



BERKSHIRE  
HATHAWAY  
HomeServices

 **ADWERX** Enterprise

# Brilliantly Simple Digital Advertising

*Berkshire Hathaway HomeServices Automated Advertising Program  
Powered By Adwerx Enterprise*

# What We'll Cover Today

## **1. Impress Your Seller & Win More Listings**

LEVERAGE THE AUTOMATED AD PROGRAM

## **2. Grow Your Brand**

THE WAY FOREVER AGENTS DO

## **3. Increase Referrals**

BE THE AGENT THEY REMEMBER FOREVER

# Build. Your. Brand.

Services Provided by the Berkshire Hathaway Home Services  
Automated Advertising Program Powered By Adwerx Enterprise

# Today, all eyes are focused on screens

**95%**

of home buyers search for homes online for at least two weeks before they make a phone call



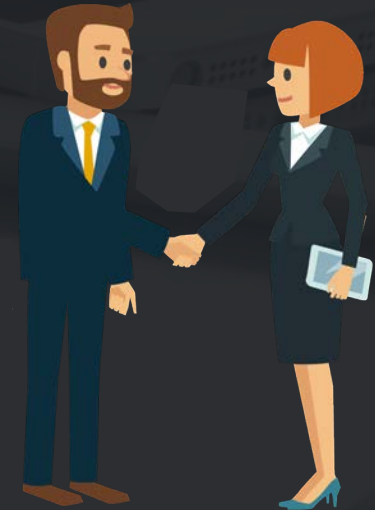
**70%**

of buyers use a mobile website or application in their home search



**77%**

of buyers hire the first agent they contact



# Win More Listings

## Automated Listing Ads

- Includes all your listings
- Thousands of impressions
- Ad generated in 36 hours
- Geo-targeted
- Behavioral Targeting

JUST LISTED • 4 BED / 4 BATH FOR \$499,000



**Berkshire Hathaway HomeServices Allison & Doyle, REALTORS®**  
ADAM BARRY  
(714) 555-5555 • HUNTINGTON BEACH, CA

**BERKSHIRE HATHAWAY** | Allison & Doyle,  
HomeServices REALTORS®



# Automatically Targeted



You are... EVERYWHERE.

facebook®

abc NEWS

FOX  
NEWS  
channel

CBS LOCAL

NBC NEWS

msn

THE  
WALL STREET  
JOURNAL

You Tube

ESPN

Los Angeles Times

YAHOO!

The New York Times

The  
Weather  
Channel

USA  
TODAY™  
A GANNETT COMPANY

CNN®

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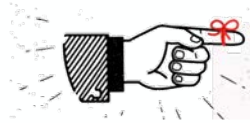
# Create an Experience for Your Seller!

Add your seller's e-mail address!





