



BERKSHIRE HATHAWAY
HomeServices

LUXURY
Collection

*Berkshire Hathaway
Home Services
brings together a world-class
brand with the proven
operational excellence of
Home Services of America.*

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Signage

A sign with us is more than a sign.
It is a powerful advertisement.
Our distinctive Luxury Collection sign in front
of a home sets it apart from the competition.



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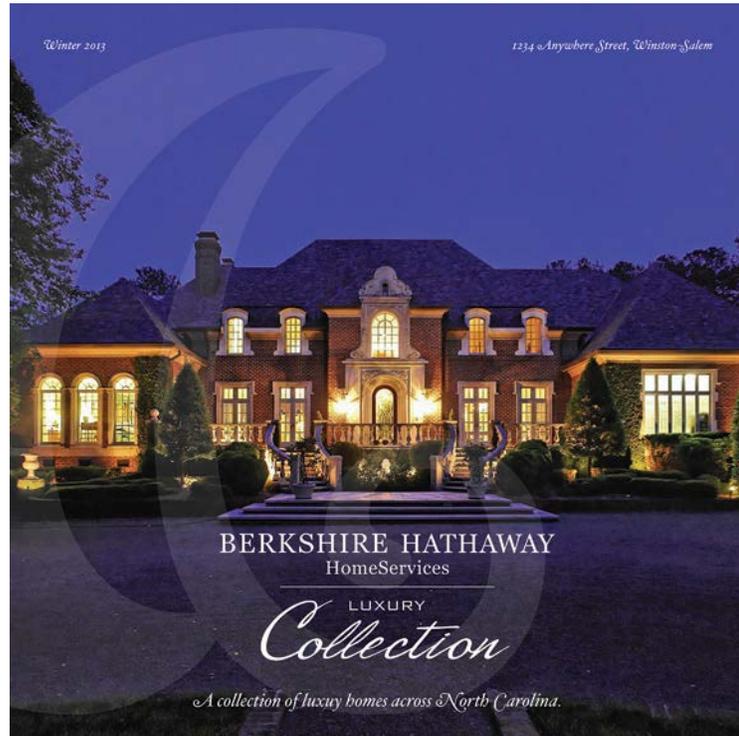
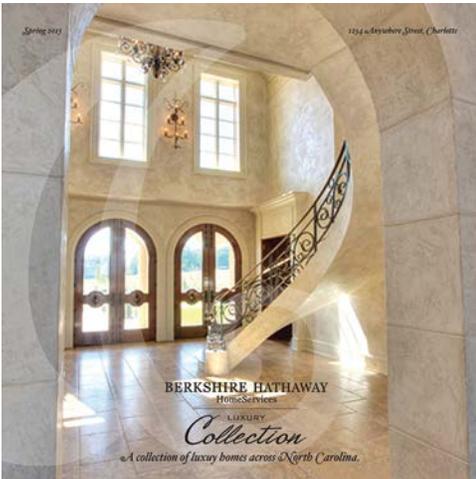
Exclusive Luxury Collection Magazine



We proudly publish *Luxury Collection Homes of North Carolina* twice a year, an exclusive publication featuring a collection of the most distinguished homes for sale throughout North Carolina.

Each one-of-a-kind issue features luxury homes and is distributed to a specially targeted audience through direct mail.

Over 20,000 highly qualified households throughout North Carolina, select physician & dental offices, and homeowners who currently own property valued at more than \$500,000 will see the full-color, high-gloss publication.



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Local Magazine Advertising

Chapel Hill Magazine & Durham Magazine

These two bi-monthly publications are ones that both readers and businesses keep. These magazines are seen in high-traffic areas of readers' single-family homes, co-ops and offices with a reach of 52,500+ readers. Over 11,500 are sent to households in Chapel Hill, Carrboro, Hillsborough and northern Chatham County six times a year. These magazines are also mailed to 1,350 local businesses and are sold at more than 50 key retail locations.

Charlotte Magazine

The definitive voice on top dining, entertainment, shopping and real estate in the region, each issue is a celebration – in photography, design and story – of people, places and events that define Charlotte. Circulation of 35,000 with 116,000 readership.

O. Henry Magazine

This lifestyle magazine explores everything from thriving arts in Greensboro to homes and gardens. Every issue presents outstanding short fiction, poetry and essays that touch the heart and stir the soul. 18,000 magazines are distributed each month.

