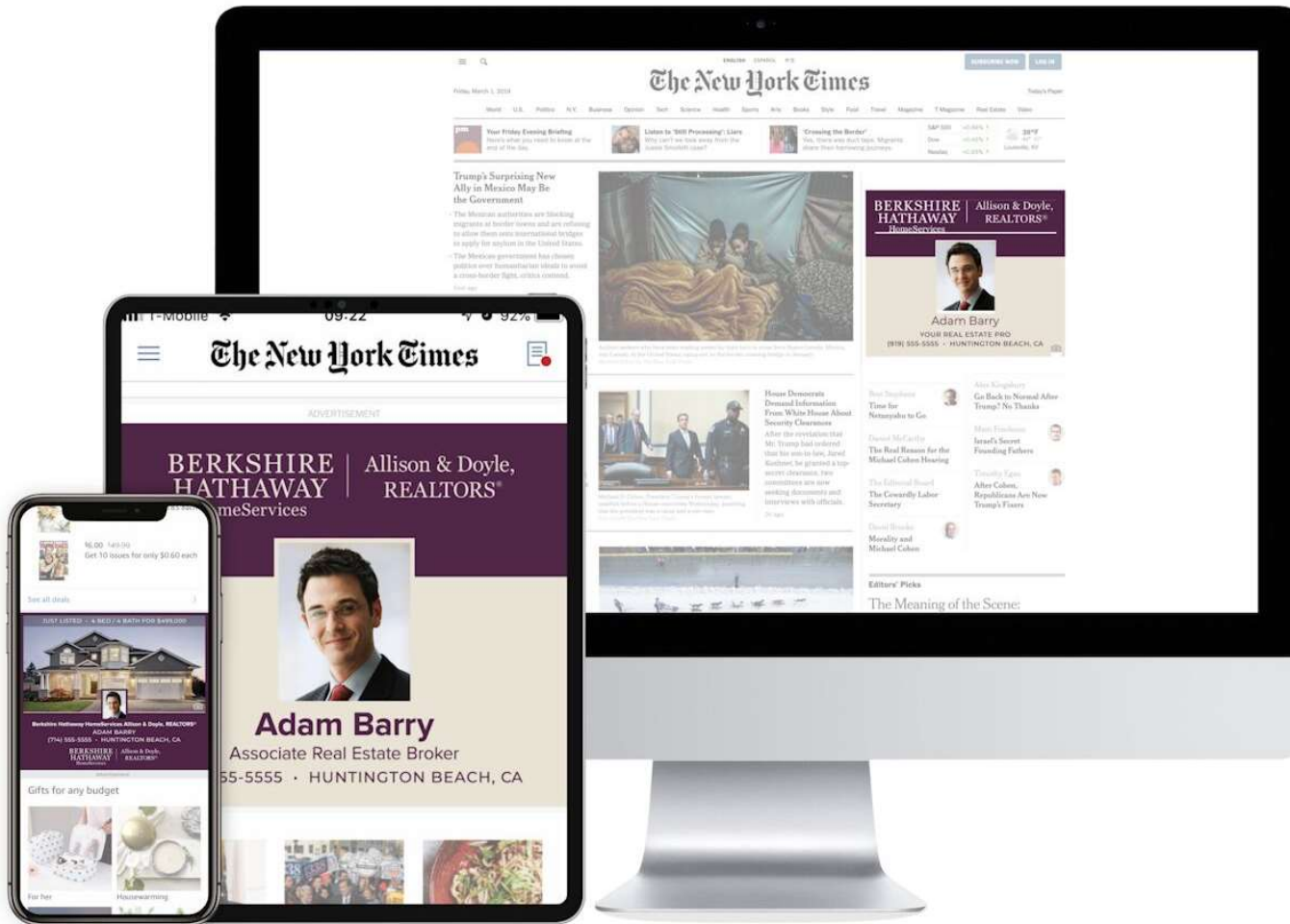
12 STEP 1: Determine Your Lifestyle Needs and Goals



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Berkshire Hathaway HomeServices Automated Digital Advertising Program

