



Marketing Proposal

**BERKSHIRE
HATHAWAY**
HOMESERVICES
LANDMARK PROPERTIES

“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”

– Warren Buffett
Chairman and CEO
Berkshire Hathaway Inc



We have assisted thousands of people in the purchase or sale of a home, which for most of them is the largest, single asset they will own in their lifetime. And, in the course of doing all that business, we've learned the area rather well — after all, it's also the place we call home.

Berkshire Hathaway HomeServices Landmark Properties is one of the most trusted real estate names in North Carolina. Not only does that mean that home buyers and sellers have a valuable partner at their side, it means we're here to stay.

Beyond our name, there are certain qualities that define us: traits, practices, values. There's our will to exceed expectations for exemplary service and professionalism in everything we do. We build lasting relationships based on trust and care with our clients and the communities we serve. We partner with our associates to create an environment that fosters success and meaningful careers. Most importantly, we exist to redefine home buying, selling and ownership by integrating all the elements of the transaction into a seamless real estate experience.

Come on in, we'd love to show you our homes.



Who We Are

See why we're good to know.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES

Berkshire Hathaway HomeServices is among the few organizations entrusted to use the Berkshire Hathaway name – a name representing strength, integrity, stability and longevity. In turn, Berkshire Hathaway HomeServices network members, and every agent that operates under that member's name, reflects those same values. I'm proud to be an ambassador for such a strong, trusted brand and it's a brand you'll want empowering you, too, as we begin the process of selling your home...together.

There is more to our name than noted prestige. Network members are also backed by industry leadership with years of experience and an expansive reach across the globe.

Locally, we represent strength, too. Berkshire Hathaway HomeServices Landmark Properties is a full-service brokerage with a company culture that promotes high standards, positive attitude & energy and an inclusive workplace. Additionally, the brokerage is proud to be a market leader in the greater Hickory and Charlotte Metro areas and home to some of the area's highest-producing, top agents.



TOP TEN
WORLD'S MOST
ADMIRIED COMPANIES
2022

FORTUNE
MAGAZINE

1. Apple	6. Walt Disney
2. Amazon	7. Costco Wholesale
3. Microsoft	8. Pfizer
4. Berkshire Hathaway	9. Alphabet (Google)
5. JPMorgan Chase	10. American Express

A member of the franchise system of BHH Affiliates, LLC.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES



Why Berkshire Hathaway HomeServices Landmark Properties is *Good to know*®

Backed by one of the most admired names in business and entering the market with a commitment to providing straightforward advice, the Berkshire Hathaway HomeServices name comes with its advantages:

- A name you can trust.
- A commitment to providing great service.
- A network of experienced, knowledgeable agents.
- Industry-leading technology and tools.
- Adherence to the highest standards.

We Offer Full Services...

PROSPERITY

HOME MORTGAGE, LLC®

Prosperity Home Mortgage, LLC, is a full-service mortgage banker specializing in residential and refinance loans. They offer a wide range of mortgage products, including fixed and adjustable rate mortgages, jumbo loans, Federal Housing Administration (FHA), and Veterans Affairs (VA) loans.

Exclusive to Berkshire Hathaway HomeServices Landmark Properties clients:

- Complementary appraisal for all qualified borrowers (up to \$1,000 value)
- No loan origination fees for VA home loans (up to \$1,195)
- Dedicated loan officer to provide customer service for your unique needs from start to finish

When you choose Prosperity Home Mortgage as your lender, you'll benefit from our:

- Competitive rates and fees
- Our Mortgage Consultants with extensive knowledge of your local market
- Knowledge and expertise on available mortgage products
- Prompt and thorough communication
- Dedication to exceptional customer service for your unique needs from start to finish



A Home Services Warranty can help sell a home faster and closer to list price. A home warranty is a service contract that covers the repair or replacement of many of the most frequently occurring breakdowns of home system components and appliances. What's a Cinch protection plan? An affordable, award-winning home warranty that helps control the costs of appliance and system breakdowns. Backed by a 180-day guarantee.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES

