



P PASSION
A AUTHENTICITY
I INCLUSION
G GROWTH
E EXCELLENCE

Celebrating
100+ YEARS
of Inspiration

BE TRUSTED. BE ICONIC.
BE RELEVANT.

BE BETTER®

WELCOME

TO BETTER HOMES AND GARDENS® REAL ESTATE, THE REAL ESTATE BRAND OF THE FUTURE.

We've built our company on a brand that's been an integral part of the American home since 1924. Brokers and agents who are part of the Better Homes and Gardens® Real Estate network benefit from the universal awareness of Better Homes & Gardens®, and the consumer trust that comes along with the brand.

Generations of people turn to *Better Homes & Gardens* magazine every day for the latest in design trends, recipes, outdoor style and information to help create a richer and more stylish life.

As such, we are a relevant, meaningful part of consumers' lives 365 days a year — not just when they are thinking about buying or selling a home.



1 REPUTATION

Better Homes and Gardens has been a trusted source of inspiration for all things related to the home for many generations.

2 RELEVANCE

Be a meaningful part of consumers' lives 365 days a year — not just when they are thinking about buying or selling a home.

3 REPETITION

Numerous resources are available to help you remain front of mind by sharing lifestyle content about decorating, gardening, family, & more!



EXPERIENCE QUALITY.®

Quality isn't something you can see or touch. It **is something you feel** and simply know.

Our decades of **real estate expertise**, our community of **industry partners**, and **extensive network of resources** have allowed us to provide an **unparalleled legacy** of quality experiences for our customers.

TRUST IS THE NAME OF THE GAME AND OUR GAME IS STRONG

It's been said that trust is the glue of life. When it comes to choosing an agent, the *NAR Profile of Home Buyers and Sellers** says that trust is one of the most important factors in that decision. Being associated with America's go-to brand for lifestyle and design gives our affiliated agents an **immediate, tangible level of trust** with consumers.



REPUTATION IS EVERYTHING

With the right reputation, you don't even need a business card. The most common way home buyers find their real estate agents is through referrals*, so we have to make sure our customer service goes above and beyond the norm. Better Homes and Gardens® Real Estate (BHGRE®) helps step-up your customer service game on every level; from initial awareness to interactions with you before, during and after a purchase or sale.

We help you appeal to and service your consumers through every medium, in every way. **We invest heavily in tools, technology and content** to help you build long-lasting relationships with your clients.

*Source: National Association of REALTORS®

WE'RE ALL ABOUT RELATIONSHIPS

Our consumer marketing, listing syndication, and social media efforts drive business to you.

We also provide cutting-edge tools — including a robust Customer Relationship Management system (CRM) — and the support you need to help you manage your business efficiently.

By utilizing the CRM's automated follow-up campaigns and professionally designed newsletters and e-cards, you can easily remain in frequent contact with your sphere, which helps to keep you front-of-mind.



RESOURCES FOR STAYING IN TOUCH:

- Our personalized subscription program to *Better Homes & Gardens* magazine and other top publications, offers you a unique, branded way to stay in touch and stay relevant to your sphere of influence automatically every month.
- Exclusive access to PinPointSM, a hyper-targeted, lead-generation tool that draws from a database of more than 175 million brand-loyal consumers.
- My Customer For Life weekly email newsletter of buying, selling and home ownership tips. System learns what articles the client clicks on, and sends similar articles in the future.
- Access to an endless library of stock photography, articles on the BHGRELife.com, a relevant blog, and branded videos — content from America's lifestyle leader of all things related to home that you can share in your own marketing, social and sales channels.

NATIONALLY RECOGNIZED LEADERSHIP

A WELL RESPECTED INDUSTRY THOUGHT-LEADER

The Masiello Group's Chief Executive Officer, Chris Masiello, is actively helping to shape the future of the real estate industry. Chris is a 35-year veteran in real estate, and is a nationally recognized expert in business operations, marketing, relocation and homeownership services.

Under his leadership, The Masiello Group has grown from a single office in Keene, New Hampshire, closing 400 transactions per year, to more than 35 offices closing 8,000 transactions per year...all while retaining the original culture of a family-run business.



A SENIOR LEADERSHIP TEAM WITH SPECIALIZED EXPERTISE

The Masiello Group's home office - located in Bedford, NH - is home to the company's Leadership Team of experts at the top of their respective specialties in **operations**, **finance**, **marketing**, and **administration**. The Leadership Team meets regularly so that all are informed about company-wide operations, and monthly for collaborative long-term strategy sessions.

ENGAGED OFFICE SALES DIRECTORS

Your dedicated office Sales Director plays an active role in supporting your business and is your go-to in-office resource. Your Sales Director can provide insight and guidance for you and your business by:

- Helping you define and stay on track with **business development goals**
- Providing in-depth **transactional assistance** and listing/sales strategies
- Conducting regular **collaborative meetings** for the office
- Maintaining a **positive office culture** in which to thrive
- Facilitating free in-office **continuing education and training** opportunities

CONSTANT COMMUNICATION

Sales Directors participate in frequent collaborative workgroup sessions with company leadership and fellow managers. This level of connectivity keeps the Leadership Team informed from a ground-up perspective with valuable insight and feedback about the local markets and office operations.

INNOVATION

We are driving the future of the industry. Our leadership team is focused on growth and developing ways to streamline operations and improve efficiencies for our agents and their businesses.

CULTURE

Our entire culture is centered on our steadfast commitment to ensuring that our agents and customers Experience Quality®. This simple concept embodies our mission, vision and core values statements, and is at the heart of everything we do.

EXPERIENCE

The Masiello Group has been a trailblazer in Northern New England real estate since 1966. For more than 90 years, Better Homes and Gardens has been the most trusted source for all things related to the home, and has been a reliable brand for generations.

REPUTATION

99% of our customers have indicated that they would recommend their Masiello agent to friends and family. This commendable level of customer satisfaction is indicative of the quality experience our agents are known for.

A SOLID LEGACY WITH AN EYE TO THE FUTURE

IT'S ABOUT TIME

**YOUR TIME AND EXPERTISE ARE
YOUR MOST IMPORTANT ASSETS.**

Our highly skilled and trained Business Support Specialists offer full-service marketing, listing and transaction support, so that you can focus on the high-dollar-value activities of taking care of clients and growing your business.

This high level of support gives you **MORE TIME** so you can be **WHO**, **WHAT**, and **WHERE** you want to be.

