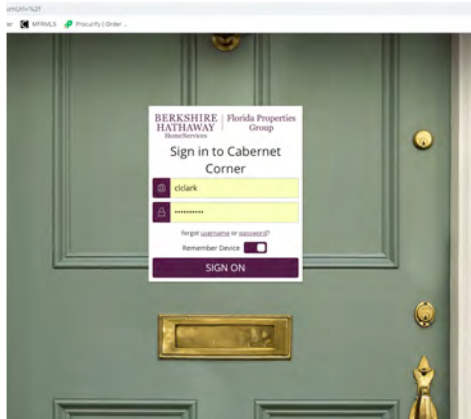
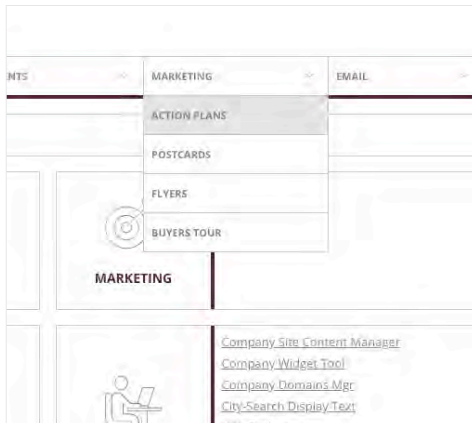


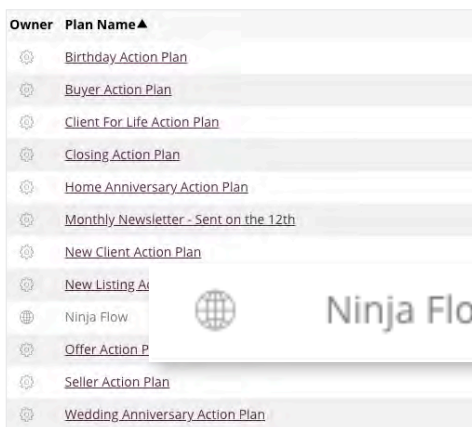
# HOW TO KEEP YOUR CLIENT BASE IN {NINJA} FLOW IN 5 STEPS | HERE'S HOW



1. Log into Cabernet Corner  
<https://intranet.bhhsfloridaproperties.com>



2. Under the Marketing tab,  
click on the “Action Plans” link.



3. Within the list of Action Plans,  
find the one labeled Ninja Flow  
then click on it.



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HomeServices  
Florida Properties Group

all	Oct 15, 2019
all	Oct 31, 2019
all	Nov 16, 2019
all	Nov 26, 2019
all	Dec 23, 2019

ADD CONTACTS/GROUPS

4. In the bottom right hand corner, there's a box that says "ADD CONTACTS/GROUP". Click on that box.

Add Contacts/Groups

Add Contact:

all

Group Name (first 10)

All Contacts

5. This box will appear. In the "Add Contacts" field, type in "all". A drop down menu will appear with the option to click "All Contacts". Select that option, then click "Save".

THAT'S IT!

From here on out, any contact added into Cabernet Corner will automatically receive these custom content created emails!

No fuss, no muss.



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# FAQ: Property Watch



**Q:** Can you set up multiple locations (cities, zips, etc.) on one search?

**A:** There are two ways to do this: (1) You can do it using the search bar but it only supports multiple cities, zip codes, or MLS#s. Separated by a semicolon (;). (2) Use the advanced search and you can pick a single MLS and do multiples of all combinations.

FOR MORE INFORMATION,  
VISIT THE **AGENT HELP  
SITE THROUGH  
CABERNET CORNER.**

**Q:** Can agents get a CC on property watch emails?

**A:** Yes, there are 2 options:  
(1) Do this for all clients by going to Clients – Notification and change the default for all future and current customers.  
(2) For only select clients, go to the contact record and click Notices and check the box for cc on “New Listing Notices.”

**Q:** How do you remove Property Watch emails after setup?

**A:** Go to the contact record and scroll down to saved searches. You can either delete the search or change the frequency to “never.”

# 5 WAYS

## TO PROMOTE YOUR AVM

Prospecting is a key component of your real estate business and we have a way to make it easier on you... by using Buyside to do some of the heavy lifting for you! Buyside allows you to create valuable information to share with your sphere and potential customers! Here are 5 ways to promote your AVM {automated valuation model} which provides 3 instant home values.

### 1. EMAIL THIS TO 100 PEOPLE IN YOUR SPHERE

**Subject Line:** We've all been there

**Email Copy:** Hey <first name>,

Admit it... you've driven by {or been inside} a friend's/neighbor's/sister-in-law's/ex's house and thought "This is gorgeous. I wonder how much this house is worth?" But you never got an answer because... well, it's just not polite to ask!

But hey, I've got you covered. There's a completely free tool on my website you can use to find out the value of any home, INSTANTLY! You can also get the value of your own home, and sign up for monthly email alerts on its value. All without having to ask any uncomfortable questions. Great, right? Just click the button below

As a Trusted Real Estate Advisor, I'm always here for you. Let me know if you have any questions!

<Add your Buyside Valuation link here>

Best Regards,  
<Agent Name>

**PRO TIP:** Be sure you add your Buyside Valuation link in your email signature so it's always there whenever you're emailing, well, anybody!

### 2. SHARE ON SOCIAL MEDIA

Head on into your Buyside Dashboard and share your AVM directly to Facebook! A graphic will automatically populate for you along with your link. We suggest using one of the following copy examples to get the best engagement!

**Social Media Copy:** Is your home's value what you think it would be? You can find out instantly here with no strings attached {seriously though}. Let me know if you like what you see!

**Social Media Copy:** Has your home's value gone up or down? I have a completely free tool on my website you can use find out the value of your home INSTANTLY! Reach out if you have any questions regarding the values you see.

### 3. DROP OFF 25 FLYERS TO FARMING NEIGHBORHOOD

This task is a little more involved, but it provides amazing results! You'll prepare a BMA for 25 homes in your farming neighborhood, print it out and bind it in a "Here For You" Presentation Cover. From there you have two routes you can go with the current state of the world:

1. Physically go to each home, door knock and drop off this packet of information. You aren't there to sell them anything, just to provide valuable information on their home's value and what is happening in the market.
2. Mail out each of the 25 BMA packets and include a handwritten notecard explaining what you're sending them.



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# 5 WAYS

## TO PROMOTE YOUR AVM

Prospecting is a key component of your real estate business and we have a way to make it easier on you... by using Buyside to do some of the heavy lifting for you! Buyside allows you to create valuable information to share with your sphere and potential customers! Here are 5 ways to promote your AVM {automated valuation model} which provides 3 instant home values.

### 4. SEND A TEXT TO 25 PEOPLE IN YOUR SPHERE

Your sphere are people who know, like, and trust you! Provide a level of expertise to your people by being a resource when it comes to knowing their homes value! We've put together three potential scripts you can use when texting your sphere.

**Script 1:** Hey <friend's name>! I wanted to share with you a super cool tool that provides you with an instant home value! It's completely free and there's literally no strings attached. All you do is type in your home's address and boom, three values will appear! Here's the link <insert your link here>. Let me know if you like what you see!

**Script 2:** Hi <friend's name>! Do you know if your home's value has gone up or down? The market is constantly changing I want to be the best resource I can be for you! I have a completely free tool on my website you can use find out the value of your home INSTANTLY! Here's the link <insert your link here>. Please reach out if you have any questions regarding the values you see.

**Script 3:** Hey <friend's name>! Is your home's value what you think it should be? If that question has crossed your mind, I've got you covered! I have a completely free tool on my website you can use find out the value of your home INSTANTLY! Here's the link <insert your link here>. Please reach out if you have any questions regarding the values you see.

### 5. SET UP 20 PAST CUSTOMERS ON AN AUTO EMAIL

Your past customers are the perfect group of people to have sign up on an auto email campaign. The monthly email will provide them with a report on their home's value. This is a fantastic way for you to be a resource to them and supply them with valuable information on their home! There's a how-to on the [agent help site here](#) if you need a quick guide on how to do this!

You can reach out to:

- Buyers who bought a home with you
- Previous customers who reached out to you about listing, but didn't list yet
- 5 of your closest friends who own their home
- Your farming neighborhood (using [Remine](#) to get their email)
- Previous coworkers who own their home



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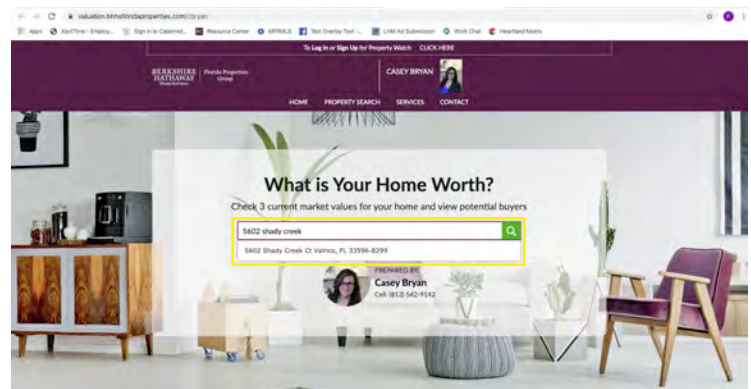
# HOW TO: SET UP A MONTHLY PROPERTY VALUE REPORT

Want to set up a new homeowner {or a current one} up on a monthly email to receive their property value? Use this handy-dandy tutorial to walk you through this quick and simple process!



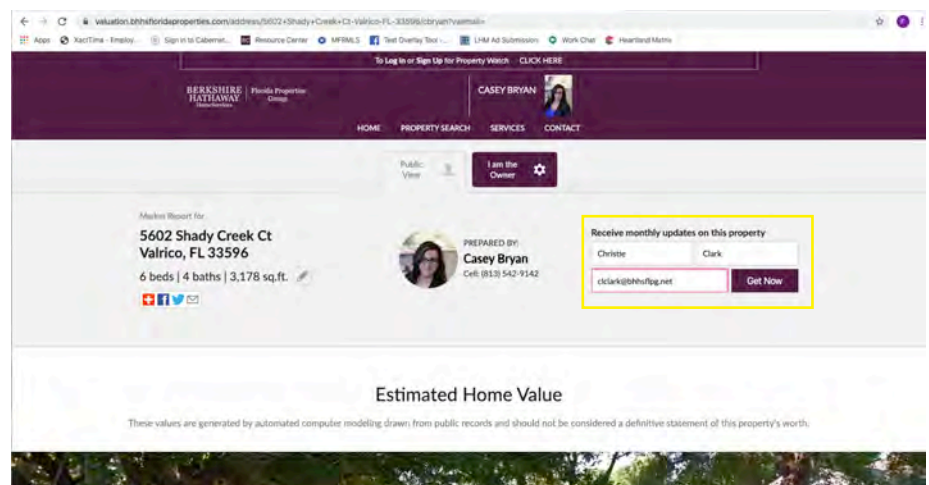
## STEP 1: GO TO YOUR VALUATION SITE

- Go to your valuation site.  
It will be [valuation.bhhsfloridaproperties.com/](https://valuation.bhhsfloridaproperties.com/) plus the first part of your BHHS email address. For example, Allen Crumbley's website would be [valuation.bhhsfloridaproperties.com/acrumbley](https://valuation.bhhsfloridaproperties.com/acrumbley)
- Type in the **address of the homeowner** then click the search button



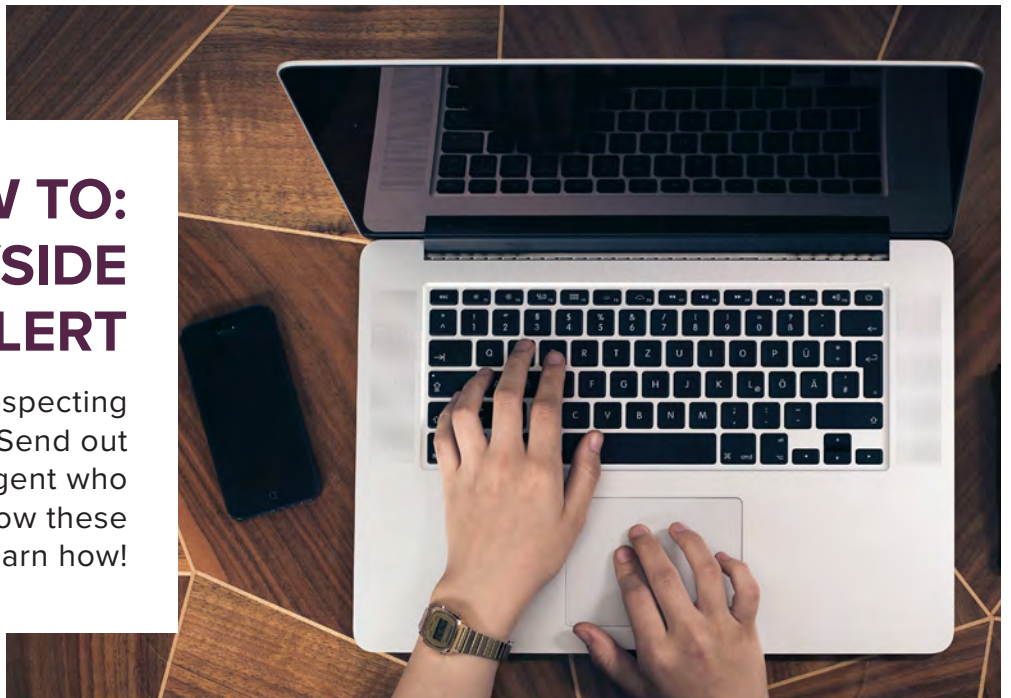
## STEP 2: SET 'EM UP!

- On the right hand side, you'll see **"Receive monthly updates on this property"**
- Type in the homeowner's information then click **Get Now**
- Boom, you're done!



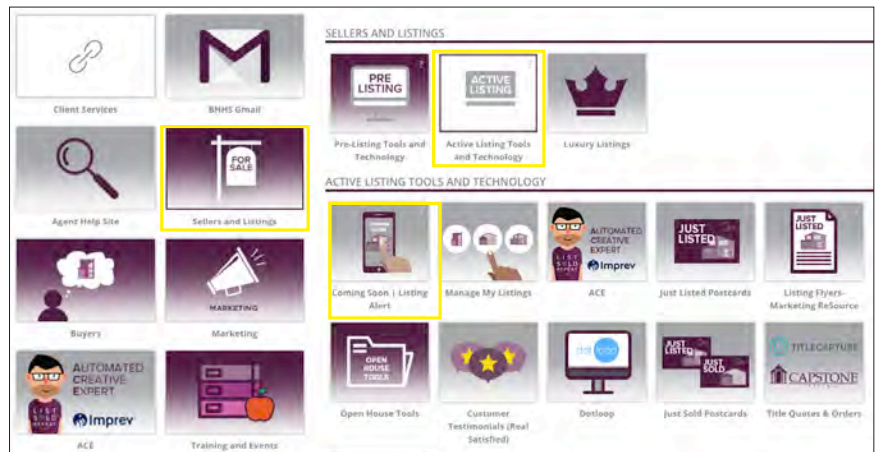
# HOW TO: SEND A BUYSIDE LISTING ALERT

Let the power of reverse prospecting through Buyside work for you. Send out your seller's listing to every agent who has a matching buyer! Follow these steps to learn how!



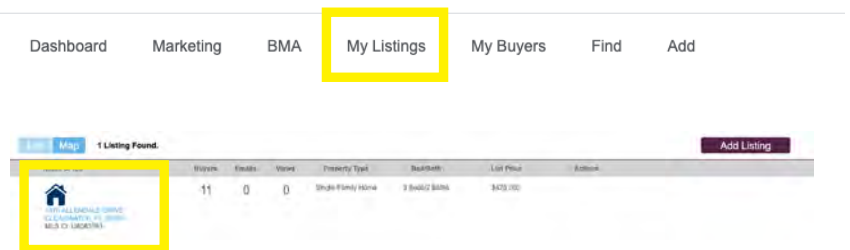
## STEP 1: MYCABCORNER.COM

- Log into MyCabCorner.com
- From your dashboard, go to the **Sellers and Listings** tile > **Active Listing Tools and Technology** tile > **Coming Soon | Listing Alert**



## STEP 2: MY LISTINGS

- From the dashboard, click **My Listings** up on the top menu
- A new page will appear where you can **select the listing you want to send out**



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### STEP 3: SEND OUT THE LISTING ALERT!

- Locate the Contact Buyers Agents(s) column on the right-hand side of the dashboard
- We suggest you **edit the message** to make it more personal prior to sending it out!

**Berkshire Hathaway Florida Properties Group**

Dashboard Marketing BMA My Listings My Buyers Find Add

My Listings Edit Listing

**Address:** 1570 ALENDALE DRIVE CLEARWATER, FL 33760  
**Status:** Active  
**Bedrooms:** 3 Beds  
**Bathrooms:** 2 Bathrooms  
**Property Type:** Single Family Detached  
**School District:** Pinellas County Public Schools  
**Comments:** Impressive energy efficient, move-in ready custom-built house built by HG Homes in 2012. It now available in Clearwater's conveniently located Bluffs Creek neighborhood. Home features over 500 sq. ft. of storage.

**Matching Buyers by Target Purchase Price**

Target Purchase Price Range	Agent Verified Buyers	Non Verified Buyers
\$382,500 - \$403,750	19	0
\$403,750 - \$425,000	12	0
\$425,000 - \$446,250	11	0
\$446,250 - \$467,500	11	9

**Contact Buyer Agent(s)**

I may have the perfect listing for your buyer. I have provided the property information and listing price below. Please contact me for more information. Let's see if we can make a deal happen!

**To the Buyer Agent(s) of:**

- ☐ Select All
- ☐ Buyer ID: 5183761
- ☐ Buyer ID: 5183762
- ☐ Buyer ID: 5333947
- ☐ Buyer ID: 4731627
- ☐ Buyer ID: 5157081
- ☐ Buyer ID: 5214836
- ☐ Buyer ID: 5373047
- ☐ Buyer ID: 5440331
- ☐ Buyer ID: 5451520
- ☐ Buyer ID: 5453509
- ☐ Buyer ID: 5213604

**11 Buyers Found.**

Buyer	Match	Source	Desired Criteria	Description	Communication with Buyer's Agent
-------	-------	--------	------------------	-------------	----------------------------------

### STEP 4: SEND EMAIL

- Once you're done **Press Send!**
- Boom, you're done!

