

BERKSHIRE HATHAWAY HOMESERVICES FACEBOOK 1.0

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CLIENT SOLUTIONS MANAGER

facebook
f w i g o



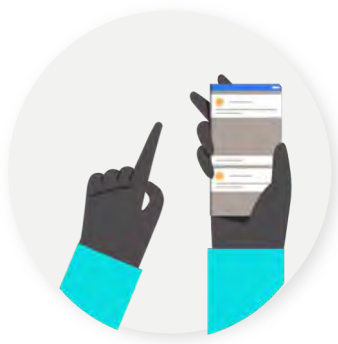
Part 1

CONSUMER TRENDS

Mobile is here to stay

**DIGITAL IS CHANGING
HOW REAL ESTATE
AGENTS THINK ABOUT
THEIR BUSINESS**





MOBILE IS DOMINANT

>70% of people in the US use smartphones, and nearly 53% use tablets.¹

1 of 3 It's estimated that nearly 1 of 3 media minutes (30.6%) will be spent on mobile in 2019—up from <24% 4 years ago.²

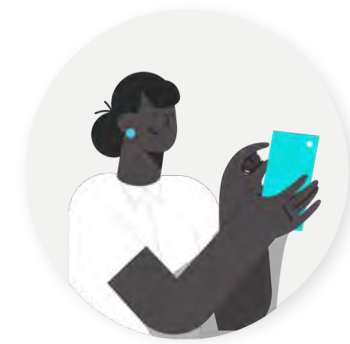
41% By 2021, mobile will account for 41% of all time spent on digital video.³



DIGITAL IS ESSENTIAL

~89% Almost 89% of US real estate agent and broker media spend will go to online ads in 2019. Newspapers ads are second at just 4.8%.⁴

>55% More than 55% of total time spent with media is digital (followed by more than 30% for TV).⁵



VIDEO IS THE FUTURE

\$58.39B Digital video ad spend in the US will reach \$58.39B in 2023, growing at double-digit percentages year over year.⁶

~235.1M video viewers in the US today—nearly 83% of Internet users.⁷

TIMES HAVE
CHANGED—SO HAS
REAL ESTATE



HOMEBUYERS WANT CONVENIENCE, AUTONOMY AND PERSONALIZATION



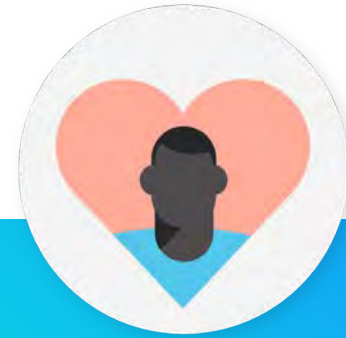
Convenience

More than half of first-time homebuyers use mobile to research properties¹¹



Autonomy

The average homebuyer spends nearly 14 hours/week searching for homes on social,² and ~33% of Millennials reflect on their ability to do the same³



Personalization

People use mobile to customize their experiences—they appreciate personalized content from advertisers⁴



Convenience

Many consumers prefer to manage their home search on their own time, wherever they are



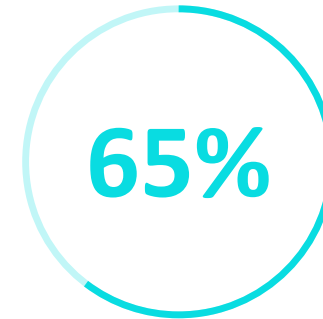
4 out of 5

US homebuyers (79%) surveyed use an online resource at some point in their search



Autonomy

Homebuyers expect a wide range of information and functionality from mobile experiences

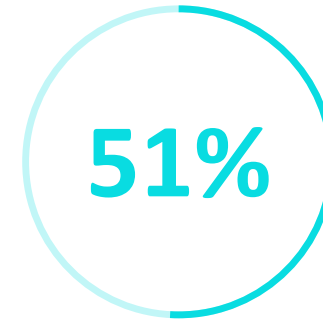


say they're influenced by online friends' homebuying posts

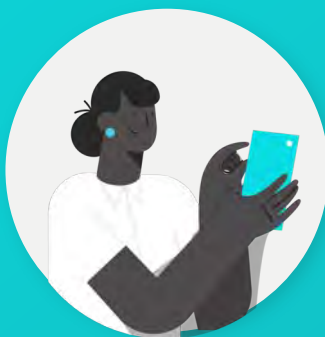


Personalization

People use mobile apps and devices to customize their online experiences



of US digital device users surveyed say they're likely to make a purchase when they receive personalized content



Visibility

Many consumers move fast once they decide to buy or sell a property



of buyers only talk with one agent before deciding who to work with, staying top of mind is incredibly important¹



U.S. consumers
now spend
5 hours
per day
on mobile
devices



People can
recall mobile
News Feed
content after
seeing it for
just
 $\frac{1}{4}$ of a second



99%

of first-time
homebuyers use
their mobile device
to research
properties



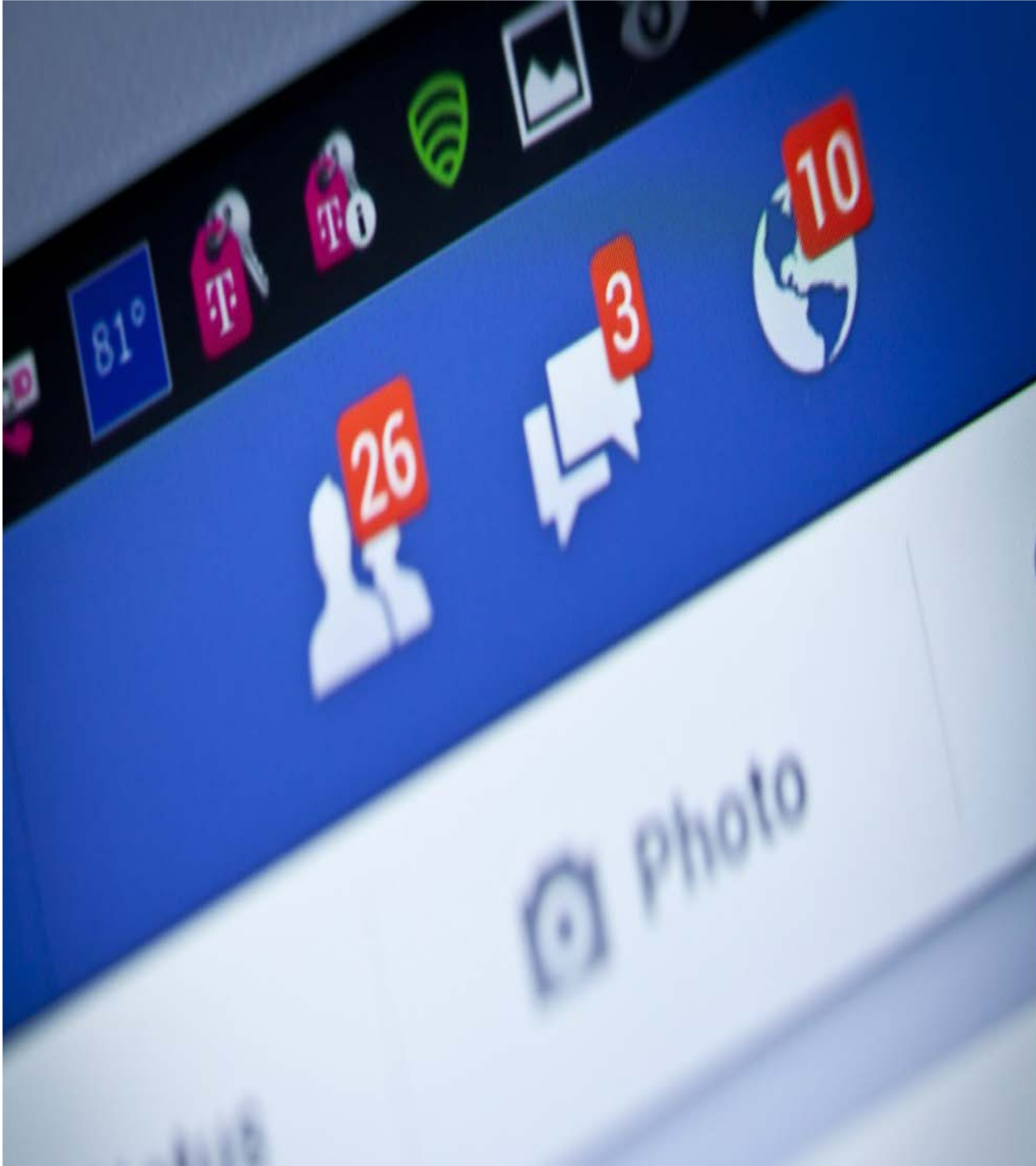
86%

of prospective homebuyers say they'd use mobile video to learn more about a specific community they're considering



45%

of people say they
need information
about local
businesses while on
the go



66%

of the people we surveyed say that mobile devices help them find out what is going on locally

Part 2

Why Facebook and Instagram:

