



Marketing Consultation



**BERKSHIRE
HATHAWAY**
HOMESERVICES

NEW ENGLAND PROPERTIES
NEW YORK PROPERTIES
HUDSON VALLEY PROPERTIES

A NAME REVERED WORLDWIDE

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“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have? I don’t think you could find one.”

Warren Buffett

Chairman and CEO Berkshire Hathaway, Inc.



REPUTATION
MATTERS

TWO POWERFUL BRANDS COMING TOGETHER

Our parent company, HomeServices of America, an affiliate of Warren Buffett's Berkshire Hathaway, is the nation's largest, full-service real estate brokerage firm. HomeServices of America expanded its business model to include real estate brokerage franchising in 2012 and has the most respected and valued real estate company in the market: Berkshire Hathaway HomeServices.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

**50,000+ agents | 1,500+ offices | 50 states
12 COUNTRIES & TERRITORIES | 3 CONTINENTS**

United States, Canada, Mexico, Europe, Middle East, India & Bahamas

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DEVOTION

to you, your home, and the legacy

PROVEN RESULTS

We know that performance and reputation matter. To better serve you, we are continuously improving how we do business and earning recognition on **local, national, and global levels.**

TOP 3 BROKERAGE NATIONWIDE

HomeServices of America is the fastest growing real estate brokerage network nationwide, placing in the Top 3 for transaction sides and volume based on the annual Real Trends 500 report.

#5 NETWORK BROKERAGE

Berkshire Hathaway HomeServices New England/New York/Hudson Valley Properties ranks as the No. 5 brokerage globally among the 300 Berkshire Hathaway HomeServices affiliates.

REAL ESTATE BRAND OF THE YEAR

Berkshire Hathaway HomeServices is the Real Estate Agency Brand of the Year and the Most Trusted Real Estate Brand based on the results from the most recent Harris Poll.

FORTUNE MAGAZINE'S WORLD'S MOST ADMIRABLE COMPANIES | 2025

- | | |
|------------------------------|----------------------|
| 1. Apple | 6. Costco Wholesale |
| 2. Microsoft | 7. JPMorgan Chase |
| 3. Amazon.com | 8. Walmart |
| 4. Nvidia | 9. Alphabet |
| 5. Berkshire Hathaway | 10. American Express |





Connected to New York City

Berkshire Hathaway HomeServices New York Properties opened its flagship office at 590 Madison Avenue in 2017. In tune with the pulse and the demographics of the New York City market, over 100 leading sales associates in Manhattan and its boroughs work closely with the New England, Westchester and Hudson Valley offices and agents to connect buyers to the upstate, suburban and Northeastern markets.

REAL ESTATE REDEFINED

As one of the nations leading real estate brokerages, Berkshire Hathaway HomeServices brings innovative resources, a notable presence, and an unparalleled experience to our local markets.

AN EXEMPLARY TRACK
RECORD DISTINGUISHED BY

LOCAL EXPERTISE

VAST GLOBAL CONNECTIONS

ADVANCED TECHNOLOGY

UNIQUE REPRESENTATION

- NEW HOMES & LAND
- COMMERCIAL GROUP
- RENTALS
- LUXURY COLLECTION
- WATERFRONT
- EQUESTRIAN
- ANTIQUE & HISTORICAL





COMPOSING

the story that brings your home to life

DIGITAL MEDIA STRATEGY

We generate qualified buyer leads for your home using an evolving SEO strategy, artificial intelligence technology, carefully crafted messages, and expert design across all digital platforms. Our in-house creative team promotes our brand and your listing with:

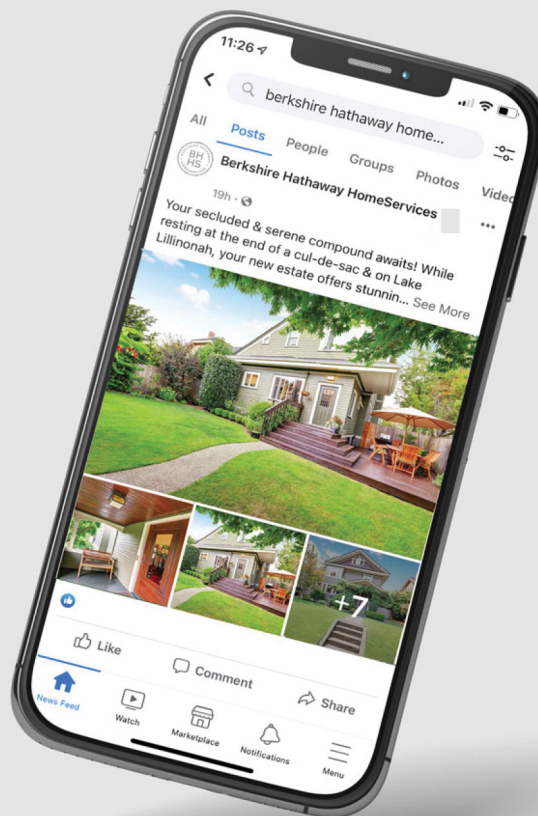
- Geographical and behavioral digital advertising
- An exclusive buyer-match network
- State-of-the-art social media resources
- Virtual tours and consultation
- Email marketing
- Global Syndication
- Professional image/video resources
- Custom property microsites

30
MILLION+
VISITORS ANNUALLY

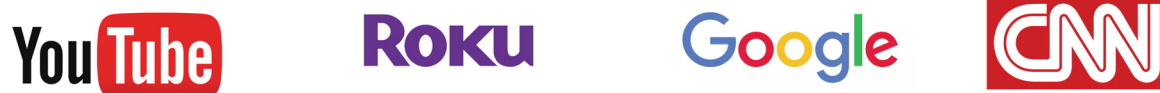
1 BILLION
BRAND IMPRESSIONS ANNUALLY

160 MILLION
CUSTOMERS AROUND THE GLOBE

BHHS.com | BHHSNEProperties.com
BHHSNYProperties.com | BHHS HudsonValley.com



MAXIMUM EXPOSURE





HOME SERVICES THAT MOVE YOU

When you list your home with a Berkshire Hathaway HomeServices agent, you will have access to the PINNACLE Services Program - powered by Zoom Casa.

PINNACLE

From major renovation projects to simple cosmetic fixes and professional staging, PINNACLE is designed to elevate every aspect of your home to make it market-ready. A dedicated design team is on hand to handle projects from major renovations to professional staging. At no cost to you until your home closes.

PINNACLE FORWARD

To further ease the buying and selling process, Pinnacle Forward allows you to unlock your home equity so that you can make a strong, non-contingent offer on your next home before you sell your current house. Forward also allows you to avoid living through renovations, showings, and the uncertainty of a traditional sales process. With Forward, you can move at your own pace with peace of mind, all with your Berkshire Hathaway HomeServices agent.

DAY ONE

Your home will receive the most online views the moment it goes live on the market. Our exclusive Berkshire Hathaway HomeServices connect system, built using marketing technology, takes

immediate action to reach likely buyers using social media, email, online marketing, print media, and direct communication with real estate agents.