We Offer Full Services...

relocation SERVICES

Relocation and Corporate Services

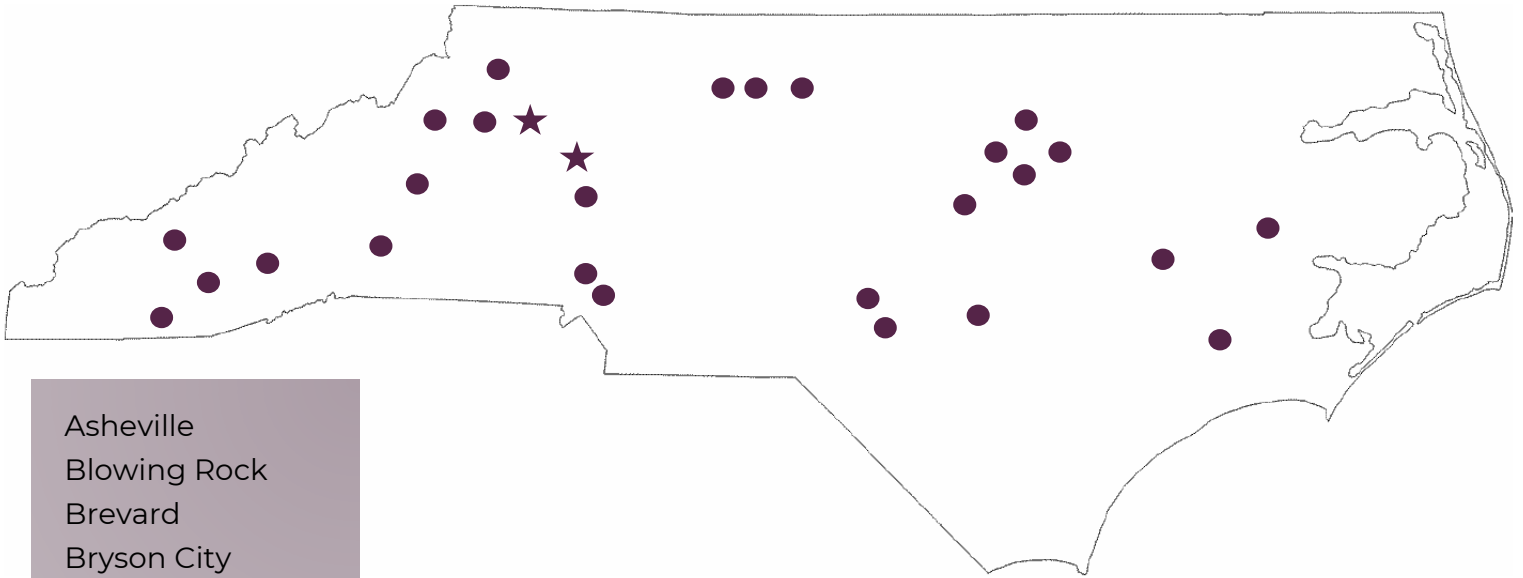
Our Berkshire Hathaway HomeServices Landmark Properties Relocation Department offers home finding assistance, home marketing, and inventory assistance, as well as complimentary area tours of Greater Charlotte, Hickory and upstate SC areas and the surrounding communities. Our certified relocation agents are specifically trained and entrusted with exceptional service to domestic and international transferring employees. . Our relocation professionals can move a single employee or an entire company with the same level of care. Our clients rely on our full-service relocation network for a stress-free and easy move

Berkshire Hathaway HomeServices Landmark Properties is proud to provide corporate employees with a complete overview of their corporate move to the Greater Charlotte, Hickory and upstate SC areas through our Corporate Services that include marketing assistance; home finding assistance; orientation/area and rental tours; Broker Market Analyses (BMAs) for both origin and destination needs; and group moves.

Marketing Assistance – Employees planning to relocate will first meet with a Preferred Relocation Specialist selected to best fit their needs. The broker will then assess the property's value by preparing an extensive BMA and determine the right marketing strategy for the sale of your home.