Key Community Stats



Why Facebook and Instagram

2.4b

monthly active users on
Facebook as of June, 2019

168m

Americans access
Facebook every day

266m

Americans access Facebook
every month on mobile

170m

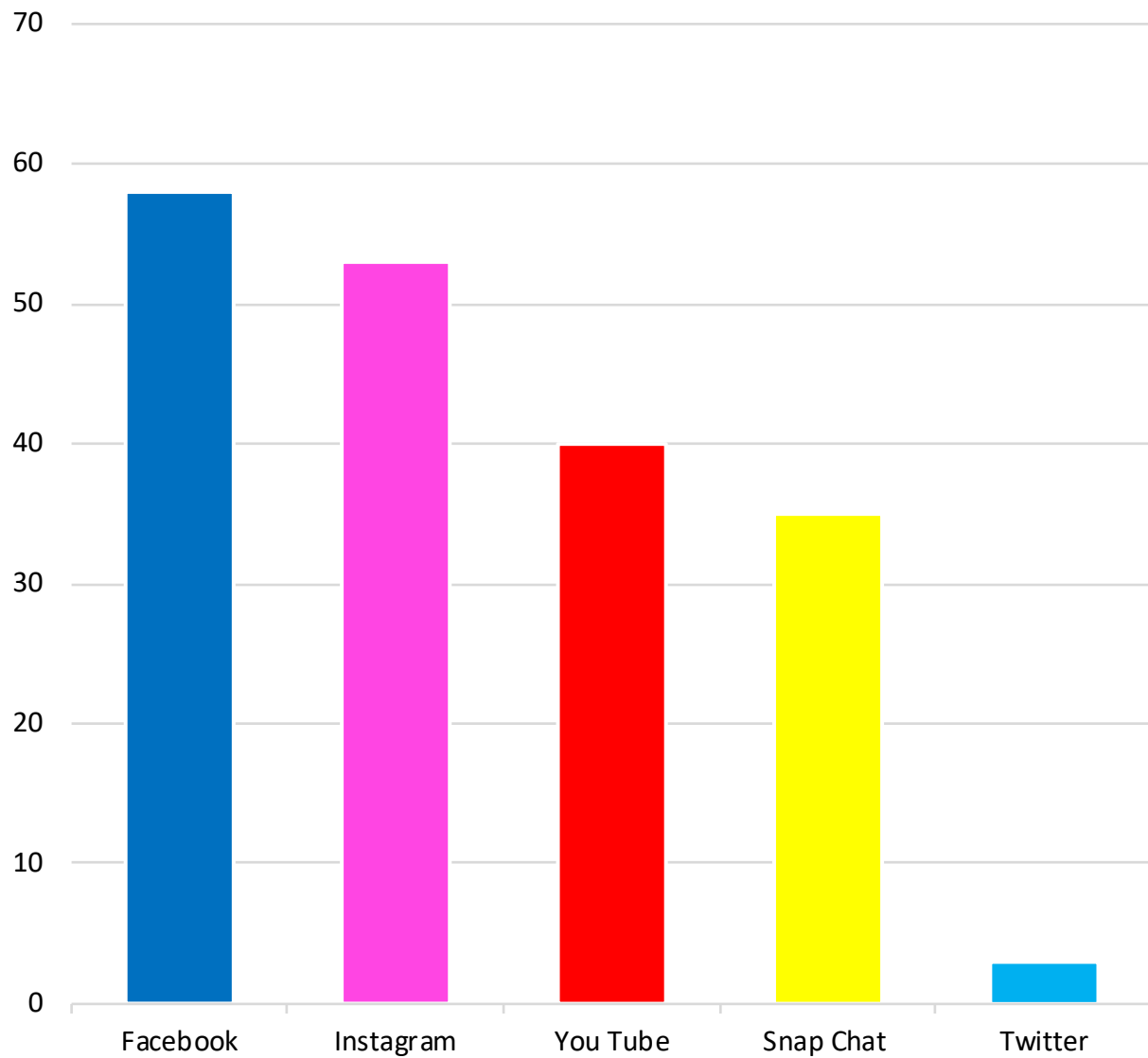
monthly active accounts on
Instagram in America

172m

Americans access
Messenger every month

facebook





2X

People spend **more time** on Facebook and Instagram than YouTube, Snapchat, and Twitter **combined!!**



LOCAL

Having a local digital presence matters to consumers



8 out of 10

the people we surveyed
reported using their
smartphones to **interact with**
local businesses



LOCAL

Why does a Facebook
Business Page matter?



3 out of 4

Facebook users, in the US, say
they visit the page of a **local
business** at least
once a week

Part 3

TAKE THE NEXT STEP:

