HOW TO: POST LUXURY LISTING TO CHATTER

Use the strength of a global network to market your seller's luxury home! National has a platform called Chatter where you can do just that. Follow the instructions below on how to take advantage of this feature.



STEP 1: LOG INTO RESOURCE CENTER

 Search bhhsresource.com in your browser and log into the National Resource Center



STEP 2: HEAD TO CHATTER

• Find the word **Chatter** along the menu bar at the top of your screen. Click on it!



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BERKSHIRE HATHAWAY HomeServices Florida Properties Group

STEP 3: FIND THE LUXURY GROUP

- You'll see many different groups where agents throughout the BHHS network are asking questions and marketing their properties.
- Scroll until you find the Luxury Collection Networking group. Click on it!

CENTER	IERS & BENEFITS COMPANY	LOCATOR EVENTS		
GROUPS CHATTER FEED				
Join the *Ask	Welcome to Ch the Community [®] group and a	natter Groups! see what the network	is chatting about!	
Active Groups 👻 🖈			Q Search this list	¢. Ш. C
Name	✓ Last Activity ↓ 4/15/2020 0:05 FM	V Members	V Owner	× •
Clobal Owners Mastermind (Private)	4/15/2020 8:49 PM	36 Members	ROBERT WATSON	¥
RC Ask the Community	4/15/2020 7:04 PM	669 Members	Sue Seaberg	•
Luxury Collection Networking	4/15/2020 1:53 PM	544 Members	Wendy Durand	•
Resort Properties International	4/15/2020 6:18 AM	1041 Members	Wendy Durand	•
Equestrian Specialist Networking	4/15/2020 5:13 AM	923 Members	Wendy Durand	v

STEP 4: SHARE AN UPDATE

- Once you're in the group, you will want to Share an Update. You'll click on that bar and a new window will drop down.
- Make the update engaging and provide the relevant information another agent would want to know. You can include images, links and attachments to this post!
- Once you're done, you'll click **Share**.



STEP 5: JOIN THE GROUP!

• At the top of the page, you'll see a button +Join Group. Go ahead and join! This way you can receive updates, questions and discussion from other Luxury agents.