Home Finding Assistance – Employees who are moving into the Greater Charlotte, Hickory and upstate SC areas will meet with a Preferred Relocation Specialist selected to best fit their needs. Our agent will assess their housing needs, accommodating price, style and lifestyle as well as future resale aptitude of the home. We also advise clients with short-term investment goals as most relocating employees are likely to relocate again within three to five years.

BMAs – Our experienced brokers are qualified to complete a thorough and accurate property analysis within the local market. Whether the BMA is required for marketing or destination purposes, our Preferred brokers are ready to exceed your expectations



Asheville
Blowing Rock
Brevard
Bryson City
Cashiers
Chapel Hill
Charlotte
Durham
Fayetteville
Goldsboro
Greensboro
Greenville
Hendersonville
Hickory ★
Highlands
Huntersville
Jacksonville
Kernersville
Morganton
Morrisville
Pinehurst
Raleigh
Sherrills Ford ★
Southern Pines
Waynesville
Winston-Salem

The storied Berkshire Hathaway name stands for strength, integrity and trust...and is universally respected. Put simply, when the Berkshire Hathaway name appears on a yard sign, it's a sign that buyer and sellers want to see.

Berkshire Hathaway Inc. is a worldwide holding company based in Omaha, NE. It's Chairman and CEO is Warren Buffett, often referred to as the 'Oracle of Omaha' and according to Time magazine's ranking, is among the world's most influential people.

Berkshire Hathaway HomeServices brings together a world-class brand name with the proven operational excellence of HomeServices of America, our parent company.

The Berkshire Hathaway HomeServices family consists of affiliates that are corporate owned by HomeServices of America, a Berkshire Hathaway affiliate and independently owned and operated franchises.

Berkshire Hathaway HomeServices Landmark Properties is part of a network of offices that operate throughout the state of North Carolina.

We're Good to Know

**BERKSHIRE
HATHAWAY**
HOMESERVICES
LANDMARK PROPERTIES



Why I'm Good to know[®]

The right agent can make all the difference. I'll prove that to you by applying my knowledge and expertise to achieve the successful sale of your property.

You can expect that I will:

- Work with you at every stage of the homeselling process.
- Keep you informed at all times through an agreed-upon system of regular communication.
- Give you reliable information and straightforward advice so that you can make informed, confident decisions.
- Identify your needs.
- Develop and implement an effective marketing plan for your property.
- Help you determine an effective pricing strategy.
- Recommend steps to prepare your property for market.
- Represent you in negotiations with prospective buyers.
- Work to protect your interests through the completion of the transaction.
- It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES



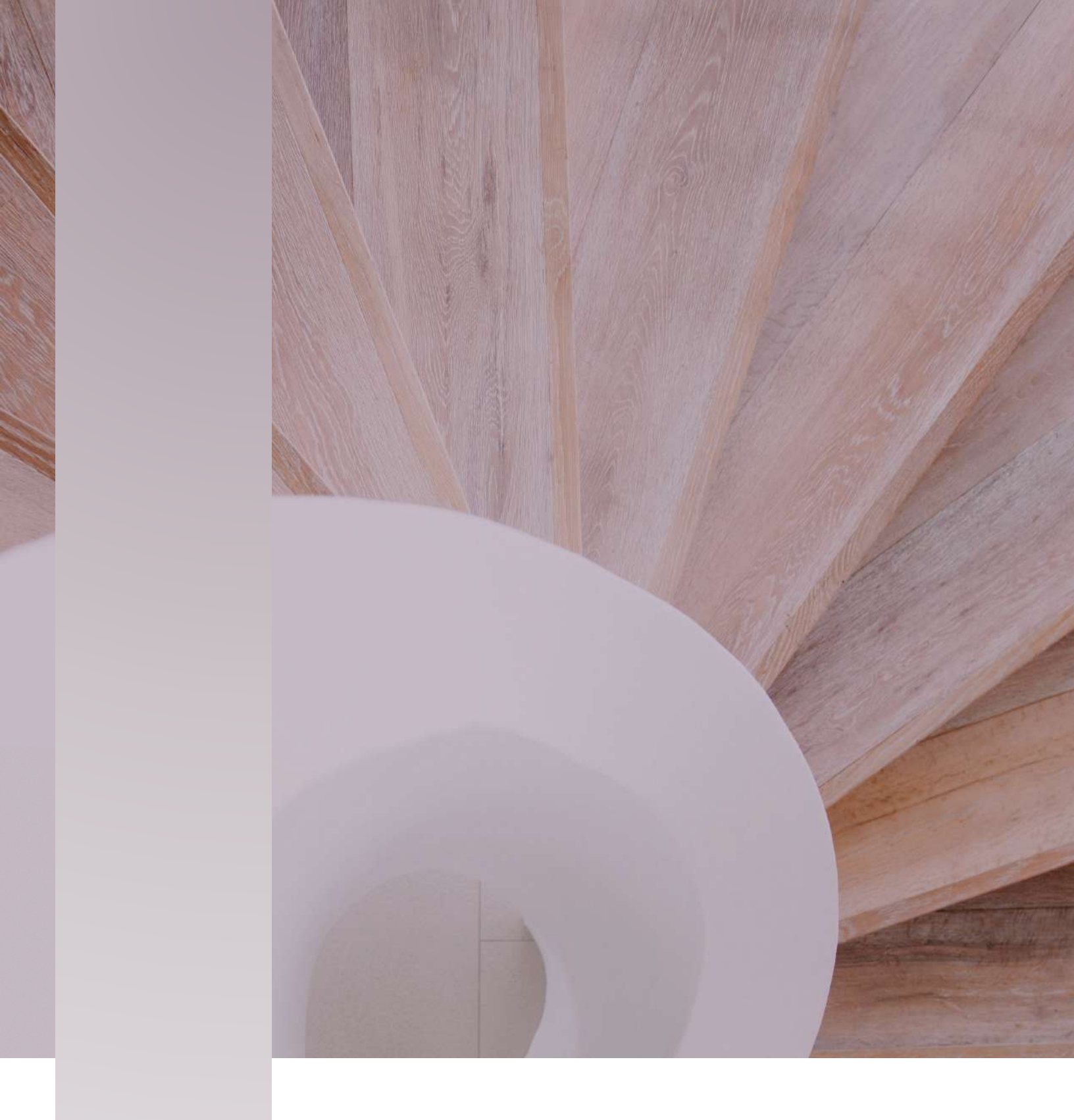
We will provide the best service possible for every client we represent. We will never tell a client what they want to hear if it is not reality. We will never enter into a client relationship where we know what is expected of us cannot be done in good faith. We will never enter into an agreement with a seller who is unrealistic in regards to the proper pricing. When hired to sell a client's home, we will always make recommendations that can assist their home's value or help reduce its marketing time even if it means telling them things that do not want to hear. We acknowledge that we may periodically lose business because we are truthful with our clients and our competitors — we will never tell them what they want to hear to temporarily get their business. We will always remember that to have a winning relationship for our clients, we must always have a mutual goal.

We will never lose sight that our honesty, loyalty, understanding, accountability and creativity are what make us so very different from the real estate masses. Our services will always be made available to the public. We will always utilize a well-trained staff to assist us in the complex home selling process. We will prioritize our time so that we are working with only people who are either buying or selling real estate. We will always treat all parties honestly and fairly and we will always offer our properties without regard to race, color, creed, religion, sex, ancestry, national origin, handicap or family status. We will always promote the best interest of the owner, obtain the best price for the owner and disclose to the owner all facts that might affect or influence their decisions.

We assure you that during our real estate career, we will always strive for excellence and we make a commitment to forego a portion of our life in exchange for continued education so that we may better serve our clients.

We share this with you because it is important for you to know how we feel about the real estate industry and how we feel about the marketing of your home. We win in life by helping others. Thank you for this opportunity.