BUILD YOUR BRAND

How to build a successful
Business Page on Facebook

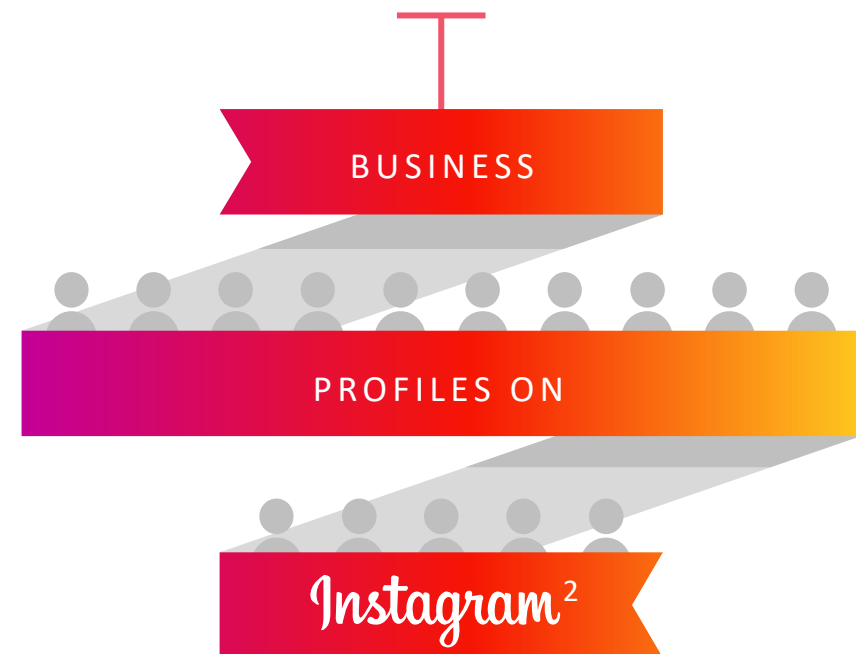


FACEBOOK IS THE EASIEST PLACE TO BUILD A FREE MOBILE PRESENCE

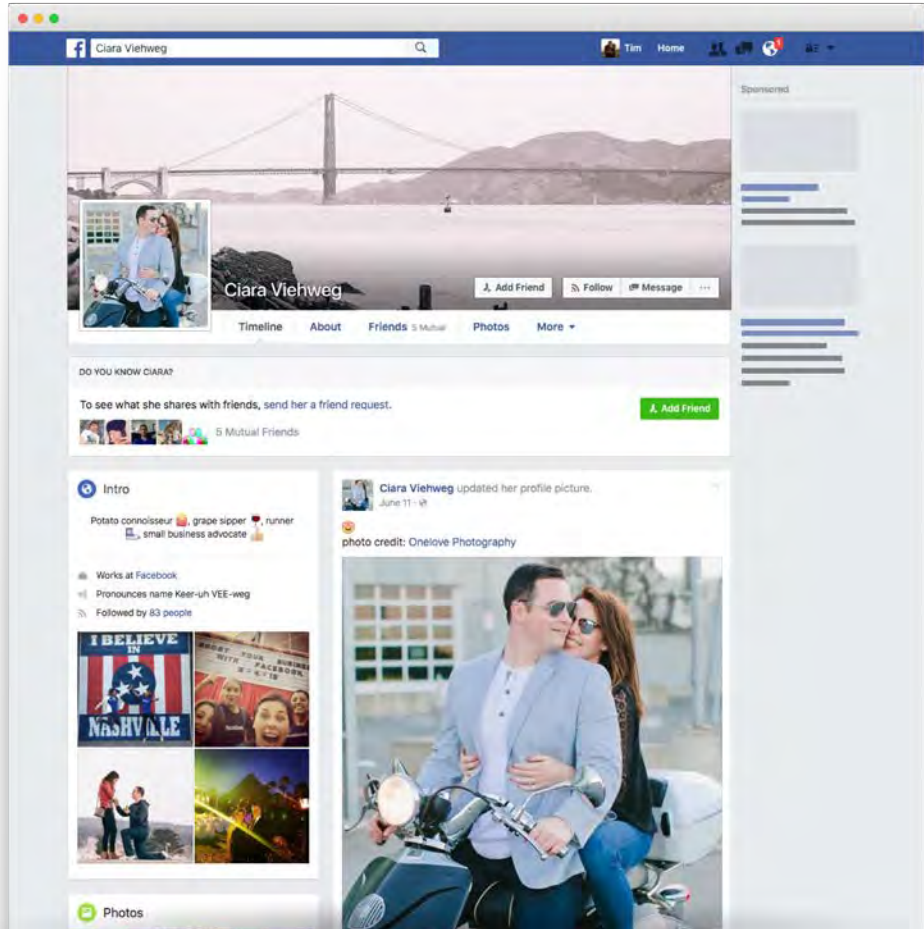
70 million



25 million

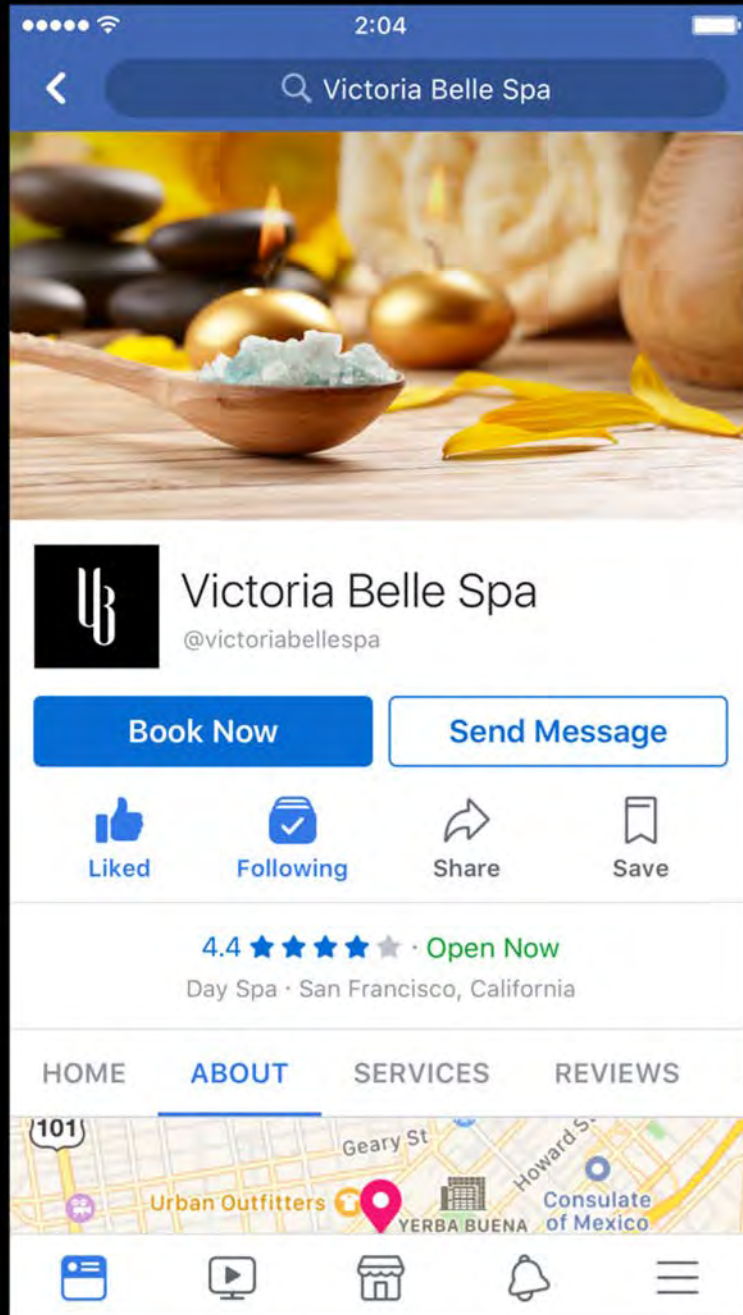


PERSONAL PROFILE



BUSINESS PAGE





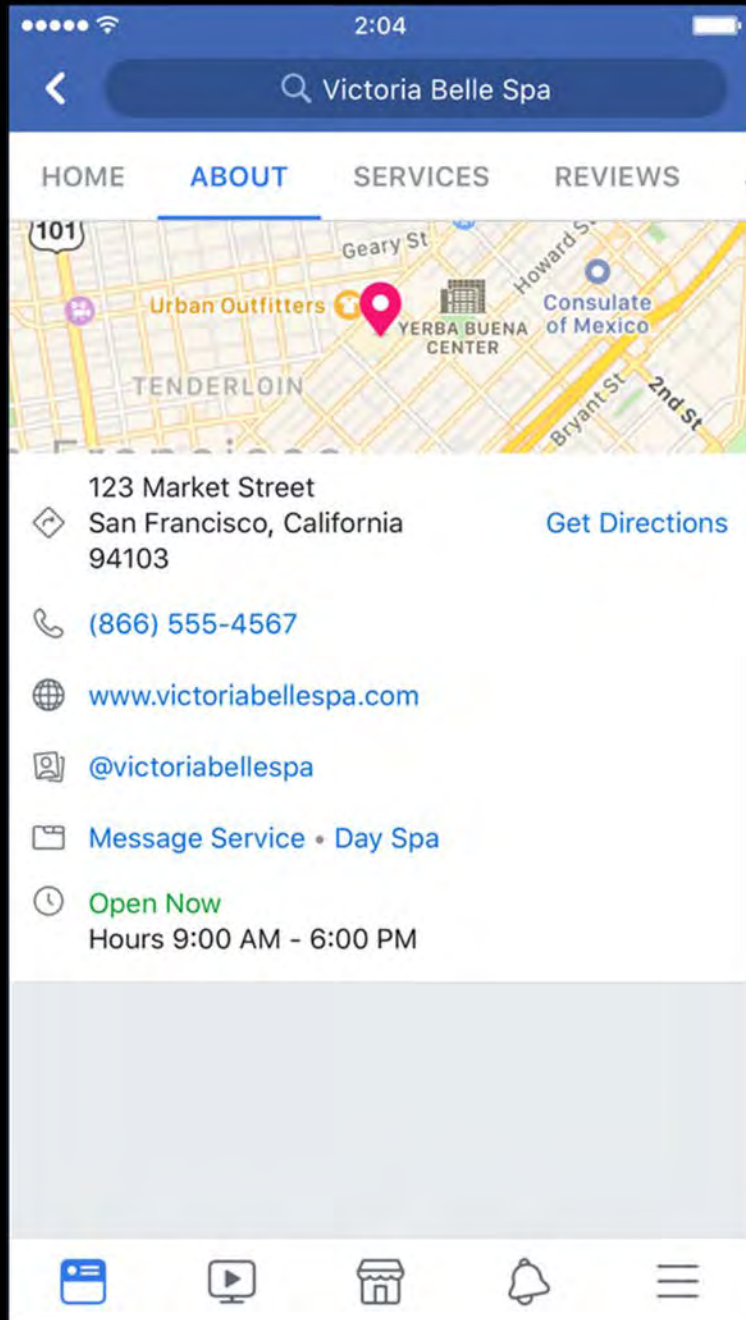
BUILD

GIVE CONSUMERS THE INFO THEY NEED

● **Cover Video**
Express your brand identity

About

Sections



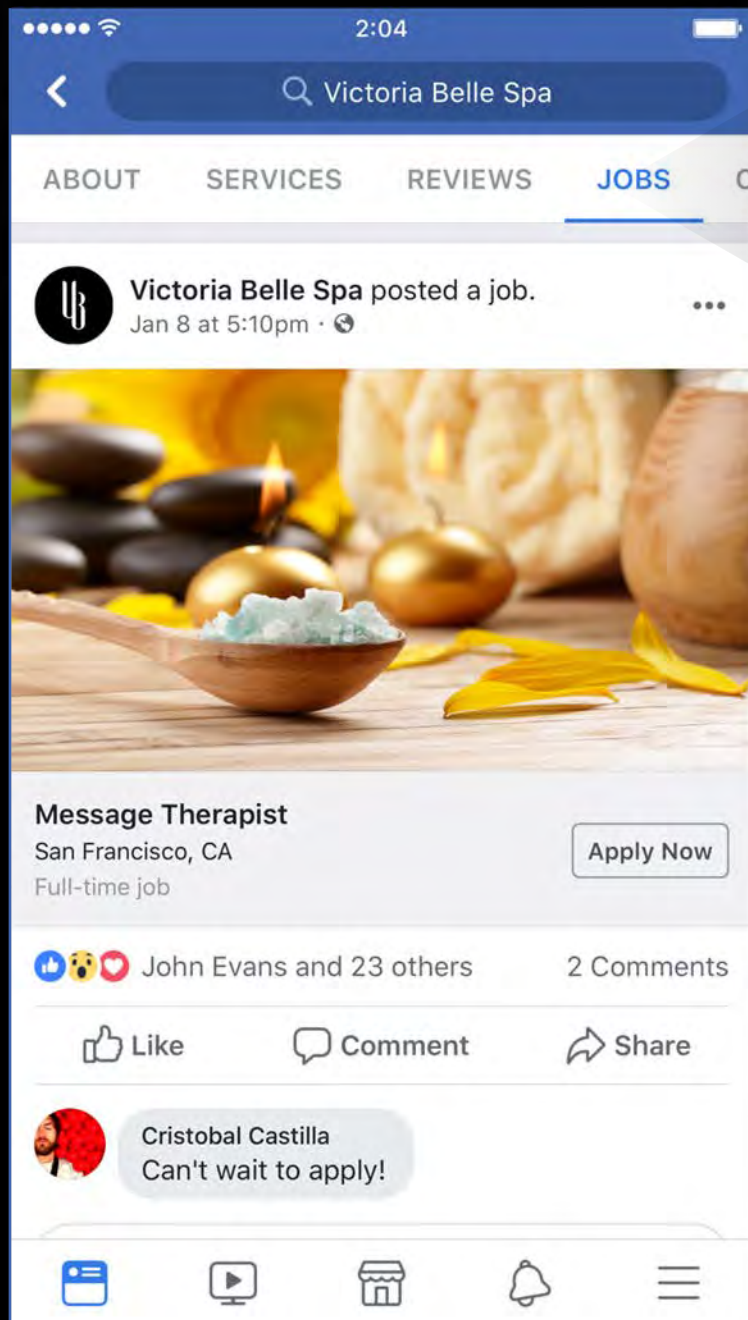
GIVE CONSUMERS THE INFO THEY NEED