Walter Magazine

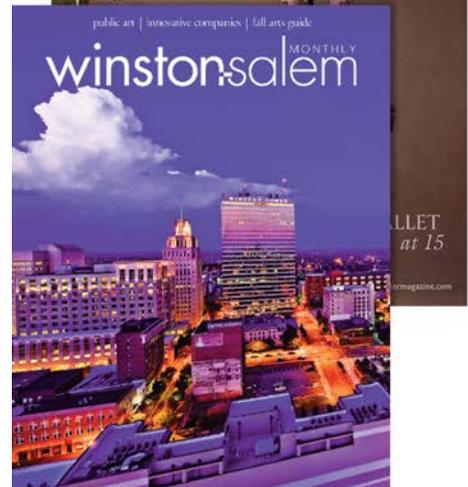
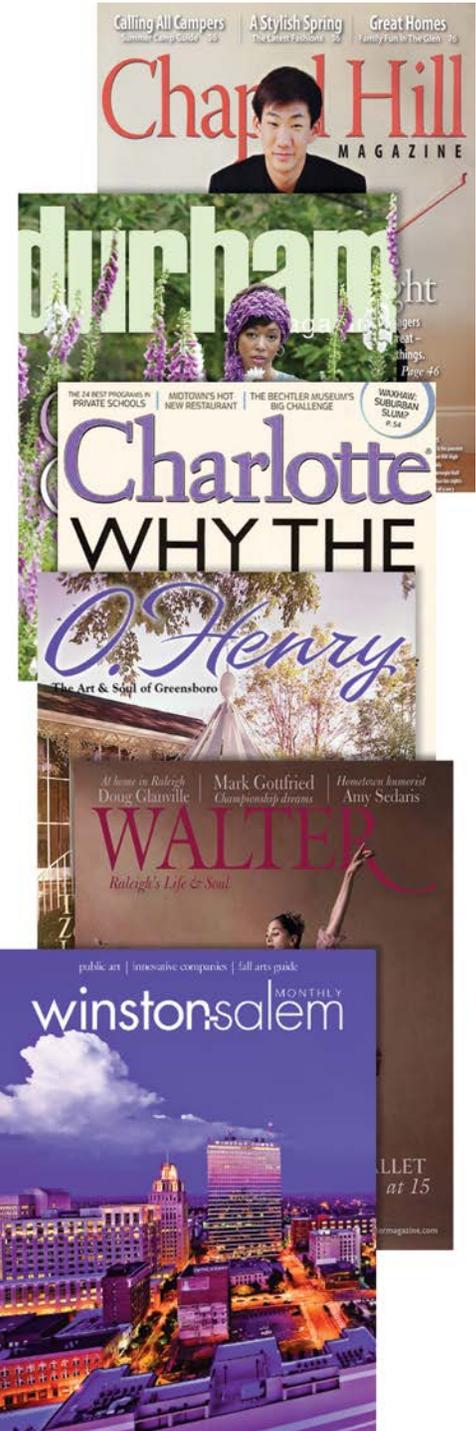
This reaches some of the most affluent homeowners across Wake County with 23,800 copies mailed to Wake County residents living in homes valued at \$450,000 or more. 600 copies are distributed in offices, spas, hotels and select upscale retail. There are more than 600 paid subscribers, in addition to complimentary mailed copies.

Winston-Salem Monthly

Readership is an upscale demographic requiring a minimum household income of \$100,000 and a minimum home value of \$200,000. These demographics reach affluent home owners and high-income earners through direct mail in Forsyth county and surrounding areas. 20,000 magazines are mailed each month reaching buyers.