Mission Statement



The Journey Begins

Aligning your goals with the homeselling process.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES

Let's Get Started

We begin by matching your objectives and priorities with the process of marketing and selling your house.

The first three steps toward selling your house are:

1. Clarifying and prioritizing your expectations.
2. Defining the story of your house and neighborhood.
3. Agreeing on a process — how we'll work together.

Setting Expectations

Let's review and prioritize the following topics to help us understand what's most important to you in the sale of your property.

Communication

How often do you prefer we talk? What's your preferred method for communicating?

Motivation

Why are you selling your home at this time?

Time Frame

How soon must you sell your home?

Price

Within what range do you expect to sell your home?

Homeselling Decisions

Tell me about other possible factors affecting your decision to sell now.

Marketing Plan

What aspects of marketing and advertising your home most interest you?

Previous Homeselling Experience

What was the most important thing you learned the last time you sold your home?

Relocation Assistance

Are you curious about home buying options in your new location?



Defining Unique Selling Points

You know your home best. Let's discuss how we'll market its special features and location in the surrounding neighborhood.

Most Appealing Features

What attracted you to buy this house?

Least Appealing Features

What do you like least about this home?

Differentiating Features

What makes this property unique from similar properties?

Updates and Renovations

Have you made any improvements to the property since you bought it?

The Neighborhood

What do you regard as the most attractive features of the surrounding neighborhood?

Special Terms or Conditions

Do you have any issues regarding the sale of your property I should be aware of (e.g., items of personal property to be excluded, items which must be disclosed to prospective buyers, etc.)?

Potential Enhancements

What changes would you suggest to make your property as salable as possible?

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES

Home Selling Process

Selling a house typically includes the following elements. I'll be your resource and guide throughout this process.

Homeselling
Process



Initial Consultation

- Clarify your needs and expectations.
- Review selling process, initial market evaluating strategy.
- Interview “Agency” choices.
- Select appropriate representation.

Design and Implement Marketing Plan

- Complete home enhancement recommendations.
- Schedule marketing activities.
- Show the property to brokers and prospective qualified buyers.
- Communicate sales status and marketing activities.
- Optimize marketing and pricing as necessary.

Review Offer and Reach Agreement with Buyer

- Receive and review offer from buyer’s real estate representative.
- Discuss and clarify proposed terms and conditions.
- Negotiate; consider counter offers.
- Reach final agreement.

Complete Closing Process

- Deposit of buyer’s earnest money.
- Sign documents.
- Initiate title search.
- Initiate inspections.
- Conduct final walk-through with buyer.
- Initiate loan funding/balance of funds from buyer.
- Record title.
- Buyer takes possession of property.

After-Sale Service

- Help you find your next home.
- Assist you with relocation, if needed.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

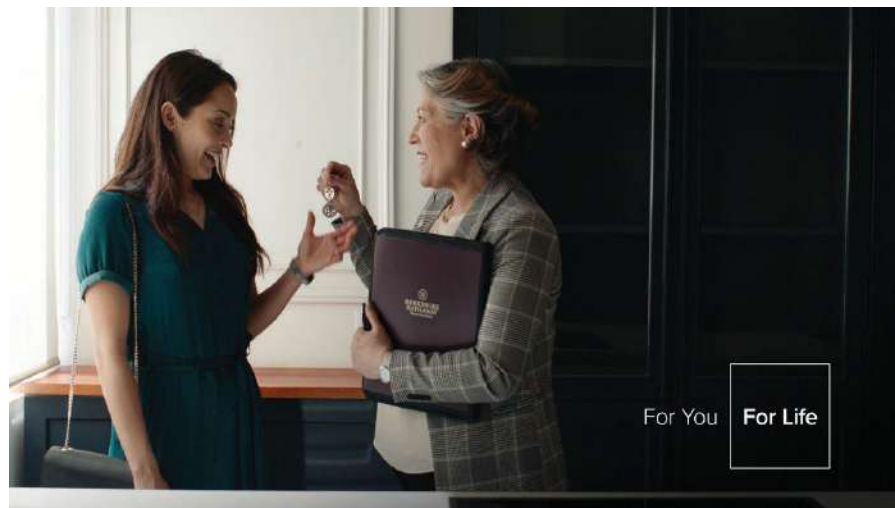
LANDMARK PROPERTIES

Global Advertising Drives Buyers to Your Listing

Berkshire Hathaway HomeServices' digital marketing strategy focuses on delivering brand awareness through multiple platforms, to ensure that our brand is top-of-mind among millions of potential homebuyers and sellers.