**Contact Buyer Agent(s)**

I may have the perfect listing for your buyer. I have provided the property information and listing price below. Please contact me for more information. Let's see if we can make a deal happen!

**To the Buyer Agent(s) of:**

- ☐ Select All
- ☐ Buyer ID: 5183761
- ☐ Buyer ID: 5183762
- ☐ Buyer ID: 5333947
- ☐ Buyer ID: 4731627
- ☐ Buyer ID: 5157081
- ☐ Buyer ID: 5214836
- ☐ Buyer ID: 5373047
- ☐ Buyer ID: 5440331
- ☐ Buyer ID: 5451520
- ☐ Buyer ID: 5453509
- ☐ Buyer ID: 5213604

**Send Email**



BUYSIDE

# SENDING OUT A COMING SOON ANNOUNCEMENT



## WHAT'S THE BENEFIT?

You can notify every BHHS agent that you have a listing coming soon before it EVER hits MLS. **You must have a signed Exclusive first**, but this gives you a competitive advantage!

## ADVANTAGES TO YOU

- Potential to keep the sell in-house
- Advanced marketing to approximately 800 agents
- Create anticipation for your Seller's home
- We can SHOW a seller the buyers matching their home
- Allows you to market the home while doing other preparatory items

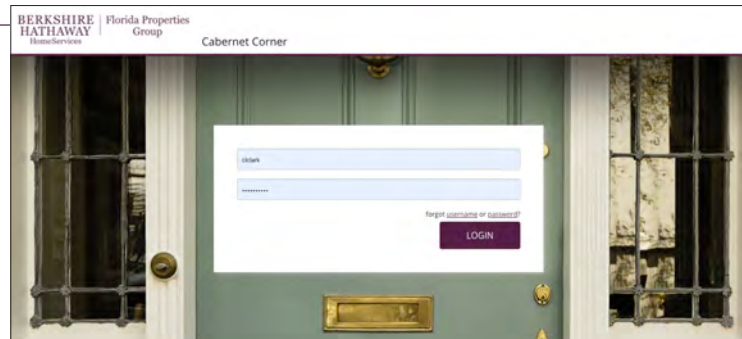
## ADVANTAGES TO SELLER

- Chance to pre-market
- Create excitement for the home
- Target agents with buyers matching the home's criteria
- Gauge interest level of buyers
- Determine preliminary demand of the home
- Allows you to create anticipation while repairs or marketing prep are happening

## HOW TO

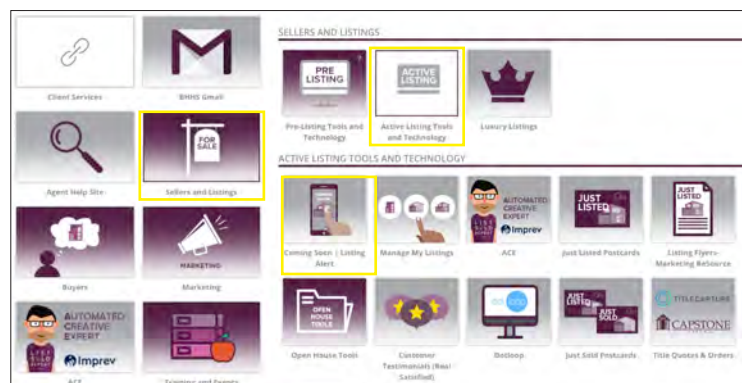
### STEP 1

- Log into **MyCabCorner.com**



### STEP 2

- From your dashboard, go to the **Sellers and Listings** tile > **Active Listing Tools and Technology** tile > **Coming Soon | Listing Alert**



### STEP 3

- From your Buyside dashboard, click **Add Listing**
- Enter the address and click verify. This will populate the county and other details.
- Fill in the listing details and add a few photos you have taken

**My Buyers (0)**

**Add a Buyer Now**

**My Listings (1)** [See All My listings](#)

**Add Listing**

Listing	Matches	Emails
<a href="#">5602 SHADY CREEK COURT</a> <a href="#">VALRICO, FL 33596</a> MLS ID: T3237664	13	0

[See All My listings](#)

**Create Coming Soon Listing**

**You have chosen to add a Coming Soon Listing**

**Listing Location**

Street Address Verifier: Confidential - only verify you.

Address: 5602 Shady Creek Ct.

City: VALRICO

County: FL

Township: 09020000

School District: 09020000

**Features**

Number of Bedrooms: 4

Number of Bathrooms: 3

Property Type: Single Family

Age of Home: 10

Appliances: LA, Dish

Listing Description:

**Switch to QUIET Listing**

### STEP 4

- You'll then be taken to a listing dashboard that shows matching buyers.
- You'll see a column on the right-hand side of the dashboard where you can send out this **Coming Soon Announcement** to!
- Check the box that says **Select All** and press send! (You're able to edit the message up above prior to sending.)
- Once your **Coming Soon Listing** is in the system, it is put on a searchable list for BHHS agents to look up!

**Coming Soon Listing**

**Matching Buyers by Target Purchase Price**

Target Purchase Price	Number of Matching Buyers
\$120,000 - \$140,000	12
\$140,000 - \$160,000	13
\$160,000 - \$180,000	14
\$180,000 - \$200,000	11
\$200,000 - \$220,000	11

**Contact Buyer Agent(s)**

I may have the perfect listing for your buyer. I have provided the property information and listing price below. Please contact me for more information. Let's see if we can make a deal happen!

**To the Buyer Agent(s) of:**

☐ Select All

☒ Buyer ID: 6108

☒ Buyer ID: 6110

☒ Buyer ID: 10447

☒ Buyer ID: 10000

☒ Buyer ID: 12169

☒ Buyer ID: 12260

☒ Buyer ID: 14949

☒ Buyer ID: 16819

☒ Buyer ID: 16954

☒ Buyer ID: 17006

☒ Buyer ID: 18102

☒ Buyer ID: 18864

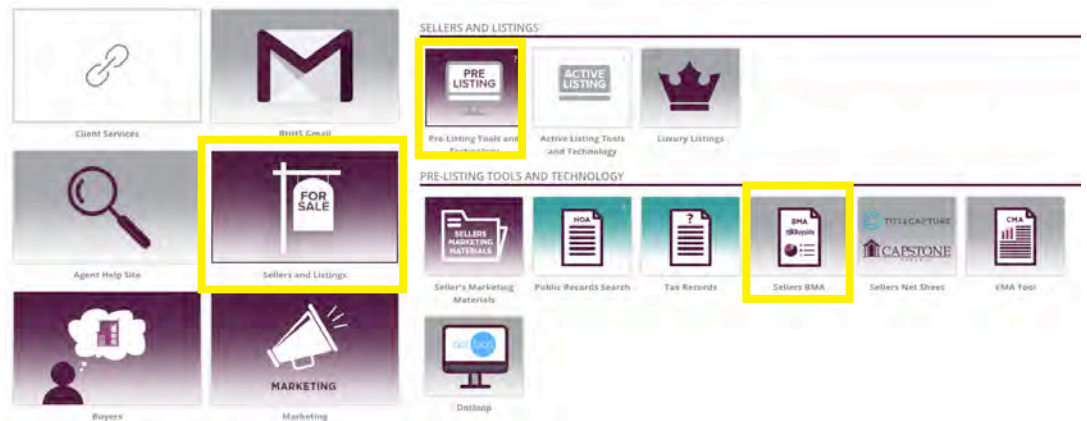
# HOW TO: BUILD A BMA

Do you need to prepare a BMA for a prospective seller or for an upcoming real estate review, but aren't sure where to start? Use this handy-dandy tutorial to walk you through this quick and simple process!



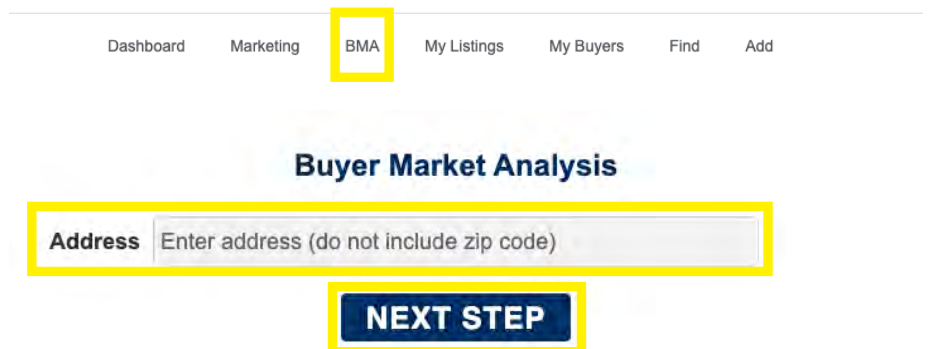
## STEP 1: MYCABCORNER.COM

- Log into your **MyCabCorner.com** account
- Click on the **Sellers and Listings** tile
- Click on the **Pre-Listing Tools and Technology** tile
- Then, click on the **Sellers BMA** tile



## STEP 2: BUYSIDE BMA

- From the dashboard, click **BMA** up on the top menu
- A new page will appear where you can **type the address** of the property
- Then, click **Next Step**



### STEP 3: BUILDING THE BMA

- **Verify/Edit Property Details** by selecting the appropriate number of beds, baths, living area, lot size, and property type
- Then, click **Next** button

Dashboard Marketing BMA My Listings My Buyers Find Add

Details Values Buyers

## Verify / Edit Property Details

Address: 7709 Abbott Ct New Port Richey, FL 34654-5850

Beds 3 Beds Baths 2.5 Baths

Living area (sq ft) 1787 Lot Size (sq ft) 10580

Property Type Single Family Detached

Next

### STEP 4: BUILDING THE BMA

- Set **Property Estimates** by choosing 3 of the 4 circles that best fit the value range of the home
- Then, click **Next** button

## Set Property Estimates

Address: 7709 Abbott Ct New Port Richey, FL 34654-5850

Select up to Three Valuations to be Shown

\$211,868  
Range \$201,275 to \$222,461  
Powered by Zillow

\$211,000  
Range \$192,010 to \$229,990  
Powered by Public Data

\$204,575  
Range \$173,888 to \$235,261  
Powered by eppraisal.com

\$196,000  
Range \$182,280 to \$209,720  
Powered by eppraisal.com

Include Your Own Personal Estimate (Optional)

Low Estimate High Estimate

Skip Next



## STEP 5: BUILDING THE BMA

- Use the sliders to **set the minimum and maximum budget** a potential buyer would be searching for
- Then, click **Generate PDF** button to create the report

Details Values Buyers

### Range of Featured Buyers

Address: 7709 Abbott Ct New Port Richey, FL 34654-5850

Change the minimum and maximum budget sliders to widen or narrow your range of featured buyers.

139K 282K

195K 235K

**20** Featured Buyers

**Generate PDF**

## STEP 6: GENERATING THE REPORT

- Sit tight while Buyside works it's magic! You'll see the following message on your screen while the report generates.
- Once you have four green check marks, you can click on **View Report**. A PDF will download.

### Generating Report

7709 Abbott Ct New Port Richey, FL 34654-5850

Please wait. We're making the magic happen. It can take up to 60 seconds.

Pulling Public data	✓
Pulling Buyer data	✓
Generating Report	✓
Downloading Report	✓

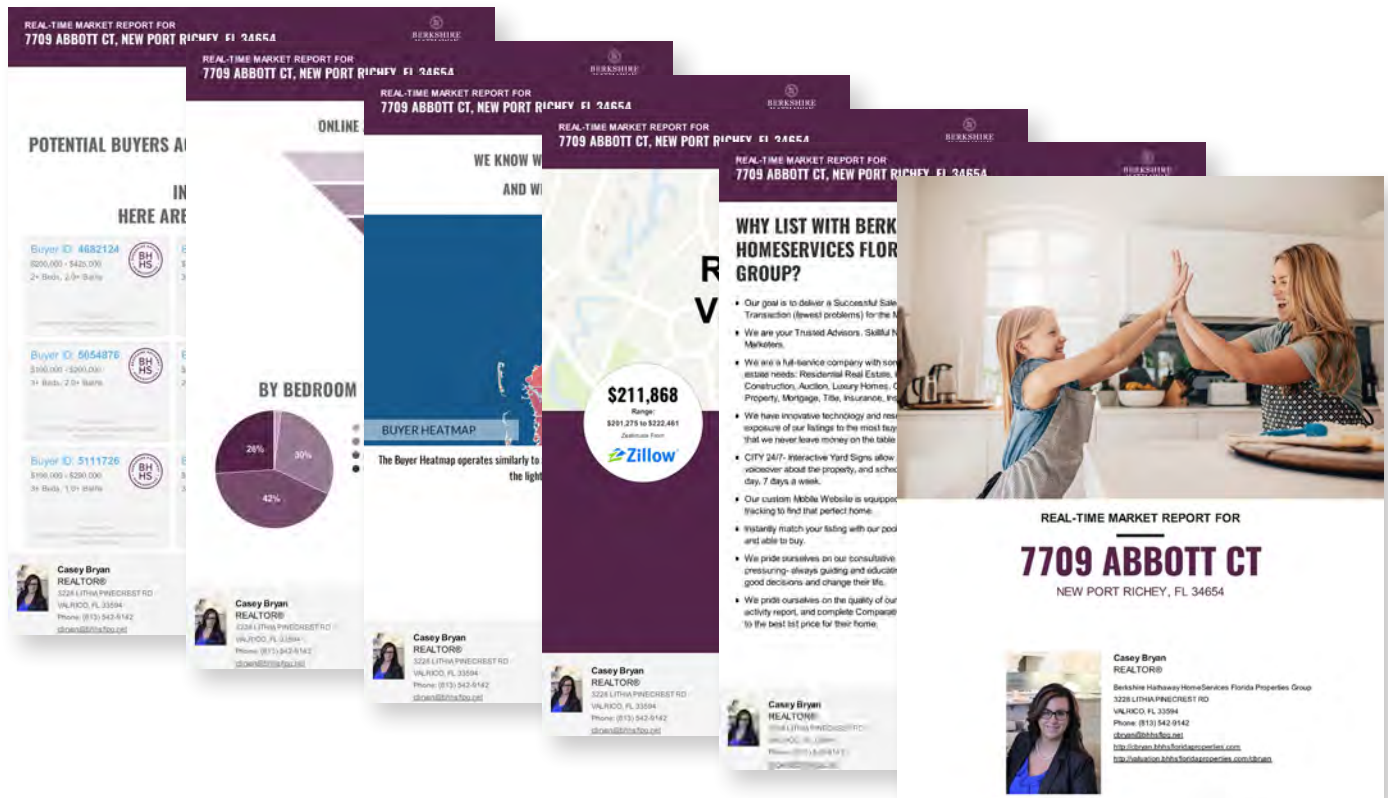
Your PDF has been generated

**VIEW REPORT**

**CREATE ANOTHER REPORT**

## STEP 7: YOU'RE DONE!

- You're done! You should have a 5-6 page PDF report branded to both you and the property you pulled this report for!





# ACE: BEST PRACTICES

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces: a **flyer**, **postcard**, **e-card**, **social media graphic**, **video walkthrough** and **property website**. How you utilize these pieces can help look like a marketing wizard and set you above the competition! Here are the best practices to consider when working with each piece to ensure maximum visibility for every listing:



## Flyer

- 10-10-20 Door Knocks
- Flyer Box outside the home
- Marketing inside the home
- Door Knocking a step-up community



## Social Media Graphic

- \$15 Ad to your sphere
- \$15 Ad to Geo Area (radius)
- Seller reporting on virtual showings and reach



## Postcard

- Send to 100 radius houses (50 pd. by company)
- Send to your farming community or sphere



## E-card

- eBlast to your Sphere
- eBlast to neighborhood (use Remine)
- Send to co-brokers
- Send to the Seller and ask them to share it



## Video Walkthrough

- Share on Facebook
- Add to Zillow
- Add to virtual tour link
- Give to seller



## Property Website

- Share on Facebook
- Add to Virtual Tour link in MLS
- Add to Virtual Tour link on Zillow
- eBlast to co-op Community



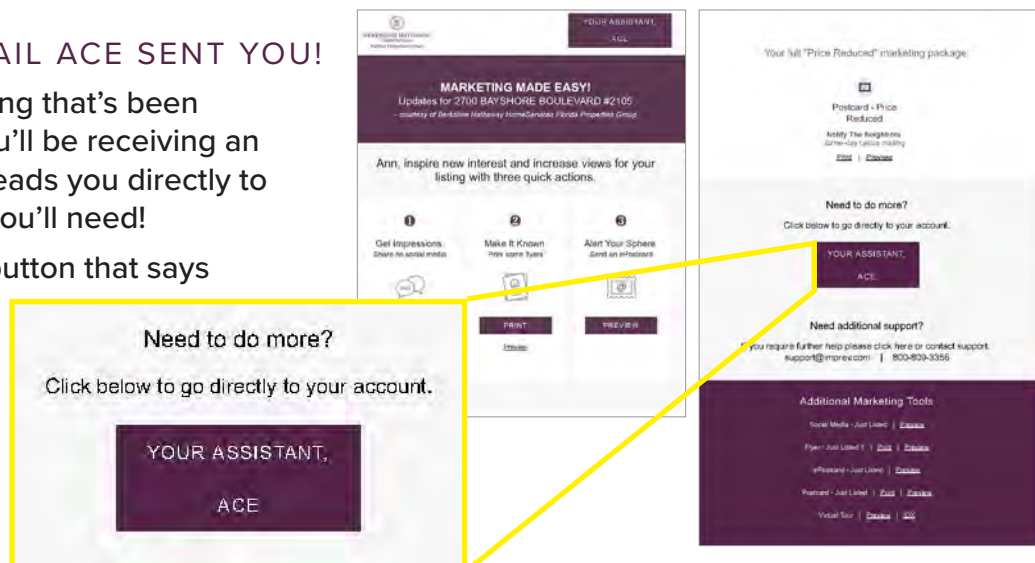
# HOW TO: ACCESS AND/OR EDIT YOUR ACE ECARDS

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces with one of them being a eCard! Here's how you access, make any edits you'd like, and email them out.