● Cover Video

About

Provide the most important details about your business

Sections



BUILD

GIVE CONSUMERS THE INFO THEY NEED

Cover Video

● About

Sections

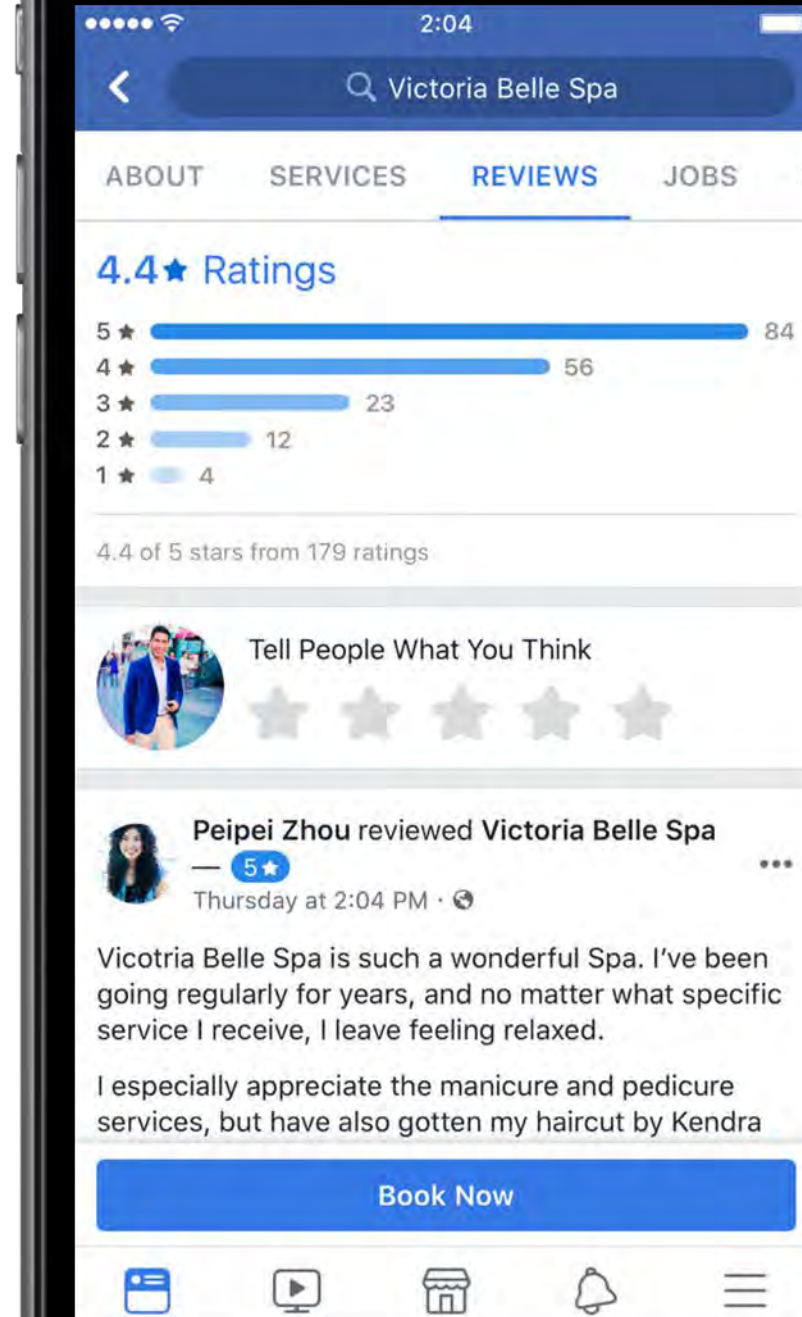
Customize your presence to showcase what's most important to your business

DRIVE CONSIDERATION

Recommendations, Ratings and Reviews

60%

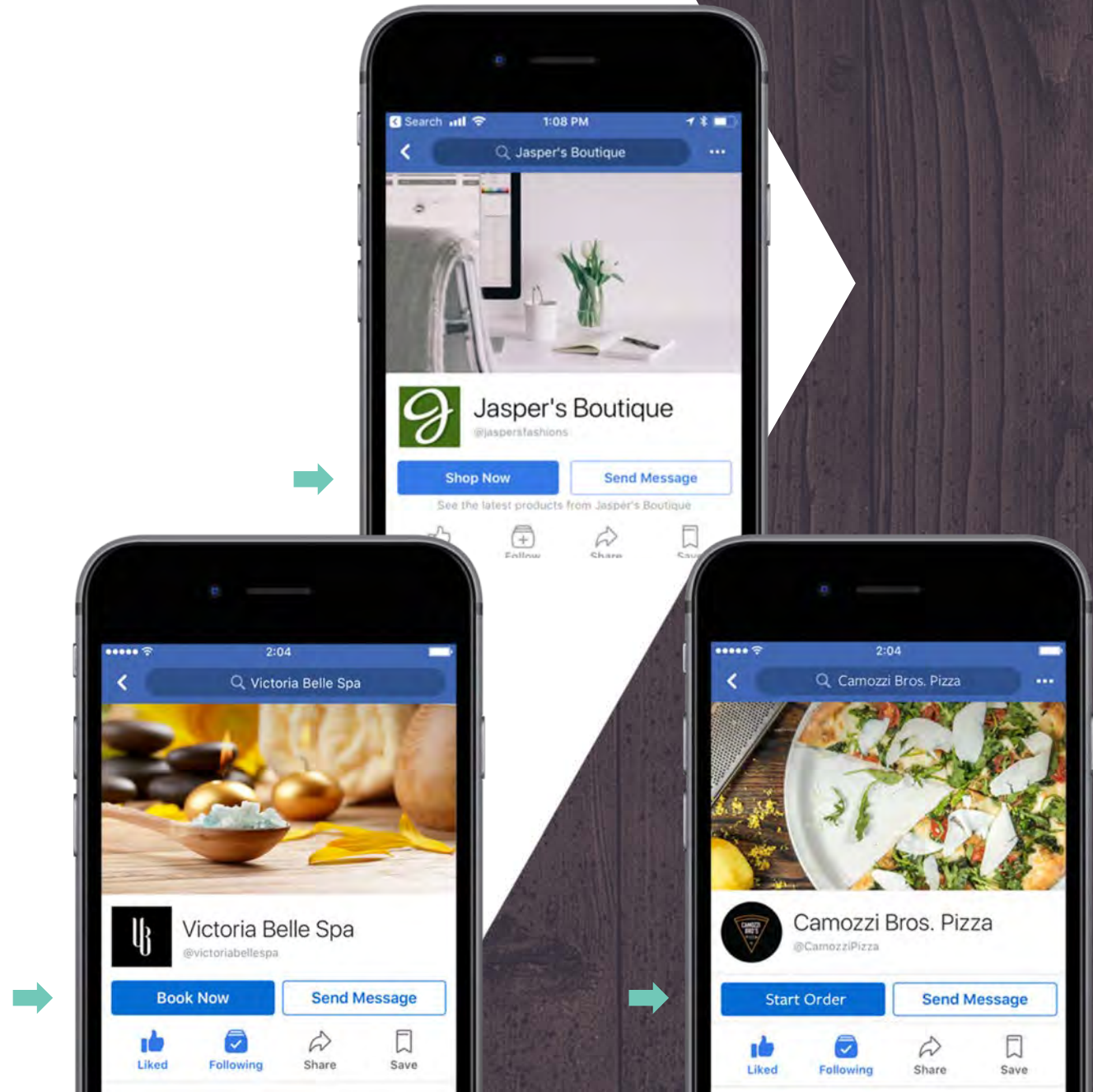
of people say that friends, family and/or customer reviews are their most trusted sources of information on products and services¹