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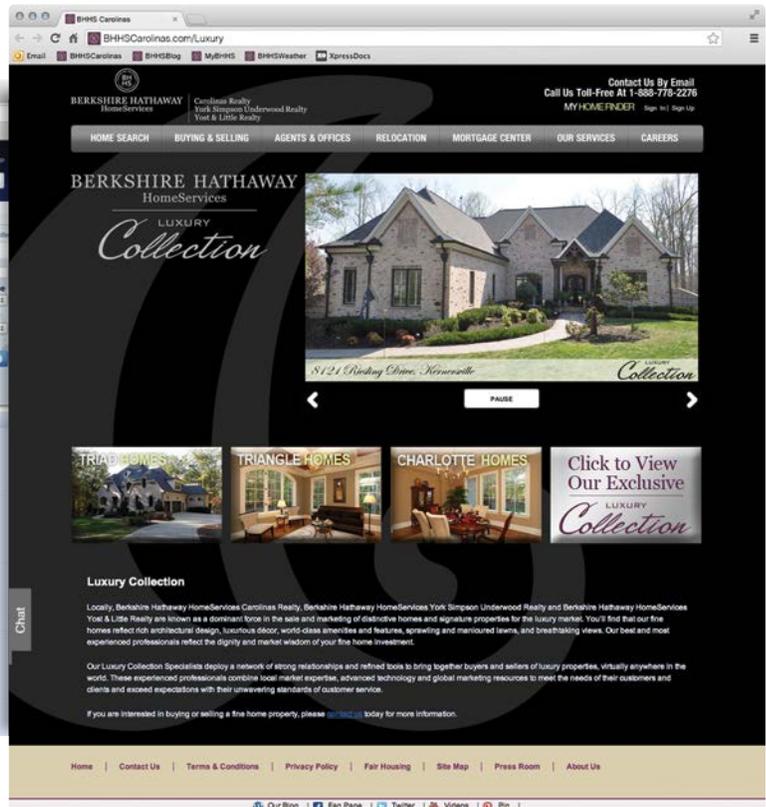
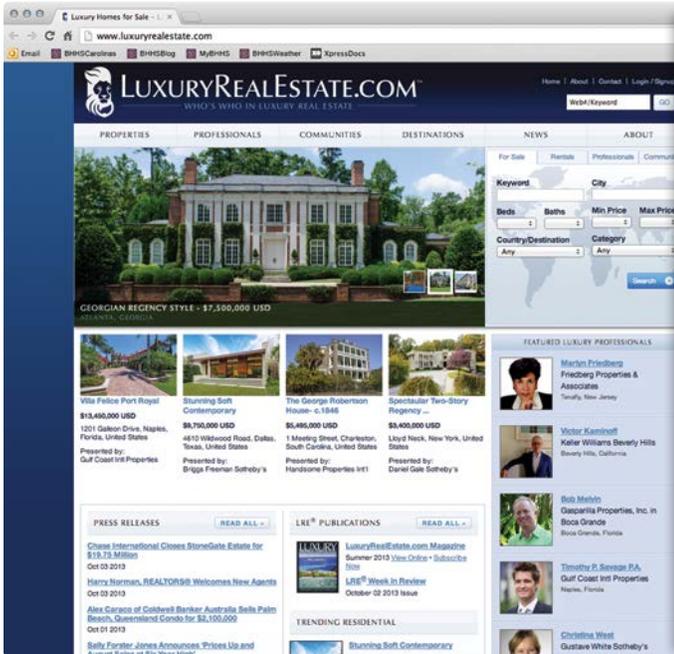
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Online Exposure

Every home listed with us gets its own custom URL on our website. This not only elevates the home above all others, but it also helps buyers see, learn, and become more interested. Additionally, listings printed in our exclusive *Luxury Collection Homes of North Carolina* are featured on the Luxury Collection page of our website.

We also partner with LuxuryRealEstate.com, the most-viewed luxury real estate website in the world, who receives more than 4 million page views per month.



Professional Photography

Visuals of homes for sale are extremely beneficial to buyers with over 85% percent finding photographs very useful. Having a professional photographer capture photographs of each home will boost appeal to buyers.

We team up with CirclePix to have access to professional photographers that will provide a high-end perspective for online viewing as well as highly-effective print marketing materials.



A screenshot of a real estate website. The main heading is "Beautiful Luxury Home" with the address "1234 Anywhere Street, Charlotte, NC 28210". The agent is Jane Agent, Winston-Salem Office, with phone number 212-213-7899. The website features a navigation menu on the left with options like "PROPERTY DETAILS", "PROPERTY MAP", "FLOORPLAN", "AGENT INFO", "SCHEDULE APPT.", "AGENT LISTINGS", "BROCHURES", "SEND TO A FRIEND", "CALCULATOR", "WEATHER", "SCHOOLS", and "DOWNLOAD TOUR". The main image is a large photograph of the house's exterior. Below the main image is a gallery of smaller images showing different rooms: Front, Bedroom, Bathroom, Kitchen, Master Bedroom, Backyard, and Living Room. The website is powered by CirclePix.com and includes social media sharing options.

