

ROADMAP TO SUCCESS



**BERKSHIRE
HATHAWAY**
HOMESERVICES

KEE REALTY



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"A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust."

Warren Buffett
Chairman and CEO, Berkshire Hathaway Inc.



JOIN THE ELITE

**ASK YOURSELF WHO AM I NOW
AND WHO DO I ASPIRE TO BECOME?**

Unlock Your Potential with Exceptional Support and Cutting-Edge Technology

At Berkshire Hathaway HomeServices Kee Realty, *we understand that it's all about you—our agents are the heart of our success.* We've created an ecosystem designed to support your talent and help you thrive in the real estate industry.

Our promise is simple: to empower you with the best tools, personalized support, and opportunities to succeed at the highest level.

BERKSHIRE HATHAWAY
HOMESERVICES

KEE REALTY

COMPREHENSIVE & PERSONALIZED AGENT SUPPORT



**YOUR SUCCESS IS
OUR PRIORITY**

Tailored Agent Solutions for Your Real Estate Journey

At Kee Realty, it's truly all about you! We customize our services to fit your unique needs, providing personalized support and one-on-one coaching through our dedicated team of over 60 professionals. With an impressive 25:1 agent-to-staff ratio, our full-time administrative staff ensures that your time is spent where it matters most—building client relationships and closing deals. From listing input to the final closing, we take care of the ancillary tasks, allowing you to focus entirely on what you do best: listing and selling homes.

Support Examples

- Listing input/maintenance including status & price changes, uploading & organizing photos & more.
- Order yard sign installation
- Coordinate showings
- Maintain, organize and track files throughout the transaction
- Open House Signs provided
- Selected personalized BHHS Kee marketing materials created and printed for you
- Outbound mail will be professionally prepared, including stuffing, sealing, applying postage, & sending it out on your behalf

A CULTURE OF EXCELLENCE & INNOVATION

YOUR SUCCESS IS OUR MISSION

Sales Support

We offer a range of resources to assist with listings, sales, and overall business generation

- **New Listing:** A company-wide email will feature each of your new listings, a one-week campaign for web and social media platforms, Just Listed and Listing Lifecycle Automatic social media posts, and Property Boost for lead generation.
- **Comprehensive Relocation Department:** Our in-house relocation department provides seamless support for agents and clients alike. With national and global connections through BHHS, we provide access to a vast network of resources, making relocations efficient and stress-free. Having a dedicated team in-house means quicker communication and a more efficient process, helping you close deals faster and with greater confidence.
- **Legal Defense:** Gain peace of mind with access to our in-house legal defense resources. Whether you need guidance on contracts, negotiations, or any other legal matters, our expert team is available to support you, ensuring you can operate with confidence and security.
- **24/7 Access to All Locations:** With offices strategically located across Southeast Michigan, you have round-the-clock access to our 11 locations. Whether you need to meet with a client, print materials, or simply have a quiet space to work, our doors are open for you anytime.

By providing essential sales support services, we ensure that our agents can focus on what they do best—listing and selling homes to grow their business!

EXPERIENCE IMMEDIATE REWARDS WITH OUR UPFRONT SIGNING BONUS

Join Us and Feel Valued from Day One

Transitioning to a new brokerage is a significant decision, and at Berkshire Hathaway HomeServices Kee Realty, we make sure it's a positive and enriching experience.

Recognition of Your Worth

We deeply value the expertise and potential you bring to our brokerage. We are dedicated to fostering an environment where your skills are recognized and rewarded.

- We provide an attractive upfront signing bonus to empower your integration into our team. This upfront bonus can be used to enhance your marketing efforts, grow your business, or facilitate any aspect of your transition, allowing you to maintain momentum and focus on your success without pause. This bonus is a clear acknowledgment of your talents and our investment in your future with us.
- A move to our team is never at your expense; we support your move by replacing any previously branded items, ensuring you can start fresh with everything you need.





SMOOTH TRANSITIONS

ACCEPTING A PROMOTION WITH BERKSHIRE HATHAWAY HOMESERVICES
KEE REALTY IS ALWAYS REWARDING & SUPPORTIVE!

Brokerage Provided Full Conversion Package

- Agents transferring from another company to BHHS Kee Realty have an opportunity to update their marketing materials and business products compliments of Kee
- New company affiliation mailer printed & mailed by Kee Realty to your complete contact database
- Replacement of existing signs and riders
- Free Agent branded IDX website
- Replacement of all marketing pieces, mailers, & business cards
- Reimbursement for any miscellaneous expenses incurred from your move
- Free Continuing Education, including Code of Ethics, Legal, and Fair Housing

Kee Forever Agent SOI Marketing Program

Your Sphere of Influence is absolutely the best source of business you can get! They are warm leads, which require multiple marketing touches to achieve the maximum amount of business.



