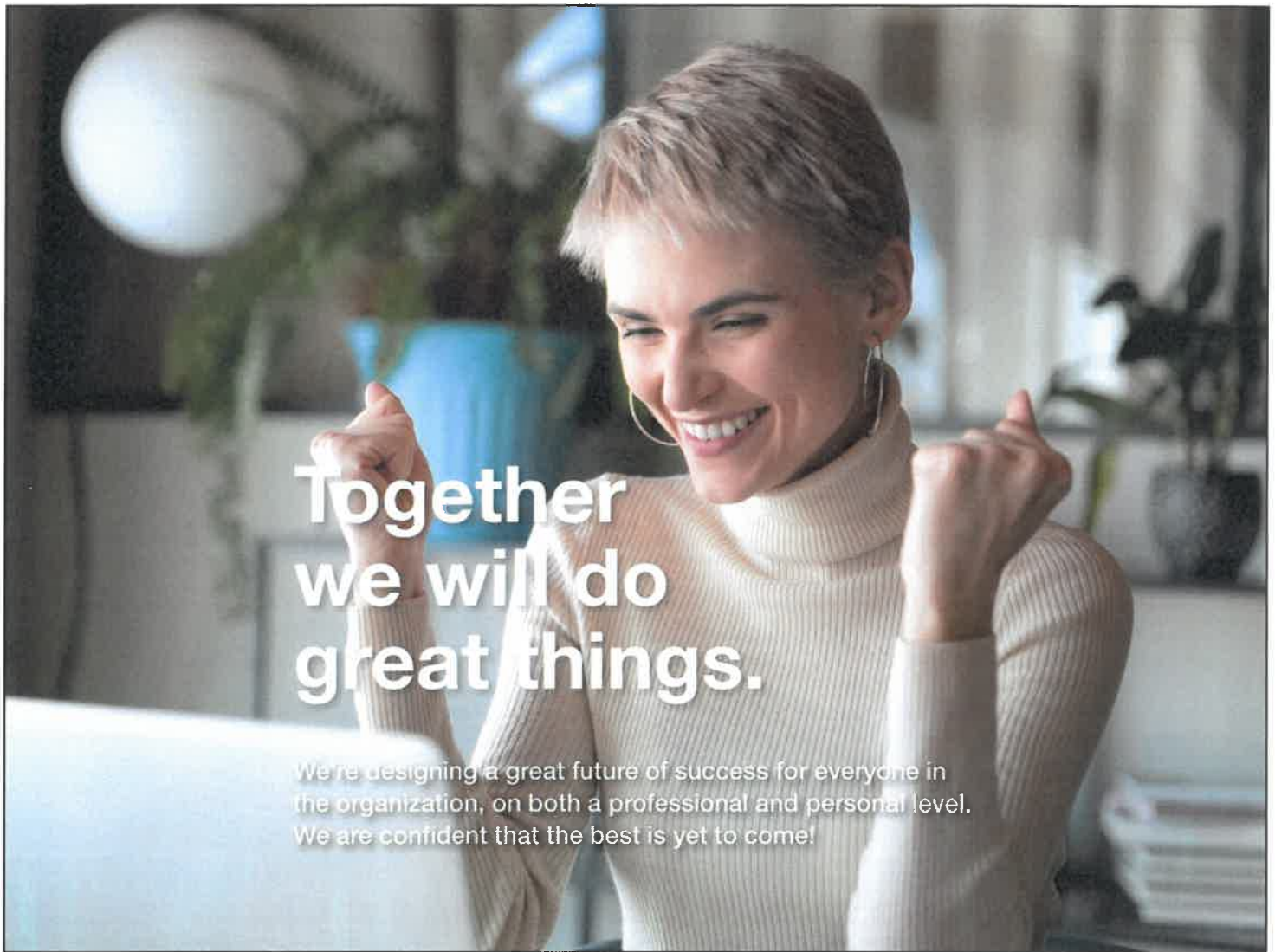



WORKING WITH HOWARD HANNA





Together we will do great things.

We're designing a great future of success for everyone in the organization, on both a professional and personal level. We are confident that the best is yet to come!