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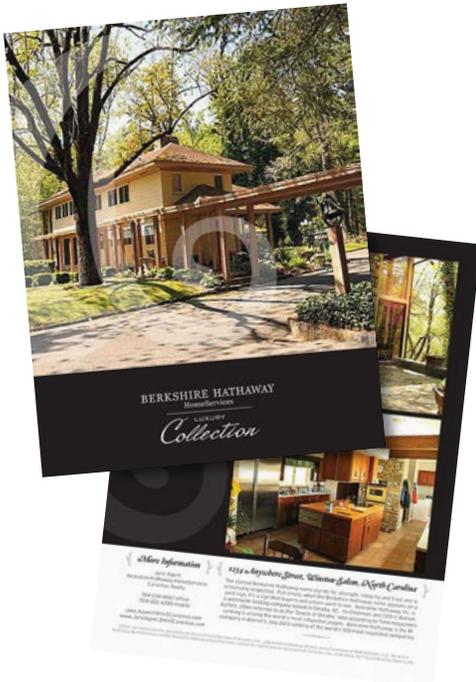
Custom Designed Flyers & Brochures

Flyer

This front and back flyer helps spread the word about the home. It is a quick-read on glossy card stock with the unique highlights that will grab a buyer's attention with brilliant full-color professional photographs and prompt them to contact us for additional information, showings and more.

Brochure

This multi-page brochure takes the information provided on the flyer and provides additional information about the home. It is on glossy card stock with all of the unique home features that will grab a buyer's attention. This in-depth brochure encompasses a variety of brilliant full-color professional photographs.



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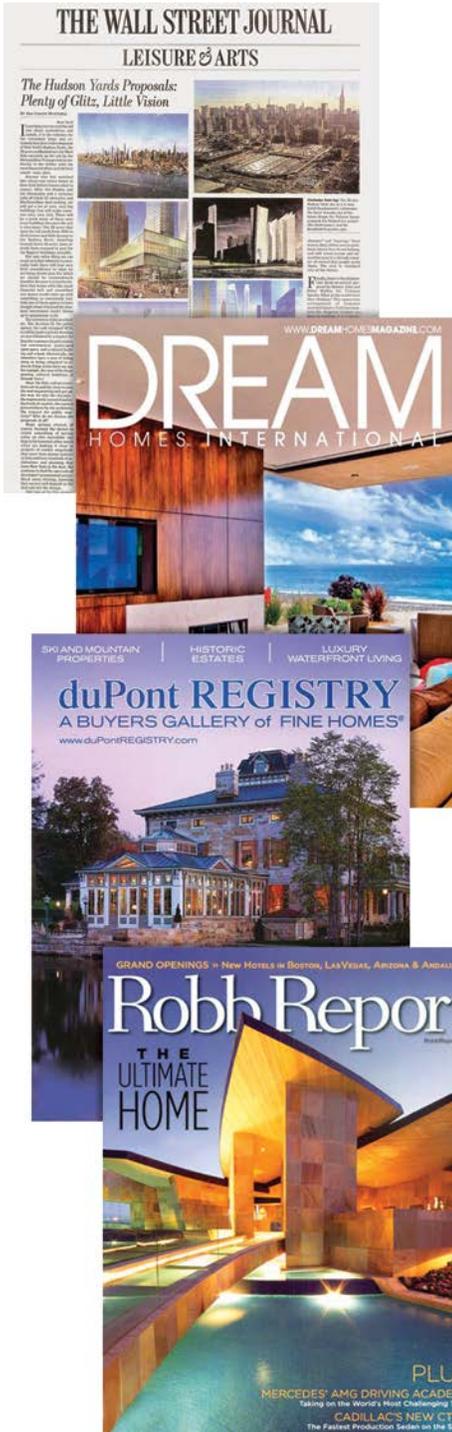
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Just Listed Postcards

When a luxury home is listed with us, 50 Just Listed postcards featuring the home will be sent by direct mail. Postcards include a description of the home and can be sent to households within a radius of the home's address or to a specific target group. This is intended as a teaser to encourage any potential buyers in the area that receive this to contact us for additional information, showings, and more.



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Reduced Advertising Rates

Wall Street Journal

The *Wall Street Journal* is the premier media franchise for reaching luxury property buyers, delivering essential news and information to 4.6 million success-minded professionals worldwide. It connects the world's most affluent home-buying audience.

Dream Homes Magazine

Dream Homes Magazine is widely distributed and sold in Barnes & Noble and Books-A-Million. An online version is published every other month with a digital distribution of 100,000.

duPont Registry

duPont Registry is distributed around the world every month with international and domestic distribution to all professional sports teams (NFL, NHL, NBA, MLB), Fortune 400 & 500 CEOs, and celebrities. DupontRegistry.com includes online exposure for 1 year.

Robb Report

Exceptional Properties Magazine is distributed 6 times a year to subscribers worldwide. ExceptionalPropertiesOnline.com increases a home's exposure until it is sold with over 7,000 visitors per month.

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*Berkshire Hathaway
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brings a definitive mark
of stability, strength and quality
to the real estate market.*

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Carolinas Realty
York Simpson Underwood Realty
Yost & Little Realty

We make great neighbors.