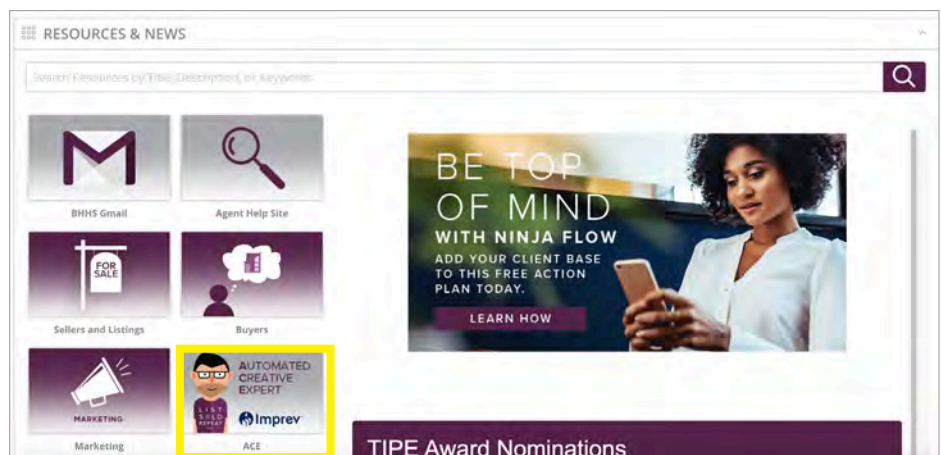
## STEP 1: USE THE EMAIL ACE SENT YOU!

- If you have a new listing that's been inputted into MLS, you'll be receiving an email from ACE that leads you directly to ALL of the materials you'll need!
- You can click on the button that says **Your Assistant, ACE** to be taken into your account.



## STEP 2: LOGIN THROUGH MYCABCORNER.COM

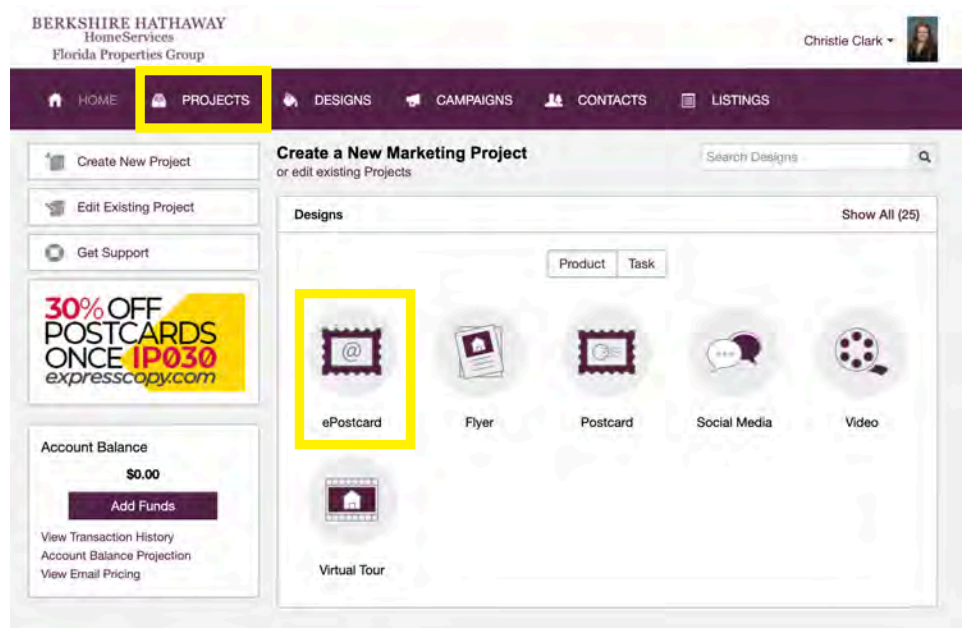
- If you don't have a listing or want to log in a different way, you can access everything ACE offers through your **MyCabCorner.com** account!
- To do so, log into your **MyCabCorner.com** account
- Click on the **ACE** tile





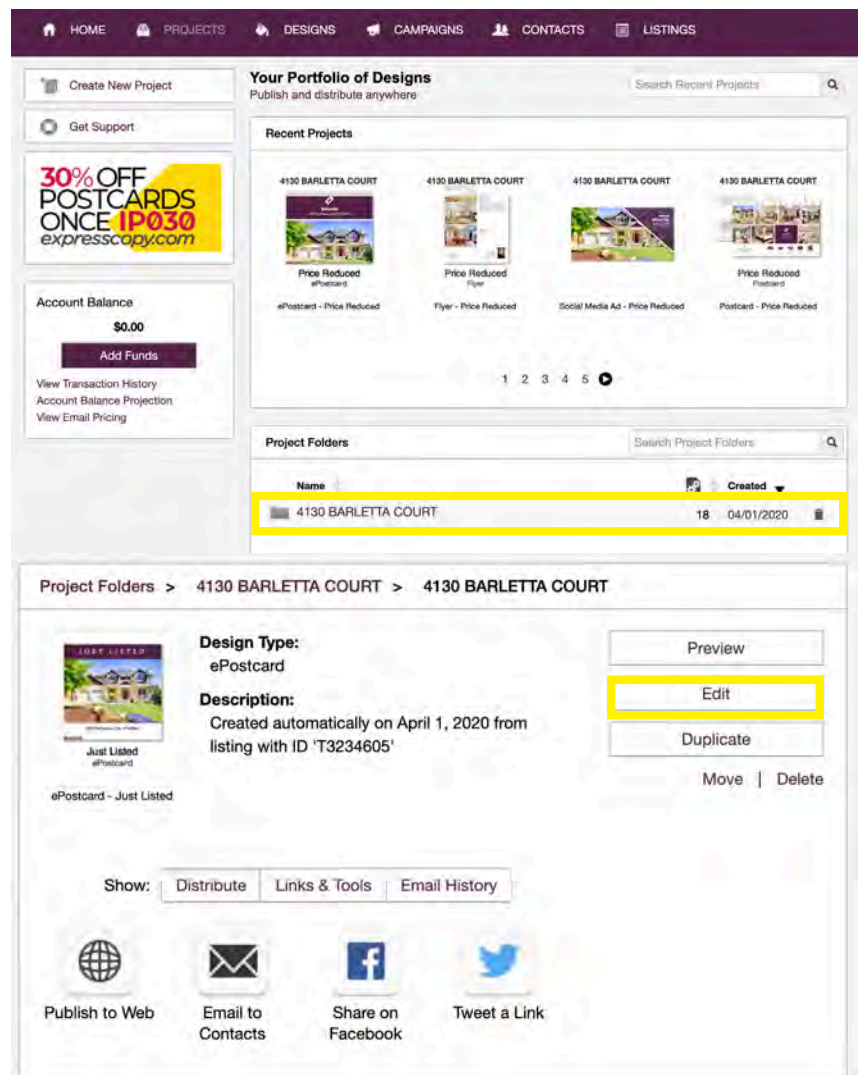
### STEP 3: SELECT A DESIGN

- A. *Easiest Way!* If you have a listing, ALL of the marketing pieces and designs are pre-made for you. You'll click on **Projects** in the top cabernet bar.
- B. If you don't have a listing or represented the buyer in a Just Sold property, you can still use these pre-designed eCards. Just note they are associated with a listing. You'll want to click on **ePostcard** in the **Designs** section on the main dashboard.



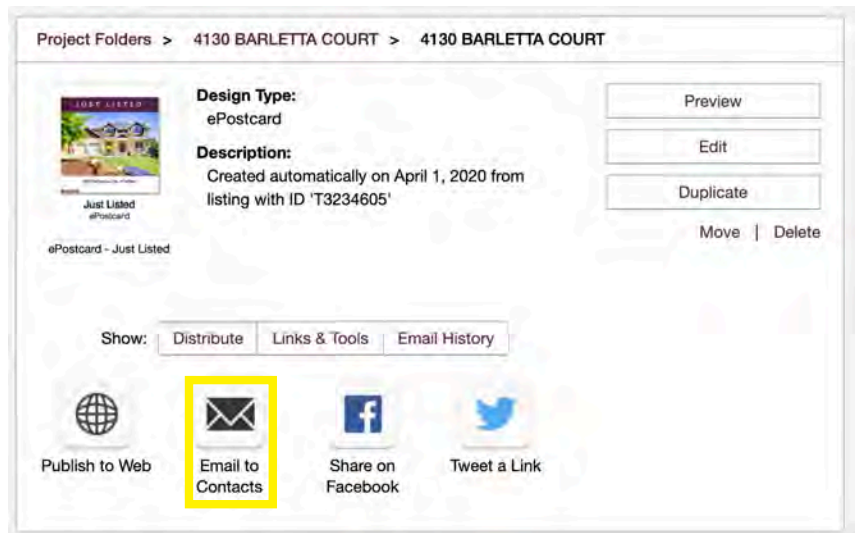
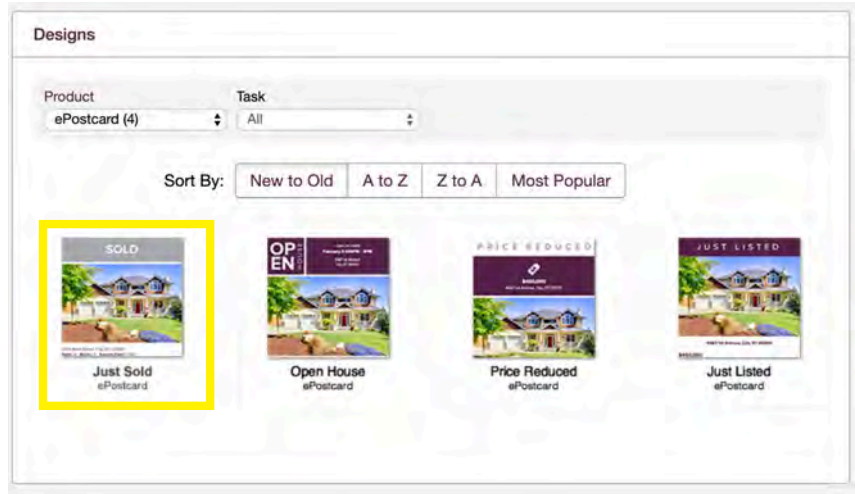
### STEP 3A: CHOOSE THE EPOSTCARD

- If you clicked **Projects**, you'll be dropped into your Portfolio of Designs.
- Choose the address of the listing in the **Project Folder** section.
- Then, you'll choose the ePostcard type that best fits the purpose of the email.
- If you want to make any edits, you'll select **Edit** and follow the prompts.
- When you're ready to send, see **Step 4** in this flyer!



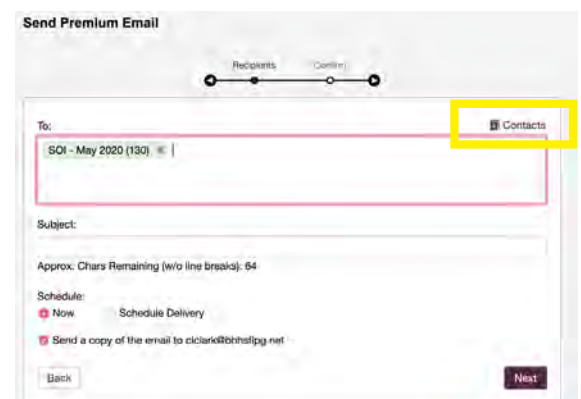
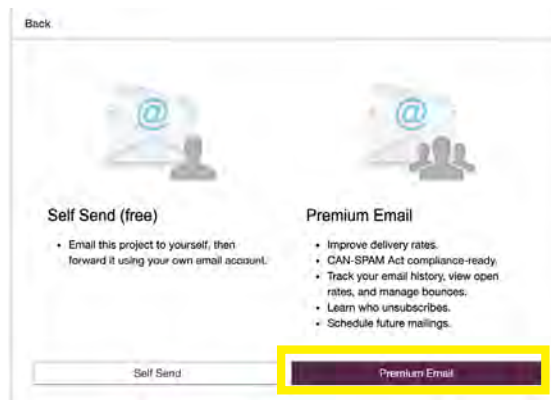
### STEP 3B: CHOOSE THE EPOSTCARD

- If you don't have a listing and clicked **ePostcards**, you'll be dropped into the **Design Gallery**.
- Then, you'll choose the ePostcard type that best fits the purpose of the email.
- Complete the initial fields (project name, descriptions, etc.)
- On that page, input MLS number then click search IF it was a BHHS listing
  - If NOT a BHHS listing, click **no thanks** (this would be if you represented the buyer in a just sold property)
- Click next and upload your own photos and then go through each of the next pages to add text, etc.
- Once you save the ePostcard, you'll be brought to the summary screen pictured.
- When you're ready to send, see **Step 4** in this flyer!



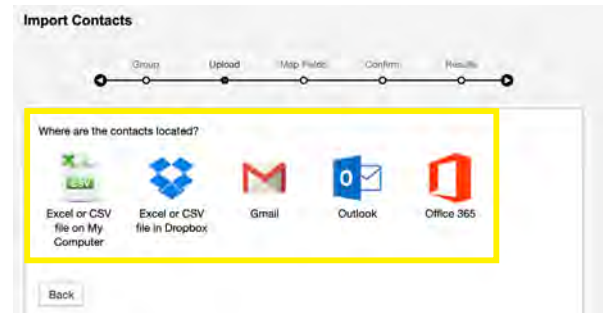
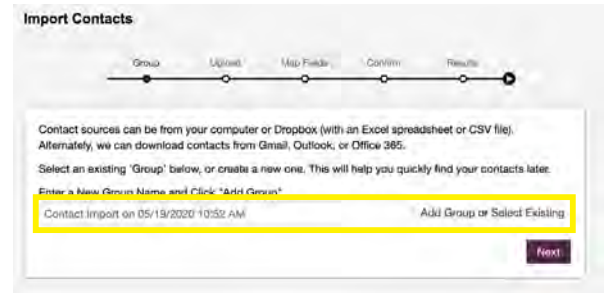
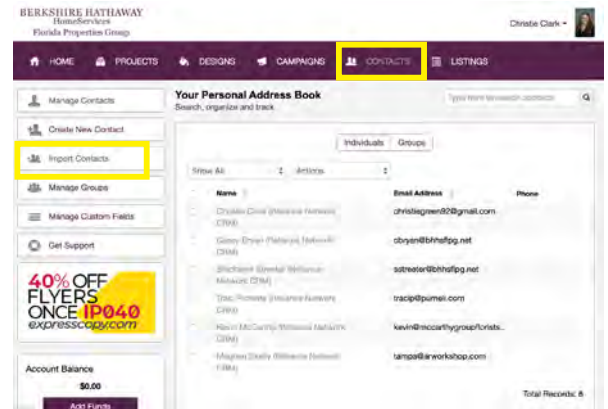
### STEP 4: EMAILING TO CONTACTS

- You have two options: 1. You can "Self Send" which means you'll email it to yourself and then you can forward it out from your inbox. 2. You can have Ace email is out for you.
- If you're going with option 2, we have great news! Your contacts from **Cab Corner** pull over into your contacts so Ace can email them for you.
- You'll click **Contacts** in the upper right hand corner and select the contacts to send this email out to. Then you'll follow the prompts to get it sent out.
- Pro tip: you may want to **Group** together certain contacts in your Cab Corner CRM. i.e. Agents/Co-Brokers, Segment by Area, etc.
- If you want to **Import Contacts**, head on to the next step!



## STEP 5: IMPORTING A CONTACT LIST

- Click on **Contacts** along the menu bar
- Then, click **Import Contacts** in the left-side bar
- You'll **name this import** and add it to a **Group**. Then click **Next**.
- Determine the location of your contacts and follow the prompts.
- Once your list imports in, you'll be able to determine the columns you want to include or skip. Follow the prompts then click **Next**.
- Your final group will then appear in your contacts and you can manage your groups whenever you please!



## WHY SHOULD I USE ACE TO EMAIL THESE OUT?

- Each month you have an allowance of 2,500 emails to send through Ace!
- Perks to sending through Ace:
  - Improve delivery rates.
  - CAN-SPAM Act compliance-ready.
  - Track your email history, view open rates, and manage bounces.
  - Learn who unsubscribes.
  - Schedule future mailings.

Emails sent	Price per email	Your current pricing is highlighted in this table. Please visit the Marketplace for additional purchase options. You have sent 0 emails this month. This value will reset each month.
1 - 2500	FREE	
2501+	\$0.01	



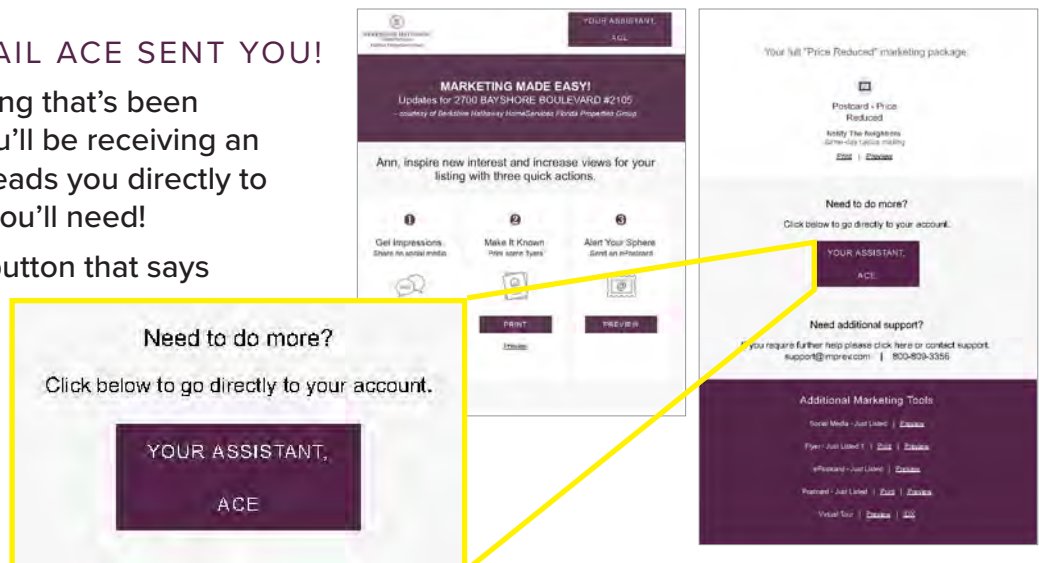
# HOW TO: ACCESS AND/OR EDIT YOUR ACE FLYERS

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces with one of them being a flyer! Here's how you access and make any edits you'd like to them.