FIRST
24
HOURS

Your Home Shared
with **National & International**
Real Estate Websites

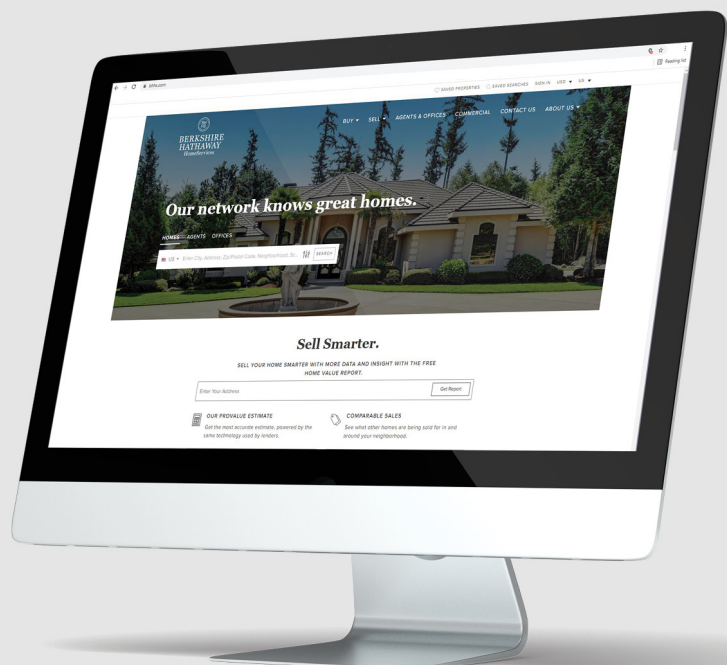
Your Home shared to
Social Media

Digital Listing Ads
on the web, Facebook, and Instagram

Customized
Listing Brochure

Radius
Just Listed Postcard

Ecard sent out to
Targeted
Real Estate Agents





PRINT MEDIA

Print advertising remains a vital component of our marketing strategy. We leverage local listing exposure and our brand presence throughout publications in your surrounding area and markets of your choice.

PUBLIC RELATIONS

Each home's story is carefully curated, with potential exposure in:

- Local print and online publications
- Our Company Blog
- Social media & social media advertising

We operate with the utmost discretion, putting you in control of the details we share about your home.

PRICING RIGHT TO SELL QUICKLY

Make the right first impression. Your home's price will set the tone for how agents and buyers will assess your property. A home priced correctly directly impacts the length of time it spends on the market.

ABOVE MARKET VALUE RANGE

PRICE TOO HIGH

This home is likely to linger on the market.

PRICE NEEDS ADJUSTMENT

Not perceived as a good buy.

MARKET
VALUE
RANGE

REASONABLY PRICED

In line with the marketplace.

BELOW MARKET VALUE RANGE

COMPETITIVELY PRICED

Will attract offers faster.

QUICK-SALE PRICED

Will attract offers faster.



PRECISION

in every detail, every step of the way

ENSURING A SEAMLESS AND SECURE TRANSACTION

We adhere to the highest levels of privacy and service. From lending to insurance, closing to moving, we have a vested interest in protecting your data. We verify each transaction at every stage to ensure a seamless and trustworthy experience.

FAMILY OF SERVICES



*Available in CT, NY & RI



WHAT GUIDES US

Buying a home is more than an exchange of property — it is a significant investment in your future and a complex transaction for both buyers and sellers. We recognize the level of trust we must instill in our clients and strive to ensure transparency, discretion, and respect throughout each interaction. We hold ourselves to the highest standards to earn your trust and business.

Our commitment to partnership and our guiding principles are best illustrated by our commitment to the Sunshine Kids Foundation, dedicated to providing life-affirming experiences for children with cancer. The participation level of our employees and sales professionals has consistently made us one of the most engaged partner brands across the nation.

99% OF OUR CLIENTS
WOULD CHOOSE
US AGAIN*

*based on 2022 customer satisfaction surveys.

4.8 MILLION+
IN DONATIONS
TO THE SUNSHINE KIDS



Rooted in Values. Driven by Results.

At Berkshire Hathaway HomeServices, our commitment to excellence is grounded in a strong foundation of integrity, expertise, and service. These values continue to guide us as we support clients through one of life's most important decisions.

As a proud member of the HomeServices of America family and backed by the trusted Berkshire Hathaway name, we bring together national strength and local insight. This combination allows us to deliver a level of professionalism and results that consistently set us apart.

What truly defines us is our people. Their knowledge, dedication, and care are at the heart of every client experience. We don't just help people buy and sell real estate—we build relationships, deliver solutions, and serve as trusted advisors every step of the way.

We are honored to partner with you and are fully committed to helping you navigate the market with confidence and success.



A handwritten signature in black ink that reads "Brenda" in a cursive script.

Brenda Maher

President
Berkshire Hathaway HomeServices
New England Properties, New York, and Hudson Valley Properties

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HATHAWAY**
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NEW YORK PROPERTIES
HUDSON VALLEY PROPERTIES

BHHS.com | BHHSNEProperties.com | BHHSNYProperties.com | BHHSHudsonValley.com