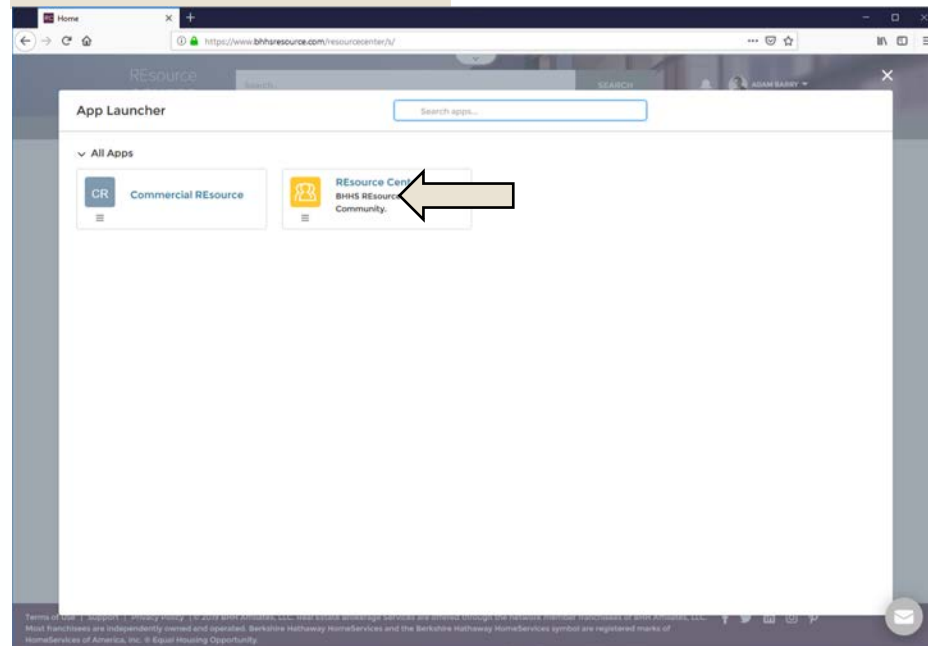
# Entering Your Seller's Email Address



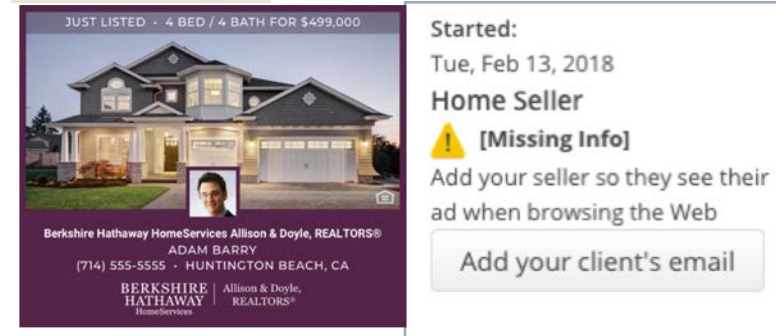
Make sure client email is entered correctly!

## STEP 1

bhhsresource.com



## STEP 2



## STEP 3

**Client Information**

Enter client name (required)

Enter client's email address (required)

\*We will **never** share this email with anyone.

**Sent from agent name**

Sue Benson

☒ Always send me a copy.