Additionally, marketing and public relations programs position Berkshire Hathaway HomeServices network members as an authority for real estate and related services.

This global support drives consumers to BerkshireHathawayHS.com to find listings like yours.



**BERKSHIRE
HATHAWAY**
HOMESERVICES
LANDMARK PROPERTIES

Global Marketing



The world is watching your home

When selling your home, we deliver maximum exposure to the right audience reaching millions of unique users monthly. The world's a big place and, for Berkshire Hathaway HomeServices' global listing syndication, we'll be where the action is.

Listings are syndicated to:

- berkshirehathawayhs.com
- Zillow.com
- Trulia.com
- wsj.com
- Homefinder.com
- Homes.com
- REALTOR.com
- Realtytrac.com
- YouTube
- Yahoo Real Estate
- Hotpads.com
- Oodle.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com (\$1 million +)
- Mansion Global WeChat Channel (\$1 million +)
- Barron's (\$1 million +)
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)

INCLUDING
HUNDREDS
OF MORE WEBSITES

Our global syndication strategy capitalizes consumer preferences and search patterns to keep Berkshire Hathaway HomeServices network listings in front of the world's serious and qualified home buyers.

Global Print Advertising

Attracting the right audience through print is an important part of our global print strategy. Our print ads appear in high-quality publications including The Wall Street Journal, Mansion Global Magazine, Unique Homes Magazine, Prestige, duPont Registry, PENTA and Netjets Magazine.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES

Local Advertising



Print and Online Marketing

Professionally designed eCards, direct mail postcards and property brochures will showcase your home in the best possible way.



Professional Photography

The photography of your home will highlight your property's features to attract buyers searching for a home like yours.



Professional Social Media Accounts

- Facebook
- Instagram
- LinkedIn



Advanced Video Marketing

Video is one of the most popular forms of content in the world. A professional, quality-branded video will be created and distributed to potential buyers highlighting your homes' unique features.



Local Digital Advertisement

Consumers are mobile and so are we. In addition to the national marketing campaign, our digital advertising efforts will continue locally with a geo-targeted campaign.



Establishing a Pricing Strategy

How to determine the value of your house.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES



Understand Market Value

Pricing your home for the current market is important for maximum exposure and a satisfactory sale.

The existing pool of prospective buyers determines a property's value based on:

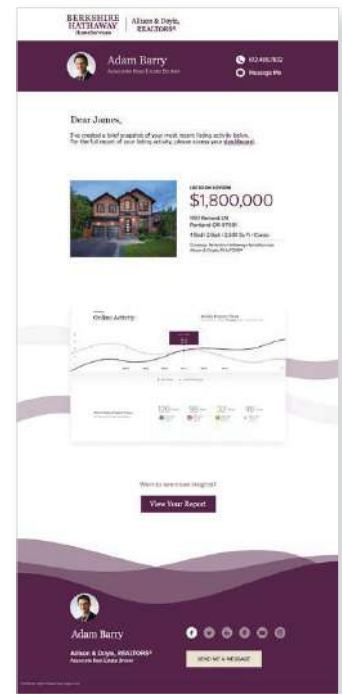
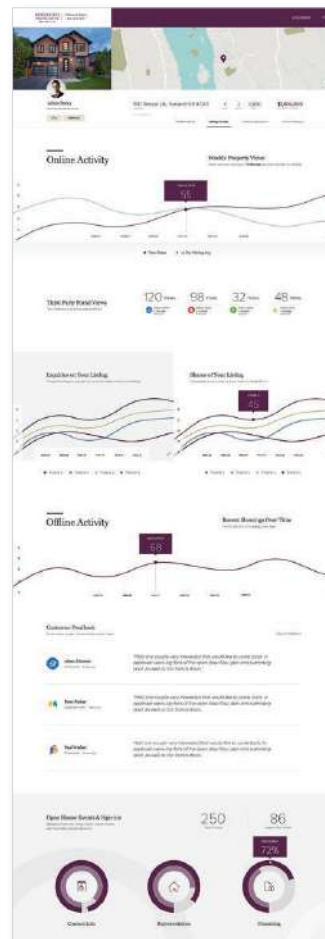
- Location, design, amenities and condition.
- Availability of comparable (competing) properties.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property.
- The seller's expected net proceeds.
- The amount spent on improvements.