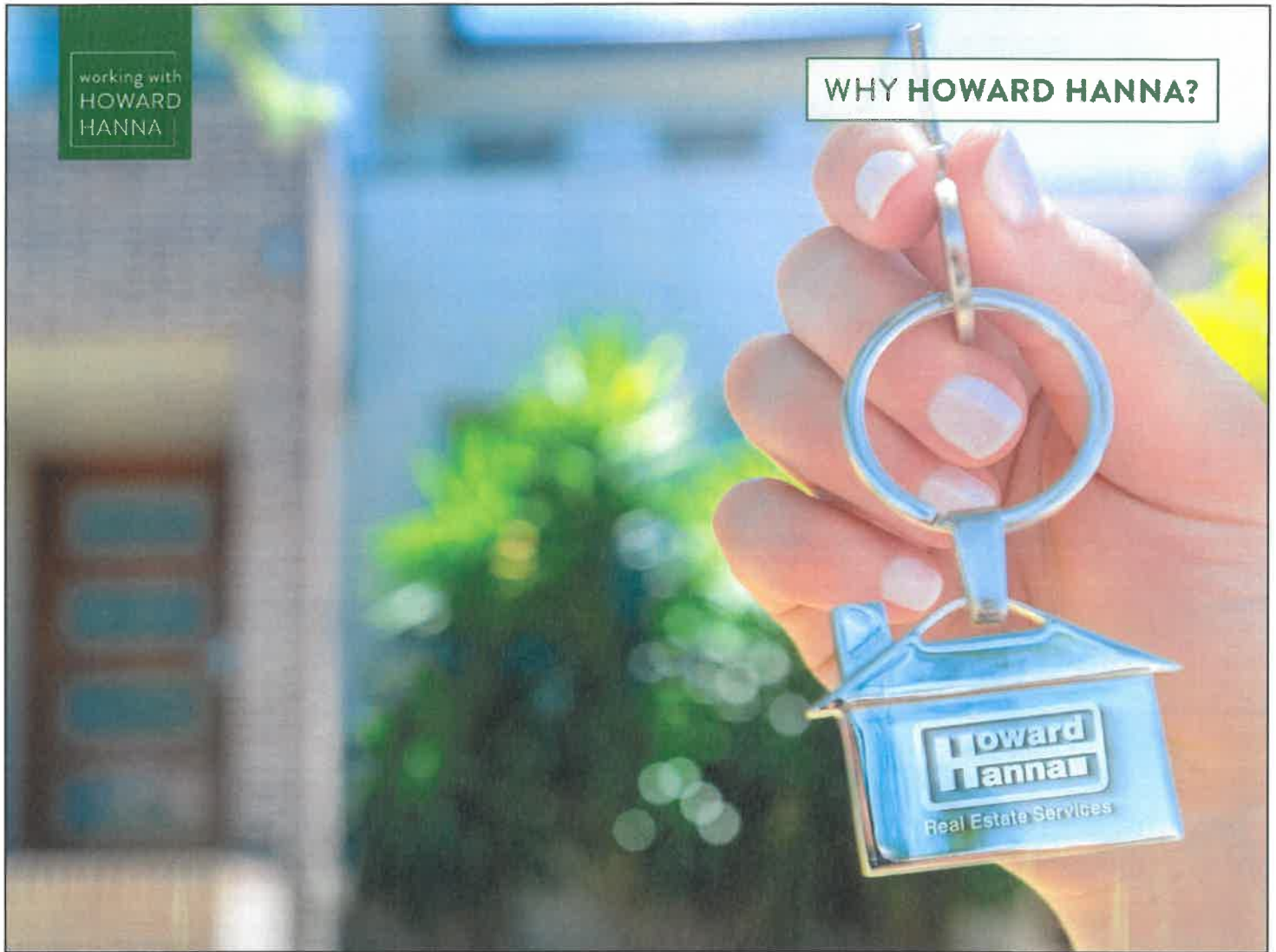
At Howard Hanna we believe in a mutually beneficial relationship where we know our accomplishments depend upon our agents, and we feel our agents also believe that their success comes from partnering with Howard Hanna.

This book outlines exclusive marketing and agent success tools to continue to put you in a position to grow your business and succeed. The Hanna philosophy is to provide you with the marketing, education, administration, and management support so that you can focus on what you do best: list and sell homes. The state-of-the-art technology and innovations coupled with collaborative management provide unending support and the best resources for you to compete at the highest level. With your hard work and dedication, and the support of your Howard Hanna network, we will continue to be #1 in the markets that we serve.

We hope to make Howard Hanna your partner in success.

working with
**HOWARD
HANNA**

WHY HOWARD HANNA?



WE BELIEVE IN YOU

Howard Hanna Real Estate Services is a highly successful, family-owned and -operated business. It has been built on a tradition of excellence and guided by a spirit of integrity in all aspects of the real estate process.

Howard Hanna strives to be different and bold in our approach to real estate and ensure our brand is delivering the utmost quality. Our highly developed and skilled management team supports and challenges our real estate sales associates to excel at their profession.

WE INVEST IN YOU

We provide you with:

- Unparalleled Leadership
- Comprehensive Training
- The Latest in Technology Tools
- Corporate Financial Strength
- Extraordinary Incentives
- The Moral Support You Need

BELIEVE + INVEST = SUCCESS

WHY HOWARD HANNA

WHAT TECHNOLOGY TOOLS DOES HOWARD HANNA OFFER?

HOW DO THESE TOOLS HELP AGENTS SUCCEED?

WHAT PROGRAMS AND RESOURCES CAN I OFFER MY CLIENTS?

THE BEST TRAINING AND EDUCATION IN THE INDUSTRY

AWARD-WINNING MARKETING

BECAUSE OF YOU, WE CELEBRATE

WHO IS HOWARD HANNA?