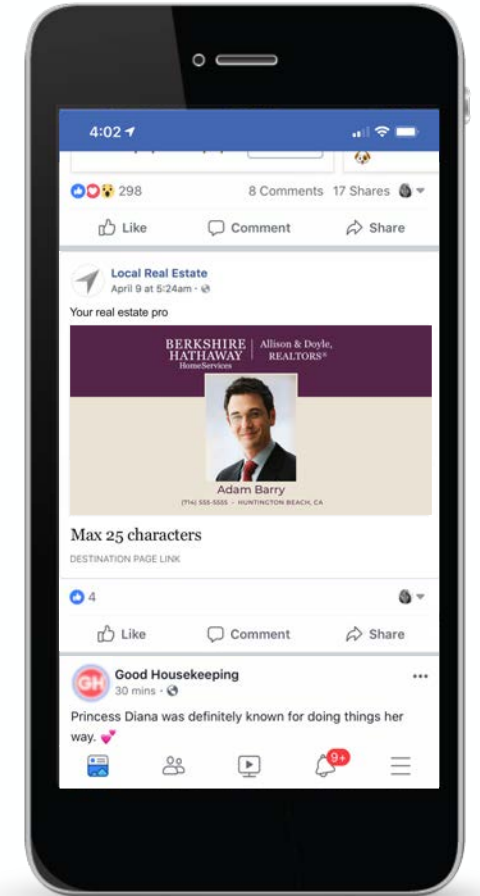
**Add**



POWERED BY  
 **ADWERX** Enterprise

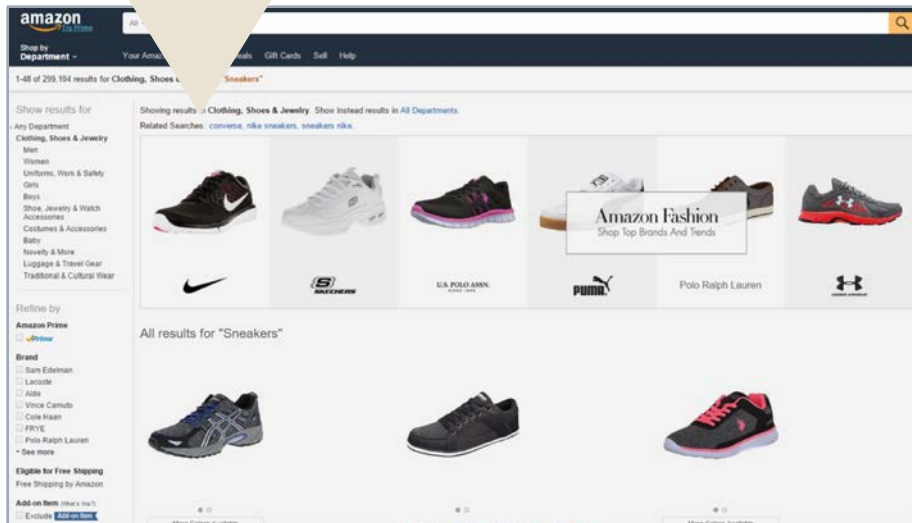
# Build your Brand: Website Retargeting

- Provided automatically to **every** Berkshire Hathaway HomeServices network member
- Custom digital ads to target buyers & sellers who visit **your** webpage
- Additional impressions can be added

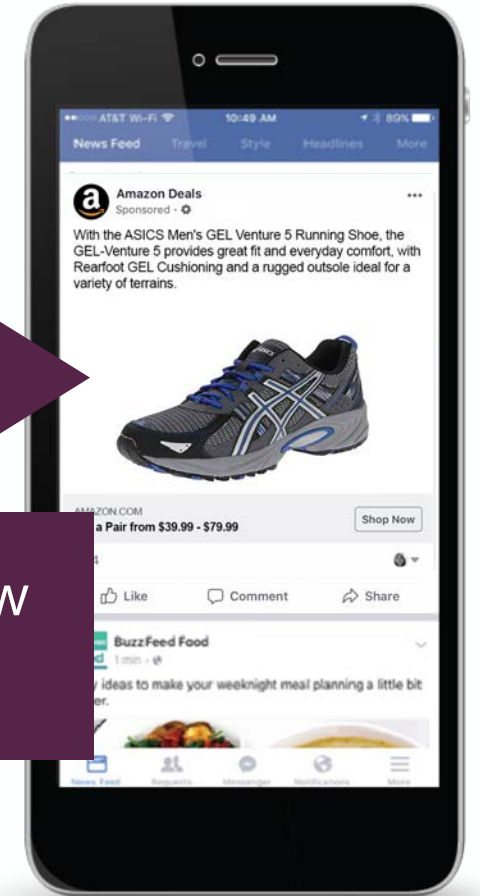


# Website Retargeting

Let's say you search for sneakers on Amazon...



...then ads for Amazon follow you around social media.