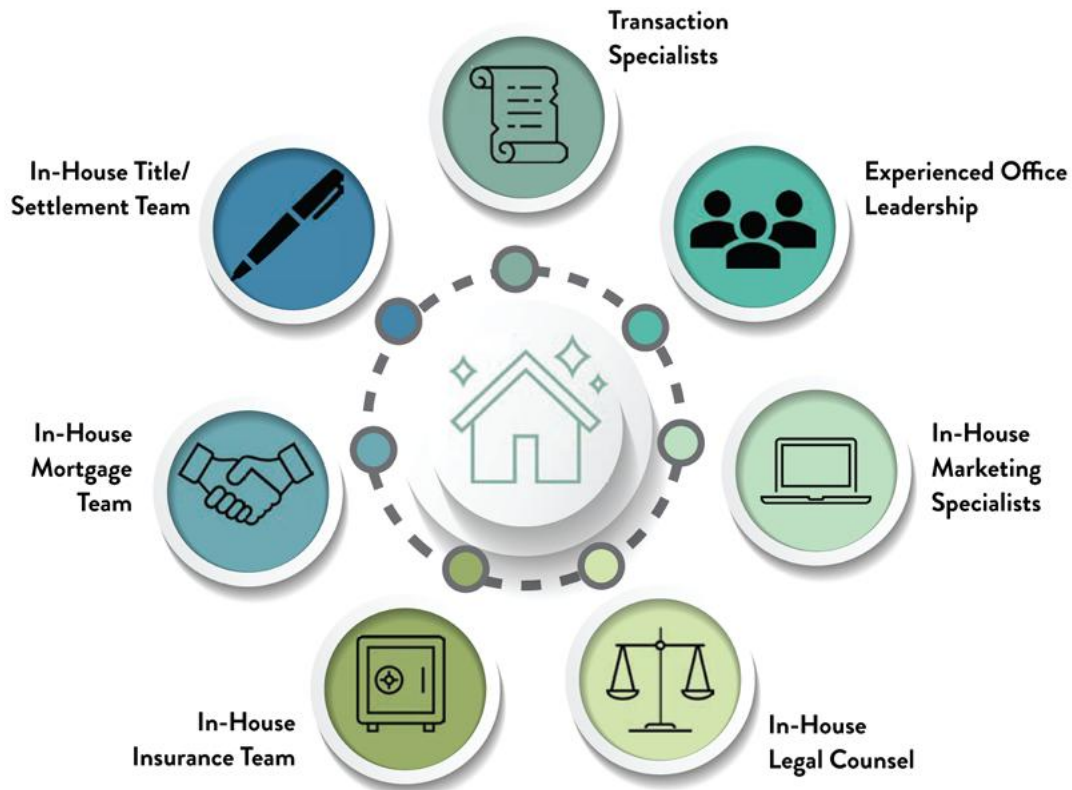
**CLOSE MORE
BUSINESS**

**HELP MORE
PEOPLE**

**EARN HIGHER
INCOME**

A CULTURE OF SUPPORT

Our embedded in-house services and network of partners means there's always someone for you to call for any question or challenge which may arise.



AWARD-WINNING RELOCATION TEAM



The relocation department of Better Homes and Gardens Real Estate The Masiello Group offers a wide range of services to companies and their employees who are looking to move to or from the Northern New England region.

BHGRE The Masiello Group has been a member of the Realogy Advantage Network for many years, and was recently named a Top 25 Broker by Realogy Leads Group in recognition of our agents' excellent performance and customer satisfaction. Our relocation agents go above and beyond for their clients, and the team has consistently earned top-level performance status year over year.



IN 2021, RELOCATION AND REFERRALS GENERATED MORE THAN \$3.1 MILLION IN DIRECT AGENT EARNINGS

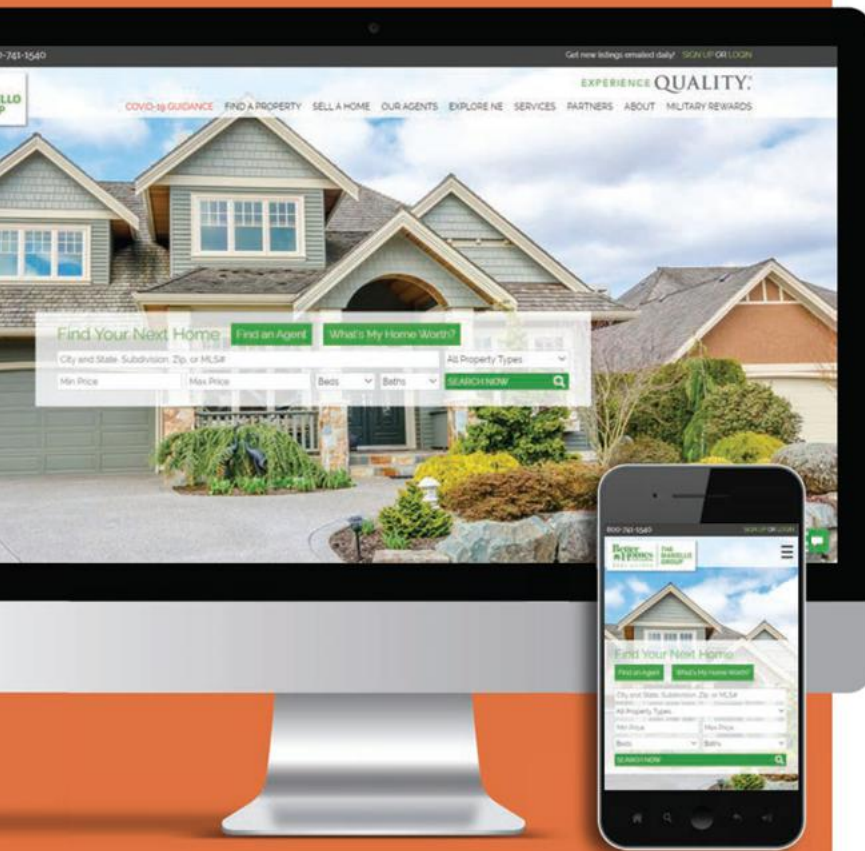
INVITING AND EFFICIENT OFFICES



All of our offices provide flexible, comfortable, and productive environments allowing agents to remain mobile and participate as visible, active members in the local community.

- Professional and welcoming offices in strategic locations
- Flexible and collaborative work spaces to fit today's mobile lifestyles
- Private customer conference spaces

ALL AGENTS ARE WELCOME IN ANY OF OUR OFFICES.



AGENT WEBSITES

Every affiliated agent receives a free customizable, mobile-responsive website. These sites save our agents time and money, as well as help their visibility in their marketplace and competitively build their online presence.