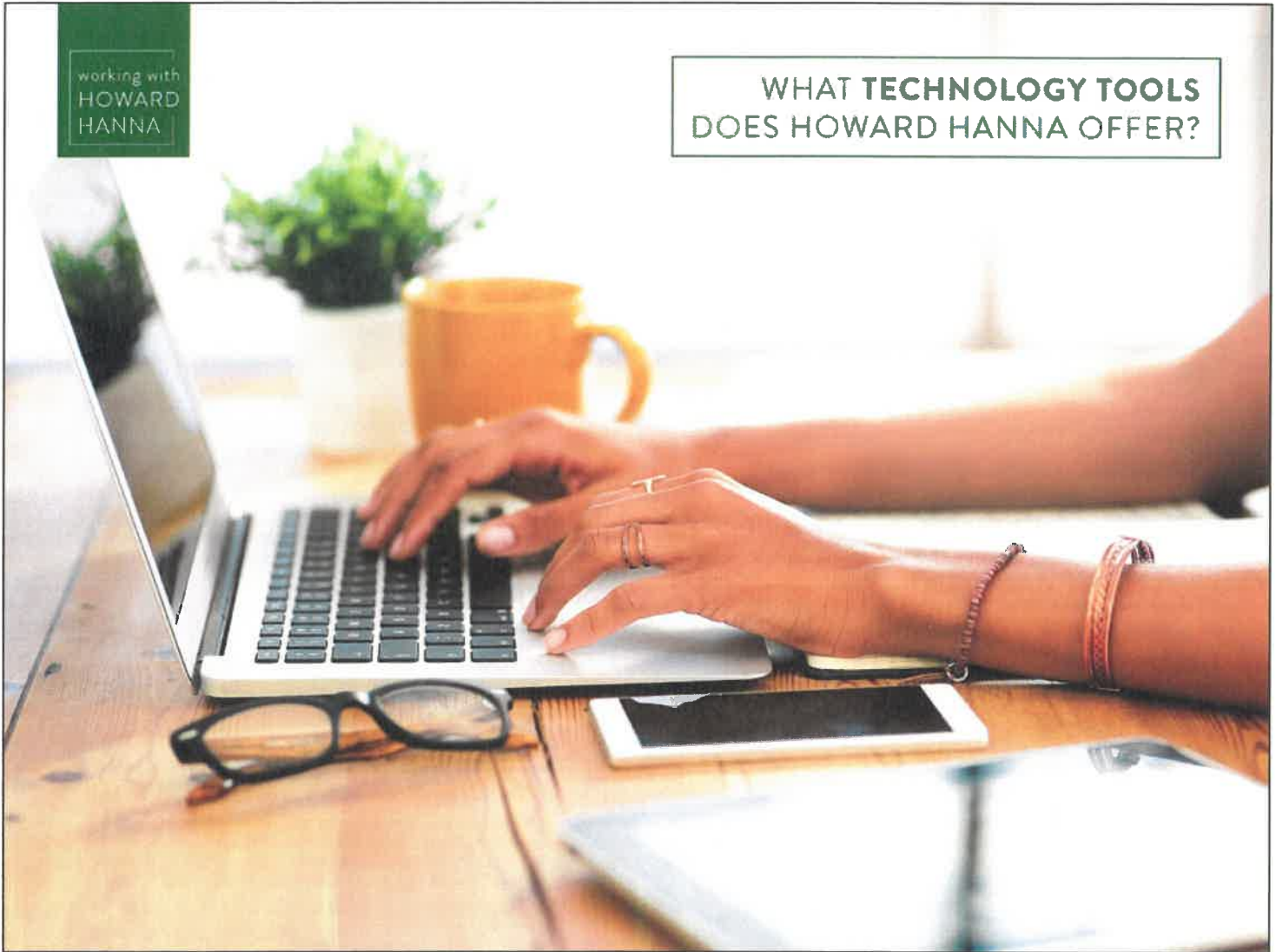
BUILT ON A TRADITION OF EXCELLENCE

WHY I CHOOSE HOWARD HANNA

MAKING AN IMPACT ON THE COMMUNITY

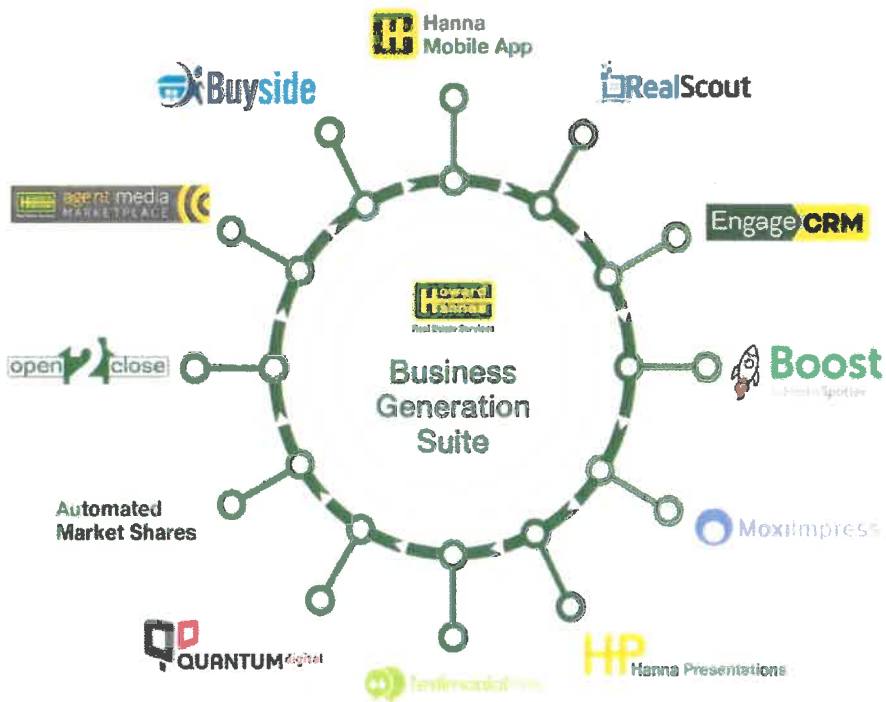
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HOWARD
HANNA

WHAT **TECHNOLOGY TOOLS**
DOES HOWARD HANNA OFFER?



WE EQUIP YOU TO STAY ON TRACK IN THIS EXCITING AND DYNAMIC INDUSTRY

At Howard Hanna, we offer our agents marketing and technology differentiators that set them ahead of the competition. It's the most advanced collection of real estate technology in the industry, and it's only available at Howard Hanna.



WHAT TECHNOLOGY TOOLS DOES HOWARD HANNA OFFER?

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BECAUSE OF YOU, WE CELEBRATE

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BUILT ON A TRADITION OF EXCELLENCE

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HOW DO THESE TOOLS
HELP AGENTS **SUCCEED?**

On average, agents who use Hanna tools see **32%** more in sales volume.

Howard Hanna has thought of everything, supplying you with the confidence and assets to win listings. You can choose which tools you use, but no matter the combination, you'll have the support you need to win listings and leverage those listings to generate leads that go directly to you.

ADWERX

The platform creates online ads to promote listings, agents, open houses, etc. so your personal brand follows consumers.

AUTOMATED MARKET SHARES

On-demand #1 market share collateral updated on a monthly basis, in multiple shareable formats.

ENGAGE CRM

Keeps track of yearly goals. Helps clients not fall through the cracks. Neighborhood News Subscription. Manages all aspects of your database.

MOXIIMPRESS

Automated marketing packages sent to your inbox for each listing, covering you for all stages of the listing cycle.

REALSCOUT

Collaborative home-search system features smart technology that interacts with your client and provides real time MLS access.

AGENT IDX WEBSITES

Every Howard Hanna agent receives their own IDX website. These websites drive leads directly from the consumer to the agent's Engage CRM.

BOOST

Automated digital ads, boosting your new listings on Facebook, Instagram, and across the web.

HANNA MOBILE APP

Personalized mobile app nurtures relationships and anticipates your client's needs.

ONLINE MARKETING STORE

Customized high-quality postcards, quick and easy, markets your listings utilizing the most sophisticated database programs available.

TESTIMONIAL TREE

Collects testimonials and surveys from past clients, and syncs to your social network sites and website to attract new customers.