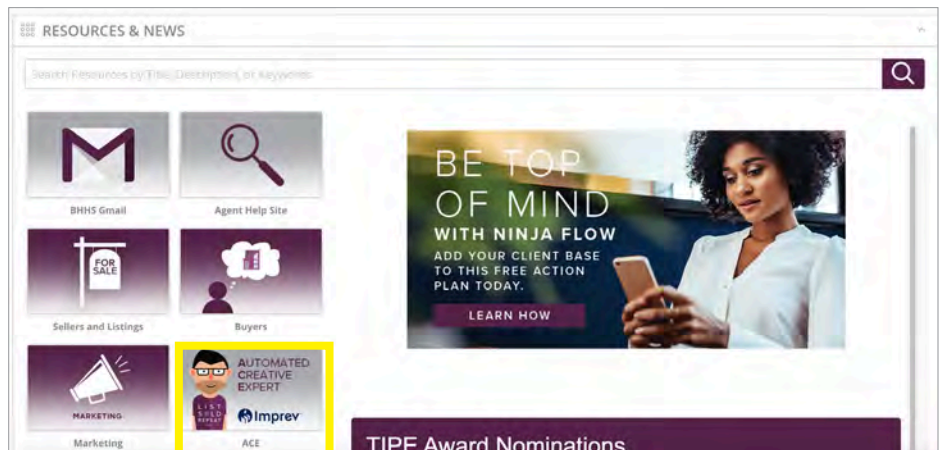
## STEP 1: USE THE EMAIL ACE SENT YOU!

- If you have a new listing that's been inputted into MLS, you'll be receiving an email from ACE that leads you directly to ALL of the materials you'll need!
- You can click on the button that says **Your Assistant, ACE** to be taken into your account.



## STEP 2: LOGIN THROUGH MYCABCORNER.COM

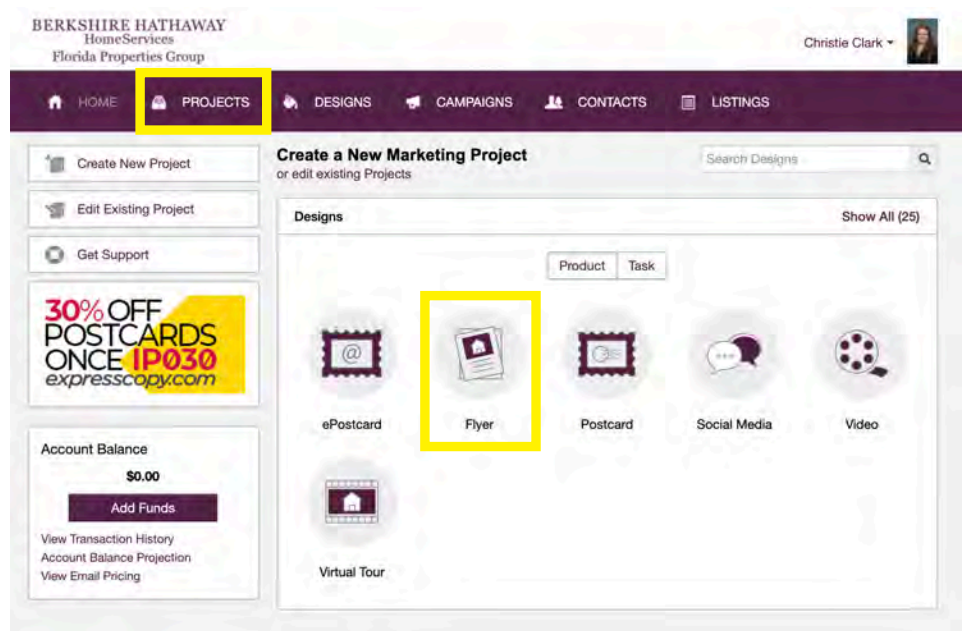
- If you don't have a listing or want to log in a different way, you can access everything ACE offers through your **MyCabCorner.com** account!
- To do so, log into your **MyCabCorner.com** account
- Click on the **ACE** tile





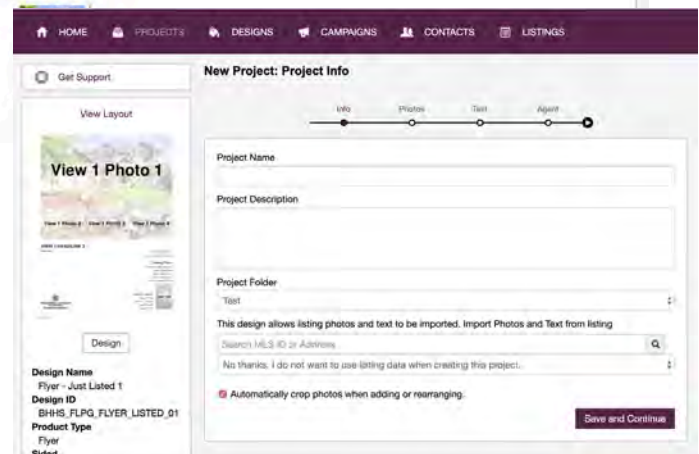
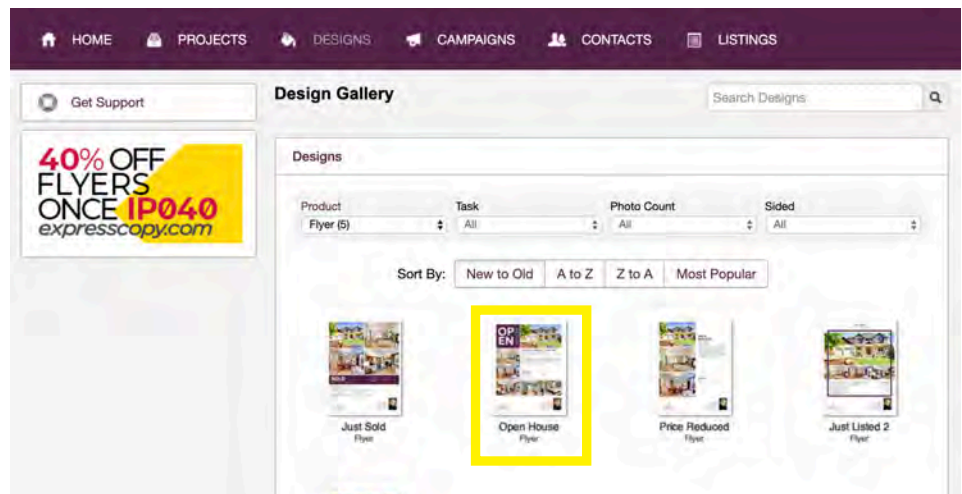
### STEP 3: SELECT A DESIGN

- If you have a listing, ALL of the marketing pieces and designs are pre-made for you. You'll click on **Projects** in the top cabernet bar.
- If you don't have a listing, you can still use these pre-designed flyers if you are hosting an open house for a fellow agent. You'll want to click on **Flyer** in the **Designs** section on the main dashboard.



### STEP 4: CHOOSE THE FLYER TYPE

- Choose the flyer type that best fits the purpose of the flyer.
- There are 4 potential options: Just Listed, Open House, Price Reduced or Just Sold.
- You'll click the **Select This Design** button and then follow the prompts to complete the flyer!



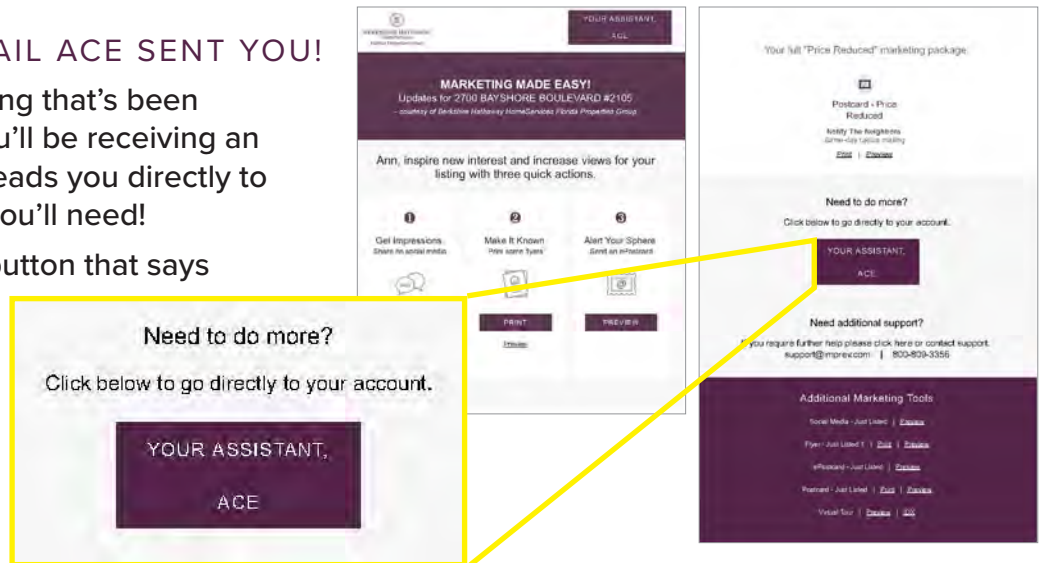
# HOW TO: ACCESS AND/OR EDIT YOUR ACE POSTCARDS

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces with one of them being a postcard! Here's how you access make any edits you'd like, and mail them out through Expresscopy.



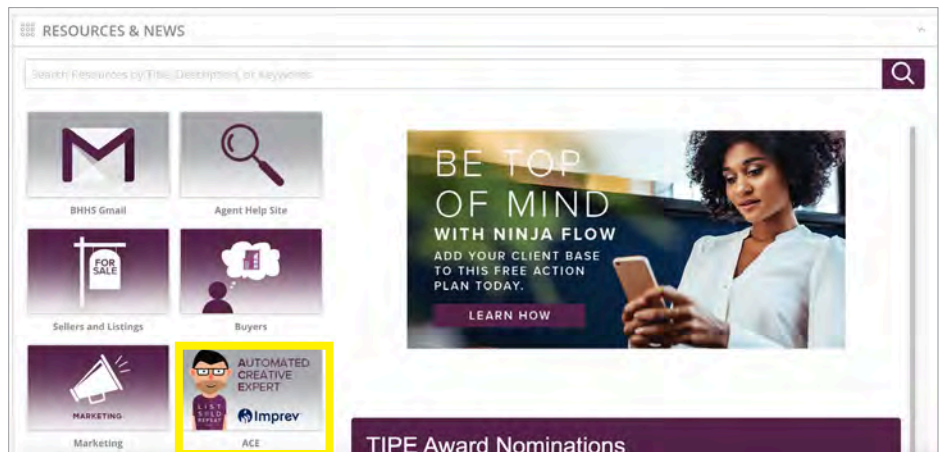
## STEP 1: USE THE EMAIL ACE SENT YOU!

- If you have a new listing that's been inputted into MLS, you'll be receiving an email from ACE that leads you directly to ALL of the materials you'll need!
- You can click on the button that says **Your Assistant, ACE** to be taken into your account.



## STEP 2: LOGIN THROUGH MYCABCORNER.COM

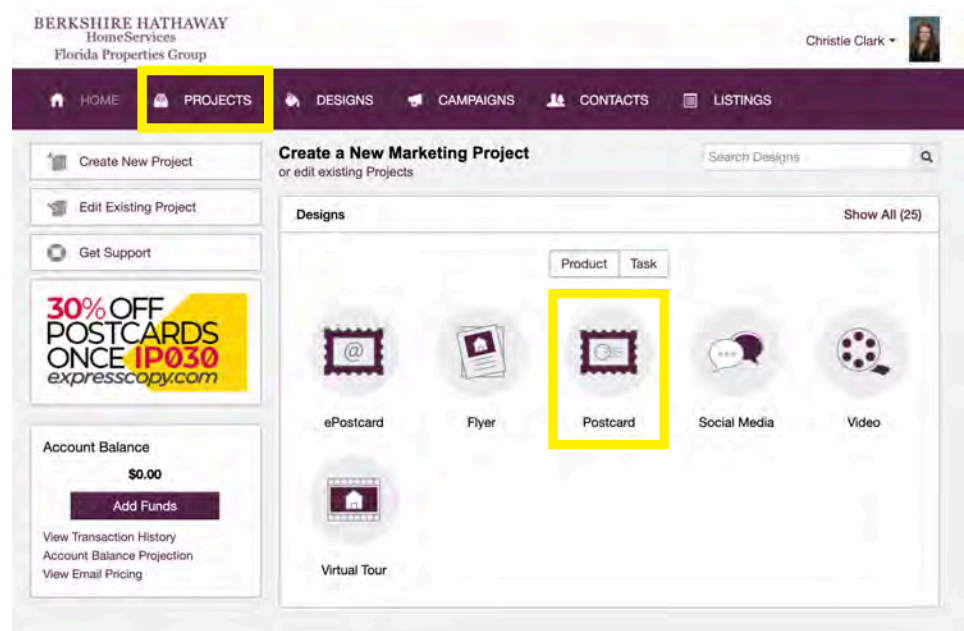
- If you don't have a listing or want to log in a different way, you can access everything ACE offers through your **MyCabCorner.com** account!
- To do so, log into your **MyCabCorner.com** account
- Click on the **ACE** tile





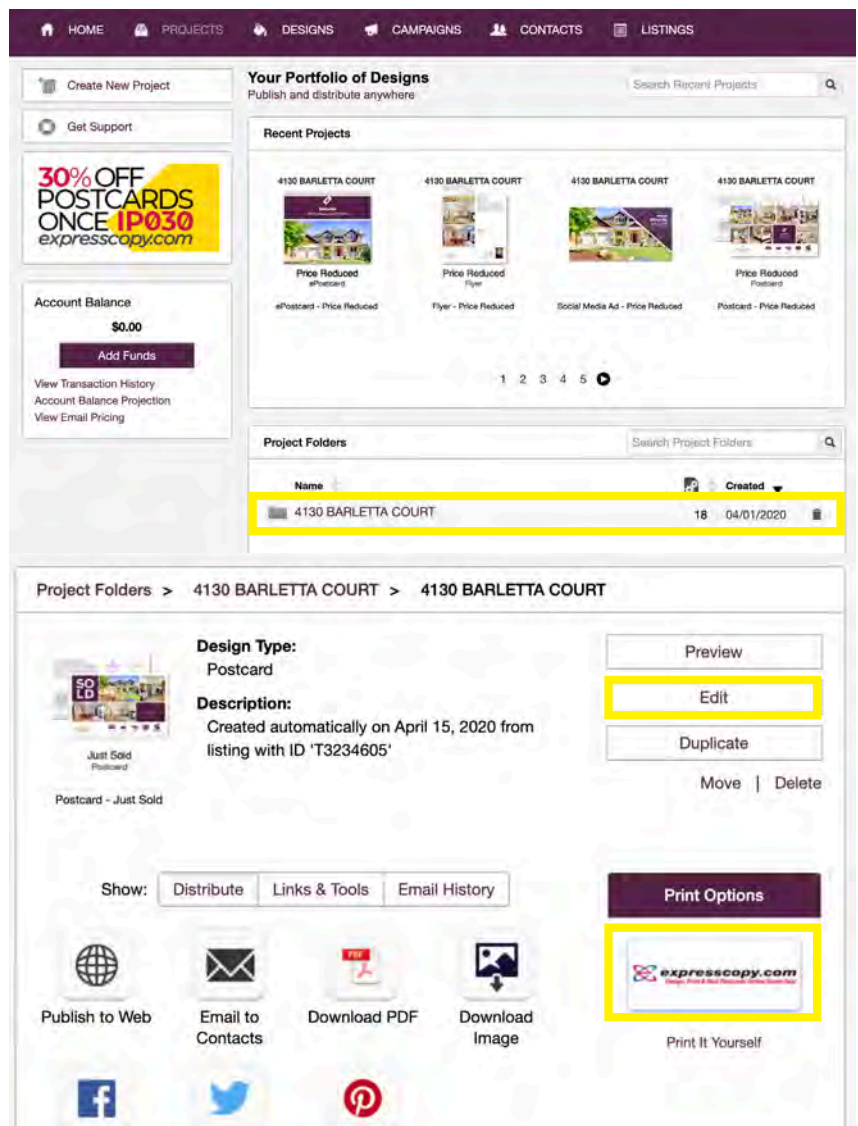
### STEP 3: SELECT A DESIGN

- A. *Easiest Way!* If you have a listing, ALL of the marketing pieces and designs are pre-made for you. You'll click on **Projects** in the top cabinet bar.
- B. If you don't have a listing or represented the buyer in a Just Sold property, you can still use these pre-designed postcards. Just note they are associated with a listing. You'll want to click on **Postcard** in the **Designs** section on the main dashboard.



### STEP 3A: CHOOSE THE POSTCARD

- If you clicked **Projects**, you'll be dropped into your Portfolio of Designs.
- Choose the address of the listing in the **Project Folder** section.
- Then, you'll choose the postcard type that best fits the purpose of the mailing.
- \*You can edit your **Just Listed postcard** in this section, too! Just make sure you do so **within 48 hours of receiving your email from ACE** as that is the timeframe before he mails out the first 50 for you!
- If you want to make any edits, you'll select **Edit** and follow the prompts. If you're good to go and want to print with Expresscopy, you'll select the **Expresscopy.com** logo under the **Print Options** box!
- You can upload a list, choose a past mailing list to send to, or **opt to "purchase" a new list** (which doesn't actually cost you anything - we negotiated a discount!) using a radius search and demographic information
- To print them yourself, or to provide the file to a printer, choose **Download PDF**.