Email

- + Monthly Digital Newsletter
- + OPT OUT Email Invitations to our Client Events
- + BHHS Connect powered by kvCore Implementation

Mail

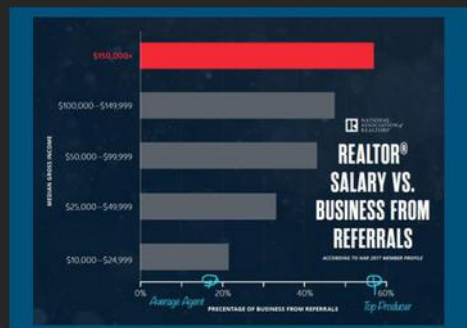
+ 6 Oversized Postcards a Year

Cost: 23¢

per month, per physical address, billed to your agent account
email only is free

87/77

% of Kee agents' income generated by their SOI, Sellers/Buyers



\$46,000

average 3% commission income per individual, based on buying & selling 3 homes in SE MI over a lifetime

MAXIMIZE YOUR POTENTIAL WITH OUR EXCLUSIVE FOREVER AGENT SOI PROGRAM

The Sphere of Influence (SOI) Program at Berkshire Hathaway HomeServices Kee Realty is designed to transform the way you stay in touch with your existing relationships to maximize your business growth.

HERE'S HOW OUR FOREVER AGENT SOI PROGRAM STANDS OUT

- **Tailored Marketing Campaigns:** Enjoy access to 29 high-impact marketing hits per year, ensuring your presence is constantly refreshed and visible to your sphere. With a brokerage subsidized, cost-effective rate of just 23 cents per address per month, and free email marketing, our program is designed for maximum reach and efficiency.
- **Client Retention and Engagement:** Through our regular, personalized touch points—including digital newsletters, direct mail postcards, and client appreciation events—our Forever Agent SOI program helps you stay top of mind, creating forever clients, building loyalty and encouraging repeat business and referrals.

Agent Name
Phone
Email

YOU'RE INVITED!

BLUE WATER CRUISE NIGHT
FRIDAY, JUNE 28
5:00 PM - 8:00 PM
3945 24th Ave, Fort Gratiot, MI
Join us at our Port Huron office for complimentary food, beverages & lots of fun.
Showcase your classic car by parking it up front for all to enjoy!
RSVP AT KEERESP.COM | Questions? Please call (810) 988-5080

BERKSHIRE HATHAWAY HOMESERVICES | **KEE REALTY**

As Thanksgiving approaches, I'm filled with gratitude for the genuine connections that are the heart of real estate. It's not just about properties changing hands; it's about the relationships we cultivate. I'm truly thankful for the privilege to be a part of these connections, grateful for the opportunity to be of service, and looking forward to more great times ahead!

May your holiday season be filled with laughter, love, and moments to be thankful for!

BERKSHIRE HATHAWAY HOMESERVICES | **KEE REALTY**

Agent Name
Agent Cell
Agent Office
Agent Email

THANKFUL & GRATEFUL & BLESSED

BERKSHIRE HATHAWAY HOMESERVICES | **KEE REALTY**





MARKETING SUITE

DIVERSE MARKETING CHANNELS

From online digital marketing to traditional direct mail, our suite includes tools like Chalk Digital, Soci, Canva, kvCore, and much more, enabling you to create engaging, professional-quality marketing materials that stand out in any medium.

AUTOMATED MARKETING SYSTEMS

Save time and increase efficiency with automated campaigns that ensure consistent contact with your leads and clients. Our systems, including email automation and social media management, allow you to set up campaigns once and deliver relevant content without ongoing manual effort.

CUSTOMIZABLE CONTENT

Access a library of pre-built templates for just listed/just sold announcements, property brochures, and luxury branding materials. These are customizable to maintain your unique brand identity while leveraging professional design quality.

TRAINING AND SUPPORT

We offer ongoing hands-on education for the latest marketing trends and technologies, so you can effectively market yourself and your properties. Attract clients, close deals faster, and thrive in your career, all within a collaborative learning environment.



COMPLIMENTARY CLIENT EVENTS HOSTED BY KEE REALTY

ENGAGE AND DELIGHT YOUR CLIENTS

At Berkshire Hathaway HomeServices Kee Realty, we go the extra mile to ensure our agents can build and maintain strong client relationships without the added stress of event planning. We host a variety of client appreciation events throughout the year—at no cost to our agents. These events are professionally organized and designed to enhance your client interactions, allowing you to focus on what you do best: connecting with clients and closing deals.