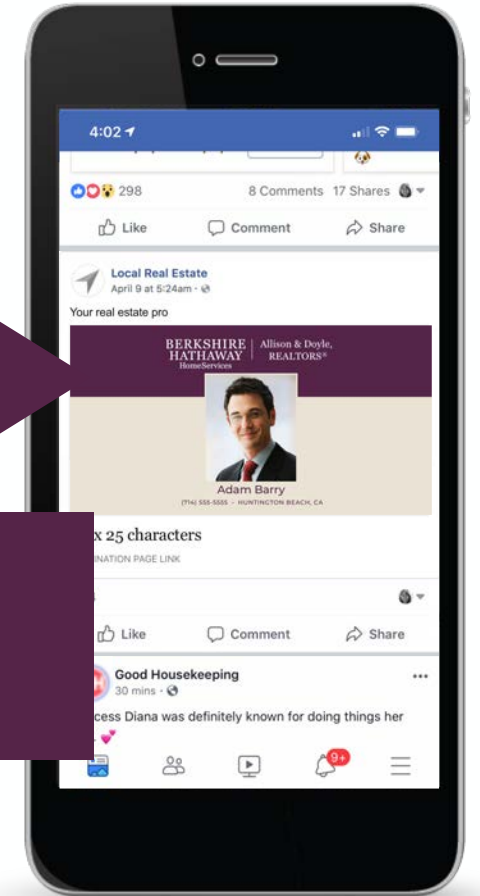
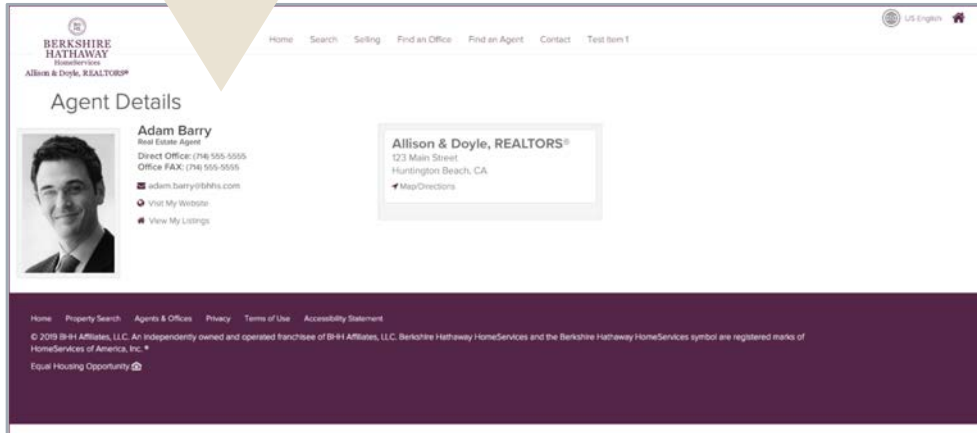
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# What this Means for You

Let's say a prospect lands on your webpage...

...YOUR ad will follow them around social media.



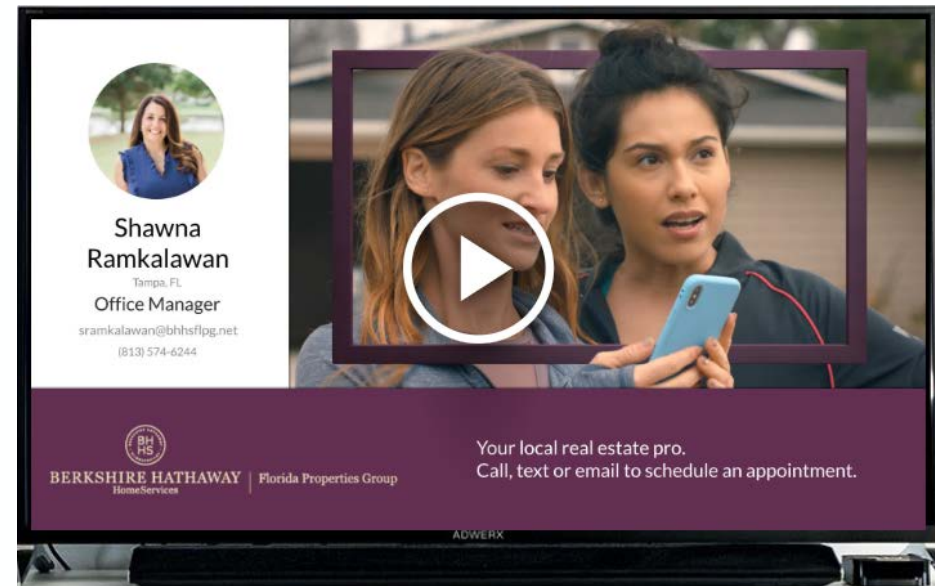
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# Amplify your Content

Take advantage of the content provided by Berkshire Hathaway HomeServices

# Leverage Your Brand

- Berkshire Hathaway HomeServices creates amazing messaging and content
- Use it!
- Ask us how we can help



# Simple to Launch from Your Account



Real Estate ▾ More ▾

888.215.0946

My Account ▾

Welcome, West!

My Dashboard | [My Campaigns](#)

How do you want to advertise your business today?