OUR FAMILY OF WEBSITES

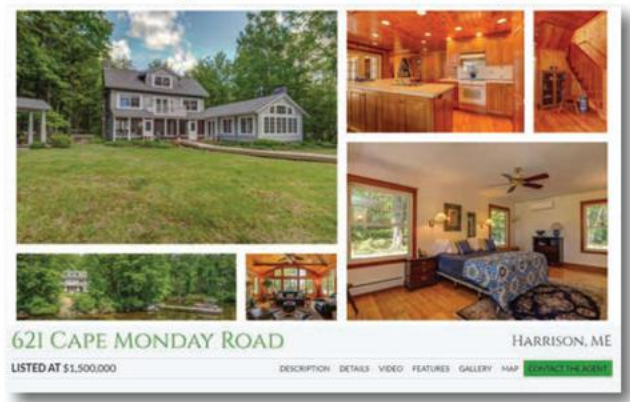
Our websites, Masiello.com and BHGRE.com, offer unique perspectives into people's emotional — as well as traditional — motivations for buying a home.

With in-depth data about our communities, schools and individual properties, our websites helps consumers get a sneak peek into finding just the right home in the community that best matches their lifestyle.

TMGConnect, our comprehensive CRM platform, is completely integrated into our websites to provide a seamless lead generation and follow-up system.

SINGLE-PROPERTY WEBSITES

Every listing receives a free Single-Property Website with the home's address in the URL (important for SEO and marketing purposes). No other listings to distract the buyer away!



MARKETING TOOLS

Capture and convert more leads!

Our Marketing Center helps you make and send professional-looking communications in a flash, in both digital and print formats.

Fully integrated with our CRM, you can choose the design you like and easily add listing descriptions and photos in just a few clicks. This tool makes it easy to set up, maintain and monitor your marketing campaigns.

It's easy to create high-quality, branded marketing materials such as postcards, business cards, brand-building brochures, flyers — and just about any other promotional products you want to customize with your information.

In-house Marketing Experts are on-hand to help you make the best use of all the tools.



MARKET WATCH REPORTS

Demonstrate your expertise regarding local market conditions with Market Watch Reports.

At the touch of a button, you can create beautifully designed reports which detail the market conditions in any given town in our footprint. These reports are branded with your photo and contact information, and can easily be **mailed, emailed, printed, and/or posted to social media.**

Set these reports as recurring (bi-weekly, monthly, quarterly) and they will **send automatically on your behalf.**



LET'S GET SOCIAL!

CONTENT TEMPLATES

Every month, we share a series of social posts that will be geared towards that month's happenings. Each file will include:

- Graphics
- Caption ideas
- Relevant hashtags

All you need to do is fill in the blanks with your local content (e.g. featured local restaurant), add different photos when needed, and customize your captions in the notes section.

If you have been looking for a way to get more social—in a way that resonates with your market—this will get you started with minimal time and effort. Spend a few hours each month localizing the content and scheduling the posts for a month's worth of social content!



Real estate social media marketing is more important than ever. Agents who thrive on social media get more leads, close more deals, and make more money.

Our tools will help you supercharge your social media marketing and build engagement -- all while letting your personality shine through and helping you remain social.



IT'S ALL ABOUT AUTOMATION

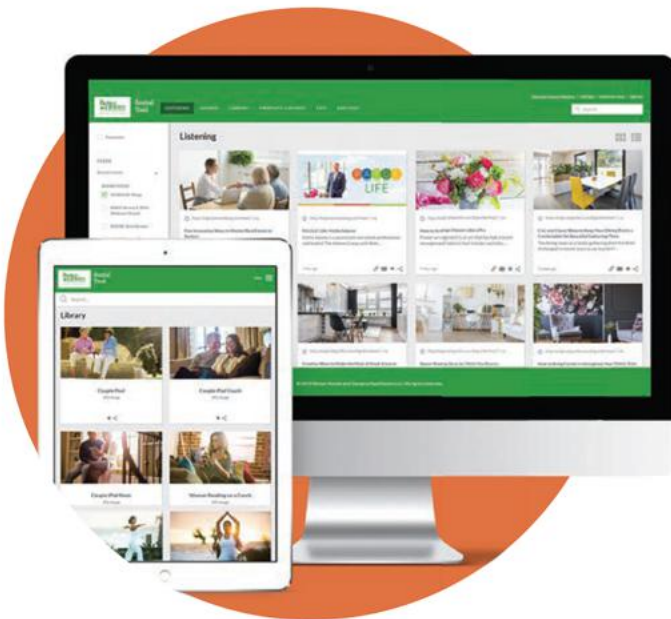


Our system automatically posts to your social media business pages:

- New listings
- Price changes
- Sold properties
- Open houses
- Market reports
- Testimonials
- News and articles
- Blog posts
- And much more.



SOCIAL POST SCHEDULER



Elevate your social media presence with the BHGRE® Social Tool. We've curated the ultimate collection of content from Better Homes and Gardens Real Estate, Meredith Corporation brands and industry/lifestyle companies we love. These hand-picked feeds offer you the opportunity to view and share all this and more, including content from brand leadership as well your counterparts from other offices in the BHGRE network - all in one place.

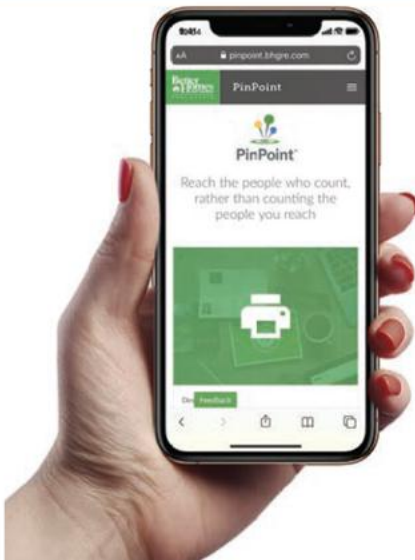
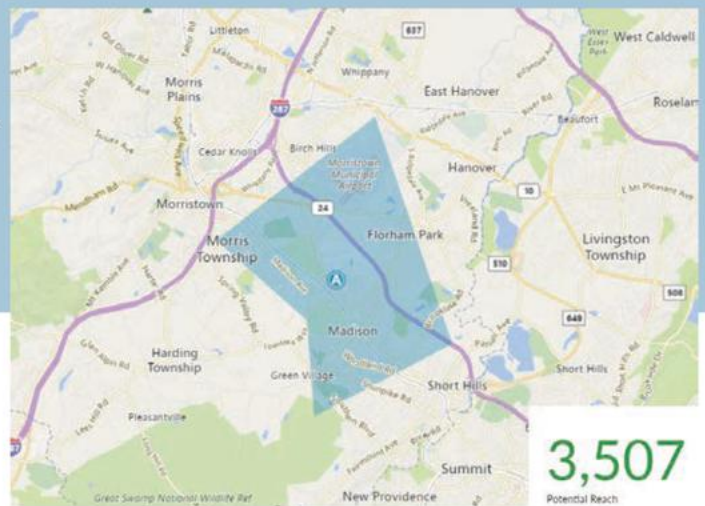
Schedule your posts in advance on your Facebook® Business pages, Twitter® and Instagram® accounts. Email links of relevant articles straight to your clients and comment on posts, all without leaving the tool.