### STEP 3B: CHOOSE THE POSTCARD

- If you don't have a listing and clicked **Postcards**, you'll be dropped into the **Design Gallery**.
- Then, you'll choose the postcard type that best fits the purpose of the mailing.
- Complete the initial fields (project name, descriptions, etc.)
- On that page, input MLS number then click search IF it was a BHHS listing
  - If NOT a BHHS listing, click **no thanks** (this would be if you represented the buyer in a just sold property)
- Click next and upload your own photos and then go through each of the next pages to add text, etc.
- Once you save the postcard, you'll be brought to the summary screen pictured.
- To have our printer, **ExpressCopy**, print & mail the cards click the **ExpressCopy logo** (Then follow the prompts to complete your order)
- You can upload a list, choose a past mailing list to send to, or **opt to "purchase" a new list** (which doesn't actually cost you anything - we negotiated a discount!) using a radius search and demographic information
- To print them yourself, or to provide the file to a printer, choose **Download PDF**.

The image shows two screenshots of a web application interface for creating postcards.

The top screenshot is the "Design Gallery" page. It has a search bar at the top right labeled "Search Designs". Below the header, there are filters for "Product" (Postcard (6)), "Task" (All), and "Photo Count" (All). A "Sort By" section offers options: "New to Old", "A to Z", "Z to A", and "Most Popular". The main area displays a grid of postcard designs. The first design, labeled "Just Sold Postcard", is highlighted with a yellow box. Other designs include "Open House Postcard", "Price Reduced Postcard", and "Just Listed Postcard".

The bottom screenshot shows the detailed view of a "Just Sold" postcard. The breadcrumb trail at the top reads "Project Folders > 4130 BARLETTA COURT > 4130 BARLETTA COURT". The "Design Type" is "Postcard". The "Description" states: "Created automatically on April 15, 2020 from listing with ID 'T3234605'". On the right, there are buttons for "Preview", "Edit", "Duplicate", "Move", and "Delete". Below the description, there are tabs for "Show: Distribute", "Links & Tools", and "Email History". A grid of sharing and download options is displayed, including "Publish to Web", "Email to Contacts", "Download PDF", "Download Image", "Share on Facebook", "Tweet a Link", and "Pin on Pinterest". On the right side, a "Print Options" section is highlighted with a yellow box, containing the "expresscopy.com" logo and a "Print It Yourself" button.



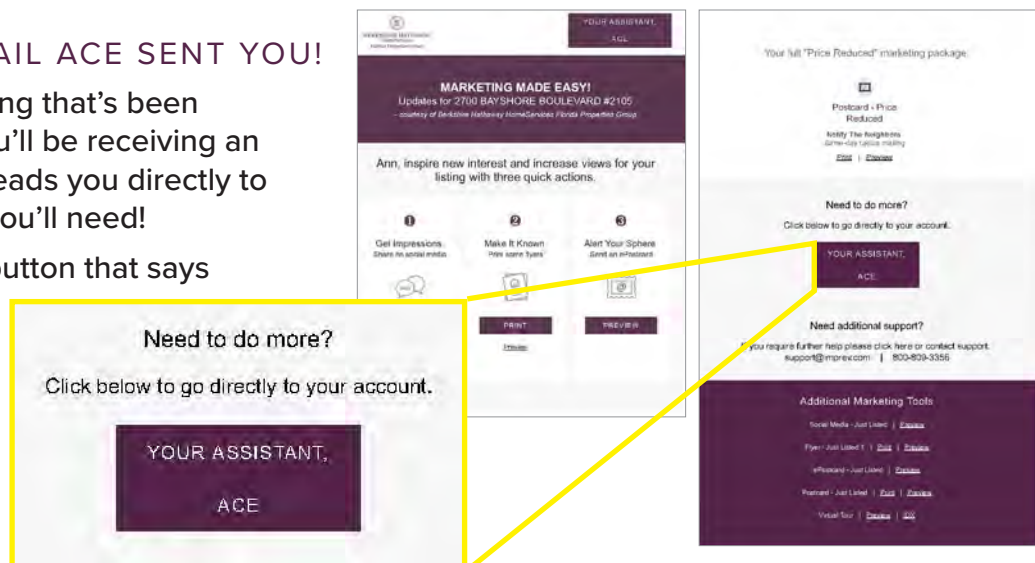
# HOW TO: ACCESS AND/OR EDIT YOUR SOCIAL MEDIA ASSETS

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces with one of them being social media assets! Here's how you access, make any edits you'd like, and share them on Facebook {or other social media platforms you love!}.



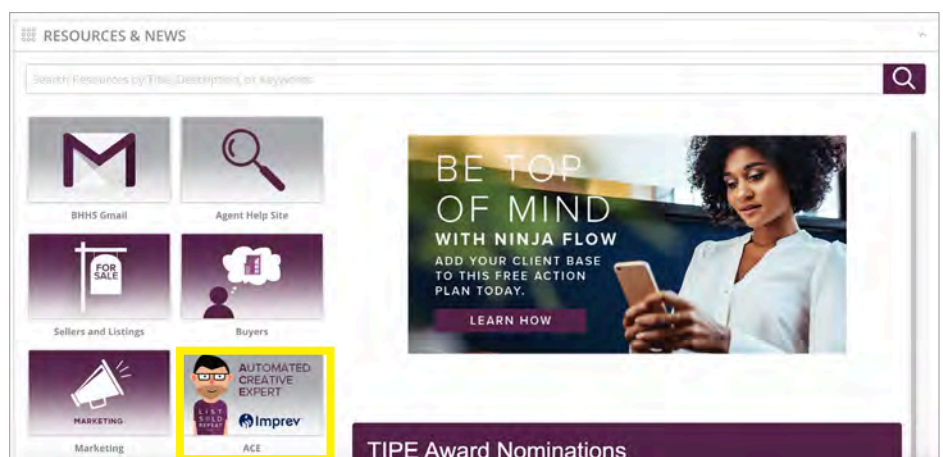
## STEP 1: USE THE EMAIL ACE SENT YOU!

- If you have a new listing that's been inputted into MLS, you'll be receiving an email from ACE that leads you directly to ALL of the materials you'll need!
- You can click on the button that says **Your Assistant, ACE** to be taken into your account.



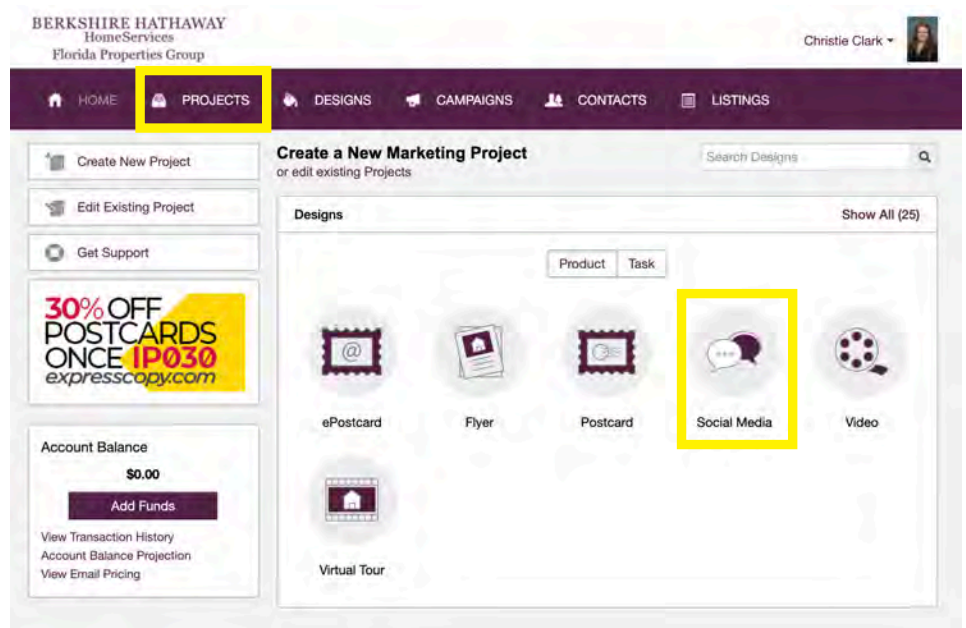
## STEP 2: LOGIN THROUGH MYCABCORNER.COM

- If you don't have a listing or want to log in a different way, you can access everything ACE offers through your **MyCabCorner.com** account!
- To do so, log into your **MyCabCorner.com** account
- Click on the **ACE** tile



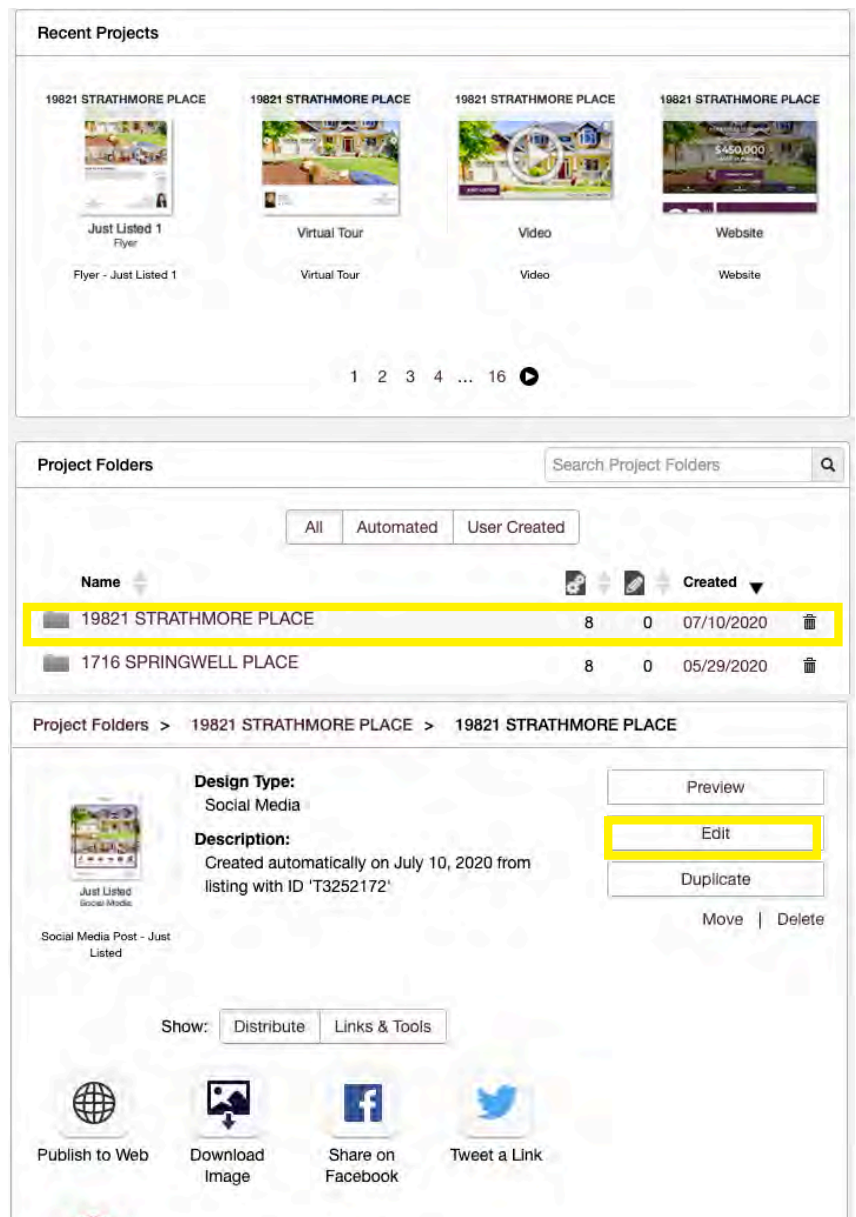
### STEP 3: SELECT A DESIGN

- A. *Easiest Way!* If you have a listing, ALL of the marketing pieces and designs are pre-made for you. You'll click on **Projects** in the top cabernet bar.
- B. If you don't have a listing or represented the buyer in a Just Sold property, you can still use these pre-designed social media graphics. Just note they are associated with a listing. You'll want to click on **Social Media** in the **Designs** section on the main dashboard.



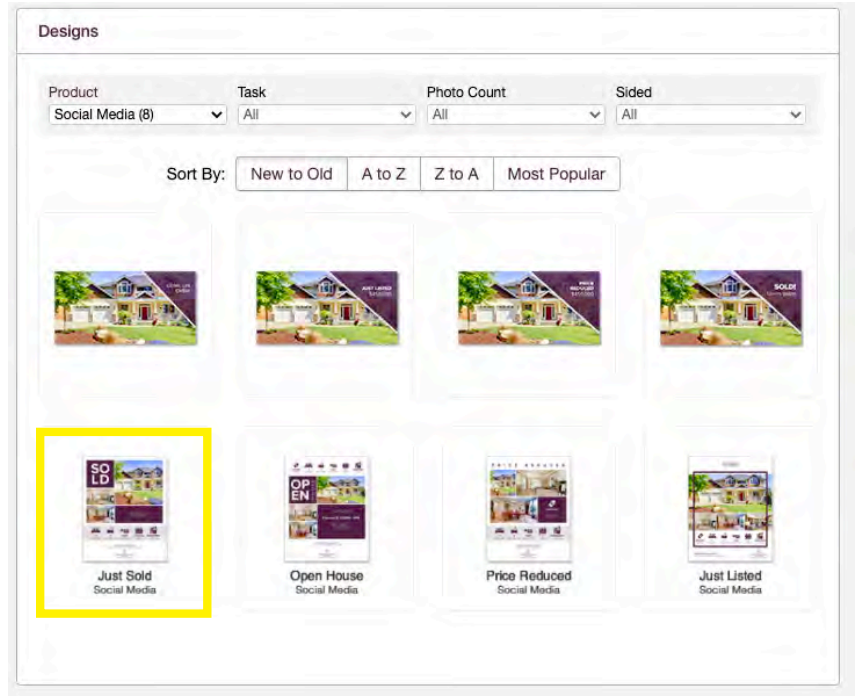
### STEP 3A: CHOOSE THE SOCIAL MEDIA GRAPHIC

- If you clicked **Projects**, you'll be dropped into your Portfolio of Designs.
- Choose the address of the listing in the **Project Folder** section.
- Then, you'll choose the social media graphic that you want to share.
- If you want to make any edits, you'll select **Edit** and follow the prompts.
- When you're ready to share, see **Step 4** in this flyer!



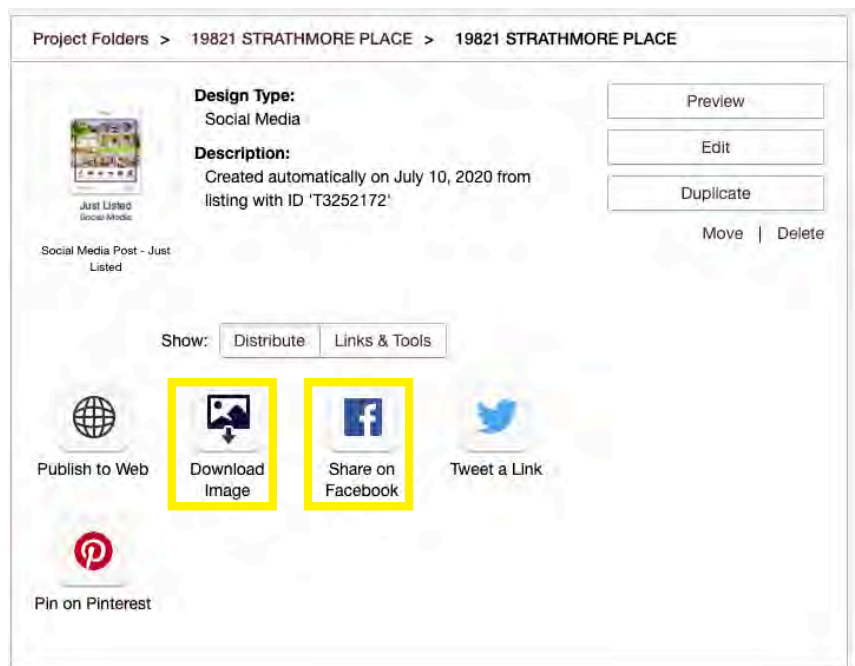
### STEP 3B: CHOOSE THE SOCIAL MEDIA GRAPHIC

- If you don't have a listing and clicked **ePostcards**, you'll be dropped into the **Design Gallery**.
- Then, you'll choose the social media graphic that you want to share.
- Complete the initial fields (project name, descriptions, etc.)
- On that page, input MLS number then click search IF it was a BHHS listing
  - If NOT a BHHS listing, click **no thanks** (this would be if you represented the buyer in a just sold property)
- Click next and upload your own photos and then go through each of the next pages to add text, etc.
- Once you save the social media graphic, you'll be brought to the summary screen pictured.
- When you're ready to send, see **Step 4** in this flyer!



### STEP 4: SHARING TO FACEBOOK & OTHER SOCIAL MEDIA PLATFORMS

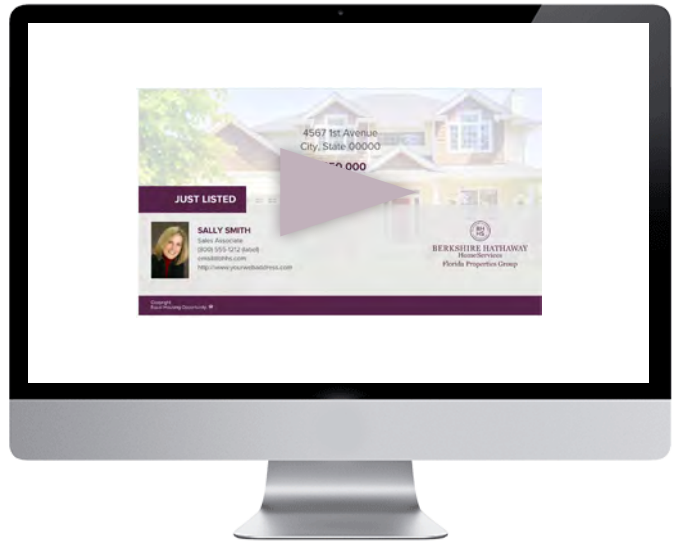
- You have two options:
  1. You can click on **Download Image**, which means you'll save the image and post it to your social media platform of choice {Facebook, Instagram, LinkedIn, etc.}. This is the method we highly recommend because it looks MUCH better and will get you more interaction on your social media platforms!
  2. You can **Share on Facebook** and have Ace post directly to your Facebook page.