AGENT MEDIA MARKETPLACE

Agent's connection for ordering billboard advertising or ads on Spotify, Facebook and Instagram.

BUYSIDE

Home Valuation Site. Find buyers for your listings. Live active buyer feed in the HH Sphere.

HANNA PRESENTATIONS

Brings each customer live, up-to-date market information, customizable in print and mobile presentations.

OPEN2CLOSE

Our paperless Open House platform, accurately collects visitor info, helping maximize lead generation opportunities.

TRIGGER MARKETING

Automated postcard system targeting geographical/demographic farms. Also on Facebook marketing.

**Tools vary by market.*

HOW DO THESE TOOLS HELP AGENTS SUCCEED?

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AWARD-WINNING MARKETING

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WHO IS HOWARD HANNA?

BUILT ON A TRADITION OF EXCELLENCE

WHY I CHOOSE HOWARD HANNA

MAKING AN IMPACT ON THE COMMUNITY



HELP YOUR CLIENTS BUY & SELL WITH CONFIDENCE

100% MONEY BACK GUARANTEE

Howard Hanna stands behind the value of properties we sell. If the buyer of a guaranteed home listed by Howard Hanna is not satisfied, we will buy back the home for 100% of its purchased price. Sellers sell with confidence, knowing that we believe in the value of their home.

BUY BEFORE YOU SELL PROGRAM

This program allows Howard Hanna to advance up to 70% of the appraised value of a customer's current home and use that equity to purchase a new home.

ONE-STOP SHOPPING

With locations across 11 states and the convenience of 400+ neighborhood offices, Howard Hanna offers a real estate experience that is truly unique. Let us walk you through the entire home buying or selling process from start to finish with the help of our exclusive marketing and loan programs.

FIND IT FIRST™

Find the hottest homes on the market with Howard Hanna's Find It First™. These exclusive listings are only found via HowardHanna.com. Build urgency and excitement around a seller's house by getting early exposure with highly motivated buyers.

U.S. MILITARY ON THE MOVE

The U.S. Military on the Move Program offers cash rewards, closing cost credits and other real estate related services for all active duty, retired military, wounded warrior and Department of Defense personnel when they buy or sell a home.

RELOCATION AND BUSINESS DEVELOPMENT

Howard Hanna's award-winning Relocation & Business Development Department provides quality relocation services whether the move is local or global. These services extend to home buying, home selling, group moves and city tours, rental assistance, and developing a customized company relocation program.

HOMES OF DISTINCTION

Howard Hanna confidently provides our elite clients with distinctive service for their luxury homes. Our affiliations with Luxury Portfolio International¹ and Leading RE[®] allow us to reach luxury buyers across the world.

MY FIRST HOME PROGRAM

Howard Hanna's My First Home program gives borrowers the opportunity to finance many of the closing costs associated with buying a home, making it easier and more affordable to become a homeowner.

-  **Relocation Horizons**
-  **Hanna Gold Advantage**
-  **Executive Link**
-  **Senior Platinum Plus**

**Programs and offerings vary by market.*

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WHO IS HOWARD HANNA?

BUILT ON A TRADITION OF EXCELLENCE

WHY I CHOOSE HOWARD HANNA

MAKING AN IMPACT ON THE COMMUNITY

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HANNA

THE BEST TRAINING & EDUCATION IN THE INDUSTRY

We continuously maximize education opportunities by bringing the classroom to you through virtual online learning or in-person classes.

ESSENTIAL TRAINING

FAST START

Fast Start introduces the new associate to all aspects of the business of residential real estate – with an intense focus on prospecting, listing, and being able to speak comfortably and confidently about our programs for both buyers and sellers. Associates develop their business foundation while attending these sessions, enhancing their understanding and honing their ability to help clients reach their goals.

ACCELERATE

The Accelerate manual provides a month of action items to follow that will facilitate business growth. Each week challenges agents to complete a task and fill out the manual to share with their manager. This manual gives a task for each of our marketing technology tools, business development checklists, a prospecting plan, how to work with FSBOs, preparing for an Open House, and many more.

ASCEND

This 5-week course assists participants in establishing essential habits that generate business opportunities. Weekly workshops focus on contacts – who, why, what to say, and how to follow up. Students track daily activities, with a goal of 40 contacts per week. Developed as a follow-up for Fast Start graduates, managers also may invite associates who need additional support in establishing business development habits.

ELEVATE

Designed for experienced agents who are working to Elevate their business to the next level, this 8-week program is made up of weekly workshops with assigned action items. Participants are encouraged to work with accountability partners and to meet weekly with their managers. Graduates consistently benefit from this environment of accountability, collaboration, and success.

ADDITIONAL TRAINING OPPORTUNITIES

HANNA UNIVERSITY

Our learning management system (LMS) offers courses, educational resources, marketing materials, and more to Howard Hanna's more than 13,500 sales associates and staff members.

Hanna University caters to both brand-new agents breaking into the industry and more experienced agents who want to continue growing and learning in their careers. The proactive development and introduction of this platform puts Howard Hanna a step ahead of market competitors that still utilize a cookie-cutter approach to industry education.

CONTINUING EDUCATION

We also offer numerous FREE continuing education opportunities throughout the year. The education team is constantly reviewing the current classes and the state of the market to best prepare our agents. Howard Hanna agents are one step ahead in the industry because of our ability to adapt and our dynamic, proactive approach.

CORE CLASSES

Howard Hanna is certified by the state to offer your required 3 Core Continuing Education courses. The participatory, engaging core courses are offered twice a year. The courses use real life experiences and application that facilitate lively discussion and meaningful learning experiences. Our Core offerings are always popular and available at no cost for our agents!

**Education and training offerings vary by market.*

THE BEST TRAINING AND EDUCATION IN THE INDUSTRY

AWARD-WINNING MARKETING

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WHO IS HOWARD HANNA?