The BHGRE Social Tool was designed to make YOU look like a social pro.

EXCLUSIVE ACCESS TO BRAND-LOYAL CUSTOMERS

PinPointSM, our exclusive database pulled from more than 125 million Meredith Corporation (publishers of BHG Magazine) consumers is the direct marketing tool that easily identifies prospects that may be in the market to buy or sell a home, such as first-time homebuyers, luxury homeowners, empty nesters, and many other profiles.

Impress your clients with the power of PinPoint by showing them a demonstration in real time at your listing presentation. Input the zip code of the area you are marketing to, pick your demographics, and show them the number of prospects that you will have direct marketing access to.



MOBILE-FIRST DESIGN

Agents can directly search the PinPoint Database, create marketing materials, and place orders from any desktop, tablet or mobile device, and showcase these abilities in live demonstrations. Take advantage of the mobile-first, responsive design at your next listing presentation.



TARGET REPORTS

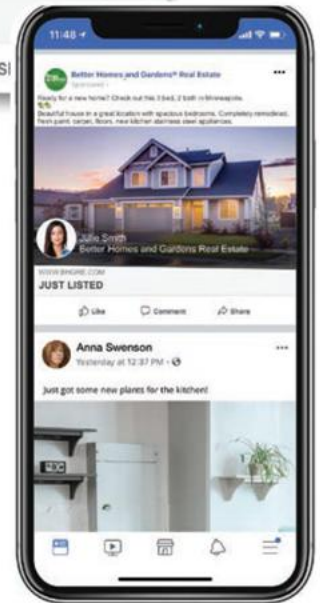
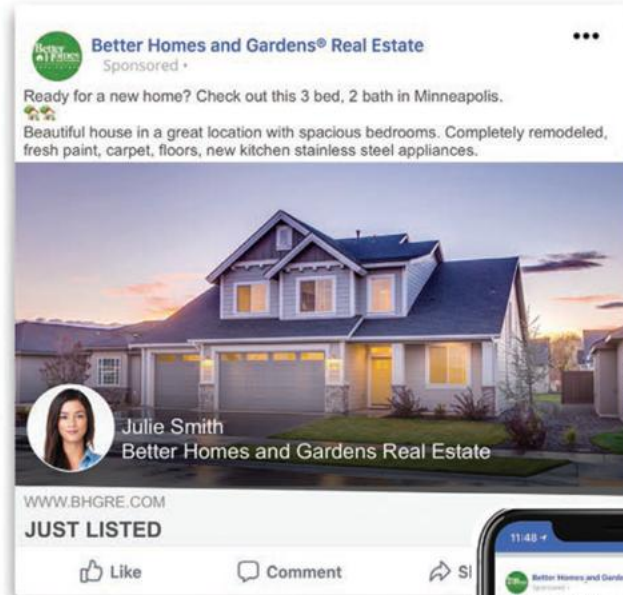
With customizable Market Reports in PinPoint, agents can easily showcase their ability to market direct to consumers using automatically generated content, including search maps, audience segments, and potential reach.

**BHGRE® PROVIDES AUTOMATED
ADVERTISING CAMPAIGNS ON
FACEBOOK, INSTAGRAM, AND
PREMIERE WEBSITES FOR ALL NEW
LISTINGS AT NO ADDITIONAL COST.**

BHGRE® provides a free* 3-day digital advertising campaign for all new listings with Boost. With this fully automated program, agents can drive qualified users to their websites and monitor social media for user engagements.

Boosted ads are delivered to matching buyers and yield approximately 1,500 impressions and 50-100 clicks. Agents may opt to extend the campaign at deeply discounted rates.

Sites Include:



**TO DATE, MASIELLO LISTINGS HAVE
RECEIVED OVER 13.1 MILLION VIEWS AND
OVER 1 MILLION CLICK-THROUGHS!^**

*And growing! This figure is as of April 22, 2022.

*Offer provided by BHGRE with no additional cost to BHGRE affiliated agents. Offer must be redeemed within 30 days of each listing going live. Each free ad runs for 3-days only. Agents can opt-in for additional Boost services once the free 3-day trial has ended.

LEARNING

BE BETTER UNIVERSITY®

With a wealth of best-in-class training courses — both virtual and instructor-led — the possibilities are endless. These courses are self-paced to fit any schedule, for agents at any level, on almost any topic, and taught by real-life practitioners.

It's another set of valuable tools designed to help you achieve your goals.



<p>GROW AGENT PRODUCTIVITY PROGRAM</p>	<p>VIRTUAL PROSPER PRACTICE TECHNIQUES TO RETAIN AGENTS</p>	<p>ENGAGE RETENTION WORKSHOP</p>
<p>SPHERE OF INFLUENCE A four-panel workshop designed to help agents increase the business volume of their Sphere of Influence.</p>	<p>BUSINESS PLANNING SET GOALS AND DEVELOP YOUR PLAN</p>	<p>GO GREEN A BEST PRACTICE APPROACH TO IDENTIFYING AND ATTRACTING TOP-QUALITY TALENT</p>
<p>THRIVE BUYERS WORKSHOP</p>	<p>TALENT ATTRACTION REV RECRUITING PROGRAM</p>	<p>SOAR COACHING PROGRAM</p>

2019 COURSE CATALOG FOR AGENTS & BROKERS



HELPING YOUR CLIENTS **SAVE MONEY**

BEFORE, DURING, AND AFTER THE MOVE

YOU ARE TOP OF MIND

This program keeps our affiliated agents top-of-mind to help drive more referrals and help you earn repeat business. BHGRE Moves® automatically sends emails, coming from your email address, to your customers, with exclusive offers from companies like Bed Bath & Beyond, PODS and more.

YOU ARE IN FOCUS

Our company has negotiated exclusive offers from a variety of national, regional and hyper-local brands, so you give your customers the best services to suit their needs.