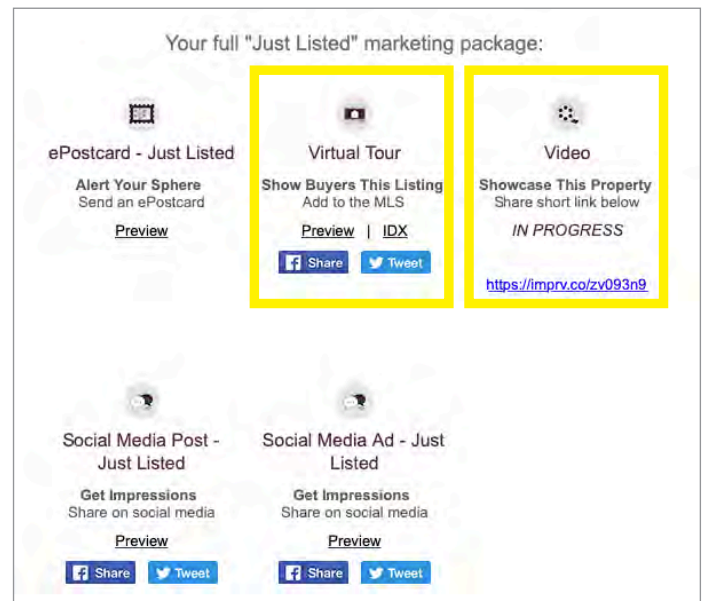
# HOW TO: ACCESS AND/OR EDIT YOUR PROPERTY VIDEO & VIRTUAL TOUR

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces with one of them being a property video and virtual tour! Here's how you access, make any edits you'd like, and share them on MLS, Facebook {or other social media platforms you love!}.



## STEP 1A: USE THE EMAIL ACE SENT YOU!

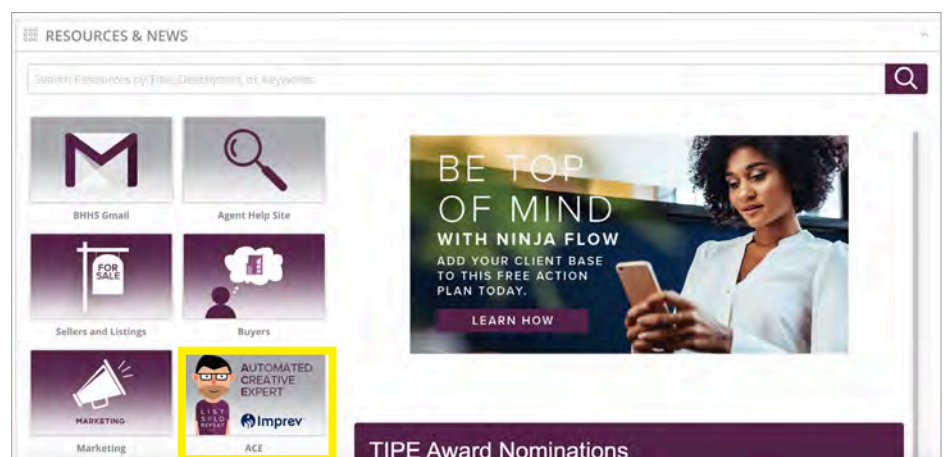
- If you have a new listing that's been inputted into MLS, you'll be receiving an email from ACE that leads you directly to ALL of the materials you'll need!
- Scroll down to to easily share your **Virtual Tour** or share the link to the custom **Video**
- OR you can click on the button that says **Your Assistant, ACE** to be taken directly into your account.



# OR

## STEP 1B: LOGIN THROUGH MYCABCORNER.COM

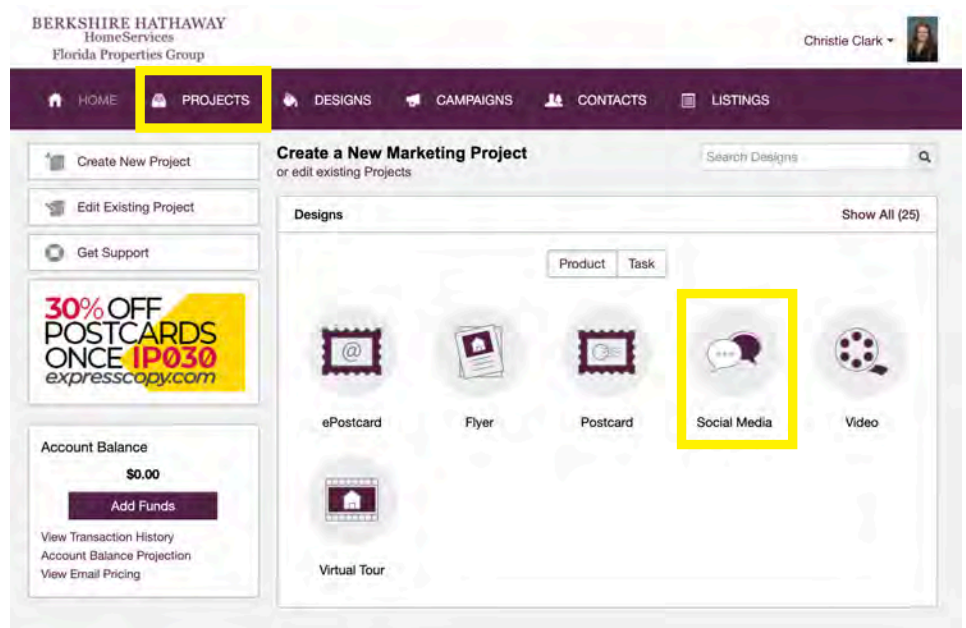
- You can also access everything ACE offers through your **MyCabCorner.com** account!
- Click on the **ACE** tile





## STEP 2: SELECT A DESIGN

- **Easiest Way!** If you have a listing, ALL of the marketing pieces and designs are pre-made for you. You'll click on **Projects** in the top cabernet bar.

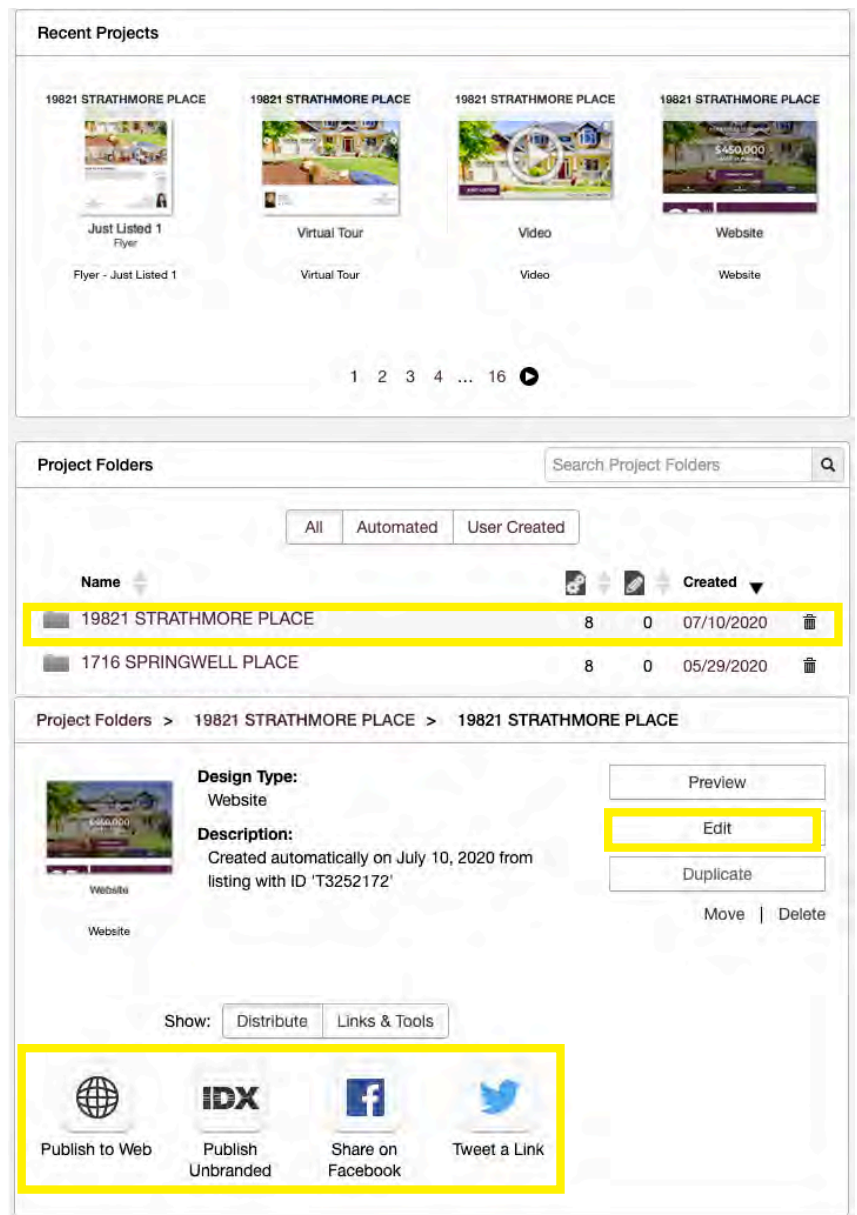


## STEP 3: FIND YOUR PROJECT

- If you clicked **Projects**, you'll be dropped into your Portfolio of Designs.
- Choose the address of the listing in the **Project Folder** section.
- Then, you'll click either the **Virtual Tour** or **Video** option depending on the purpose you are trying to serve.
- If you want to make any edits, you'll select **Edit** and follow the prompts.
- When you're ready to share, you can select any of the options under "show" to share either the **Virtual Tour** or the **Property Video**!

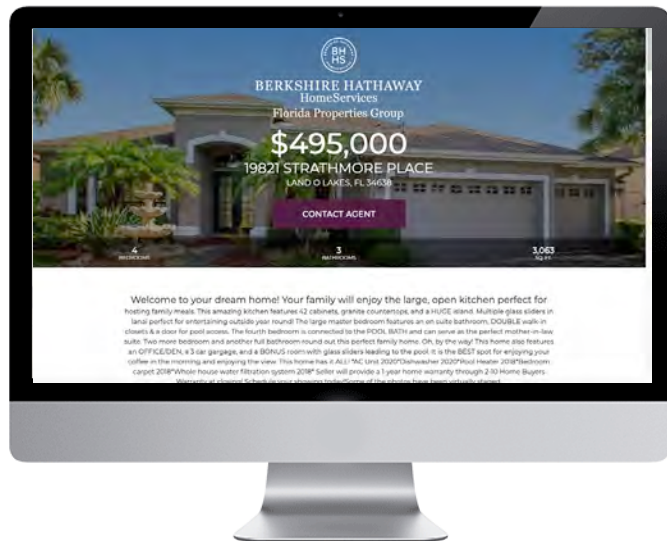
## PRO TIPS

- We suggest you to share the **Property Video** on your favorite social media platforms, such as Facebook or even your YouTube Channel!
- For the **Virtual Tour**, you can share that on any social platform and you can publish the unbranded version on your MLS listing for potential buyers to view.



# HOW TO: ACCESS AND/OR EDIT YOUR PROPERTY WEBSITE

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces with one of them being social media assets! Here's how you access, make any edits you'd like, and share them on Facebook {or other social media platforms you love!}.



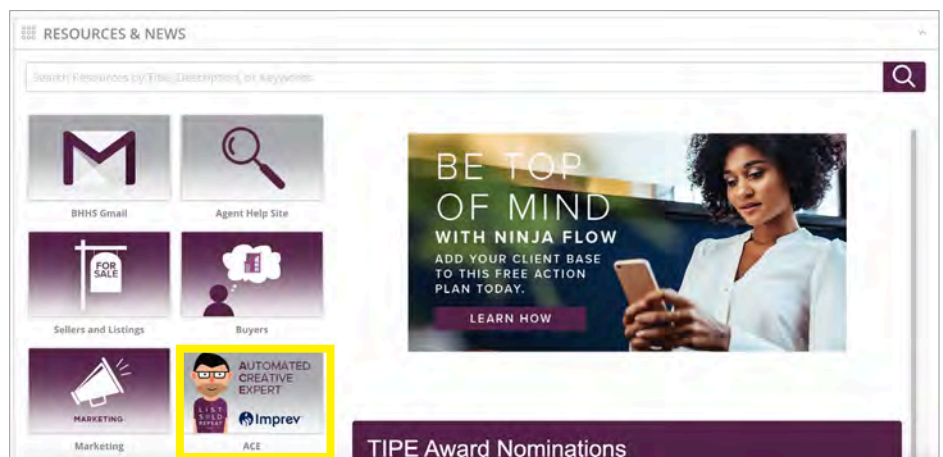
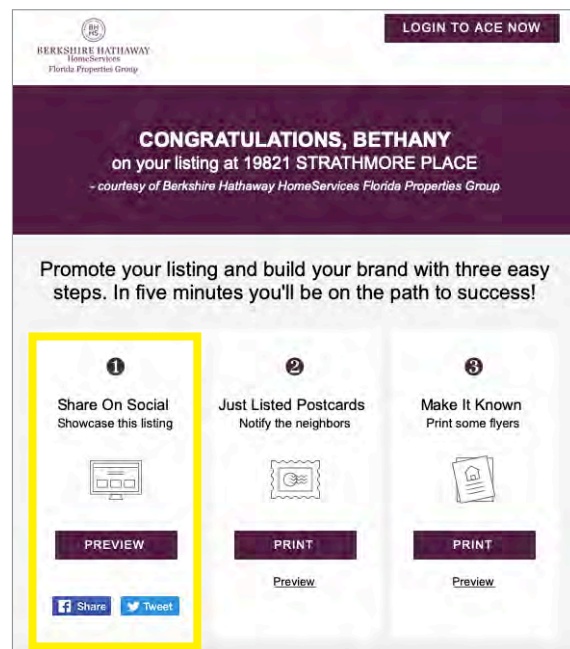
## STEP 1A: USE THE EMAIL ACE SENT YOU!

- If you have a new listing that's been inputted into MLS, you'll be receiving an email from ACE that leads you directly to ALL of the materials you'll need!
- The first panel with a number 1 on it allows you to easily share your **Custom Property Website** to Facebook! You'll simply click the **blue Share** button.
- OR you can click on the button that says **Your Assistant, ACE** to be taken directly into your account.

# OR

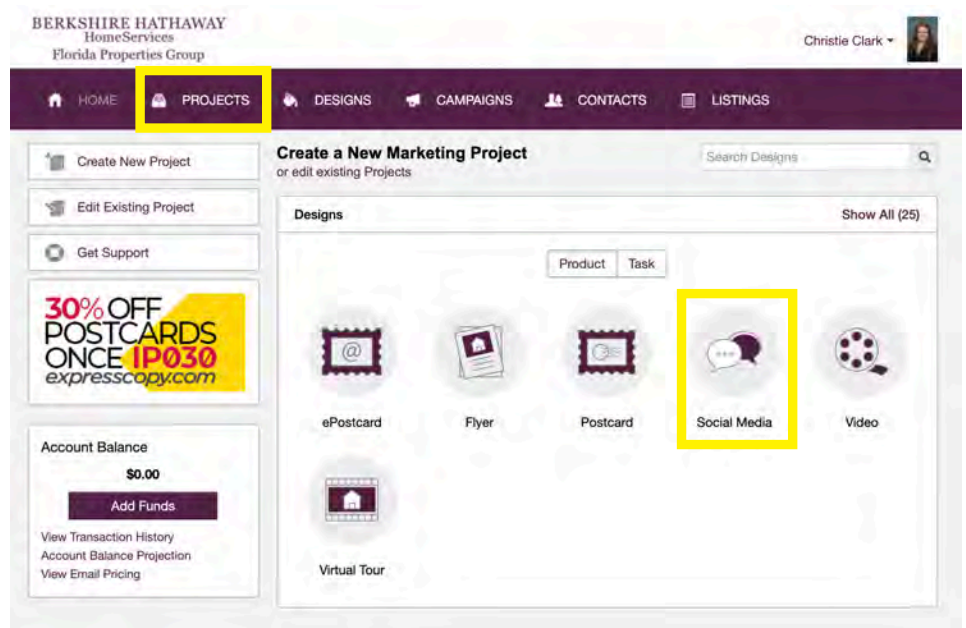
## STEP 1B: LOGIN THROUGH MYCABCORNER.COM

- You can also access everything ACE offers through your **MyCabCorner.com** account!
- Click on the **ACE** tile



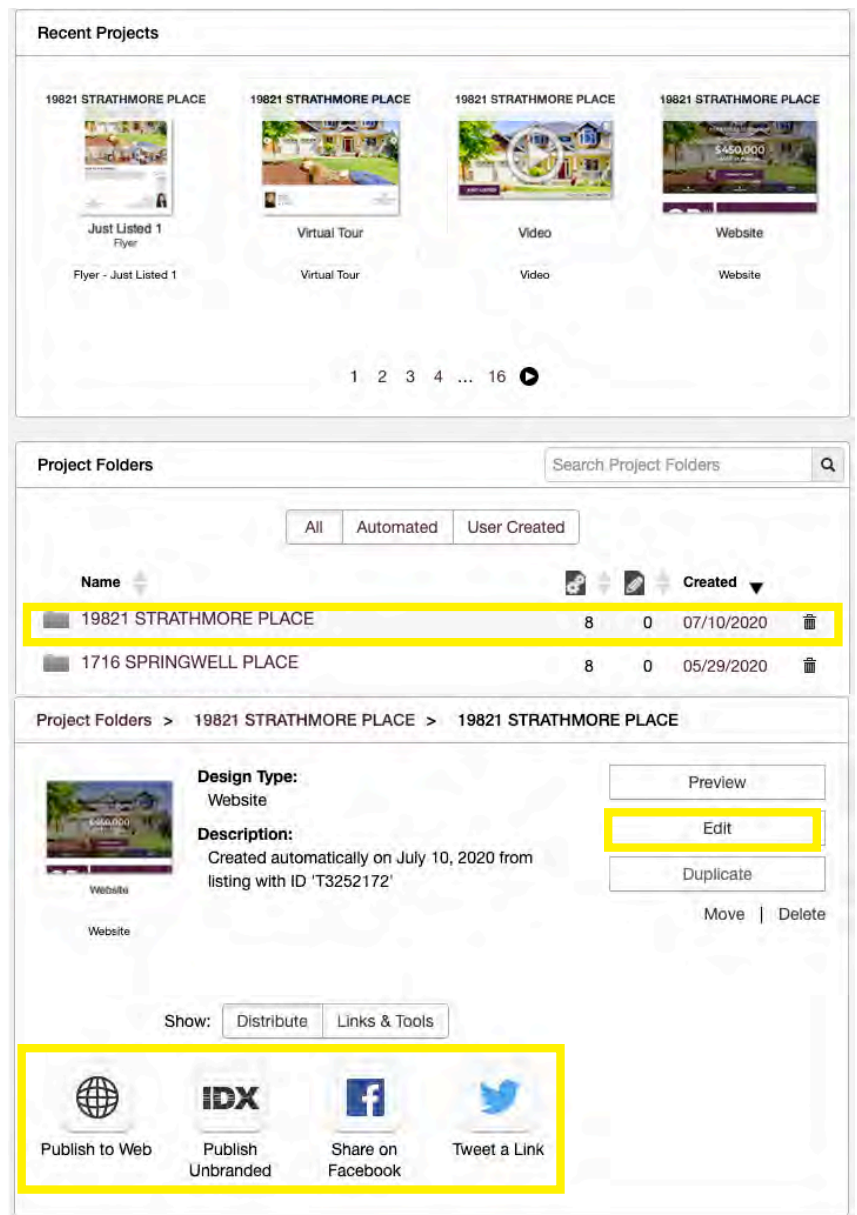
## STEP 2: SELECT A DESIGN

- *Easiest Way!* If you have a listing, ALL of the marketing pieces and designs are pre-made for you. You'll click on **Projects** in the top cabernet bar.



