



MORE THAN  
**50,000**  
ASSOCIATES

OVER  
**1,500**  
OFFICES

**CANADA**  
TORONTO, ONTARIO  
MONTRÉAL, QUÉBEC

**EUROPE**  
BERLIN, GERMANY  
LISBON, PORTUGAL  
LONDON, ENGLAND  
MADRID, SPAIN  
MILAN, ITALY

**ASIA**  
DUBAI, UNITED  
ARAB EMIRATES

# BHHS

AKA THE #1 REAL ESTATE BRAND:  
BERKSHIRE HATHAWAY HOMESERVICES

## BRAND ATTRIBUTES

Your relationship with a Berkshire Hathaway HomeServices Florida Properties Group Trusted Advisor means you have a connection with brands you use daily! Led by Chairman and CEO Warren Buffett, Berkshire Hathaway is the eighth leading public company in the world. Plus, Berkshire Hathaway is recognized as the third most respected company on Barron's World's Most Respected Companies list and the fourth most admired on the 2019 Fortune World's Most Admired Companies list.

## FINANCIAL STABILITY OF THE BRAND

Warren Buffett was quoted saying, "You will gain from the strength of those around you. To me it's an obvious choice, who else in the real estate brokerage business has the resources of a company that has almost \$200 billion dollars in net worth? Get on a train that's going 80 miles an hour. Don't get on one that's stuck on a sideline". Being affiliated with a leading company and one of the most respected brands in the nation, comes with greater responsibility. Responsibility for us to constantly raise the bar, perform at a higher level and take pride in our parent company. We have instant clout when we meet with a customer for a Marketing Presentation or begin working with a new buyer. In addition to the name recognition, the respect of our peers and global exposure, we have industry-leading tools, systems and support from HomeServices.

## GLOBAL/INTERNATIONAL PRESENCE

We don't mean to brag or anything, but in just six years, our Berkshire Hathaway HomeServices franchise network has grown to more than 50,000 agents and 1,500 offices across the U.S., Canada, Western Europe and Dubai. Talk about a global takeover. Plus, HomeServices of America holds the number one title of the country's largest residential real estate company according to the 2019 REAL Trends 500 report.

# AWARDED #2 PRODUCING NETWORK COMMERCIAL DIVISION IN 2019



## ABOUT US

>> DEWEY MITCHELL AND ALLEN CRUMBLEY are business partners and long-time friends. It's safe to say they know a thing or two about how to GROW together. They each played football under Coach Bear Bryant at the University of Alabama where they won a National Championship in 1978 and gained valuable experiences that have made them who they are today. Their passion for real estate and this company sets them apart from most "business owners". This isn't just a business to them, it's their family.

Berkshire Hathaway HomeServices Florida Properties Group traces its roots back to 1959, formerly known as Tropical Realty. With a successful history and an admired reputation in our market, it's safe to say we're always makin' moves in the right direction.

We realize our business is relationship-based and that every interaction is unique. Every member of our team embodies characteristics we believe foster those relationships: teamwork, integrity, passion, and excellence. Therefore, we provide a platform for success and the opportunity to emotionally connect with the people we serve.

We crafted our identity, motivations, and efforts to serve the people of Tampa Bay & Central Florida around the fact that we're not just selling dirt and four walls, but our customer's sanctuary or dreams; their homes and businesses! We work diligently with the people we serve and always with a grateful spirit. We stand firm in our belief that they are people first and clients second.

TEAMWORK | INTEGRITY | PASSION | EXCELLENCE

One of the most distinguishing benefits Berkshire Hathaway HomeServices Florida Properties Group can offer you is the systematic, methodical approach that we have developed to the understanding, valuation and marketing of your real estate or business.

Anyone can pound a sign into the ground, design a flyer, advertise on the internet, and process a mass mailing. We take it further.

What sets us apart from the competition is the following system, our specialty focus, market knowledge, and hard work. Together, these qualities ensure you see the maximum possible result in your time frame. Additionally, regardless of the result, you can be sure that no one could be doing a better job of marketing your asset as you see us applying the system.

Before we engage in any assignment, we conduct a tremendous amount of research to define the property and inventory its strengths and weaknesses. This helps us to determine the property's market value.

There are five elements to our research and process:

- Define the property
- Digging deeper for details
- Competitive market analysis
- Financing assessment
- Ask the right questions

# MARKETING PROGRAM

## DEFINE THE PROPERTY

We conduct a review of public record, catalog the legal aspects of the property including address, building size, parcel size, land use, zoning, ownership and taxes. This element defines the property and may make evident aspects of the assignment that require a closer look. The next element digs a little deeper.

## DIGGING DEEPER FOR DETAILS

This level of research sheds a brighter light on the property, its unique characteristics and details that will inform our marketing strategy for the property. This element uncovers demographics, traffic counts, parcel dimensions, road frontage, flood zone and wetlands, utilities, neighboring land uses, and a variety of other details that lead us to an understanding of the property's features. We also visit the site to gauge its condition, its proximity to other uses, collect data on structures and facilities, and snap photographs. This information is critical to effectively assigning a value and marketing your property effectively.

## COMPETITIVE MARKET ANALYSIS

Our Competitive Market study works to identify a number of properties, leased or sold recently, that are truly competitive with yours. Additionally, we identify all of the properties that are currently "on the market" that will likely compete with your property for tenants or buyers. This element of our research allows us to come to a competitive value range for your property.

## FINANCING ASSESSMENT

Financing conditions play a more important role in the sale of a property than they do in leasing. We consider the financing options in the market, in either case, to better understand the value of your property in relation to lease vs. buy analyses and buyers' ability to finance a purchase.