YOU ARE IN CONTROL

We will send you an email each time you have a new transaction, letting you know that the program will automatically start. If you wish to stop emails to that customer, simply click the link to unsubscribe.

1 PERSONALIZED

Emails are sent from your email address and branded with your photo and contact information.

2 FREE

This program is FREE. You will never pay a dime for this service.

3 CUSTOMER FOR LIFE

This program continues after the move. Your customers will continue to receive home-related, money-saving offers on everything they need for their home. Want to keep in touch with your past customers? We have you covered!

4 SAFE

All emails come from you. Your customer's data is secure and will never be given to an outside company.

Hello!

I wanted to pass along this great offer from **The Home Depot** where you will **receive 15% off your next purchase**. Hopefully this will come in handy for anything you are looking to purchase on your new home!



As a benefit of working with our program, we offer an array of savings to assist your customers in their moving journey.

Contact your broker for more details.

BE BETTER®

INTRODUCING SPARK BENEFITS PROGRAM

EXCLUSIVE BENEFITS & SERVICES

FAST & AFFORDABLE

BEST-IN-CLASS CUSTOMER CARE

BHGRE® franchises and affiliated agents have the opportunity to join SPARK, a membership association that provides exclusive access to personal and business benefits including healthcare, agent safety tools, travel discounts, retirement planning solutions and much more.

WHY SPARK?

SPARK offers a variety of insurance products that give choice and flexibility to agents when choosing health care products for their family needs*. Benefits counselors are also available via chat, email, and phone to walk agents through the decision process.

HOW MUCH DOES IT COST TO JOIN THE SPARK PROGRAM?

\$72 per year. SPARK members will also receive FOREWARN™, an agent safety app, at no additional cost (a \$240 annual value).

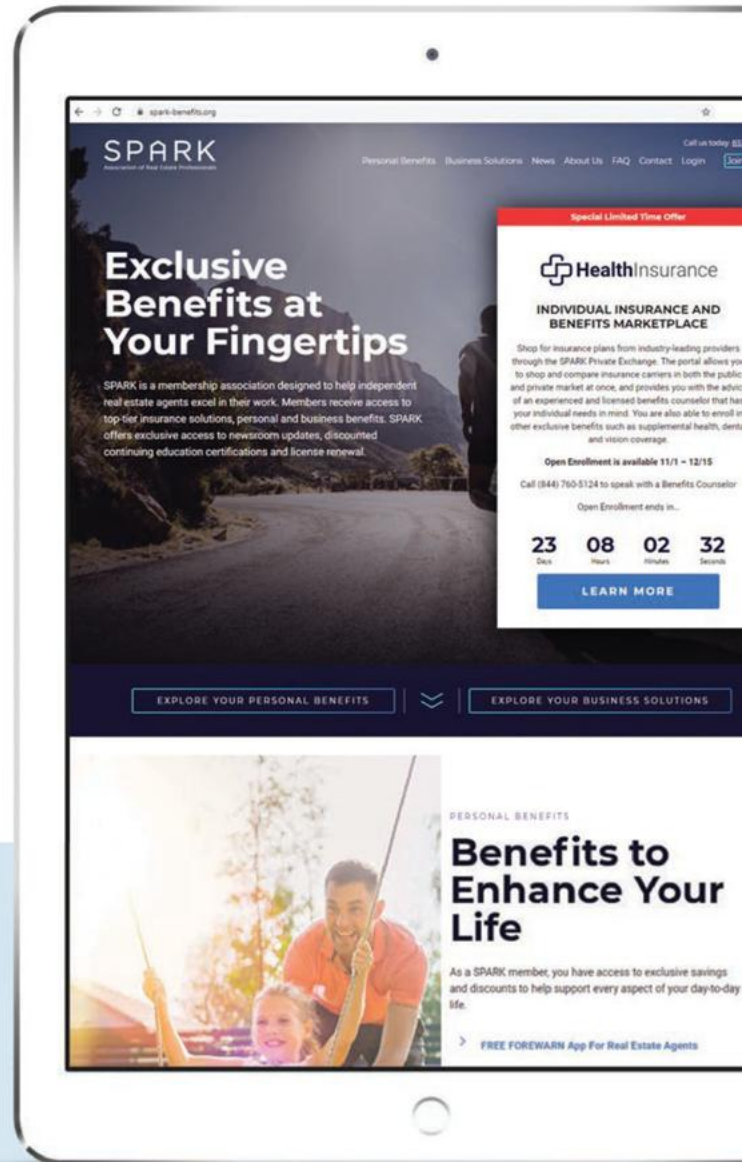
WHAT BENEFITS ARE AVAILABLE?

Personal Benefits to Enhance Your Life

- Individual Health, Life, Dental, and Vision Insurance
- Member Savings Program: Discounts on Hotel & Travel, Car Rental, and Entertainment
- Individual Retirement Account Program
- SPARK Telemedicine Program

Business Solutions to Support And Protect Your Business

- Free FOREWARN For Real Estate App (\$240 Value)
- \$50 Credit for McKissock Continuing Education Plus memberships and 40% off all other CE programs
- Cyber Liability & Data Breach Insurance
- Workers' Compensation Insurance
- Accounting Services



SPARK 
Association of Real Estate Professionals

WWW.SPARK-BENEFITS.ORG

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Spark Association of Real Estate Professionals. All rights reserved. Membership in the SPARK Association is limited to real estate agents who are actively affiliated with a Realogy Group branded franchise network. SPARK offers association members exclusive access to association group and individual insurance plans as well as the ability to enroll in discounted and association member-only benefits and programs offered at special member-only rates and coverages. Not all members may qualify, and enrollment may be restricted to only members who apply in a timely manner or during the appropriate open enrollment period(s). More information can be found on the SPARK website for each individual product.

*Not all plans may be available in all states. More information can be found on the SPARK website for each individual product.

AGENT TOOLS AND RESOURCES

Celebrating
10 **BH & G**
YEARS
of Inspiration

BE TRUSTED. BE ICONIC.
BE RELEVANT.

