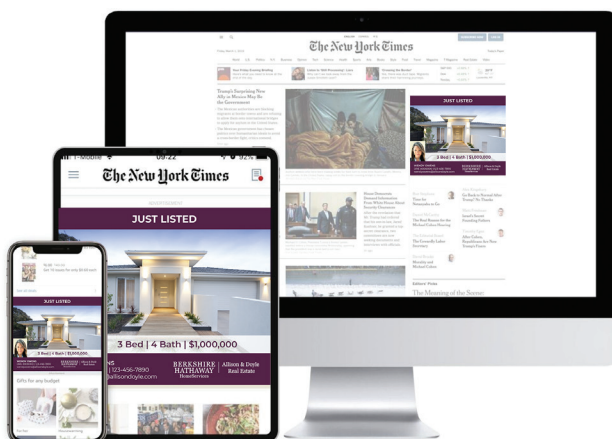


Berkshire Hathaway HomeServices Automated Listing Program

The Berkshire Hathaway HomeServices Automated Listing Program powered by CHALK Digital, combines the network's existing marketing platform with CHALK's innovative technology to automate digital branding and listing ads.



Berkshire Hathaway HomeServices Automated Listing Program powered by CHALK. The program combines the network's existing marketing platform with CHALK's innovative technology to automate digital branding and listing ads.

Here's how it works:

- New listings will automatically receive a listing ad campaign approximately 24 hours after CHALK receives the data feed from Berkshire Hathaway HomeServices.
- Ads will be shown to potential homebuyers within a 15-mile radius of the listing on social media, premium websites and mobile devices.
- Potential buyers and sellers who visit a network agent's webpage on www.berkshirehathawayhs.com will be automatically retargeted with an ad that appears on the social media platforms and premium websites subsequently visited by the potential client.
- The retargeted ads are executed automatically with no action required from the network agent, ensuring all network agents receive retargeting from their personal landing pages, if the agent's personal landing page is not available the consumer will be directed to the listing's landing page.
- Consumers who click on the company-paid listing ads will be sent to the listing detail page on www.berkshirehathawayhs.com branded with the listing agent's information and customized with property photos and listing details.

(continued)

BERKSHIRE HATHAWAY
HomeServices

- Consumers who click on the retargeting ads will be sent to the network agent's page, if the agent's personal landing page is not available the consumer will be directed to the listing landing page.
- Network agents will receive an email letting them know that the ad has been created and will begin running in about a day. They will then be given the option to review the ad, edit it and add or modify information. If the network agent takes no action, the ad will still run.
- Network agents will also receive a daily email with campaign results.
- Network agents are encouraged to make the most of the program by enabling their sellers to see their home listing ads while browsing the web. Sellers can also receive ad campaign reporting. With the targeting in place via the seller's email address, sellers will see their listing and their sales professional on the social media platforms and websites they frequently visit.
- Luxury listings that meet the qualified threshold in your marketplace will automatically receive a Luxury Collection black and white ad design to differentiate from all other listings.

As a benefit for network members, Berkshire Hathaway HomeServices is proud to sponsor the CHALK Automated Listing Program for seven days for all new listings. If a network agent would like to extend the duration of the ad beyond seven days, they are welcome to take advantage of discounted rates by logging into their CHALK account and walking through the steps online, or contacting the CHALK team.



BERKSHIRE HATHAWAY
HomeServices