



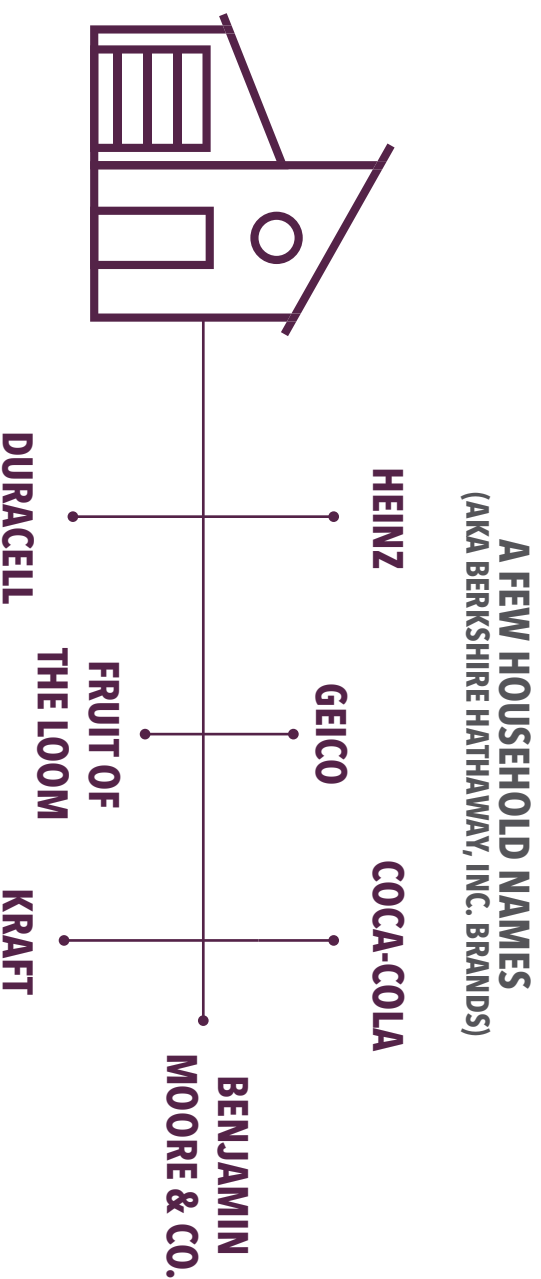
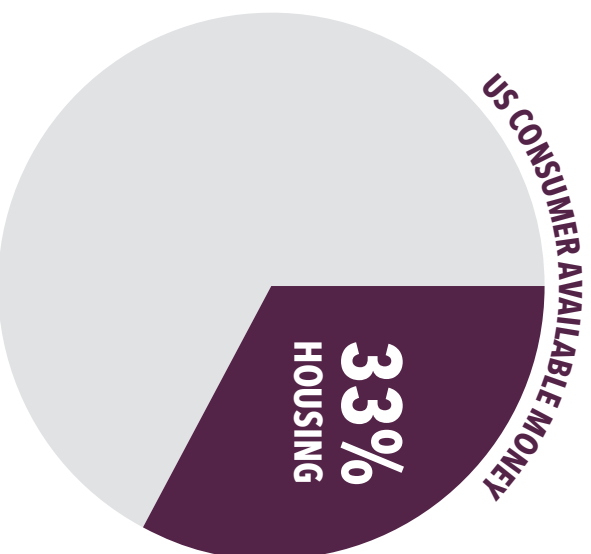
BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group

LEVERAGING YOUR ECOSYSTEM

Wisdom from the CEO and President of Berkshire Hathaway HomeServices, Chris Stuart.

THE BIG QUESTION: WHAT PROBLEM AM I SOLVING?

We live in a world where collaboration is becoming more popular, especially when it comes to technology and the housing industry. **Housing is the most important category** for the US consumer because the US consumer spends 33% of their available money on housing. Did you know you are playing in a HUGE ecosystem already? That's right, Berkshire Hathaway has the largest influence when it comes to the US consumer because of the brands owned. Brands such as **Heinz, Kraft, Duracell, and Geico** – they're all your partners and our brand is very top of mind to consumers. So LEVERAGE that!



THE ENTIRETY OF YOUR ECOSYSTEM

Your ecosystem isn't just the people you know, although they definitely influence your ecosystem! We want you to think bigger, MUCH BIGGER. From Berkshire Hathaway and Mr. Warren Buffett himself to the 50,000+ affiliate agents throughout the country to our core services to the tools you use daily to service your customers to the fullest extent – this is your ecosystem available for you to use to your benefit to be the best CEO of your small business you can be.



DID YOU KNOW
92% OF CONSUMERS
WANT TO WORK WITH A
FULL SERVICE BROKERAGE?
 National Association of REALTORS®