AGENT TOOLS AND RESOURCES



BUSINESS TOOLS AND SUPPORT

Featured Offering	Description & Benefit	Impact	Cost to You
Business Support Specialist Team	Our culture of support separates us from other real estate companies. By providing the assistance you need, you can spend more time with your clients and less time on administrative tasks.	It's About Time! With this high level of support, you gain back time you can reinvest in yourself and your business.	No additional cost
Engaged Office Leadership	Your dedicated Sales Director plays an active role in supporting your business and is your go-to in-office resource. Provides in-depth transactional assistance and listing/sales strategies, facilitates free in-office continuing education and learning opportunities, conducts regular collaborative meetings for the office, and maintains a positive office culture in which to thrive	Your Sales Director can provide insight and guidance for you and your business by helping you define -- and stay on track with -- your business goals.	No additional cost
Leadership and the Home Office Team	The Masiello Group's home office team is your go-to network of experts at the top of their respective specialties in operations, finance, marketing, and administration.	A team of behind-the-scenes experts dedicated to your success!	No additional cost
Embedded In-house services	In-house partners include title, mortgage, insurance, home warranty, legal services, IT services, marketing and transaction specialists. These long-standing relationships benefit you and your clients as your go-to experts for any challenge that may arise.	Experts you can count on at a moment's notice, providing seamless and smooth transactions for your clients.	No additional cost
Agent Website	The brand offers full IDX-enabled agent websites. Plug-and-play designs or full customization - your choice! Responsive for use on all devices. Saved properties and searches that keep your customers in close contact with you. Reviews and testimonials, create custom pages. Featured listings, market data, SEO, blog, and more! What's My Home Worth - a powerful lead generation tool. Search engine optimized to help improve your visibility online.	Powerful lead generation website provides you with a professional representation of your personal brand. All leads go to you!	No additional cost
TMG Connect™	This hub of your business activity provides a one-stop shop for leads management, customer relationship management, follow-up campaigns, e-cards and print flyers, automated messaging, task lists, social media and website management, client engagement visibility and scoring, and much more!	Manage all of your clients and contacts in one easy to use platform - from your phone, tablet or computer.	No additional cost

SOCIAL MEDIA TOOLS AND CONTENT

Featured Offering	Description & Benefit	Impact	Cost to You
Automated postings	Automated posting to your Facebook business page for new listings, price changes, sold properties, open houses, market reports, testimonials, news and articles, blog posts and much more. Your business page stays updated without you having to manually work on it.	Stay active on social media while you focus on high-dollar activities instead.	No additional cost
Content, Templates and Inspiration	Every month, we provide you with a flight of posts which include all the images, content and even hashtags you need to have a very robust social media presence. Just copy and go!	Provide valuable and interesting content on social media without having to come up with the content on your own.	No additional cost
Scheduling Tool	The BHGRE® Social Tool gathers all the amazing content from Better Homes and Gardens® Real Estate, Meredith Corporation brands, industry news, brand leadership and more, and puts it in one, easy-to-use tool from which you can share and schedule posts to your social accounts.	Using the easy scheduling tools provided, you can plan out a week or month's worth of social posts ahead of time and get back to focusing on your business.	No additional cost
Open House Connector	Open house guests sign in and answer customizable survey questions via their phone or a tablet. This allows you to gather important information, including the guest's contact information and their impression on the listing or other questions the agent sets. Contacts go directly into your CRM in a group specific to that open house date.	Streamline open house feedback and follow up and add contacts directly into your database.	No additional cost
Stock Photo Library	Image library of stock photography at your fingertips that you can use in your marketing.	Create professional marketing pieces easily.	No additional cost

LEAD GENERATION & DELIVERY

Featured Offering	Description & Benefit	Impact	Cost to You
Agent Website	Add custom pages designed that make your site more valuable to buyers and sellers by showcasing your expertise in the local market. With just a few clicks, you can embed community calendars, create custom landing pages for specific areas within your market, add calls to action designed to encourage visitors to contact you for more information.	Get more leads and provide a quality customer experience for both buyers and sellers.	No additional cost
"What's My Home Worth" (WMHW) Tool	Instant valuation page with numerous calls to action designed to drive users to contact you for more information.	More seller leads delivered directly to you.	No additional cost
QR Codes	Easy to create! Drive traffic to your WMHW tool, specific property pages or other pages in your website.	Capture more leads Easy to create, easy for consumers to reach you.	No additional cost

GETTING MORE LISTINGS

Featured Offering	Description & Benefit	Impact	Cost to You
Listing Presentation Materials	Robust presentation and print materials for both buyer and seller meetings - Professionally designed to help you shine at client appointments	Stand out from your competition.	No additional cost
Toolkit CMA Program	Easily compare properties and make pricing adjustments. Incorporate marketing materials. Mix and match individual pieces to tailor your presentation to each client.	Shine at a listing presentation with a comprehensive and professionally designed report.	No additional cost
Reverse Prospecting Report	This print-on-demand report shows how many buyers in our system are looking for that type of property right now. These buyers will receive an instant notification the moment this home hits the market!	Win the listing!	No additional cost

RELATIONSHIP MANAGEMENT

Featured Offering	Description & Benefit	Impact	Cost to You
CRM (Customer Relationship Management) system	<p>Easy customer and client management. Manage new leads and stay in touch with your sphere in varying and meaningful ways</p> <p>Client segmentation, lead management, follow-up campaigns, e-cards and print flyers, automated messaging, task lists, social media management, client engagement visibility and scoring</p>	With this powerful system at work, you are more organized, have a wealth of client information at your fingertips, and can stick to the high-dollar value tasks of working with your current clients and growing your business!	No additional cost
My Customer for Life Newsletter	Weekly email newsletter of buying, selling and home ownership tips. System learns what articles the client clicks on, and sends similar articles in the future.	You are sending information client has indicated they like to receive. Stay front-of-mind long after the transaction	No additional cost
Better Homes & Gardens Magazine Subscriptions	Bulk magazines may be purchased at a discount and used for local businesses, community events, open houses, closing gifts, prospecting, giveaways, listing presentation leave-behinds, and can even serve as your "business cards"	Stay front-of-mind with your contacts. Branded with your photo and contact info, a magazine subscription provides you with 6-12 touches in a year.	\$13.25 ea. Bulk magazines at deep discounts
Testimonial Tree Automated Survey Tool	A brief automated survey will be sent to your clients after closing. Testimonials feed directly into your website and social media.	Promote yourself using the words of your most satisfied customers	No additional cost