DRIVE BUSINESS RESULTS

● Calls to Action

Drive business results from your Page with call-to-action buttons



Communicate

1:MANY

Reach out and connect with a broad audience

DRIVE DISCOVERY

DRIVE COMMUNITY

1:1

Make a more targeted connection

COMMUNICATION




74%

of business owners say
attracting customers is their
#1 business challenge

DRIVE DISCOVERY

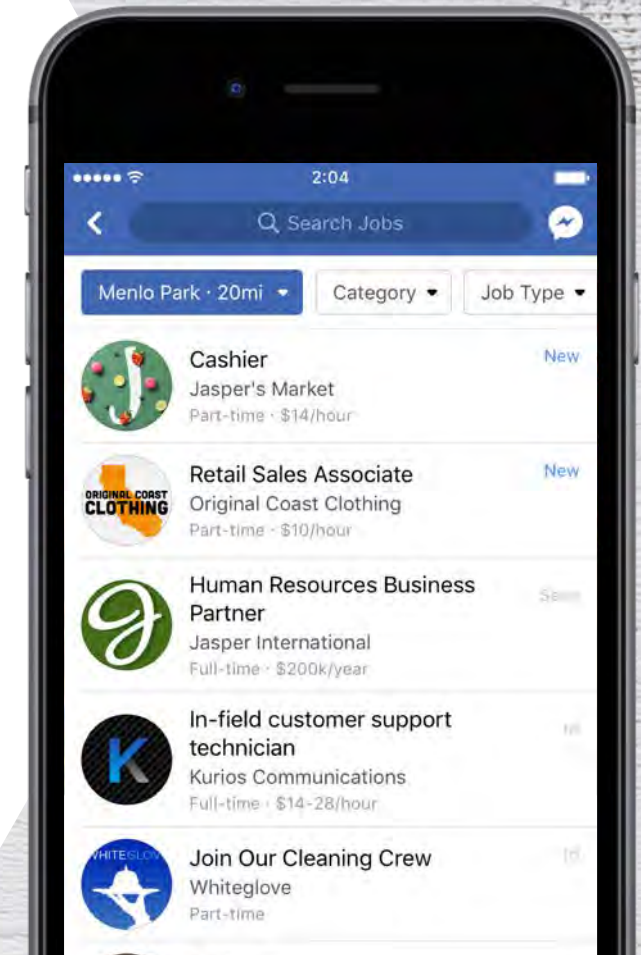
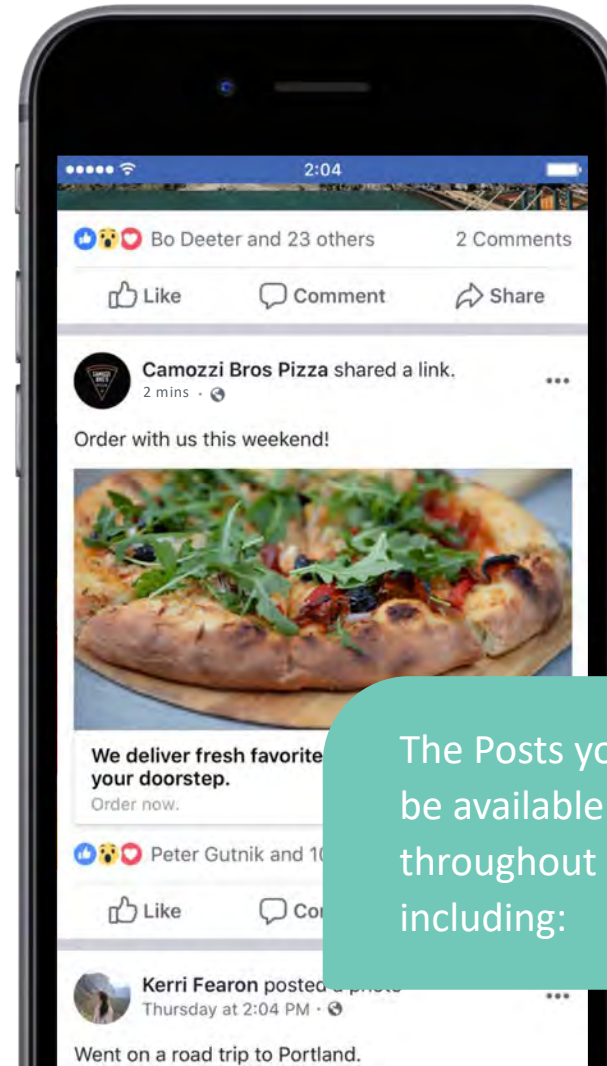
Posting

Post the types of content that matter most to your customers:

-  Video, photos, and informative updates about your products and services
-  Offers and items for sale
-  Available jobs

Advertising

Posts on Marketplace



The Posts you share will be available for discovery throughout Facebook, including:

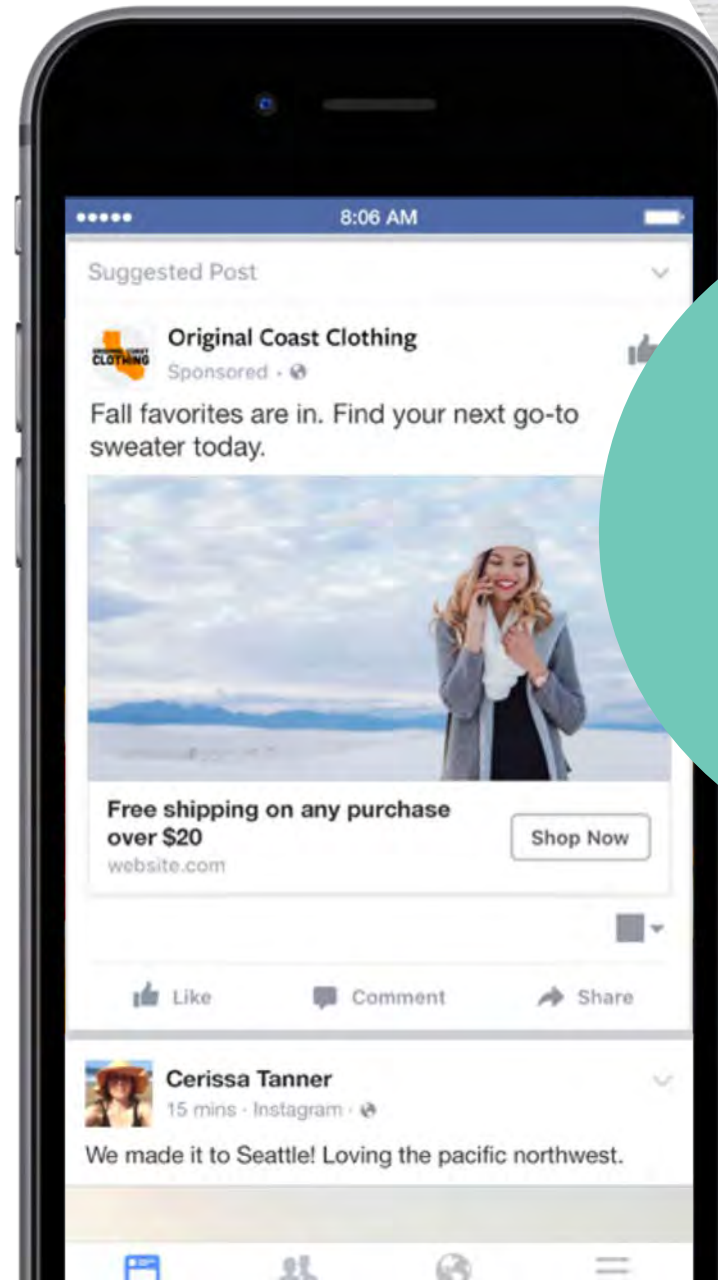
- Facebook Newsfeed
- Facebook Search
- Marketplace (US only)
- Local App (US only)

DRIVE DISCOVERY

● Posting

Advertising

Reach more people



6 Million

Active Advertisers are now using our simple advertising tools on Pages to reach relevant audiences at scale.

BUILD COMMUNITY

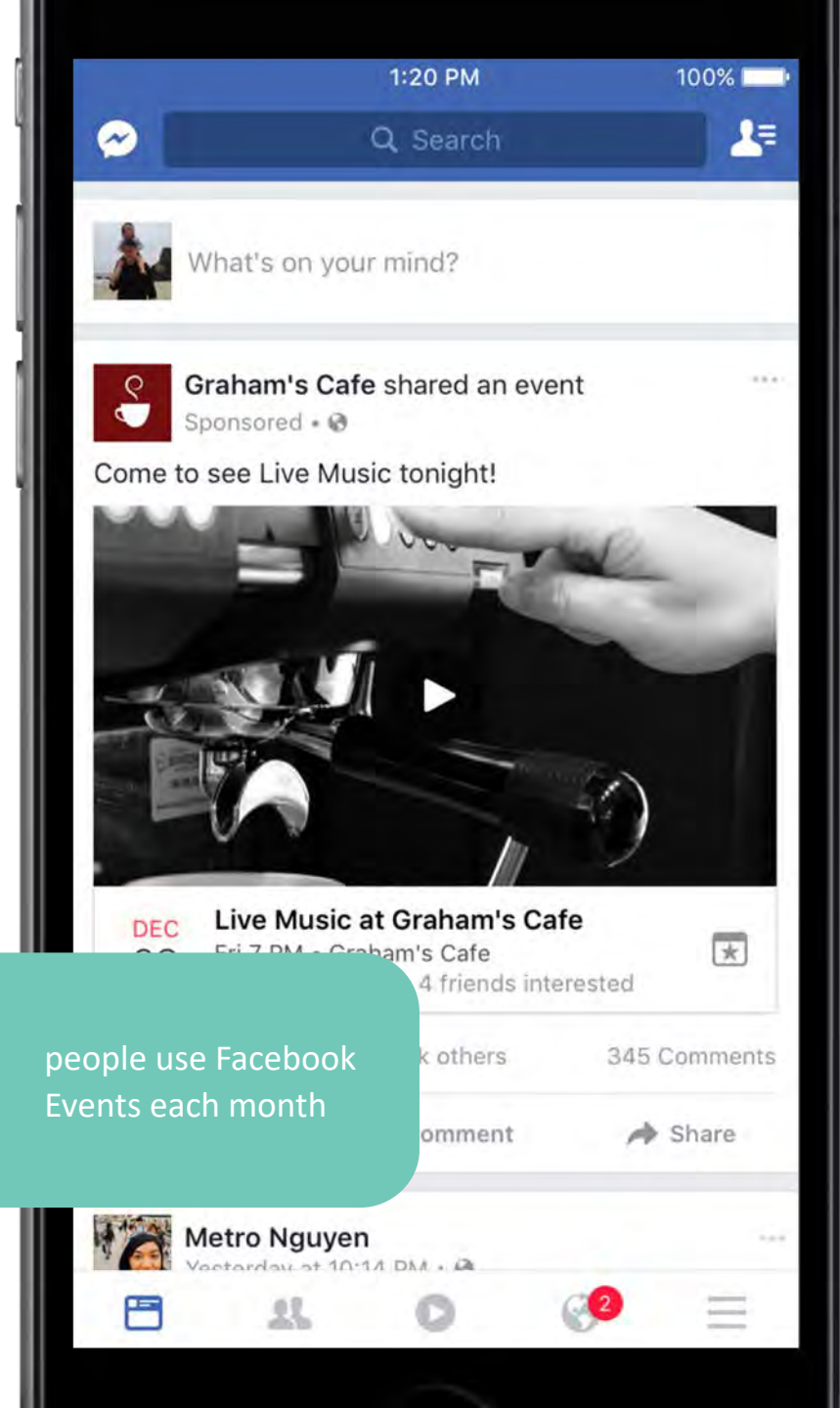
Events

Create Events to bring your customers together in the real world

700M

people use Facebook
Events each month

FB Internal Data, 2016



A man with short dark hair and glasses is looking down at a smartphone he is holding with both hands. He is wearing a dark grey t-shirt and a black smartwatch on his left wrist. He is standing next to a red brick wall. The background is slightly blurred, showing what appears to be a doorway or window.