BUILT ON A TRADITION OF EXCELLENCE

WHY I CHOOSE HOWARD HANNA

MAKING AN IMPACT ON THE COMMUNITY



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AWARD-WINNING MARKETING

Home
Happens
Here.®

IN-HOUSE MARKETING TEAM

The Howard Hanna Marketing Team functions as an in-house advertising agency, providing world-class campaign development. Our initiatives include digital and print advertising, direct mail, video, promotions, strategic partnerships, exclusive marketing options like our Homes of Distinction luxury program, and branded content that captures the attention of consumers and drives them to react.



- Neighborhood News
- eCards
- Moxi Impress (Automated Listing Packages)
- Automated Market Shares
- Personalized Marketing Pieces

- Business Support
- Sunday Showcase of Homes*
- Hanna Presentations
- Print advertising in local and national publications*

*Varies by market.

AWARD-WINNING MARKETING

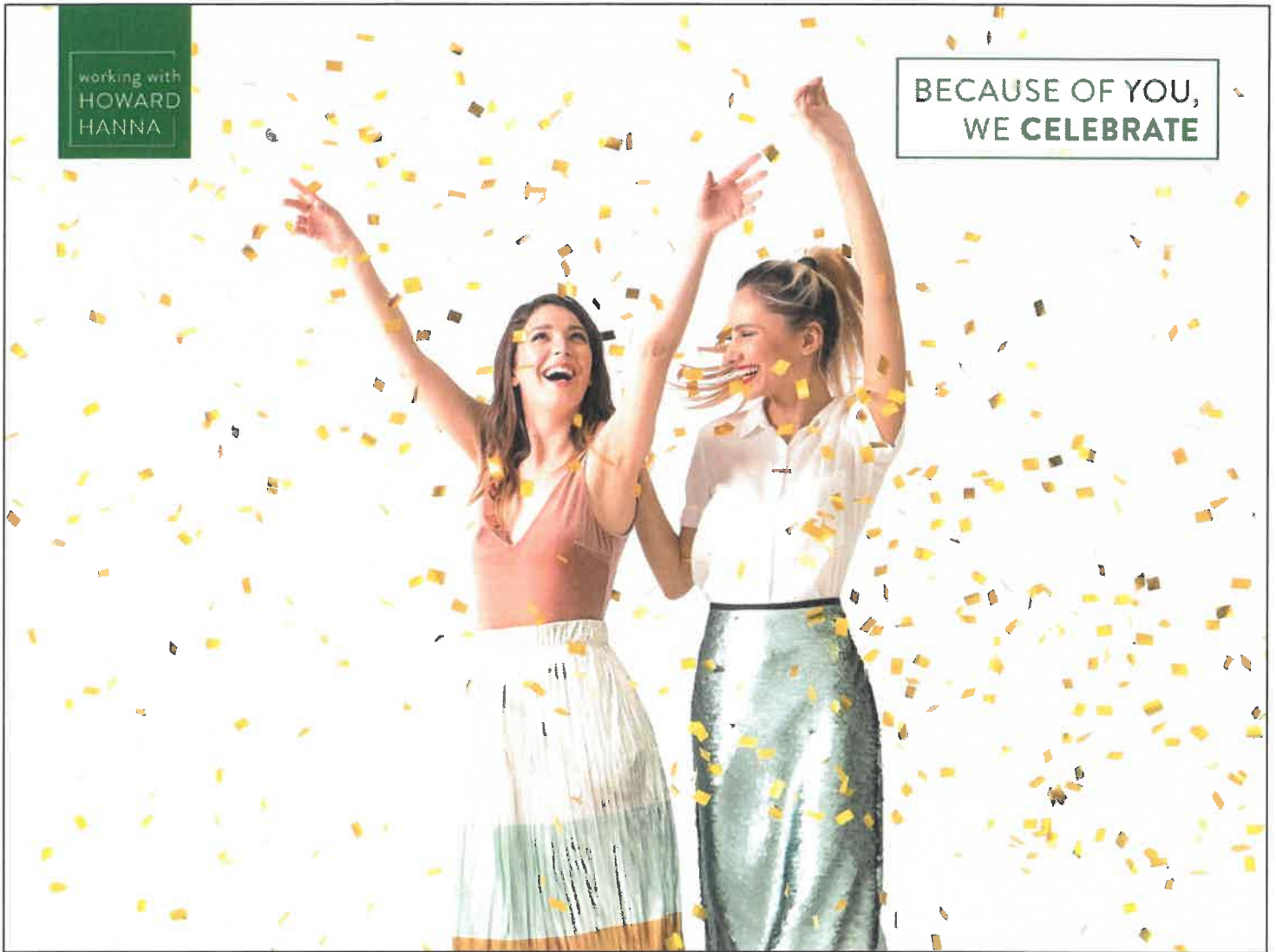
BECAUSE OF YOU, WE CELEBRATE

WHO IS HOWARD HANNA?

BUILT ON A TRADITION OF EXCELLENCE

WHY I CHOOSE HOWARD HANNA

MAKING AN IMPACT ON THE COMMUNITY



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WE CELEBRATE**

RECOGNITION

BEST OF THE BEST & VERY BEST OF THE BEST

A highlight and the crescendo of our awards ceremonies, these elite sales associates are recognized for their outstanding performance and represent the top percentiles in the company. They are the best and brightest in real estate, not only at Howard Hanna, but in the industry.

GREEN PENGUIN AWARD

Receiving the Green Penguin Award is proof that your ethic of providing professional and excellent service to your clients is your highest priority!

CHAMPIONS CLUB

Being a champion has its advantages. We recognize sales associates tri-annually for their superior achievements in listing and sales volume. For these accomplishments, sales associates are recognized with special networking and socializing events at fantastic locations several times a year.

PRESIDENT'S CIRCLE

A group of elite Howard Hanna sales associates comprises the highly sought-after designation that is the President's Circle. This prestigious title is awarded to dedicated sales associates who have been with Howard Hanna Real Estate Services for at least 15 years and have exceptional sales results.

INCENTIVES

HANNA TRAVEL

Many Howard Hanna sales associates qualify for our exciting annual trips with their excellent performance over the previous year. Join the Hanna family on these enticing adventures and see what surprises await. Indulge in sumptuous cuisine, shop till you drop, and, best of all, network with fellow Howard Hanna sales associates. Who knows where the compass will guide you next?