FOR YOUR SELLER CLIENTS

Featured Offering	Description & Benefit	Impact	Cost to You
Signs and Installation	Green signs on beautiful white posts stand out to consumers. Save valuable time by having your property signs delivered and installed for you.	Spend your time on high-dollar activities	No additional cost
Listing Video	A “Ken Burns” style video is created for every listing, consisting of your listing photography, background music and a voiceover highlighting the property’s key details. Videos are posted to social media automatically, allowing them to be easily shared.	Social media pages highly value videos, allowing your listing to be seen by more viewers than a still-photo listing would.	No additional cost
Single Property Websites	A website entirely dedicated to each home (ie, 123mainstreet.masiello.com). Search engines favor websites with the search term right in the URL.	Increased SEO No other listings to distract the buyer away from your property.	No additional cost
Text Codes	Individualized text codes for each property Capture instant leads. Custom keywords available.	All leads for your properties are delivered quickly, straight to you.	No additional cost
3-Day Internet Display Ad and Social Media BOOST	FREE, TARGETED digital ad for every property creates an immediate splash about your property. Designed to directly reach the right group of buyers.	Your listing will be seen throughout social media and will be advertised on key websites throughout the Internet.	No additional cost
BHGRE Moves (seller moving assistance)	Help ease the process and pain of moving for your seller clients with services they need – when they need them. Exclusive discounts which arrive at specific intervals in the moving process. Ongoing campaign of helpful tips for years after closing.	Free to you and your clients! Provide a significant value-add for your clients. Remain front of mind long after the transaction.	No additional cost
International listing syndication	We syndicate listings to over hundreds of real estate websites. Our syndication suite includes not only the most popular U.S. property search platforms, but listings appear on more than 100 sites in over 60 countries as well.	Showcase your listings on a global stage, and capture a buyer from anywhere.	No additional cost
Seller Reports	Internet traffic reporting systems tell you: <ul style="list-style-type: none"> • How many buyers are viewing your listings • What sites they are coming from • Whether they saved or shared the property • Other valuable activity information 	This real-time data allows you to measure how the listing is being received so that you can adjust if necessary.	No additional cost
Selling and Staging Tips	Professionally written booklets provided by the professionals at BHG Magazine. Used digitally or in print, these beautiful “look books” allow you to provide valuable and information to your clients as they prepare their homes for sale.	Content is always the hardest thing to come up with. We’ve done it for you.	No additional cost
Additional Listing Advertising	Submit Distinctive Collection properties for consideration in the nationally distributed Distinctive Life digital magazine.	Additional listing exposure to distinguished clientele.	No additional cost

FOR YOUR BUYER CLIENTS

Featured Offering	Description & Benefit	Impact	Cost to You
Buyer Presentations and Look Books	Professionally written booklets provided by the professionals at BHG Magazine. Used digitally or in print, these beautiful “look books” allow you to provide valuable and information to your clients as they prepare to move into their dream home.	Content is always the hardest thing to come up with. We’ve done it all for you!	No additional cost
Drive Time and other robust property search tools	Buyers can search by radius, custom drawn area, or even driving distance from a specific location. You see all of your buyers’ activity, including homes they’ve favorited and searches they’ve saved.	You have improved insight into your buyers’ activity and wants.	No additional cost
Saved Search Alerts	Buyers can receive notifications when new properties hit the market that fit their search criteria. Buyers have the flexibility of choosing to be notified immediately, daily, weekly or anything in between. You can choose to be copied on these alerts if desired.	Keep your contacts within your reach, rather than sending to MLS. By sending traffic back to your website, you are improving SEO as well.	No additional cost
BHGRE Moves (buyer moving assistance)	Help ease the process and pain of moving for your buyer clients with services they need – when they need them. Free to you and your clients Exclusive discounts from companies like Home Depot®, 1-800-GOT-JUNK, PODS, Home Chef, and dozens more – which arrive at specific intervals in the moving process. Ongoing campaign of helpful tips for years after closing. Personal concierge to help buyers change utilities, cable etc.	Provide a significant value-add for your clients Remain front of mind long after the transaction.	No additional cost
Market Watch Reports	Robust market activity reports that can be set up to send to clients weekly/monthly/quarterly. Automatically post to social media as well.	Be the local real estate expert with market intelligence at your fingertips.	No additional cost

ADVANCED MARKETING OPPORTUNITIES

Featured Offering	Description & Benefit	Impact	Cost to You
Video ads on social media and streaming services (AdWerx)	Create professional Internet video ads with just a few clicks. Expand your visibility by targeting a specific audience on streaming services	Be seen, stand out from the competition and get more business!	Low cost
Direct Mail	Professionally designed postcards, mailers, newsletters, and print reports are at your fingertips. Automated property marketing tools (ie, Just Listed/Just Sold postcards) available as well.	Curate an effective farming campaign and keep in touch with your sphere.	Low cost

LUXURY MARKETING TOOLS

Featured Offering	Description & Benefit	Cost to You
BHGRECollection.com	Display listings on our dedicated luxury site: BHGRECollection.com. Users are able to browse through the site and search for listings as well as view details on a specific listing.	No additional cost
Distinctive Collection Listing Presentation	Created with smartphones and tablets in mind, this presentation reads like a beautiful magazine. This is a great way to start a listing conversation with luxury clientele.	No additional cost
Distinctive Collection Portfolio Box	Present Distinctive Collection materials in style with this beautifully crafted presentation box. Wrapped in luxurious faux-leather paper, this box features silver embossing, a magnetic closure and a large pocket for listing materials.	\$29.99 each
Luxury Style Guide	Our luxury style guide provides writing and photography tips that will help ensure your luxury marketing is of the highest quality.	No additional cost
Listing Feeds in WSJ.com and RobbReport.com	Each Distinctive Collection listing will be globally searchable and open to all visitors on websites such as wsj.com and robbreport.com. Listing features include: a link to office website, contact agent button, Better Homes and Gardens® Real Estate logo, photos and descriptions of the property, and more.	No additional cost
Listing Exposure	Distinctive Collection agents also have complimentary exposure opportunities available for their listings in one of our many high profile, visible listing ad placements in <i>Unique Homes</i> magazine.	No additional cost
<i>The Distinctive Life</i> ® Magazine	A custom branded quarterly digital luxury publication is available featuring, specialized luxury content and luxury listing ads from our brand. This is distributed via BHGRE websites, social media, and targeted emails to high net worth individuals. You can also customize the magazine with your listings and print through the Print Marketing Center.	No additional cost
Print and Digital Marketing Templates	High-quality Distinctive Collection print and digital marketing materials can be fully customized for your luxury property. These have the luxurious look-and-feel that speaks to the Distinctive Collection consumer.	No additional cost
Luxury Staging and Style Guide	Beautiful booklet that can be delivered digitally or printed. Contains luxury staging tips and interior design inspiration for distinguished clientele.	No additional cost
Distinctive Collection Branding Ad Templates	You will have access to branding ad templates with a sleek, modern look. Use them to showcase your experience and showcase your personal or company brand.	No additional cost