## ASK THE RIGHT QUESTIONS

Your aspirations are the driving force behind the assignment. We ask the right questions throughout this process to better understand your goals and expectations. This information helps us to structure a marketing program and ultimate transaction that meets your desired outcome within your defined time frame.



# MARKETING PROGRAM

Let's get down to business, shall we?

## FIRST 30 DAYS

**Online Marketing** - We subscribe to a number of regional and national exposure marketing sites tailored to business sales and commercial real estate sales and leasing.

### What is syndication?

Through an API (application programming interface), we make your property available for pick up by a variety of third-party sites and platforms. Many third-party sites pick up a property based on their niche, which usually means property type or location.



Syndication adds even more exposure! Some of the third-party sites where your property may appear are Brevitas.com, BHHSFLPCommercial.com, GulfCoastCMLS.com, Zillow.com, Realtor.com, Officespace.com, 42floors.com, CityFeet.com, BHHS CRE.com, Rofo.com, PropertyShark.com, PascoEDC.com, Tampa-BayEDC.com, and many more!

**Direct Mail** - Through a variety of databases and GIS platforms, we generate targeted lists of potential buyers or tenants who may have an interest in your property. The types of direct mailing media most often employed are full-color jumbo postcards and a personally addressed letter.

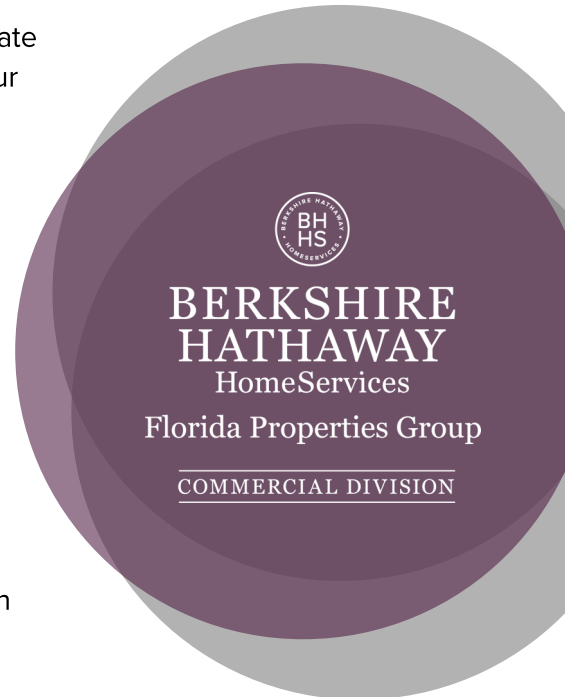
**Email Marketing** - Email distribution includes, but is not limited to, registered users of LoopNet, Catalyst CIE, and Crexi; trade and industry associations, broker networks, builder, developer or investor databases, your agent's contact list, and all agents within BHHS Florida Properties Group.

**Social Media** - New listings are posted to the Commercial Division social media accounts (Facebook, Instagram, LinkedIn and Twitter) as well as to the listing agent's social media accounts.

**On-site Signage** - Our highly visible signs feature the Commercial Division logo, toll free phone number, measure 4' x 4' or 4' x 8' and are mounted on sturdy posts. Custom signs are also an option.

**Industry Networking** - Our agents maintain memberships with a variety of associations and organizations. Through these networks, our agents will directly promote your property as well as gain insight as to potential buyers or tenants.

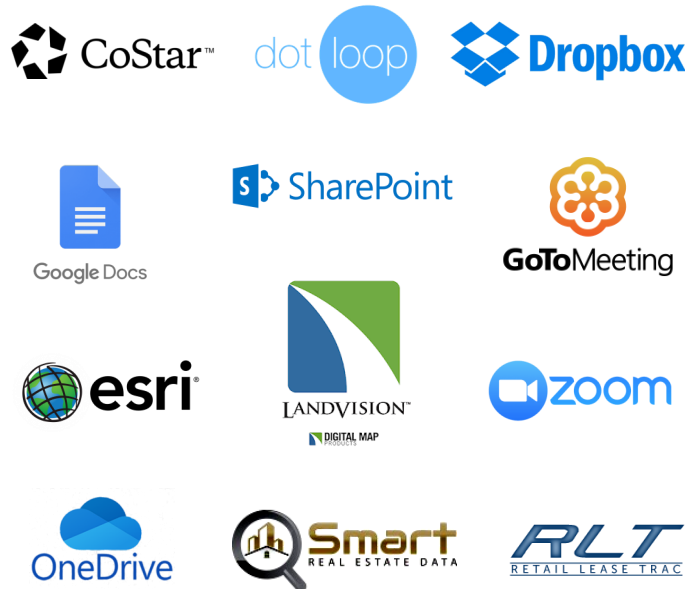
**Door Knocking** - Face to face targeted marketing may seem 'old fashioned', however in person promotion of your property to targeted buyers or tenants offers a level of communication that's not be achieved otherwise.



# ALWAYS ON!

## TECH TOOLS

We subscribe to a number of GIS tools, property databases and cloud-based applications that give us the power to meet, access data, create reports, draft documents, and collect signatures in and out of the office at any time.



TECHNOLOGY

## FOLLOW UP

Follow up begins with the basics - weekly review of online marketing activity, timely response to inquiries, and investigation of leads. This is part of our systematic process for following up with everyone we meet, talk and correspond with regarding your property.

## REPORTING

We provide you with regular and timely feedback on the results of our marketing efforts. Our reports may include website views/clicks, email or phone inquiries, showings and offers.