HANNA HEALTH & WEALTH

We consider our sales associates to be part of our family, and you and your family's well-being is important to us. With our Hanna Health & Wealth Program, offered by Dergalis Associates, we help you protect the things you care about: your income, your health, and your future. This program consists of insurance and savings plans for you and your family, ranging from pet insurance to a college savings plan. Having coverage for what's important allows you to spend more time enjoying the moments that matter most.

INCOME ADVANTAGE

Here at Howard Hanna, we want to be sure that you can focus on your strength – real estate. Our exclusive Income Advantage program provides you with extra money each month based on your commission and referral income, giving you peace of mind. We're committed to your success and know that having something extra to store away now can make a huge difference in the long run.

HANNAMOBILE

Being a real estate sales associate means always being on the go. Your vehicle becomes an extension of your office, so that's why we have our Hannamobile program. Qualified sales associates receive a monthly amount based on their earnings to put towards their vehicles, meaning that we pay you to drive and market yourself! It doesn't matter where you are or where you're going, we're ready to help you shift into gear and drive.

**Contact your manager for more information on how to qualify for each of these awards and incentives.*

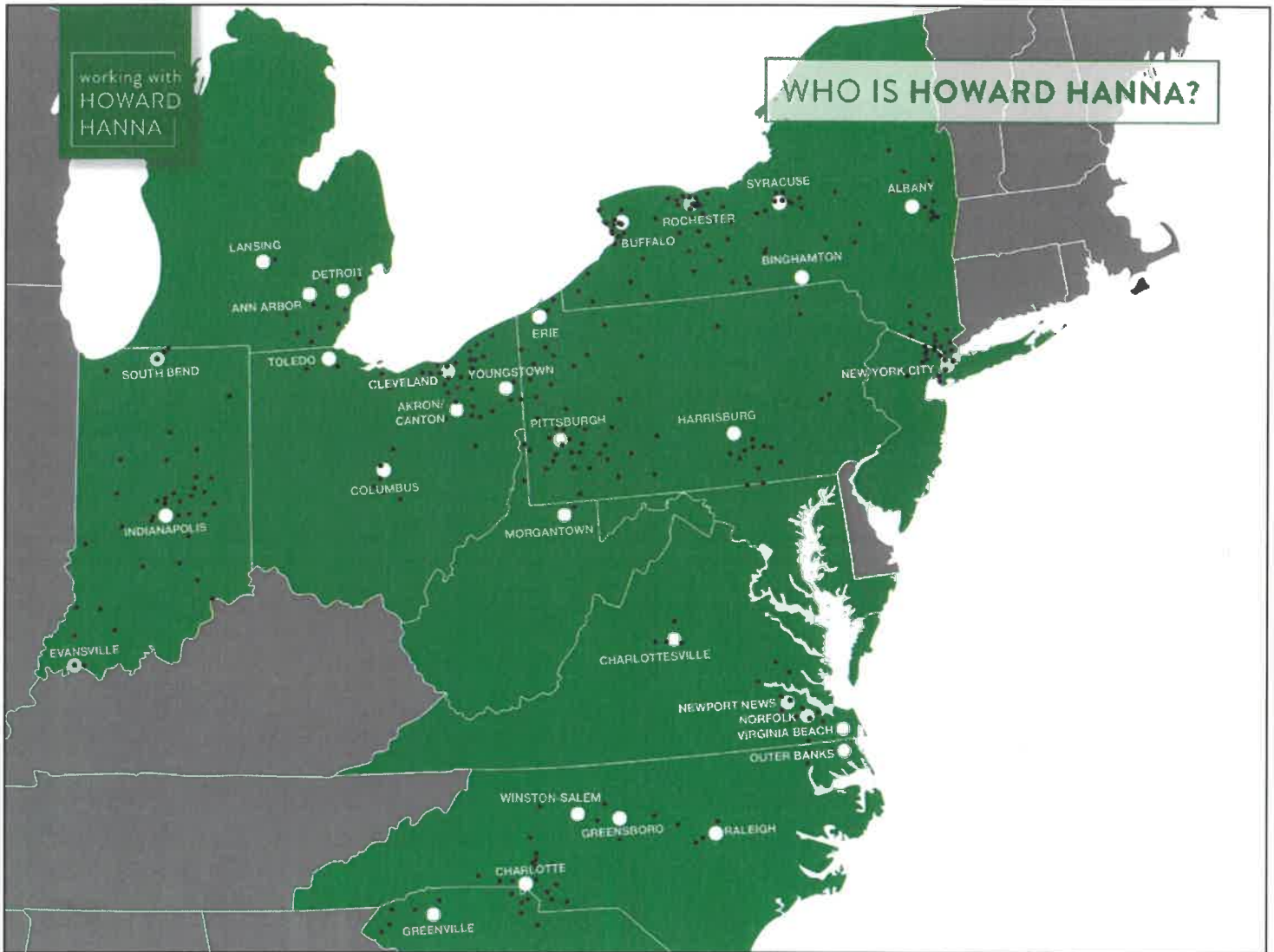
BECAUSE OF YOU, WE CELEBRATE

WHO IS HOWARD HANNA?

BUILT ON A TRADITION OF EXCELLENCE

WHY I CHOOSE HOWARD HANNA

MAKING AN IMPACT ON THE COMMUNITY





#1

Family Owned
Real Estate Company
in the United States*



#1

Brokerage in PA, OH,
IN, NY & the Carolinas**



11

States



400+

Offices



13,500+

Agents and Employees

UNPRECEDENTED GROWTH A HOUSE UNITED

Howard Hanna partners with companies such as Rand Realty, Allen Tate, F.C. Tucker, and others who are not only like-minded but practice similar ways of doing business and are all local favorites.

Doing this provides agents with countless invaluable resources. Howard Hanna helps agents to grow a network of offices for sending and receiving referrals, further strengthening our referral network alongside the international network through Leading RE®.