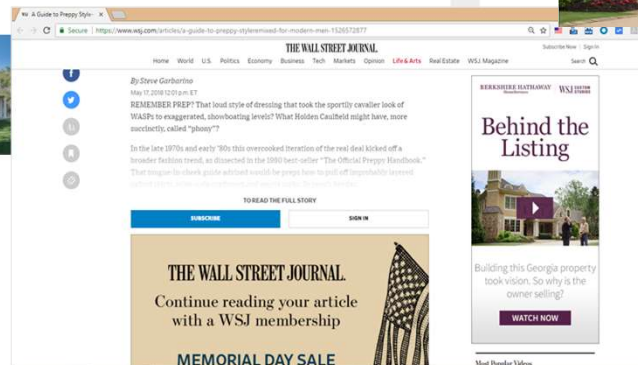
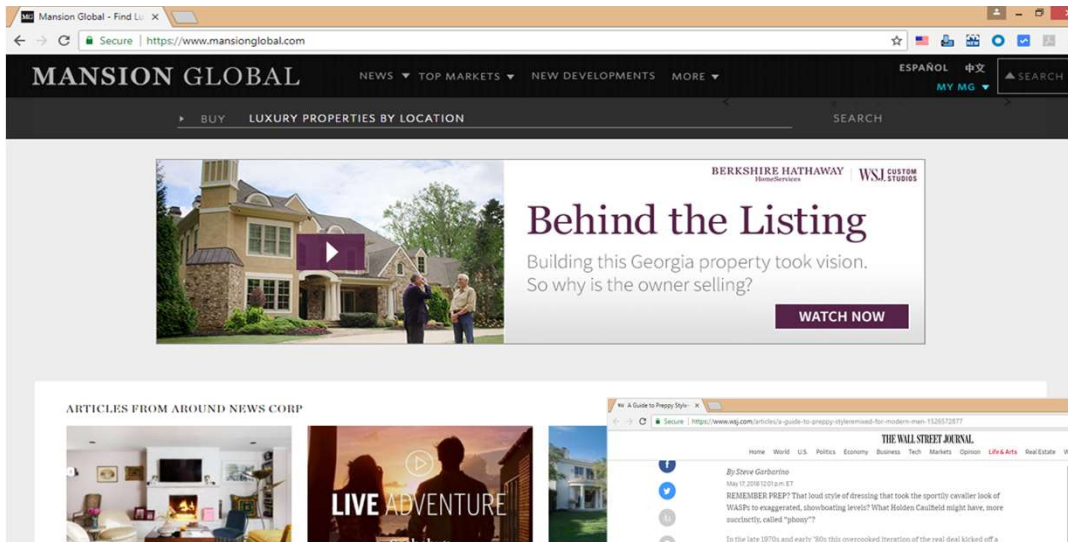
Making personalized digital advertising brilliantly simple and accessible for all network members



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WSJ. CUSTOM
STUDIOS



The brand ads appear on
The Wall Street Journal, *Mansion Global*,
MarketWatch and *Barron's*.

MARKETING RESOURCE

Library

Contacts

Community

Upload

Help

All

Search

Master Library

Search

MARKET A PROPERTY

MARKET YOURSELF

SPECIALTY MARKETING


Marketing Exchange

Video Creation

Mobile Ads

2019 Marketing Campaign


All



THAT'S HOME SERVICES


Berkshire Hathaway HomeServices 2019 Marketing Campaign Guidelines - That's Home Services.pdf

PDF




You deserve more ... Let's go, Let's get you home.

Video - mp4




A Different Way :60

Video - mp4




Ready For Your First Home? Let's Get You Home.

Video - mp4



Feeling cramped? Let's Go, Let's Get You Home.

Video - mp4




If Home Feels Too Big ... Let's Go - Let's Get You Home

Video - mp4

Mobile & Desktop Ads


All



Thinking about a career in real estate?


Recruiting - Mobile/Desktop Ad - Chalk Digital

Mobile/Desktop Ad




Let me tell you about this home (from Agent) - Mobile/Desktop Ad - Chalk Digital

Mobile/Desktop Ad




Room or Home? #GoodToAsk - Mobile/Desktop Ad - Chalk Digital

Mobile/Desktop Ad




What is Your Home Really Worth (from Company) - Mobile/Desktop Ad - Chalk Digital

Mobile/Desktop Ad



When is More Less? #GoodToAsk - Mobile/Desktop Ad - Chalk Digital

Mobile/Desktop Ad



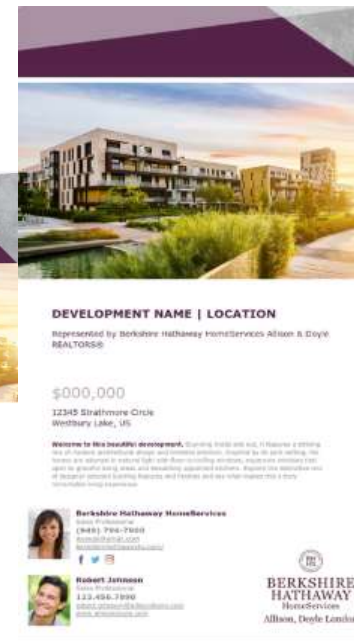
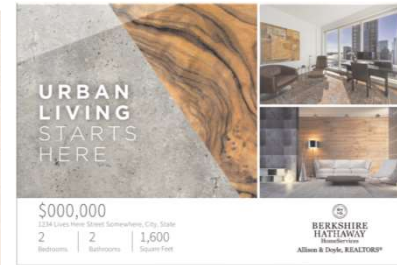
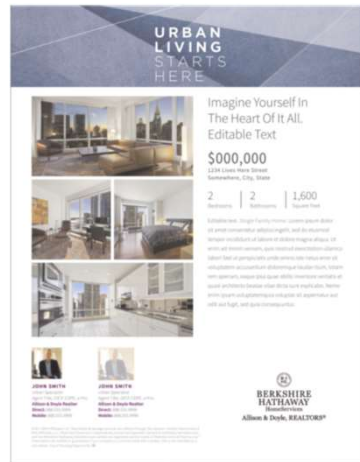
Luxury Listing - Mobile/Desktop Ad - Chalk Digital

Mobile/Desktop Ad



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SPECIALIZED MARKETING BROCHURES AND ECARDS



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