Ads targeted by zip code (0 active campaigns)

[Learn more](#)

Start new campaign



Streaming TV Commercials (0 active campaigns)

[Learn more](#)

Start new campaign



Ads for your listing (0 active campaigns)

[Learn more](#)

Start new campaign



Ads for your sphere (7 active campaigns)

[Learn more](#)

Start new campaign



Ads for retargeting (0 active campaigns)

[Learn more](#)

Start new campaign

Have questions? [Schedule a free 15-minute session with our team.](#)

Contact us

[Email](#)

[Call 888.215.0946](#)

**Hours:**

Mon-Thurs: 9am - 5pm ET

Friday: 9am - 4pm ET

Quick links

**Exclusive offer just for  
REALTORS®**

[Enter NRDS ID](#)

[Program FAQs](#)

[Free listing pitch video](#)

[Free listing pitch PDF](#)

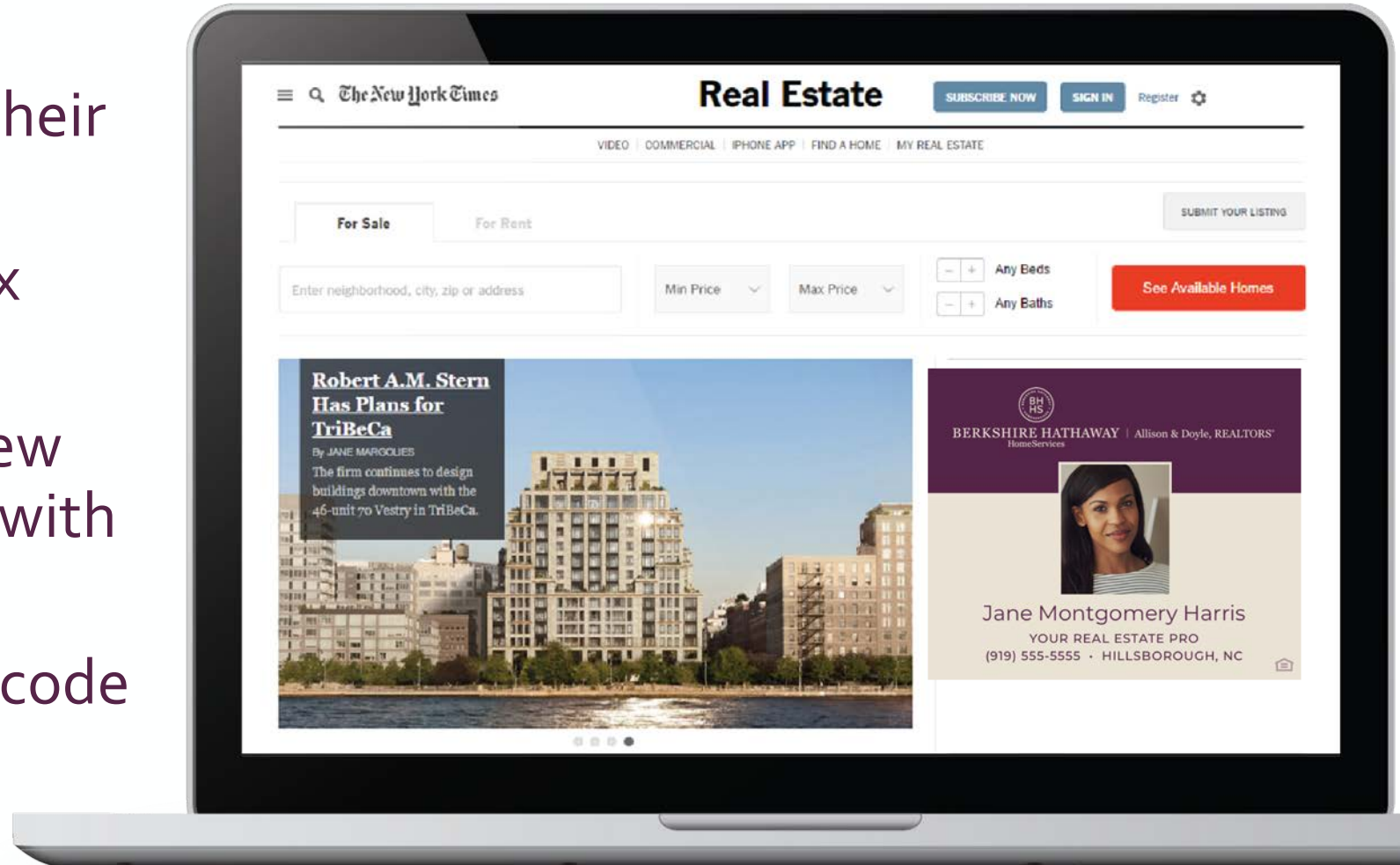


# Target People You Don't Know

Grow Your Brand With Local Targeting

# Amplify Your Marketing: Local Display Ads

- 95% of buyers start their research online
- Most popular Adwerx option
- Great for reaching new potential customers with your messaging
- Behaviorally and zip code targeted





60%

MILLENNIALS



43%

BABY BOOMERS



183 MILLION STREAMING



GEN X

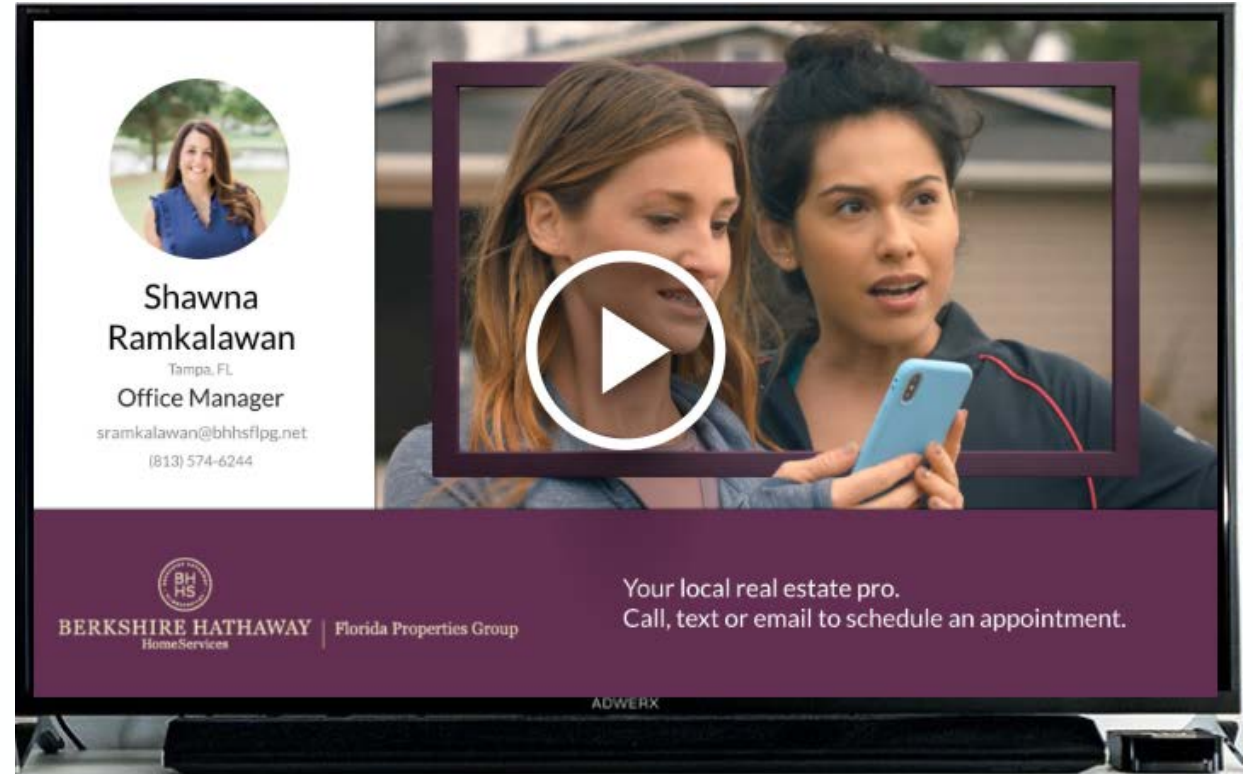


52%



# Establish Yourself Forever: ConnectedTV

- Premier marketing medium
- Premium channels & services
- Leverage national commercials
- No skipping
- Great for brand recognition
- Target multiple areas with the drop of a pin





