



BE BETTER[®]



A CAREER IN REAL ESTATE



A UNIQUE PERSPECTIVE

We believe that we have created the perfect real estate company - a company focused on the entire agent and customer experience to be equally balanced, well-rounded, and appropriately invested in what really matters - our people.

We have designed ourselves to be just as attractive in compensation plans (up to 99%) as we are in reputation, values, and growth - to be just as focused on learning, tech and tools as we are on sustainability and creating an intentional culture of attraction.

The result is a community, not a company - a collaborative, synergistic family of high-achievers collectively invested in and inspired toward the success of the whole. Because, when you are a relationships company in the real estate business, everyone matters.



PASSION: To stimulate energy to a higher level of inspiration and emotion.

AUTHENTICITY: Being exactly what we claim to be.

INNOVATION: To be contemporary in our approach to business and life.

GROWTH: To have increasing influence.

EXCELLENCE: To consistently exceed expectations.

TRUST IS THE NAME OF THE GAME, AND OUR GAME IS STRONG

It's been said that trust is the glue of life. When it comes to choosing an agent, the *NAR Profile of Home Buyers and Sellers** says that trust is one of the most important factors in that decision. Being associated with America's go-to brand for lifestyle and design gives our affiliated agents an immediate, tangible level of trust with consumers.

REPUTATION IS EVERYTHING



With the right reputation, you don't even need a business card. More than half of all home buyers find their real estate agents through referrals*, so we have to make sure our customer service goes above and beyond the norm. Better Homes and Gardens® Real Estate (BHGRE®) Main Street Properties helps step-up your customer service game on every level: from initial awareness to interactions with you before, during and after a purchase or sale.

We help you appeal to and service your consumers through every medium, in every way. We invested heavily in tools, technology and content to help you build long-lasting relationships with your clients.

*Source: National Association of REALTORS®



BETTER HOMES AND GARDENS® IS AMERICA'S MOST TRUSTED MAGAZINE.
(SOURCE: MRI SPRING 2014, BASE ADULTS)



TECHNOLOGY & PROGRAMS

TECHNOLOGY

Our website, BHGREMainStreet.com, offers a unique perspective into people's emotional — as well as traditional — motivations for buying a home. We've created *The Friendliest Search in Real Estate*® for our increasingly mobile, online and dynamic world. With a combination of lifestyle triggers, such as drive time, school info, cultural activities and more, our website helps consumers get a sneak peek into finding just the right communities. When you become a Better Homes and Gardens® Real Estate Main Street Properties agent, you can promote your listings in these communities through automatically generated single property pages and other tools. This is not only a huge time saver, but a true advantage you can tout during listing presentations! Plus, we provide our affiliated agents with their own agent websites and personally branded consumer mobile app, to help them save time and money, increase consumer engagement, and competitively build online business.

SOCIAL MEDIA

BHGRE® is active in the social media space across multiple channels. The brand uses social media to stay connected with not only potential customers, but also real estate industry professionals. BHGRE offers a distinct consumer social media strategy. Part of the BHGRE consumer marketing strategy is to be a relevant, meaningful part of consumers' lives 365 days a year - not just when they are thinking about buying or selling a home. Our industry-facing social media presence offers industry professionals a place to share best practices as well as keep up-to-date on the latest news, tools, and trends. This dual strategy empowers BHGRE to have engaging, targeted content network members can leverage for their own marketing efforts. Follow BHGRE on Facebook, Twitter, Youtube, Pinterest, and Instagram at @bhgrealestate and BHGRE Main Street Properties on Facebook, Youtube and Instagram at @bhgre.mainstreet

PROGRAMS

BHGRE® is a leading lifestyle brand in real estate. We understand that people are seeking a lifestyle as much as they are seeking a home. We are proud to offer the most comprehensive suite of listing programs in the industry to help you offer more personalized service to your clients, no matter what type of listing you are representing.



RESOURCES

TO STAY IN TOUCH:

- Access to Meredith lifestyle photography, articles on BHGRELife.com, and branded lifestyle videos mean you can use of-the-moment content from America's lifestyle leader that you can share in your own marketing, social and sales channels.
- Exclusive access to PinPoint, a hyper-targeted, lead-generation tool that draws from a database of more than 100 million brand-loyal consumers.
- Our personalized subscription program to *Better Homes and Gardens*® magazine, and other top publications, offers you a unique, branded way to stay in touch and stay relevant to your sphere of influence automatically every month.
- Exclusive access to *Better Homes and Gardens*® themed gifts for your clients — at incredible discounts — including *Better Homes and Gardens*® branded flowers, books and more.