Simply put, **We Are Local. We Are Global.**

HOWARD HANNA MARKETS

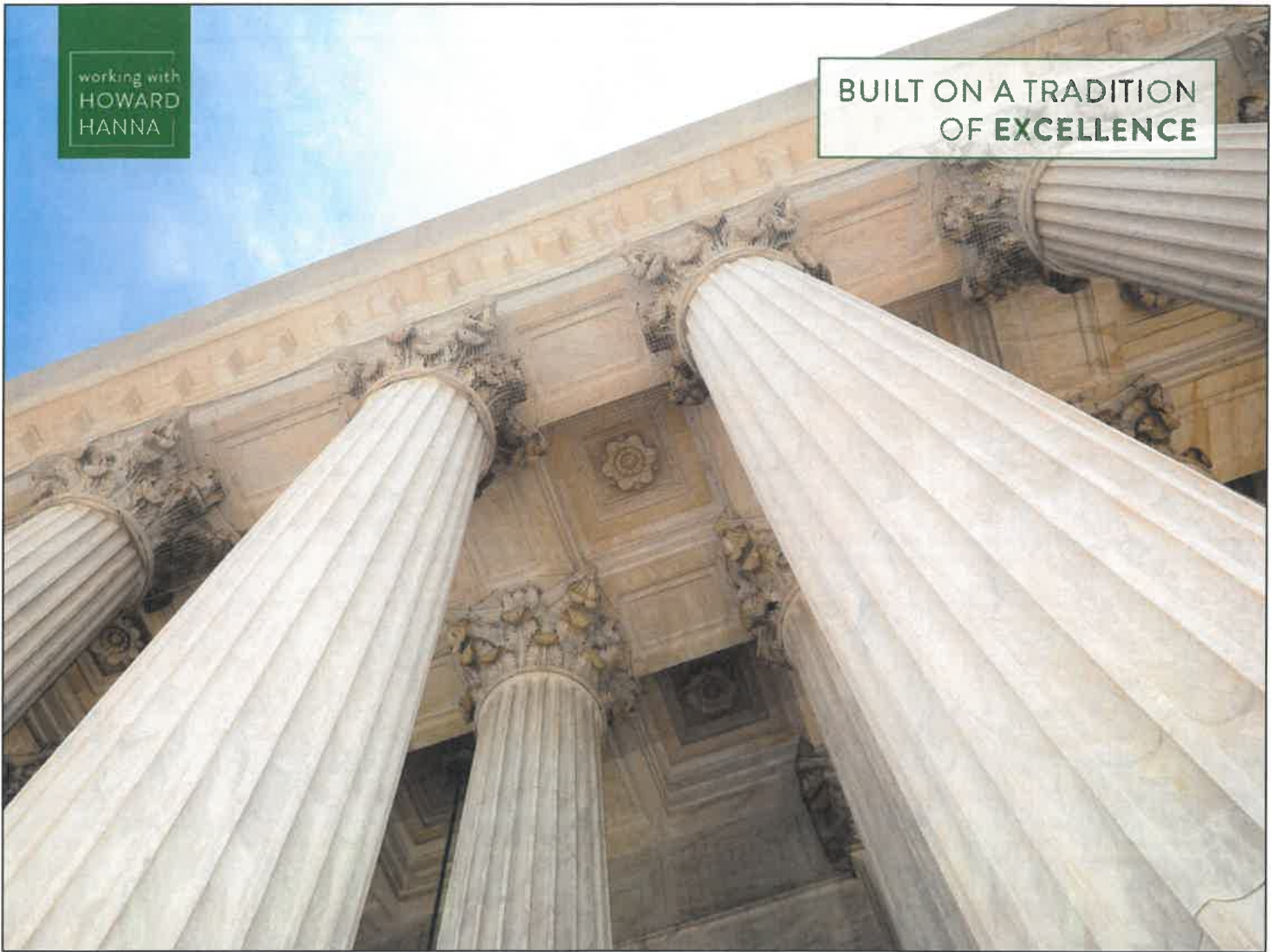
Howard Hanna Real Estate Services ranks nationally as the fourth largest real estate company with offices across

- Pennsylvania
- Ohio
- New York
- Indiana
- North Carolina
- Virginia
- South Carolina
- Michigan
- New Jersey
- West Virginia
- Maryland

*National rankings derived from the REAL Trends 500 report; based on 2020 transaction sides

**Closed sales volume in South Carolina and North Carolina, as reported in RFAI Trends report; based on 2020 transaction sides

WHO IS HOWARD HANNA?
 BUILT ON A TRADITION OF EXCELLENCE
 WHY I CHOOSE HOWARD HANNA
 MAKING AN IMPACT ON THE COMMUNITY



working with
**HOWARD
HANNA**

**BUILT ON A TRADITION
OF EXCELLENCE**

Howard Hanna provides you with all you need to make an impact on your business and your clients. **We succeed only when our agents succeed.**

OUR MISSION

We are a family-owned, full-service real estate company providing the finest in real estate, mortgage, title and insurance services. We strive every day, in every transaction, to reflect our pride in our company, ourselves and each other, and in the people and communities that we serve. Through our knowledge, integrity and innovation, we are able to participate in our customers' realization of the American Dream.

OUR VISION

Transforming the real estate experience with visionary people, products, and services.

OUR VALUES

Integrity | Pride | Enthusiasm | Diversity | Stability | Caring | Growth

Making a Difference in People's Lives

FIVE PILLARS

Thanks to unbelievable hard work and commitment to excellence, Howard Hanna is breaking records year after year.

We are truly unmatched in the markets we serve, and we didn't get here by chance; our sales associates are the best around, and we know what it takes to create a championship team.

The Hanna family built their company upon the five pillars of success:

- The Best Sales People
- Financial Security
- Marketing
- Innovation
- A Strong Management Team

The company still relies on these pillars in everything we do.