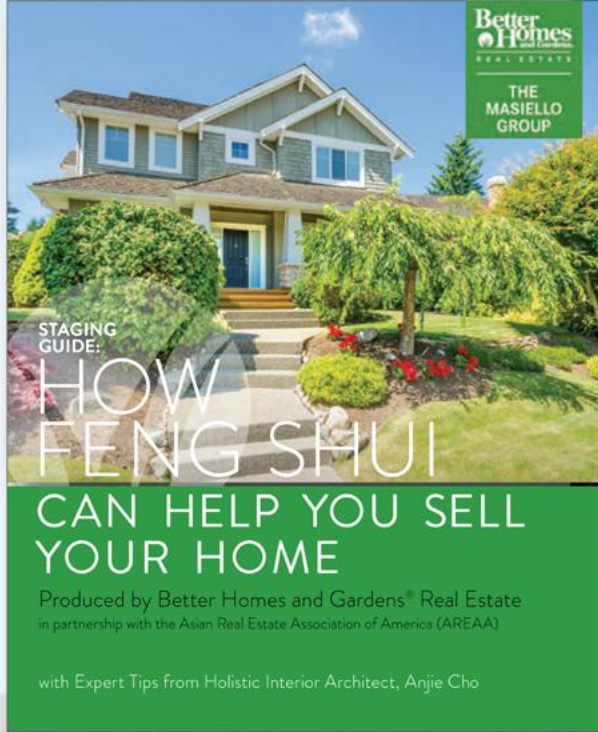
BHGRE-EXCLUSIVE TOOLS

Featured Offering	Description & Benefit	Cost to You
Personalized Subscription Program*	Send a subscription (AllRecipes, Better Homes & Gardens, Food and Wine, Martha Stewart Living, Southern Living or Travel + Leisure) to your clients. Each issue will be personalized with your Loyalty Label on the cover that includes your company logo, name, phone number and two lines of customizable text.	Starting at \$13.25/year
PinPoint SM	Culled from a database of more than 175 million* Meredith Corporation consumers, many of whom are Better Homes & Gardens magazine subscribers, Pinpoint SM is a direct marketing tool like no other. It easily identifies prospects that may be in the market to buy or sell a home, such as first-time homebuyers, luxury homeowners, empty nesters and many other profiles.	FREE to use. Send direct mail at discounted prices.
Approved Supplier Program	The Better Homes and Gardens® Real Estate Approved Supplier Program offers a wide selection of products and services at discounts designed to help make you more productive and efficient.	Negotiated Prices
Discounted Client Appreciation Gifts	Pre-negotiated rates on products are available for local use. Companies include Better Homes & Gardens®, Tiffany & Co. and many more.	Negotiated Prices

UNLIMITED LEARNING OPPORTUNITIES

Featured Offering	Description & Benefit	Impact	Cost to You
Be Better University®	Whether attending a virtual or recorded session, users can access some of the best technology, skill and tool development training available.	Never stop learning.	No additional cost

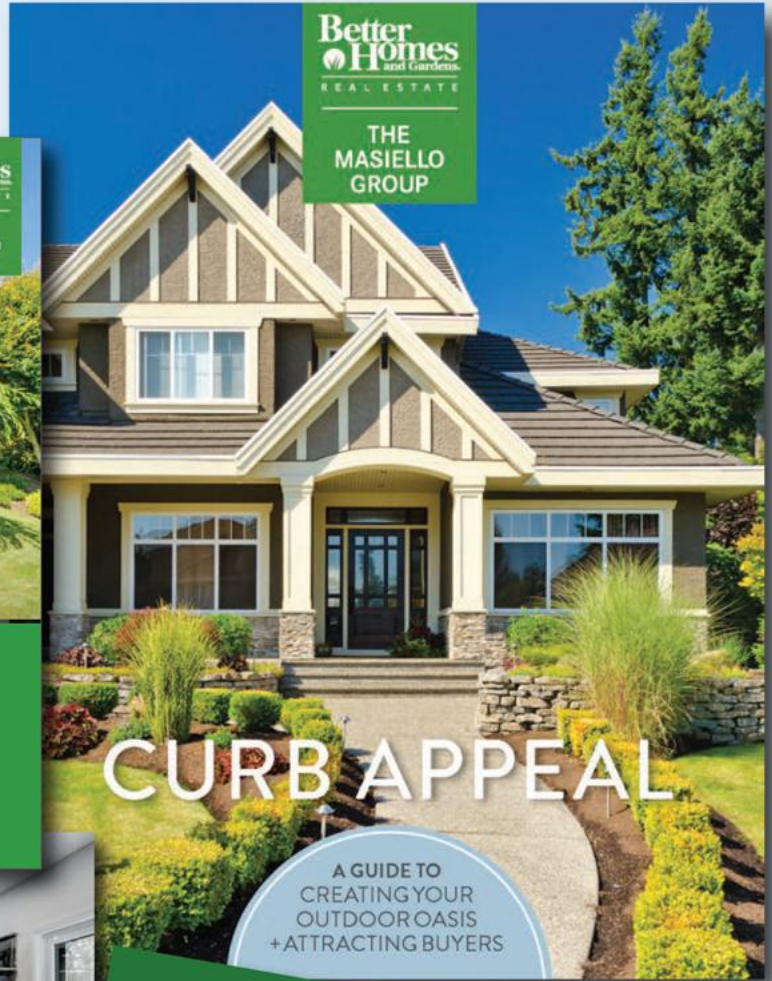
BETTER HOMES AND GARDENS PROUDLY PRESENTS...



Better Homes and Gardens REAL ESTATE
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STAGING GUIDE:
HOW FENG SHUI CAN HELP YOU SELL YOUR HOME

Produced by Better Homes and Gardens® Real Estate in partnership with the Asian Real Estate Association of America (AREAA)
with Expert Tips from Holistic Interior Architect, Anjie Cho



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CURB APPEAL

A GUIDE TO CREATING YOUR OUTDOOR OASIS + ATTRACTING BUYERS



DISTINCTIVE COLLECTION
by **Better Homes and Gardens REAL ESTATE**

LUXURY STAGING AND DESIGN GUIDE



HOME SALE STRATEGY
MAXIMIZING YOUR HOME'S VALUE

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Better Homes and Gardens REAL ESTATE
AFFILIATE 1
AFFILIATE 2
AFFILIATE 3

FACTORS AFFECTING YOUR HOME'S VALUE

- LOCATION, SIZE, CONDITION AND AMENITIES OF THE HOUSE
- LOCAL MARKET CONDITIONS
- RECENTLY SOLD PROPERTIES

CONTACT ME FOR A FREE HOME EVALUATION
JENNIFER SMITHSON
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