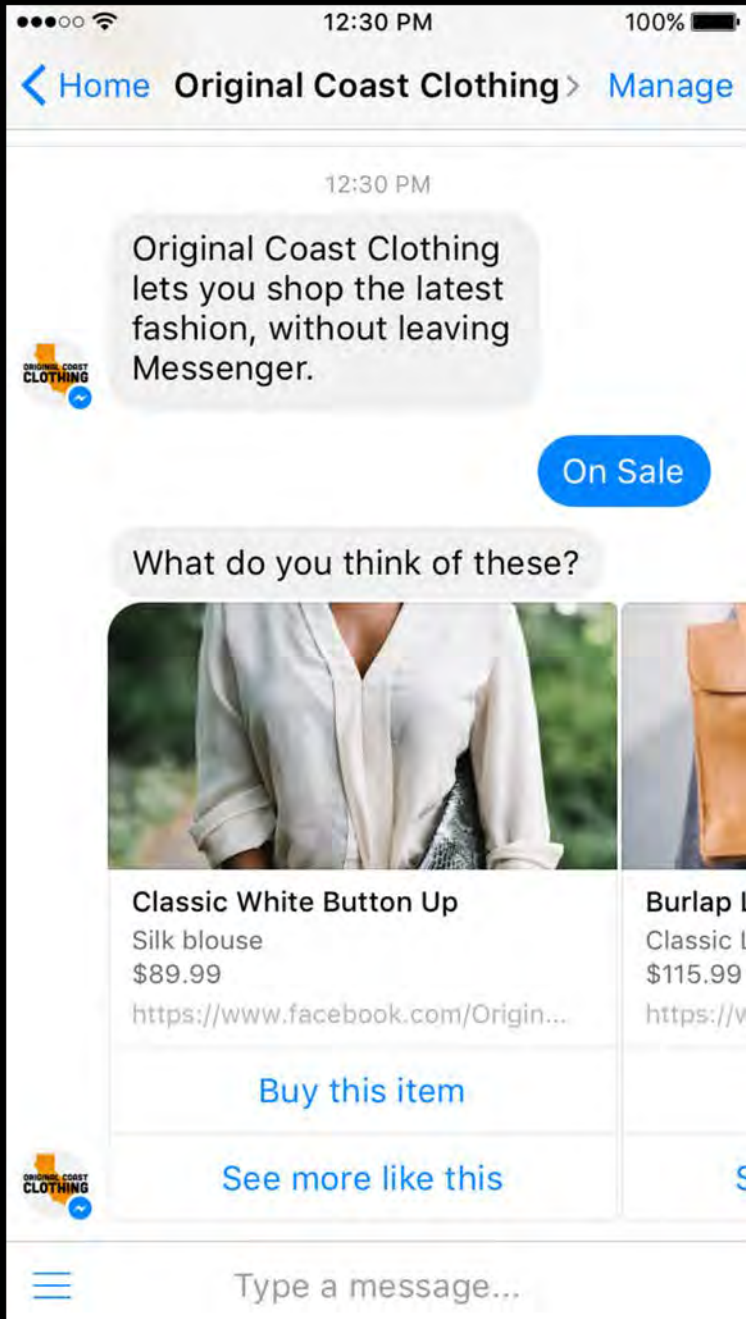
64%

of people would choose messaging over picking up the phone or sending an email¹

Mobile has changed how people want to

330M

people messaged small businesses on Facebook for the first time in 2017²

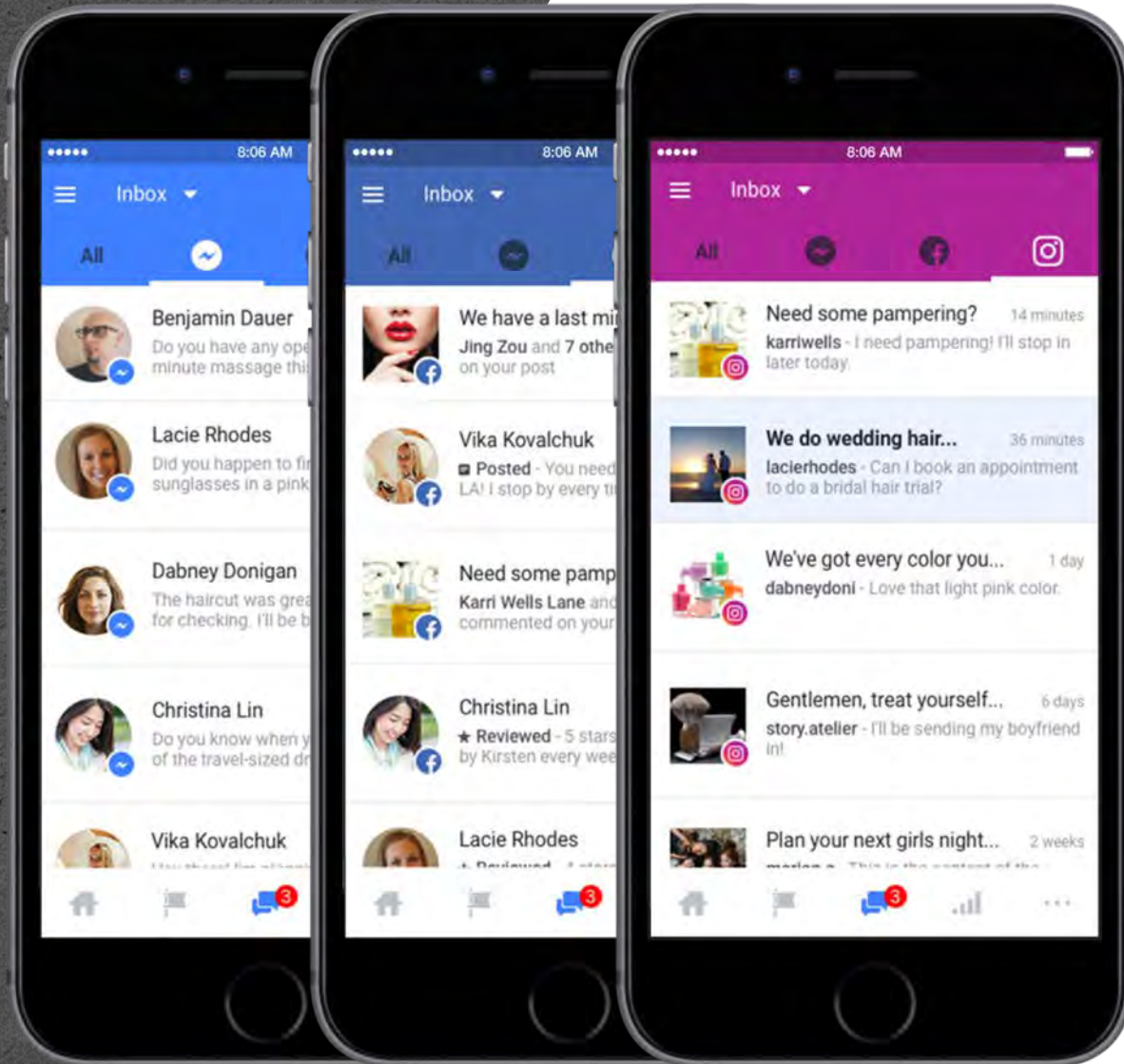


COMMUNICATE

1:1

Page messaging

Answer questions or concerns from your customers privately



Manage Communication

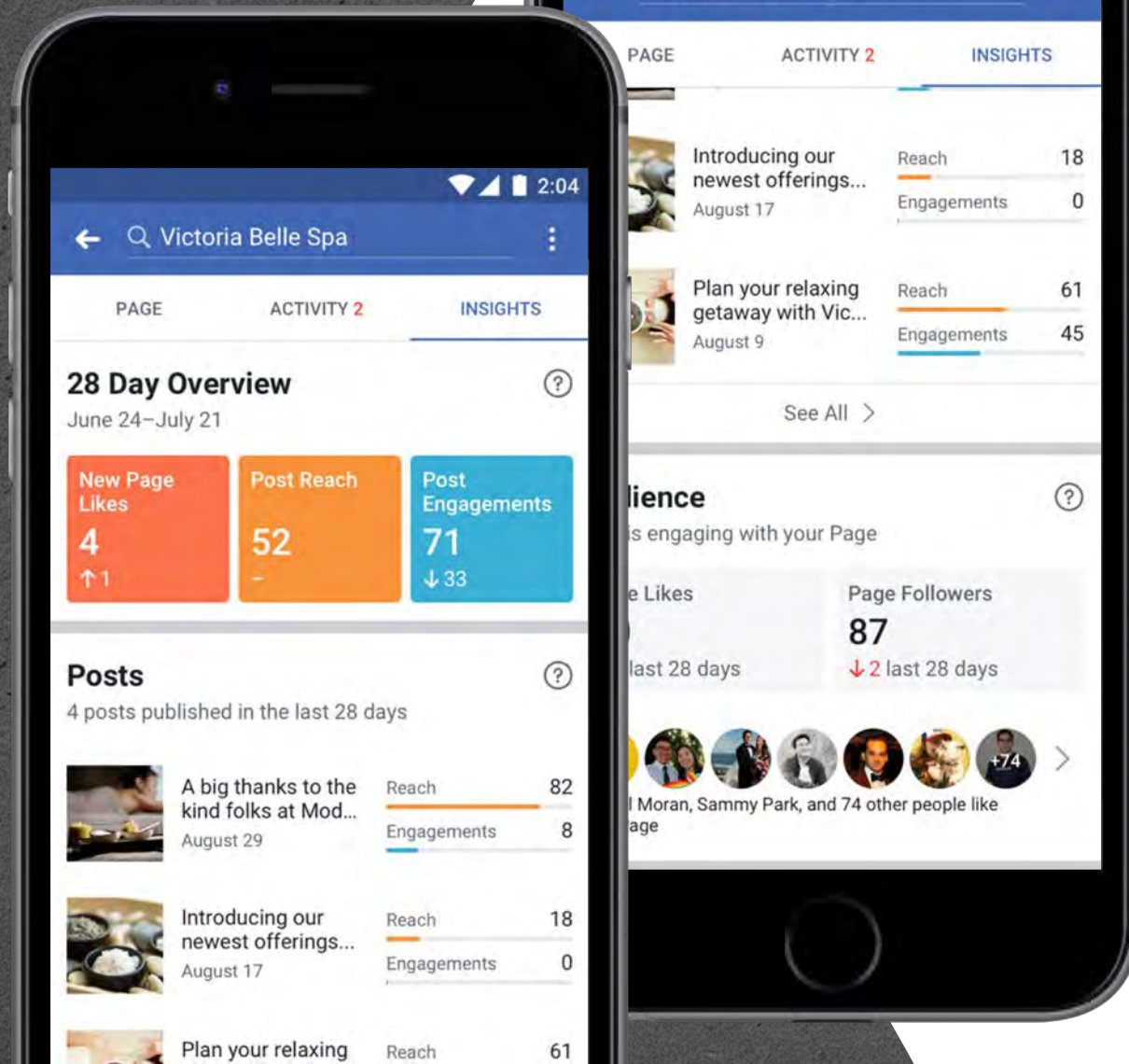
Manage all of your communication across the Facebook family in just one inbox

Measure Results

Manage Communication

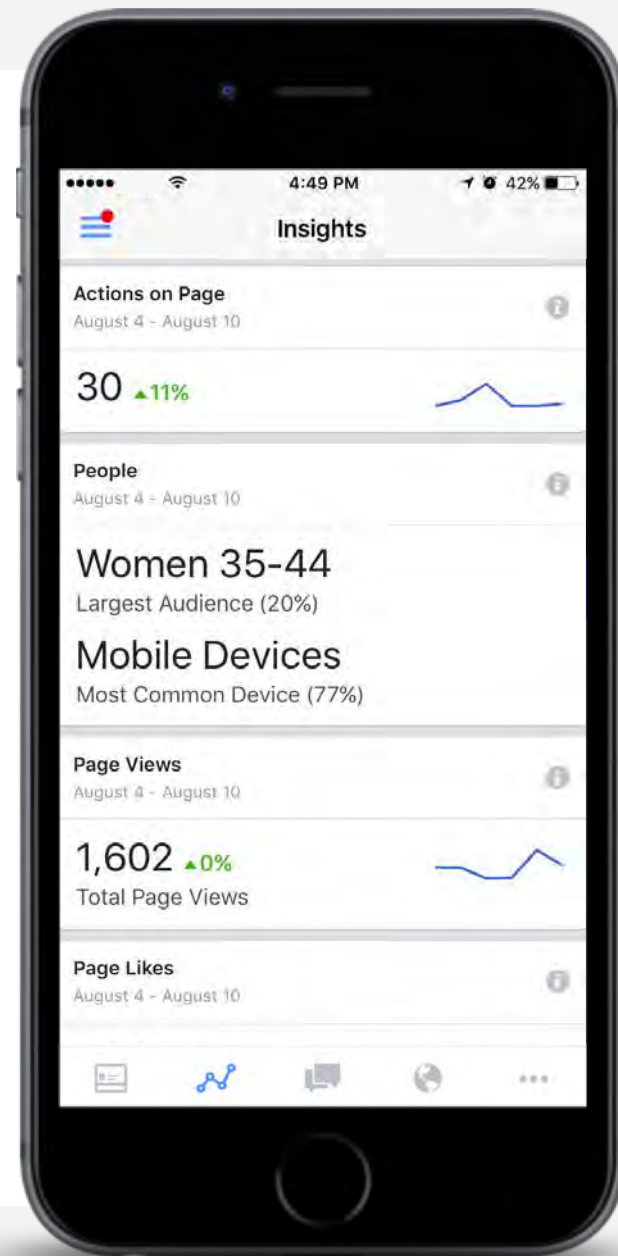
Measure Results

Use Page Insights to understand how the different elements of your online presence are performing



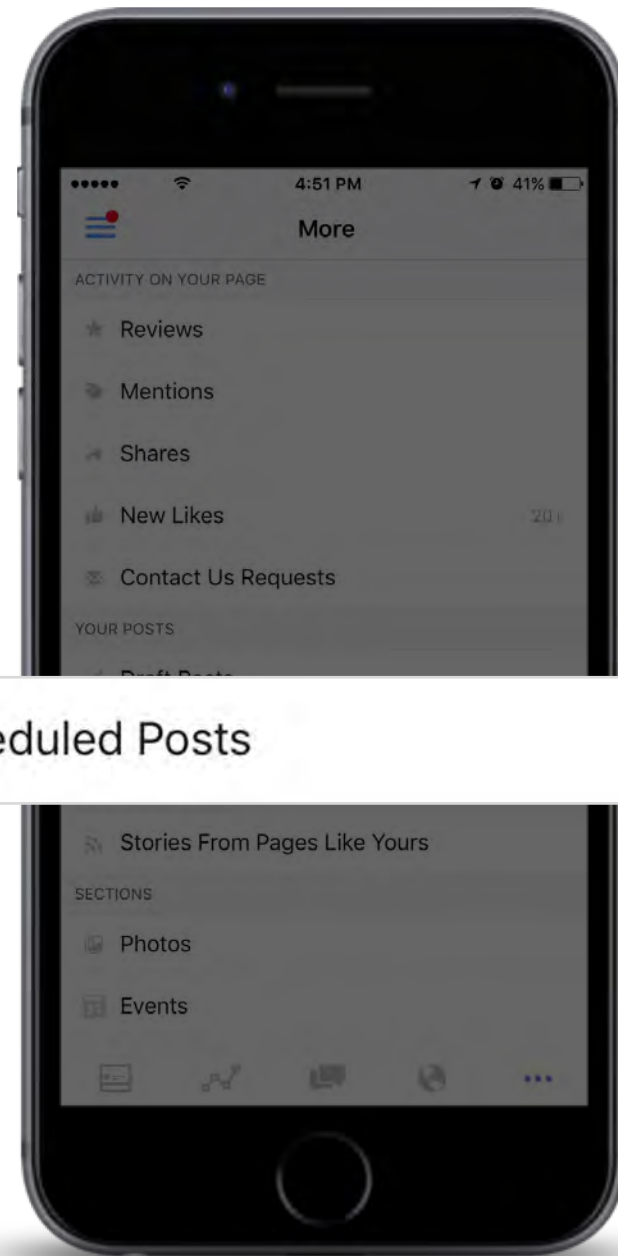
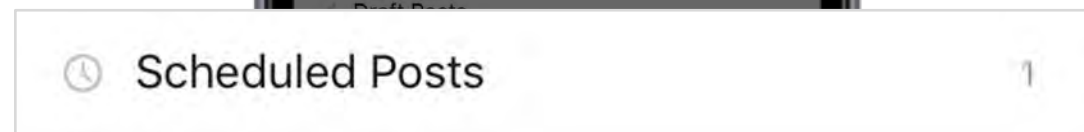


Pages Manager





Pages Manager





0,000,000,000
monthly active accounts



PEOPLE USE INSTAGRAM OFTEN

% of people surveyed who use Instagram multiple times a day



67%
Ages 18–24



60%
Ages 25–34



49%
Ages 35–44



43%
Ages 45–54



31%
Ages 55+



PEOPLE EMBRACE BUSINESSES

NEARLY 2 IN 3

people surveyed said Instagram is
a place that enables interaction with brands¹

50%

are more interested in a brand when
they see ads for it on Instagram¹

80%

of people on Instagram
follow a business²

Source: [1] "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people aged 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and aged 18–64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country. [2] Instagram Internal Data, May 2018