# Target People You Do Know

Increase Referrals With Sphere Targeting

# NAR Survey

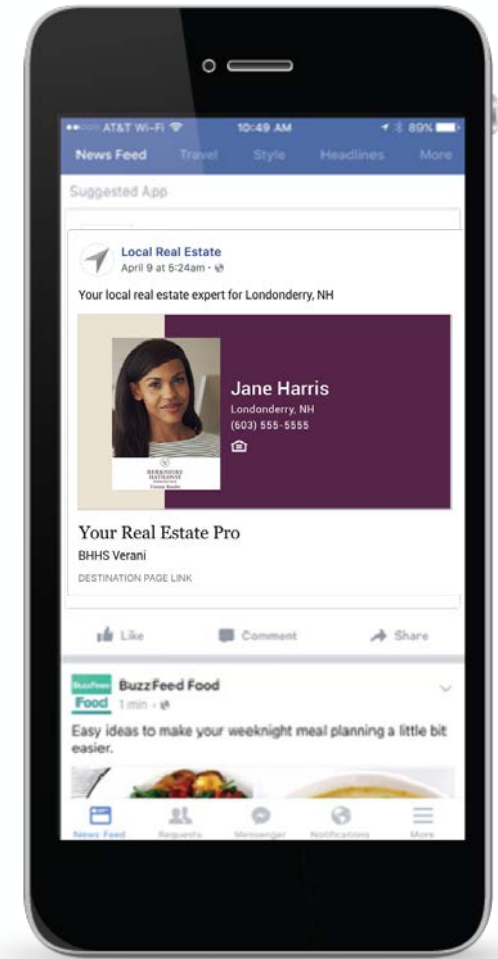
**12%**

of **buyers** used an  
agent they had worked  
with in the past



# Sphere Campaign: Be The Agent They Remember

- Upload at least **100 email addresses**
  - export from CRM, Outlook, Zillow, Trulia, etc
- Target your clientbase, not your database
- **Display ADS**, not emails
- **Never** be forgotten

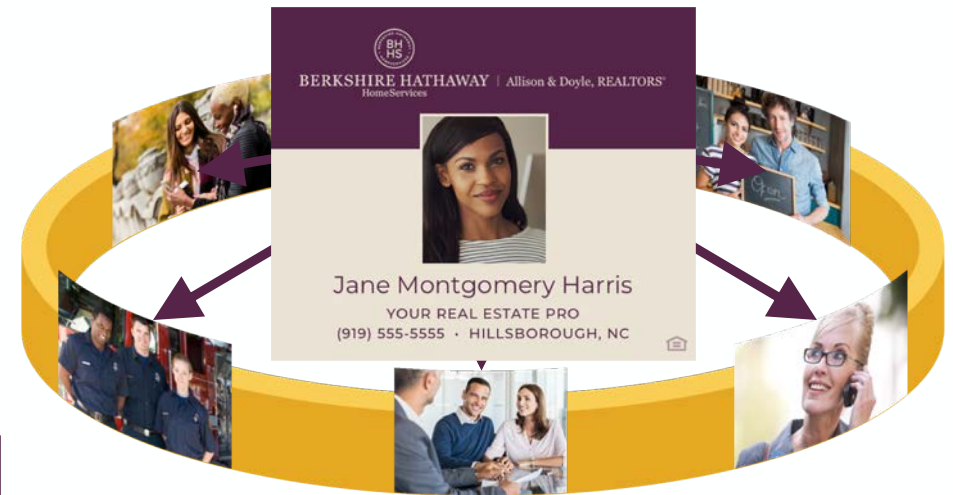


# High Value Targets

## 1. For friends and family



## 2. For current and past clients



## 3. For prospect





# Automated Advertising Program - Review

## ADS FOR LISTINGS



1 Week

~~WAS: \$59.00~~

NOW **FREE**

## WEBSITE RETARGETING



Free. Always On,  
Always Running

# Quick Check In!



# Thank you!

## Next Steps:

- Set up a one-on-one!
- Adwerx Support **888.746.5678**