OUR STORY

Established in 1957 by Howard and Anne Freyvogel Hanna, with a single office in Pittsburgh, the family-owned Howard Hanna Real Estate Services is now the fourth largest real estate company in the country.* Founded as the Howard Hanna Company, the family business was an integral part of growing up in the Hanna household. Today, Howard and Anne's three children (Hoddy Hanna, Helen Hanna Casey, and Annie Cestra) and several grandchildren (Hoby Hanna, Duffy Hanna, Annie Engel, Kelly Riley, Dennis Cestra Jr., and Helen Cestra) carry on the family tradition throughout the company and continue to focus on innovative ways to best serve their customers. The company now has over 400 offices across the eleven states of Pennsylvania, Ohio, New York, Indiana, North Carolina, Virginia, South Carolina, Michigan, New Jersey, West Virginia, and Maryland, with more than 13,500 sales associates and employees.

*National rankings derived from the REA Trends 500 report; based on 2020 transaction sides.

BUILT ON A TRADITION OF EXCELLENCE
WHY I CHOOSE HOWARD HANNA
MAKING AN IMPACT ON THE COMMUNITY



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**WHY I CHOOSE
HOWARD HANNA**



"Joining Howard Hanna over 15 years ago from a competitor was the best business and professional decision I have ever made. *I knew I was joining an organization that provided success strategies for me to build my business as an agent and allow for growth.* Today the technology, innovation and agent support continue to be the best in the industry."

-Kris Burdick
President
Midwest Region



"*I believe that no other real estate company invests more in supporting the value of real estate agents.* We invest in products and services that fill the gaps in the agent's business. When our agents leverage these resources, we see a substantial increase in their income and in turn their qualities of life. I do not believe any other company does that stronger and that is why I choose Howard Hanna."

-Matthew Whitehead
Vice President & General Manager
Greater Buffalo Region



"Being a company with consistent growth, strength and financial stability, Howard Hanna *provides opportunities for individuals to grow their careers in many different directions.* I started my career as a sales associate, transitioned to Director of Career Development and then launched into office management before becoming a regional manager. The opportunities within the organization are limitless."

-Yvonne Guthrie
Regional Vice President
Pennsylvania North Region



"Steve Jobs said, 'The only way to do great work is to love what you do.' I love what I do and *I believe Howard Hanna has provided an incredible platform to grow and develop as a professional.* I am proud to be part of this real estate family and look forward to even more innovative and pioneering opportunities for years to come!"

-Brenda Reid
Vice President & Regional Manager
Southside Region (Southeast)



"*One of the many things that makes us special at Howard Hanna is the "security blanket" we provide our Sales Associates to help them grow their business.* Our personal promotion suite is there when you need it, and provides leading edge resources that aren't available anywhere else. Our Hanna University allows our Sales Associates to learn about these resources at their own pace. If you want to grow your business, there's no better place to be."

-Fred Corsi
President
Western District New York



"Our steadfast commitment to growth and innovation has transformed the real estate experience for our clients and allowed our sales associates to *always stay a step ahead of the industry, by providing them the business solutions necessary to adapt to the ever-changing market.* The ability to work for such a dynamic, family-owned company has provided me an environment that has fostered my professional growth and opened many doors of opportunity for career advancement."

-Leah Gibbons
Senior Vice President & General Manager of Brokerage



#HANNACARES

Here at Howard Hanna, we believe in the power of community. Communities are what shape our core business of helping individuals realize the American Dream of homeownership, and communities are at the heart of the real estate business. That's why we take giving back to our communities very seriously!

CHILDREN'S FREE CARE FUND

Established in 1988, the mission of the Howard Hanna Children's Free Care Fund is to ensure that children never be denied the best medical care available, whether helping children without health insurance pay for care or to fund cutting-edge care that insurance may not cover.

In 1988, we began our company-wide fundraising campaign with "Choo Choo Chow Chow" luncheons to raise money for children's hospitals in areas we serve. And, since the beginning of our free care fundraising, Howard Hanna agents and employees have come together to volunteer their time and resources to raise more than \$18 million. We are now raising more than \$1 million every year to support the Fund and have added children's hospital partners as we continue to expand into new regions and market areas.

The Howard Hanna Children's Free Care Fund currently partners with twenty children's hospitals in our market areas, as well as related children's programs and activities.

Learn more at:
HannaFreeCareFund.com

COATS FOR KIDS

WTAM's Coats for Kids started in Cleveland in 1997, and Howard Hanna has been participating to bring warm coats to children throughout Northeast Ohio ever since. We've collected thousands of new and gently used coats since we began participating in the program, helping to make sure kids stay warm.

BOOK DRIVE

In July 2016, Howard Hanna Insurance Services began collecting children's books for Children's Hospital of Pittsburgh. Although it's only been three years, they've already collected over 5,200 books for children, including picture books, board books, and coloring books.

GRASSROOTS EFFORTS

Howard Hanna agents care about their communities! In addition to participating in our corporate fundraising events, Howard Hanna agents and offices spearheaded dozens of volunteer events and raised hundreds of thousands of dollars. They donated turkeys for Thanksgiving feasts, toys for children in need, cookies for older community members... and more!



Q. HOW DO YOU DEFINE SUCCESS?

The Oxford English Dictionary defines success as "the fact of getting or achieving wealth, respect, or fame." Did you know that success has a direct correlation with a person's happiness? Some may say that they are one and the same.

A.

DID YOU KNOW...

Your brain works significantly better at positive than at negative, neutral or stressed. Every single business and educational outcome improves when we start at positive rather than waiting for a future success. Sales improve 37% cross-industry, productivity by 31%, you're 40% more likely to receive a promotion, nearly 10 times more engaged at work, live longer, your symptoms are less acute, and much more.

AWESOME WAYS TO BOOST YOUR SUCCESS!

- Develop a social circle.
- Look for opportunities for growth instead of failure.
- Help someone solve a problem.
- Take on additional responsibility.
- Have enough courage to ask.
- Take actions that increase good will.
- Write down your goals.

You are 42% more likely to achieve your goals just by writing them down.

PERSONAL GOALS

CAREER GOALS

1 YEAR
5 YEARS
20 YEARS

_____	_____
_____	_____
_____	_____

Grow with us.

In your pursuit of happiness you can satisfy your career and satisfy your life. And we are right there with you!



Real Estate Services

HowardHanna.com



All information is accurate at time of publication. Content is subject to change. | 09-2021