## STEP 3: FIND YOUR PROJECT

- If you clicked **Projects**, you'll be dropped into your Portfolio of Designs.
- Choose the address of the listing in the **Project Folder** section.
- Then, you'll click the **Website** option.
- If you want to make any edits, you'll select **Edit** and follow the prompts.
- When you're ready to share, you can select any of the options under "show" to share your custom property website!







# MEGA OPEN HOUSE WEEKEND

Mega Open House Weekend is designed with you and your customers in mind. Let's flood the market with cabernet open houses. To support the efforts of YOU, our associates, we do a number of marketing activities to drive more traffic to you!

> We feature a web banner on our homepage that directs consumers to all of the open houses available that weekend!

> We promote each Mega Open House Weekend on our company Facebook page, which includes an event and scheduled content. We've even got custom Facebook image frames AND Facebook cover photos you can download to help you promote Mega Open House Weekend!

**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group

January 11-12, 2020  
February 8-9, 2020  
March 14-15, 2020  
April 18-19, 2020  
May 16-17, 2020  
June 13-14, 2020  
July 11-12, 2020  
August 15-16, 2020  
September 12-13, 2020  
October 10-11, 2020  
November 14-15, 2020  
December 12-13, 2020



# HOW TO: USING VIDEOLICIOUS



BERKSHIRE HATHAWAY  
HomeServices  
Florida Properties Group

Differentiating yourself from the rest of the marketplace is something you need to be really good at. Cue the lights and camera because you're going to make a big impact by recording videos for any purpose. Whether it's a social media campaign, a pre-listing video to sellers, or an open house you'll be prepared to capture your best angle.

## REGISTER YOUR ACCOUNT

Note: You can complete this process from desktop/laptop machine, your iPhone, iPad or a compatible Android device.

Step 1: Login into RSource Center

Step 2: Click on Marketing RSource

Step 3: Click on the Video Creation link

Step 4: A sign-in screen will pop up. This is where you will start to create your Videolicious Account – You can complete this process from desktop/laptop machine, your iPhone, iPad or a compatible Android device.

The form will be automatically populated with your user name and email. Should the name be inaccurate you may need to update the email address in Marketing RSource.

Choose a password to set up your Videolicious account. The password can be any combination of upper case, lower case, numbers, and letters. Click SIGN UP. A message will appear informing you that an email was sent to the address you used to sign in with.

(Important: make a note of your password – you will need it to access your account later in the Videolicious app on your device).



## GET THE APP & SIGN IN

Note: Ideally, the next steps should be completed on your iPhone, iPad or Android device

Step 5: Access your email from your iPhone, iPad or Android device.

Step 6: Look for an email from Videolicious. The email will contain a link that activates the account and will re-direct you to videolicious.com where you'll click the appropriate link for your device to launch the App or Play Store to the Videolicious download screen.

Note: There is not a separate version of Videolicious for Berkshire Hathaway HomeServices. If you accidentally confirm the registration on a desktop or laptop the single use link will expire and you will need to manually launch the App Store on your iOS device or the Play Store on your compatible Android Device and search for Videolicious.

## LET'S GET STARTED WITH THE VIDEO CREATION PROCESS, SHALL WE?

Prepare your copy:

You should have a good idea of what you want to say in approximately 30 seconds. You can write it down, memorize it, or email it to yourself on your device where you can then copy the script from your email and paste it into the Videolicious teleprompter. You may be tempted to try and make longer videos but it may be helpful to know that according to realtor.com and Youtube and the average real estate video is abandoned after about 40 seconds.

Talk & Tap - Easiest way to get started creating videos with supporting footage.

Gather your Supporting Footage (B-Roll):

First get started by shooting the supporting footage that highlights the features of the property you talked about in the script or sound bite. Using your iPhone, iPad or Android device camera or the Videolicious Add a Shot camera, take a few 10-15 sec video clips and/or photos that showcase the most interesting aspects of your listing.

Record Your Video:

Now that you have your script and your supporting shots edited as needed you are prepared to make your first Talk & Tap video! Now it is time to tell your story. This is where you will shoot video, recording yourself talking (like a selfie!), while you tap the images you just selected – after you tap the first image or clip, the next one you selected will appear.

Share your video through your device email:

Between the resources you have available through Marketing RSource as well as tools within Videolicious, after you create your video you have a number of options to share it. One option available from within the app is to take advantage of the ability to generate and send a trackable GIF link of your video from your mobile device.

# RECORDING VIDEO TIPS

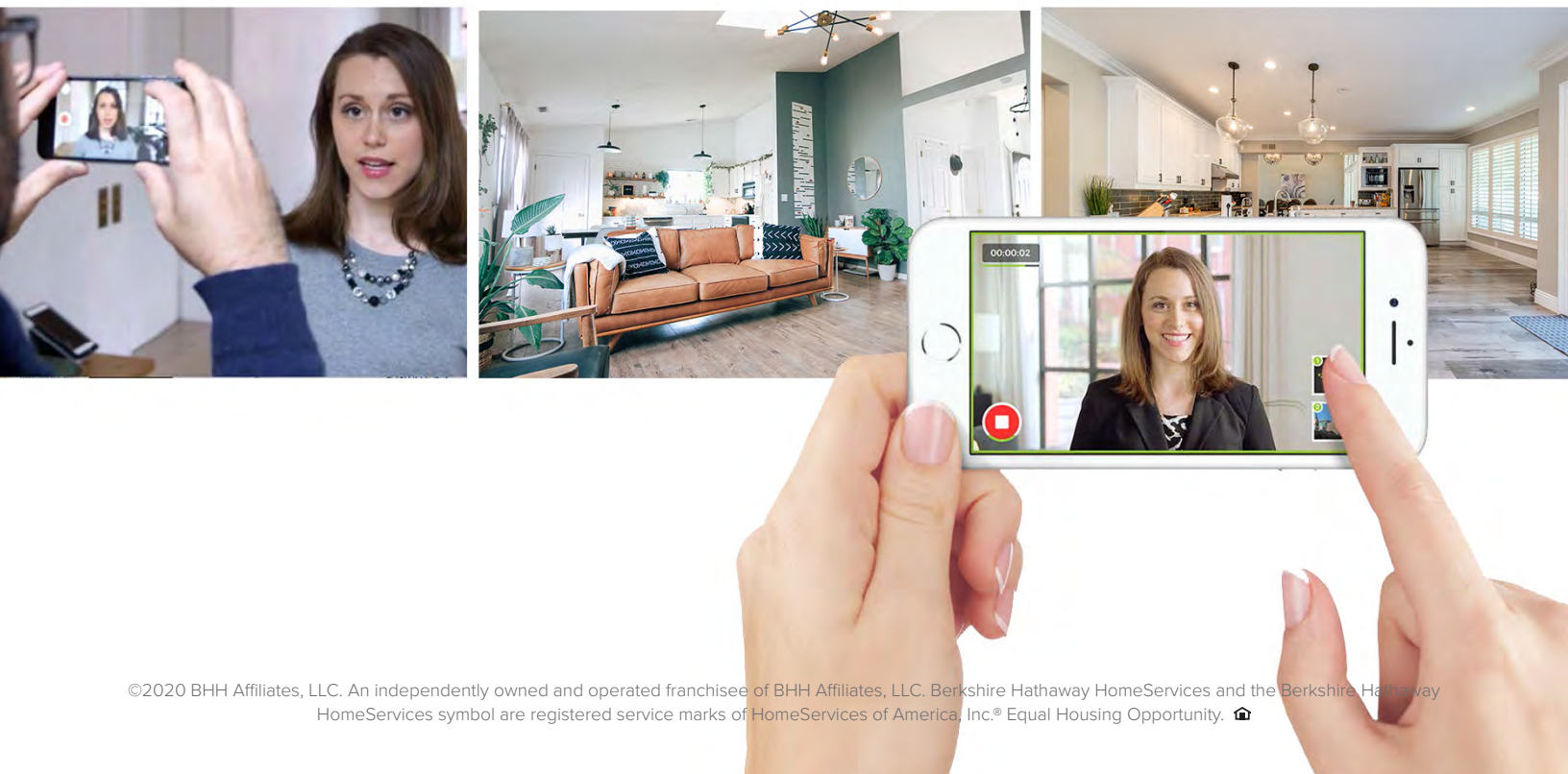


**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group

Differentiating yourself from the rest of the marketplace is something you need to be really good at. Cue the lights and camera because you're going to make a big impact by recording videos for any purpose. Whether it's a social media campaign, a pre-listing video to sellers, or an open house you'll be prepared to capture your best angle.

## DO'S AND DON'TS FOR FILMING YOURSELF

- DO film in landscape mode (it's more professional)
- DO face the natural light (find a window!)
- DO use a tripod (if you can!)
  - If you are stuck shooting handheld, rest your elbows on a nearby object or use both hands to hold the phone.
- DO clean your lens
- DO find a quiet space to film and sit close to your phone for the best audio
- DO find a place that fits the mood of your film. Since this is going to luxury sellers, make sure the background is professional, simple and clean.
- DO put your camera in Airplane Mode to avoid messages or calls from ruining your video
- DO bring energy to your video - be yourself!
- DO dress for success. This is like a first impression!
- DON'T film vertically
- DON'T stand with a window behind you. When shooting indoors, position yourself facing a window and use the sun. When shooting outdoors, try to find a shaded spot.
- DON'T use the iPhone digital zoom (this makes the video pixelated)
- DON'T film in a noisy place. Turn off all TV's and close all doors.
- DON'T sit too far away from the camera/phone (this makes for poor audio quality)





# How To: Sellers Kit

Congratulations! You've made the commitment to invest in your customers' experience when they work with YOU. Here's how to use each piece of this Sellers Kit from start to finish.

## FIRST MILESTONE: THE MARKETING PROPOSAL

- Put a Seller's Guide in the white bag with the cabernet tissue
- Using the provided notcard, write a thoughtful note and put it in the bag
- Leave this as a parting gift for your customer(s)

## SECOND MILESTONE: THE PROPOSAL IS SIGNED

- Pick up a tube or package of cookie dough
- Drop off the cookie dough and the postcard with the cookies on it when the listing is signed

## THIRD MILESTONE: FIRST SHOWING

- Drop off the postcard with the dog on it or send it in the mail if you can't swing by.
- If you can show up in person, this is a great way to be there for your sellers!

## FOURTH MILESTONE: CONTRACT TIME

- Use the mini bottle of champagne flavored jelly beans and tie the provided tag around it as a way to celebrate the sellers receiving a contract!
- Optional: you can purchase an actual bottle of champagne (or drink of choice) if you prefer

## FIFTH MILESTONE: INSPECTION & APPRAISAL TIME

- Place the BHHS Stress Ball into the clear bag and tie it with the ribbon
- Drop this small gift off along with the inspections postcard to help them through this potentially stressful time

## SIXTH MILESTONE: CLOSING DAY

- Closing day is here and you have a gift to provide your sellers!
- Gift them the custom tumbler filled with chocolates and write them a genuine thank you note with the provided card



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group



# How To: Buyers Kit

Congratulations! You've made the commitment to invest in your customers' experience when they work with YOU. Here's how to use each piece of this Buyers Kit from start to finish.



## FIRST MILESTONE: THE FIRST SHOWING

- Put a Buyer's Guide in the cellophane bag with water bottles and granola bars
- Attach the "So the journey begins" tag to the water bottles
- Using the provided notcard, write a thoughtful note and put it in the bag
- Present this as a gift when you meet with your buyers for their first showing



## SECOND MILESTONE: CONTRACT TIME

- Use the mini bottle of champagne flavored jelly beans and tie the provided tag around it as a way to celebrate the buyers submitting a contract!
- Optional: you can purchase an actual bottle of champagne (or drink of choice) if you prefer



## THIRD MILESTONE: INSPECTION & APPRAISAL TIME

- Place the bag of popcorn, water(s), and the inspection postcard in the cellophane bag and tie off with ribbon
- Bring this small gift with you to the inspection. It gives your buyers something to snack on during the process and {bonus} makes sure the microwave works!



## FOURTH MILESTONE: CLOSING DAY

- Provide your gift as you usually would
- Write your buyer(s) a genuine thank you note with the provided card



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group



# SPANISH GUIDES AND MATERIALS

Our Spanish Buyer's & Seller's Guides, 6 Steps to a Successful Sale & Purchase, and Presentation Covers are ready for you to use! Here's the best ways to get your hands on these and use these in your marketing presentations with your customers!



## PRINTED MATERIALS

- **Estamos Aquí Para Ti:** The Here For You Presentation Cover is provided by your office. Use this to bind the Buyer's or Seller's Guide into or any other presentation materials you want to take with you to make a great impression.
- **6 Pasos Claves Para Una Compra Exitosa y 6 Pados Claves Para Una Venta Exitosa:** Each 6 Step Guide is provided by your office. Use these guides in your marketing presentation with your buyers or sellers!



Estamos Aquí Para Ti



6 Pasos Claves Para Una Compra Exitosa



6 Pasos Claves Para Una Venta Exitosa

## DIGITAL MATERIALS TO PRINT

- **Guía Del Vendedor y Guía Del Comprador:** The Buyer's & Seller's Guides are available to print in Marketing Resource in the National Resource Center ([bhhsresource.com](http://bhhsresource.com)). Search "Seller" or "Buyer" in the search bar, then download each guide and save to your computer. You'll print the PDF double sided in your office and coil bind it with the **Estamos Aquí Para Ti** presentation cover.



Guía Del Comprador



Guía Del Vendedor

**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group

# HOME SALE SOLUTIONS FOR YOUR SITUATION

The home sale process can be a complex experience and an emotional roller coaster, but when you request QuickBuy® from your Florida Properties Group trusted advisor you'll receive a reliable cash offer for your qualified home in just a matter of days.



## THREE POSSIBLE SELLING OPTIONS



### TRADITIONAL SALE

You'll list your home on the market with your trusted real estate advisor.



### QUICKBUY® LOCK (+ TRADITIONAL)

With this option, you get the certainty of an offer with the ability to test the market. Your home is marketed up to 150 days and you can choose the QuickBuy® Offer at any time.



### QUICKBUY® OFFER

With this option, you'll receive a convenient immediate offer. Your home is purchased by QuickBuy®, closing in as few as 14 days! This gives you the ability to bypass prepping your home for market and having showings.

With QuickBuy®, you control your home sale. If the QuickBuy® Offer doesn't meet your needs, your Florida Properties Group trusted advisor will present other home sale options.

**FOR MORE INFORMATION, CALL 727-484-6419  
OR VISIT [QUICKBUY.BHHSFLORIDAPROPERTIES.COM](https://www.quickbuy.bhhsfloridaproperties.com)**

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QUICKBUY®



## QUICKBUY® ELIMINATES THE WORRY & UNCERTAINTY OF SELLING A HOME.

The home sale process can be a complex experience and an emotional roller coaster, but when you request QuickBuy® from your Florida Properties Group trusted advisor you'll receive a reliable cash offer for your qualified home in just a matter of days. Close in as few as 14 days from offer acceptance and bypass home showings and the time and expense needed to ready the home for market.

### SELL IN 4 SIMPLE STEPS

- 1.** You view the home and prepare a market analysis and send it to QuickBuy®
- 2.** Within 2 days, independent QuickBuy® research is complete and the offer is presented
- 3.** Once you accept the offer, a standard home inspection is performed and reviewed
- 4.** You choose to move forward with the sale of the home, closing in as few as 14 days

**With QuickBuy®, you control your home sale. If the QuickBuy® Offer doesn't meet your needs, your Florida Properties Group trusted advisor will present other home sale options.**

Berkshire Hathaway HomeServices Florida Properties Group has partnered with Moving Station, LLC for their QuickBuy® program to offer our clients an alternative to the traditional home sale process. The QuickBuy® Program is beneficial to sellers who are transferring to a new state, looking to buy their next home with a non-contingent cash offer, or wanting to bypass the hassle and expense of selling a home on the open market.

A photograph of a woman with long dark hair, wearing a white top, lying on a light blue cushioned sofa. She has her arms raised behind her head and is looking up with a peaceful expression. The background is a bright, out-of-focus indoor space.