TECHIE TOOLS

DIGITAL & PRINT MARKETING CENTER

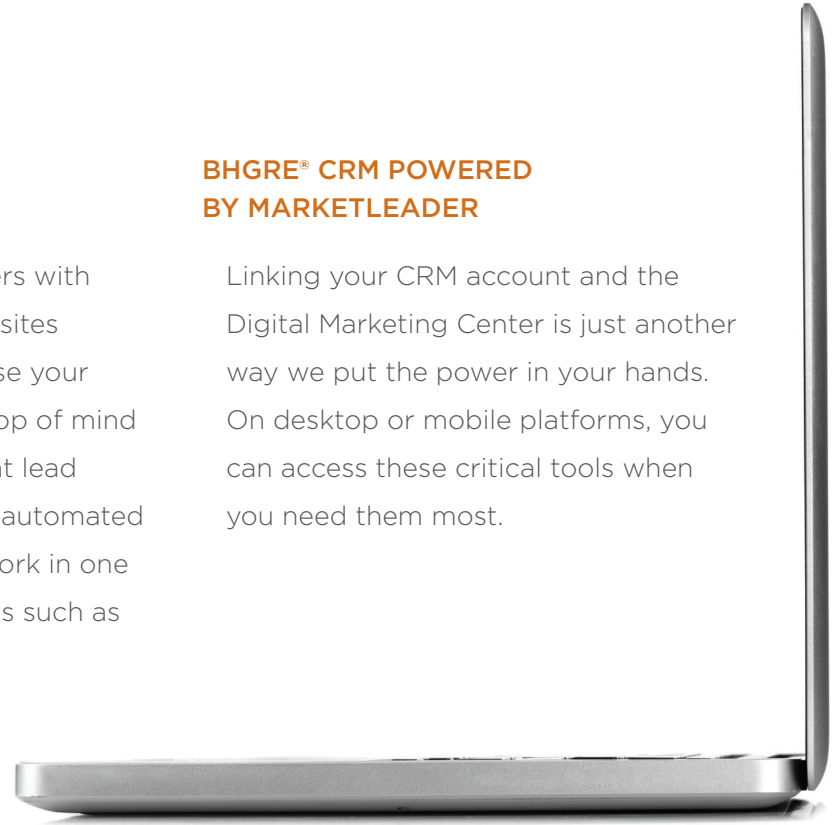
Capture and convert more leads! Our Digital Marketing Center helps you make and send professional-looking communications in a flash. With our on-demand print marketing center, it's easy to create high quality, branded marketing materials. Fully integrated with our Contact Management System, you can choose the design you like and easily add listing descriptions and photos in just a few clicks.

BHGRE® ZAP

With Zap you attract customers with agent-branded, data-rich websites and mobile apps that showcase your experience and insight. Stay top of mind with your contacts with instant lead notifications and easy-to-use, automated marketing tools. Do all your work in one place with popular integrations such as DocuSign and email.

BHGRE® CRM POWERED BY MARKETLEADER

Linking your CRM account and the Digital Marketing Center is just another way we put the power in your hands. On desktop or mobile platforms, you can access these critical tools when you need them most.



BE BETTER UNIVERSITY

HOME

USER PROFILE

CONTACT US

EXIT

HELLO

Please customize your time zone by clicking **User Profile** above.

► MY SUGGESTED LEARNING

► MY LEARNING TRANSCRIPT

► MY TEAM VIEW

CATALOG SEARCH

Search



COURSE CATALOG

> Browse available live and self-paced courses



CLASS SCHEDULE

> View and enroll in upcoming instructor-led sessions



RESOURCES

> Additional resources and learning tools

BE BETTER LEARNING

With a wealth of branded and best-in-class training courses - both virtual and instructor-led - the possibilities are endless with our industry-leading learning resources. These courses are self-paced to fit any schedule, for agents at any level, on almost any subject matter, and taught by real-life practitioners, not "academics."

From luxury designations to CE courses, from skill-building workshops to business basics and ever-changing masterminds on hundreds of relevant industry topics, Be Better University is just one more set of valuable tools designed to help BHGRE Main Street Properties agents BE BETTER than their competition.

SERVICING NORTHWEST FLORIDA AND SOUTH ALABAMA



**MAIN STREET
PROPERTIES**

**DISTINCTIVE
COLLECTION**



**URBAN
PROPERTIES**



**WATERFRONT
COLLECTION**



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www.bhgremainstreet.com

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