The impact of accurate pricing:

- Properties priced within market range generate more showings and offers and sell in a shorter period of time.
- Properties priced too high have a difficult time selling.



An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price.

I can provide a **Comparative Market Analysis**, which considers competing properties that:

- **Have recently sold.** This shows us what buyers in this market have paid for properties similar to yours.
- **Are currently on the market.** This shows us what kind of properties will be competing with yours for the attention of available buyers.
- **Failed to sell.** Understanding why these properties did not sell can help us avoid disappointment in the marketing of your property.

Determine Your Home's Market Value

BERKSHIRE HATHAWAY
HOMESERVICES
LANDMARK PROPERTIES

As your sales professional, my goal is to help sell your home for the highest price attainable, within the time frame that works for you and to make the home selling process as efficient and stress-free as possible. I commit that I will:

Communicate Efficiently

- Communicate with you throughout the marketing process

Identify Needs

- Consult to discover needs, interest and concerns before developing a planned home search
- Discuss seller, buyer and dual agency alternatives and determine how to best work to achieve the objectives
- Answer any questions about the home selling process

Develop and Implement a Marketing Plan

- Share listing information with the realty professionals in my office and other real estate professionals through MLS
- Install our For Sale sign (where allowed)
- Discuss and hold open houses as needed to reach buyers
- Promote through effective advertising and electronic media
- Explain how a written property disclosure, home warranty and professional home inspections can enhance salability
- Seek buyers who are pre-qualified or pre-approved by a lending institution and require financial qualifying information on all buyers submitting offers

Recommend Steps to Prepare the Property

- Identify enhancements that will help your property and make the best possible impression on prospective buyers
- Advise how to prepare your property for real estate professional previews and buyer showings

Determine an Effective Pricing Strategy

- Explain how Market Value is determined and discuss the role of market-sensitive pricing in a successful sale
- Research and present a Comparative Market Analysis showing recent real estate activity and trends to help determine a realistic listing price
- Discuss financing options that will help attract buyers
- Prepare a preliminary estimate of costs and proceeds based on the probable selling price and financing terms
- Continue to monitor market activity and, if appropriate, recommend price adjustments to remain competitive

Represent You in Negotiations with Buyers

- Review all purchase offers with you and explain available choices to accept, reject or counter
- Negotiate in your best interests, including the handling of counter offers, to reach an agreement that is acceptable

Protect Your Interests through Completion

- Work with the buyer's real estate professional and others to see that all requirements of the purchase agreement are satisfied and to help keep the transaction on schedule
- Keep you informed of the progress of the transaction
- Follow up on any remaining details after the close of the sale, and provide information on relocation assistance or additional services

I commit to you to ensure that I meet all of your expectations and assist you in selling your home.

Prepared By

Date

**BERKSHIRE
HATHAWAY**
HOMESERVICES

LANDMARK PROPERTIES



BERKSHIRE HATHAWAY HOMESERVICES

LANDMARK PROPERTIES

375 Main Ave NE
Hickory, NC 28601
828-324-5555

7907 Village Center N
Sherrills Ford, NC 28673
704.896.0001

800.968.3069 | info@bhhslandmark.com