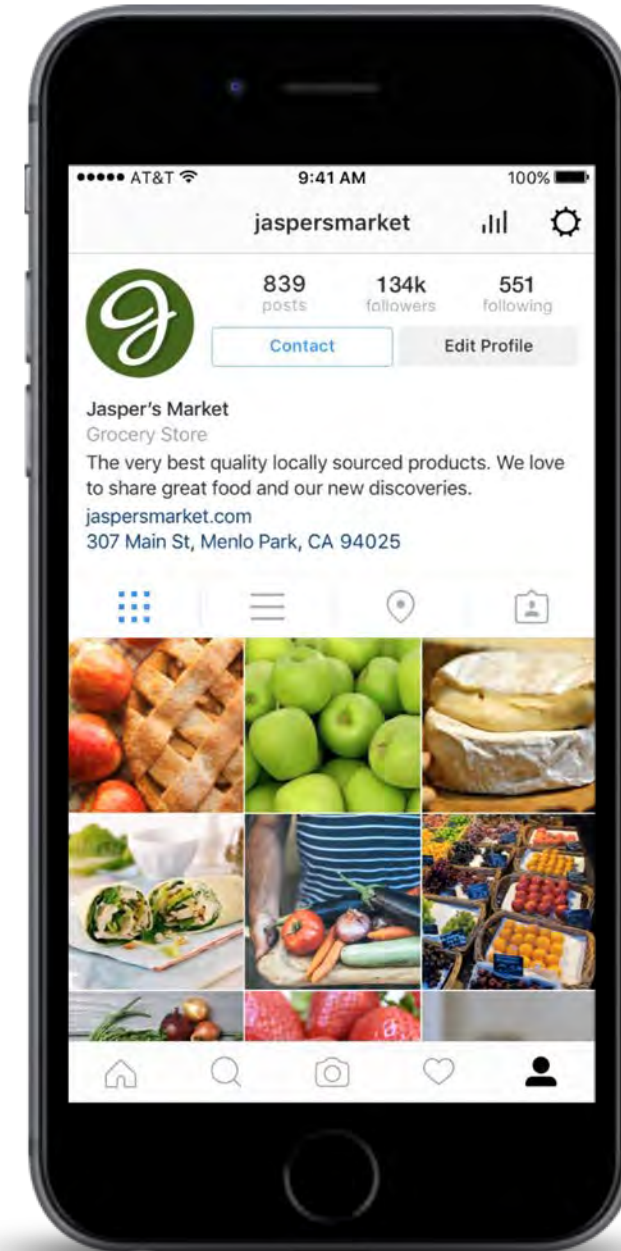


BUSINESS PROFILE

Business address

Contact button

Industry information



Learn more
and do more
with insights.



BUILD AND BROADEN YOUR PRESENCE

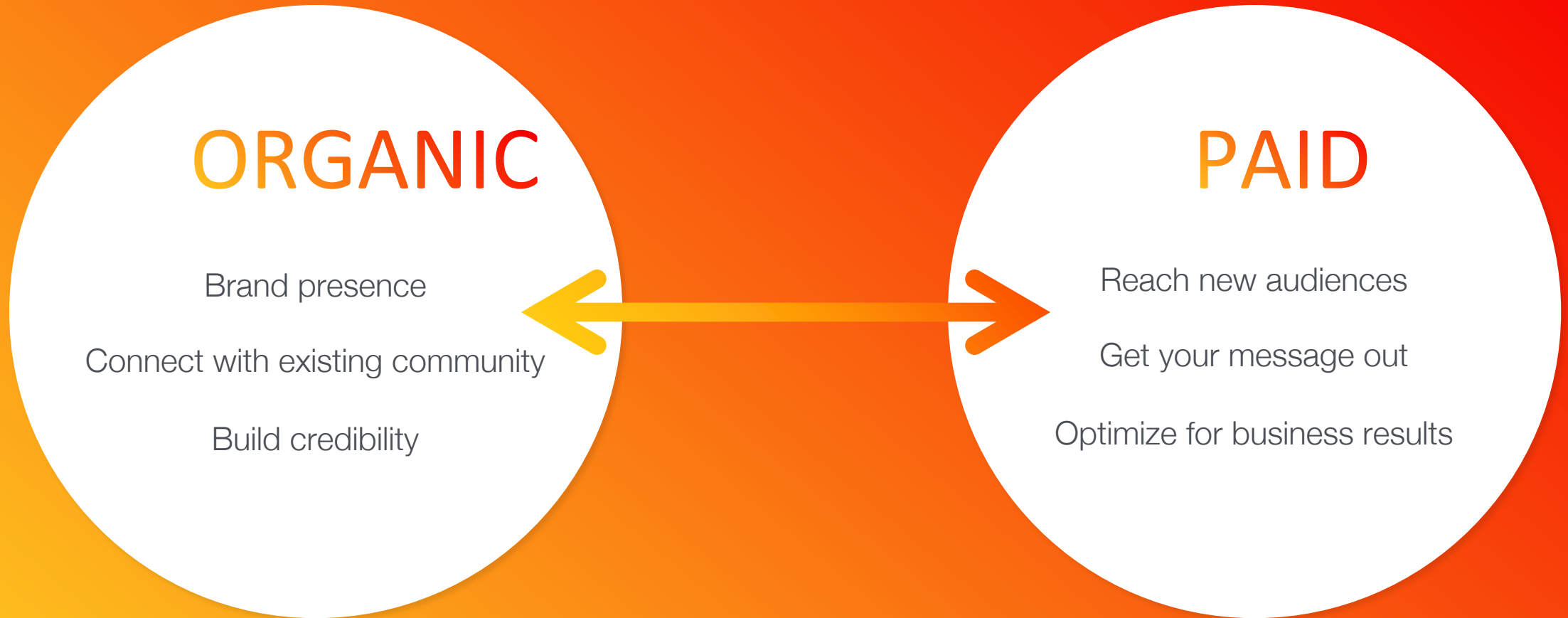
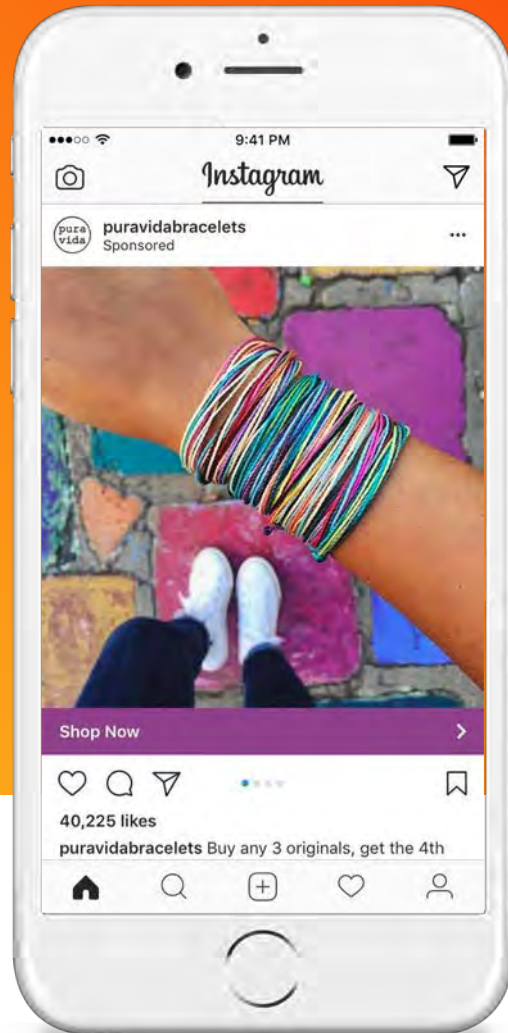
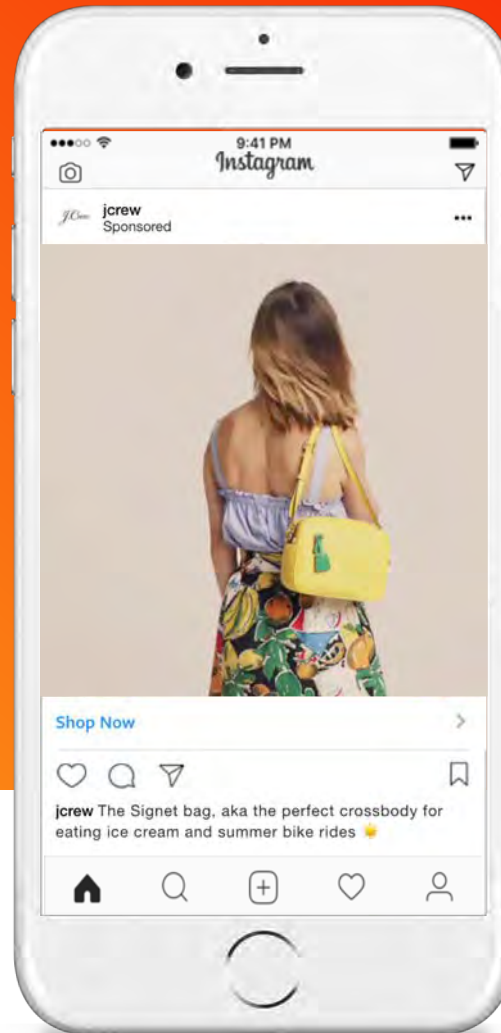


IMAGE AD



VIDEO AD



STORIES AD



500M
daily actives
on Instagram
Stories¹



Thank you

facebook