**FOR MORE INFORMATION, CALL 727-484-6419  
OR VISIT [QUICKBUY.BHHSFLORIDAPROPERTIES.COM](https://quickbuy.bhhsfloridaproperties.com)**



BERKSHIRE HATHAWAY  
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Florida Properties Group



INTRODUCING

QUICKBUY®



# A New iBuy Alternative for Your Sellers

Berkshire Hathaway HomeServices Florida Properties Group has partnered with Moving Station, LLC, to offer QuickBuy® a reliable “instant” iBuy offer for your seller’s home as an alternative to the traditional home sale. We believe in providing optimum service—anticipating what our customers need before they may realize it themselves. QuickBuy® helps you provide optimum service by allowing your sellers to enjoy the certainty and convenience of an immediate offer with your guidance and expertise.

## SELL IN 4 SIMPLE STEPS



**1.** You view the home and prepare a market analysis and send it to QuickBuy®



**2.** Within 2 days, independent QuickBuy® research is complete and the offer is presented



**3.** Once you accept the offer, a standard home inspection is performed and reviewed



**4.** You choose to move forward with the sale of the home, closing in as few as 14 days

With QuickBuy®, your client controls their home sale. If the QuickBuy® Offer doesn't meet your client's needs, you can sell their home using the traditional home sale process.



## Benefits of QuickBuy®

1. Offer your sellers more options
2. Expand client base by attracting new sellers
3. Write immediate offers so sellers become non-contingent buyers
4. Capture new home sale opportunities even when the offer is not accepted
5. Reinforce your reputation as an innovative market leader

## The Right Partnership

Because Florida Properties Group values our customers and our reputation, we exhaustively researched the iBuy space for the right partnership. Moving Station, LLC, is an experienced and well-capitalized firm with a strong track record of providing outstanding customer service. Moving Station, LLC, has over 25 years of residential real estate and property management experience, including corporate, investment, employer, and military organizations.



## Three possible selling options

### TRADITIONAL SALE

You'll list your home on the market with your trusted real estate advisor.

### QUICKBUY® LOCK

With this option, you get the certainty of an offer with the ability to test the market. Your home is marketed up to 150 days and you can choose the QuickBuy® Offer at any time.

### QUICKBUY® OFFER

With this option, you'll receive a convenient immediate offer. Your home is purchased by QuickBuy®, closing in as few as 14 days! This gives you the ability to bypass prepping your home for market and having showings.



TRADITIONAL SALE



QUICKBUY® LOCK



QUICKBUY® OFFER



## Qualifying a Home for a QuickBuy® Offer

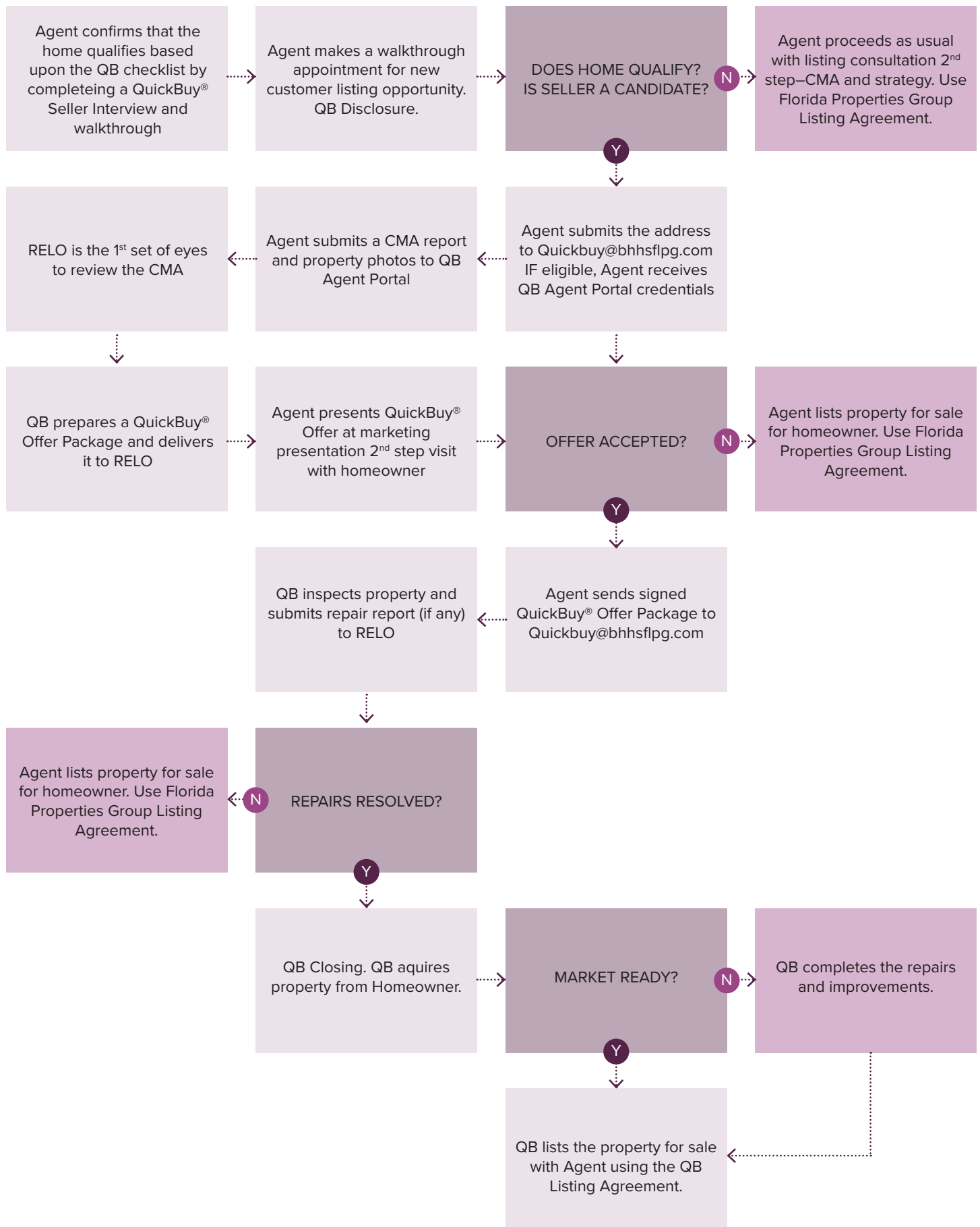
The following may prevent the home from being eligible:

- Already or recently listed for sale (within the last 12 months).
- fitted or zoned for a specific, unusual, hybrid, or non-residential use.
- Subject to costly, mandatory club or association dues, and/or located within a stigmatized or unfinished development.
- Excess acreage where it is rare that a property of 1 to 5 acres is typical of the market and actively traded.
- Antique homes (built before 1900) where they are rare and therefore non-conforming.
- Multi-family properties, including two-flats.
- Proximity to negative externalities including high-tension wires, major highways, railways, commercial or industrial sites, etc.
- Environmental concerns, including underground fuel tanks, asbestos, mold, etc.
- Stigmatized building materials including synthetic stucco (EIFS), "LP" siding, Chinese drywall, etc.
- Home value in excess of \$600,000 or below \$100,000.

Please contact QuickBuy®  
to discuss any exceptions  
to the above at:  
[quickbuy@bhhsflpg.com](mailto:quickbuy@bhhsflpg.com)



# Agent Program | Process Overview



## What Others are Saying About QuickBuy®

“QuickBuy® worked well for our circumstances. We highly recommend to others as a way to move on with their lives. Thank you!”  
– **Christopher K., OH**

“It was easy to move forward. The whole point to us was that there was no ‘hassle’ with the home sale. We recommend as an option be considered.”  
– **Virginia F., TX**

“Your wealth of knowledge and willingness to go the extra mile to ensure we understood the program made the process move very smoothly.”  
– **Michelle W., MD**

## FAQs

### Is QuickBuy® right for my customers?

If your customers would like to receive a cash offer for their home in a few simple steps it may be an ideal solution. QuickBuy® allows your client to avoid listing, showing, preparing for market, or maintaining a market-ready home.

Sellers who wish to market their home and enjoy the certainty of QuickBuy® may choose the Lock option. This allows the home seller to market their home for up to 150 days and accept the offer at any time during that period, closing in 180 days.

### Is there a fee to get started?

There is no cost to request or receive a QuickBuy® Offer.

### What are QuickBuy™ advantages?

- Offer your sellers more home sale solutions
- Convert sellers to ready buyers
- Award sellers with flexible closings
- Attract and convert more leads
- Capture traditional listings when offers are not accepted or homes don't qualify

### How long does it take to receive a QuickBuy® Offer?

The QuickBuy® price is based on accurate market research, not internet “guesstimates” or algorithms. It typically takes 2 business days after you provide QuickBuy® with all of the requested information on the QuickBuy® website.

### What should I expect during the QuickBuy® process?

The first step is to initiate the home address at [quickbuyprogram.com/agent-portal](http://quickbuyprogram.com/agent-portal)

Then visit the home and photograph the important rooms and features. Submit a CMA using the tool provided by QuickBuy®. If the home qualifies, an offer will be made within 48 hours. Once the offer is accepted, a home inspection will be performed, and closing will follow per QuickBuy® or QuickBuy® Lock guidelines. If the offer is not accepted, you may work with your client to market the home in the traditional manner.



**What is involved in the home inspection process?**

You will schedule an inspection with a QuickBuy® approved inspector. Once complete, your seller will be notified of any repairs, and as with typical home sale, the seller will have the choice to perform repairs or grant credit to the purchaser.

**How soon or how late can my customer close with QuickBuy®?**

With QuickBuy® or QuickBuy® Lock, the closing may take place in as few as 14 days from offer acceptance. Sellers may choose a later closing date to suit their needs, but the process must be completed within 60 days. QuickBuy® Lock allows the seller to market the home up to 150 days, accept the offer at any time, closing within 180 days.

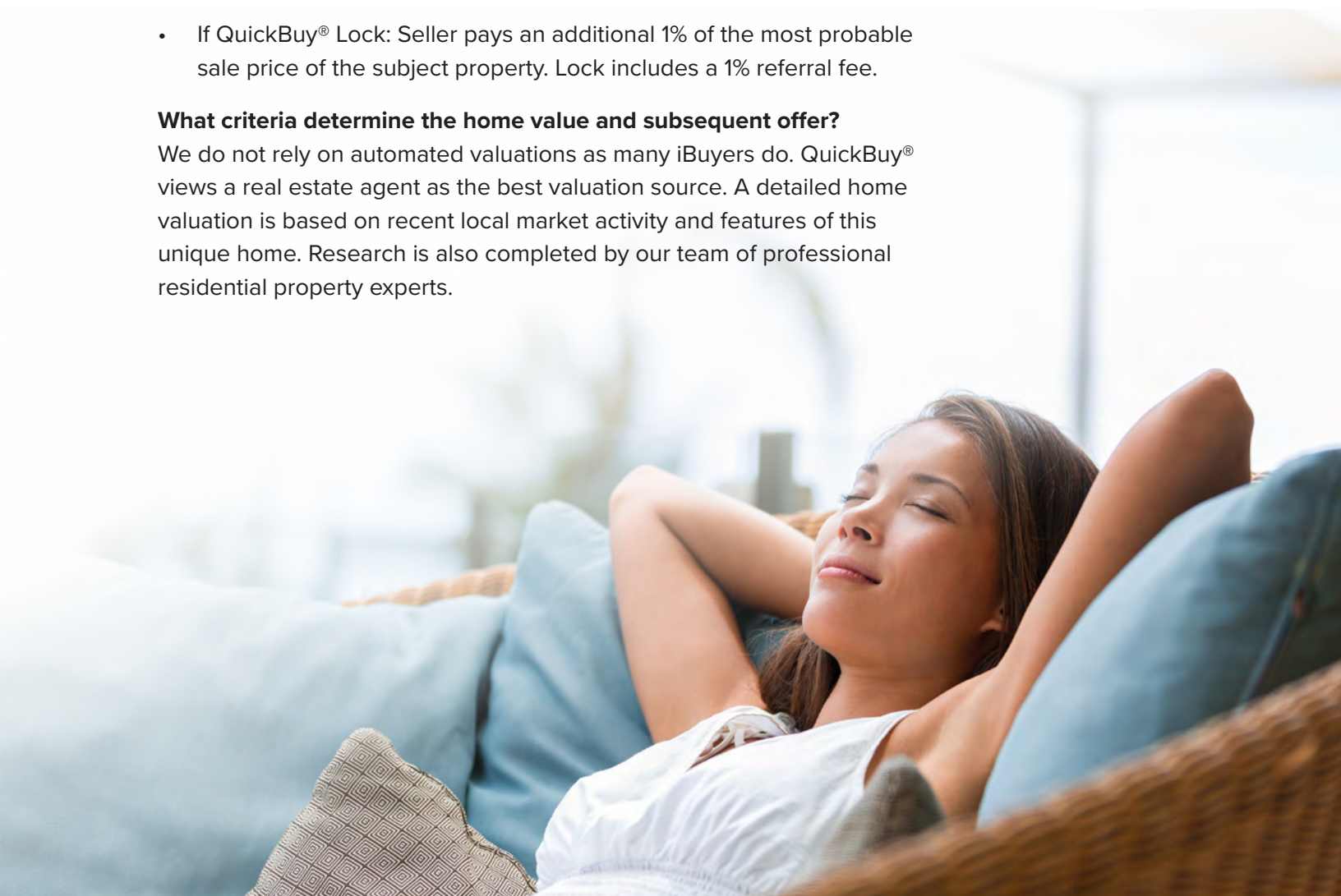
**What are the fees charged to my seller?**

The seller pays Moving Station the following fees at closing:

- QuickBuy® and QuickBuy® Lock: Seller Resale Fee of 6% of the contract price of the subject property. Seller Administrative Fee of \$795. A pest inspection may be required and would be an additional cost.
- If QuickBuy® Lock: Seller pays an additional 1% of the most probable sale price of the subject property. Lock includes a 1% referral fee.

**What criteria determine the home value and subsequent offer?**

We do not rely on automated valuations as many iBuyers do. QuickBuy® views a real estate agent as the best valuation source. A detailed home valuation is based on recent local market activity and features of this unique home. Research is also completed by our team of professional residential property experts.





# QUICKBUY®

CERTAINTY • SIMPLICITY • CONVENIENCE

**FOR MORE INFORMATION, CALL 727-484-6419  
OR VISIT [QUICKBUY.BHHSFLORIDAPROPERTIES.COM](https://www.quickbuy.bhhsfloridaproperties.com)**

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# We Make Moving Easier!

**Berkshire Hathaway Home Services** provides **concierge service** to simplify the activation and transfer of your utilities and home services.

Our concierge service is a one-stop source for all setups, activations and installations.

***Provided at NO COST to Berkshire Hathaway clients!***

**Provided by:**



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group

**What does Utility Helpers do for you?**

Utility Helpers is a concierge service that will help you find, select and negotiate the best deals for all of your utilities & home services.

They help set up and schedule installations for electric, water, internet, cable, phone, alarm, satellite and more.

Our clients love this service as it saves both time and money!

**Your agent will ask Utility Helpers to reach out to you about  
2 weeks prior to closing to schedule your services**

To get started sooner call:

**(813) 291-3600**



A TRAINING COURSE TO MASTER THE BASICS

# SUCCESS CENTER

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PROSPECTING  
BOOT CAMP



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# PROSPECTING BOOT CAMP

## Monday-

- Pick your open house(s) for this coming weekend (and arrange with listing agent if not your listing)
- Email your MLS #, DATE AND TIME to your admin so they can be input to MLS for you
- 5 Calls/Text/Messages to your COI- Use F.O.R.D. scripts
- 20 calls to Farming Neighborhood (TheRedX.com Geo List)
- 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- 5 INTENTIONAL comments to friends on Facebook
- 2 Messenger emails- Use the Facebook scripts
- Add Open House guests from the past weekend to Cab Corner and set up on Ninja AND Market Watch
- Send an email, text or card thanking each Open House Guests for visiting
- Tour 2 newly listed homes

## Tuesday-

- Pull expired/cancelled/Withdrawns for the past 24 months in the area/zip of your open house this weekend
  - Print off “single line” list (sort by neighborhood)
  - AND pull all “By owner” and “Make Me Move” sellers from Zillow
- Prepare Buyside BMA for each neighborhood (Goal is about 20-25 homes)
- 5 Calls/Text/Messages to your COI- Use F.O.R.D. scripts
- 20 calls to Farming Neighborhood (TheRedX.com Geo List)
- 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- 5 INTENTIONAL comments to friends on Facebook
- 2 Messenger emails- Use the Facebook scripts

## Wednesday-

- Route your homes, **then door knock each of them** until you get face-to-face with each potential listings to invite to your open house AND ask if they are still interested in selling in the event you have a buyer who may be interested
- Put your OPEN SATURDAY/SUNDAY rider on the sign
- 5 Calls/Text/Messages to your COI
- 2 Personal Cards
- Wear Your Name Tag



# PROSPECTING BOOT CAMP

## Thursday-

- Hand written cards to the Door Knocks from previous day
- GET PREPARED for you Open House by becoming an area expert– Pull BMA and find other homes for sale that are similar in price and location
- Make sure your Open House is on Zillow
- 5 Calls/Text/Messages to your COI- Use F.O.R.D. scripts
- 50 calls to Open House Neighborhood (TheRedX.com Geo List)
- 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- 5 INTENTIONAL comments to friends on Facebook
- 2 Messenger emails- Use the Facebook scripts
- Prepare and deliver 2 Real Estate Reviews to someone in your sphere who may sell or one of your door knocks

## Friday-

- Finish any items you did not finish on previous days

## Saturday/Sunday-

- Put out pointers in the morning. Arrive early put out balloons and directional signs.
- Visit 10-10-20 neighbors to invite them to your O.H. AND ask if they are potentially interested in selling in the event you have a buyer who may be interested
- Post something “cute” on Facebook as a soft touch to your COI
- Change your facebook profile pic frame to Mega Open House Weekend frame ([facebook.com/profilepicframes](https://facebook.com/profilepicframes) - type in BHHS Florida)



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