BENEFITS OF OUR CLIENT EVENTS PROGRAM:

- **Build Stronger Relationships:** These events are perfect for reconnecting with past clients and nurturing ongoing relationships, helping to increase client loyalty and referrals.
- **Enhanced Professional Image:** By hosting high-quality, memorable events, we help elevate your professional image. Your clients will appreciate the exceptional experiences you provide, associating these positive interactions with your personal brand.
- **Diverse Event Options:** Our calendar includes a variety of events, from seasonal gatherings and educational seminars to family-friendly activities, ensuring there's something that appeals to every client's interests.
- **No DIY:** We handle all the details, including invitations, catering, and entertainment, allowing you to enjoy the event alongside your clients.

Leverage our done-for-you events to deepen client relationships without the overheads of time and money, exclusively at Berkshire Hathaway HomeServices Kee Realty. Join us, and let us take care of the details while you reap the rewards of enhanced client satisfaction and loyalty.

MAXIMIZE YOUR IMPACT

Streamlined Tech Solutions for Modern Real Estate

It is common for brokerages to struggle with outdated or fragmented systems. BHHS Kee Realty leverages the powerful, all-in-one BHHS Connect powered by kvCore platform. This tech-forward solution offers professional online lead generation, customizable websites, landing pages, and a smart CRM with predictive analytics for optimized follow-ups.

Key Features:

- Integrated Lead Gen and CRM: Simplifies managing leads and contacts.
- Behavioral Analytics: Helps convert new leads and nurture existing ones.
- Automated Marketing: Sends targeted messages based on user behavior.
- Mobile App: Recommends daily tasks and highlights hot leads for productive follow-ups.
- Core Present: Create and deliver engaging Buyer and Seller presentations

With kvCore, agents benefit from a seamless, efficient system that drives business growth and client engagement.



ROBUST TECHNOLOGY INTEGRATION



**Comprehensive Support for
Your Real Estate Journey**

KEE HELP LINE: YOUR QUICK CONNECT

- **Single Phone Number for 6 Departments**
- **Expanded Hours**
- **Computerized Call Routing:** Automatically reach the person available

OUR KEE MOBILE APP STREAMLINES DAILY TASKS

- **Company Directory:** Phone numbers and email addresses for our agents and staff.
- **Commission Request:** Electronically submit a commission request.
- **Schedule a Home Inspection:** Online order form to schedule an inspection at any time.
- **Submitting an EMD:** Electronic EMD submissions on our secure website.
- **Seller Proceeds Calculator:** Input your client's numbers and our worksheet will calculate their estimated net proceeds.
- **Daily Activity Report:** Company-wide daily email that tracks new listings .
- **Calendar:** Provides a brief description for classes, training, and events
- **Kee Agents & Staff Facebook Group:** This group is the perfect place for agents to seek advice, share insights, and stay updated with the latest company information. Engage with fellow agents, exchange ideas, and access valuable resources in a supportive and interactive environment.
- **Preferred Vendors:** List of vendors recommended by agents and staff.



LEARNING & DEVELOPMENT

Stay ahead of market trends with our full roster of educational programs. Whether you're looking to hone your negotiation skills, master the latest in market analytics, or develop a Forever Agent campaign, Kee Realty supports your professional growth every step of the way.

BHHS Kee provides numerous opportunities to develop your skills.

- Company wide “Lunch and Learns” featuring guest speakers discussing relevant topics
- Monthly Office Sales Meetings focused on selling strategies & valuable market content
- Berkshire Hathaway HomeServices Kee Complimentary Conference and Awards Ceremony
- Kee Business Dynamics Agent Education Program
- Berkshire Hathaway HomeServices Annual National Business Conference
- Hands on training encompassing all aspects of marketing, from Canva to video production and more
- The Kee Huddle: Bi-monthly company-wide conference call with company and industry updates
- Bi-Weekly company wide Mastermind sessions
- Quarterly Kee Summits including top agent panel discussions

WHAT OUR AGENTS SAY



"I've been incredibly happy at Berkshire Hathaway HomeServices Kee Realty for over five years. The admin services are outstanding, with dedicated support from the team available 24/7. The front desk staff, excellent paperwork oversight, and top-notch ancillary services like Premier Title make my job easier. BHHS Kee Realty offers numerous learning opportunities and social events, fostering a strong sense of camaraderie and family. The support from management is exceptional, ensuring a great working environment and fun office culture." *BHHS Kee Agent, Birmingham*

"I've never encountered a more supportive, helpful, and compassionate manager. Always available to answer questions and offer guidance, he is dedicated to our success. Coaching sessions initially kept me on track daily, and now we meet quarterly to ensure I'm meeting my yearly goals. His unwavering commitment to our growth and success is truly impressive, and he will stop at nothing to help us achieve our objectives." *BHHS Kee Agent, Clinton Township*

"Berkshire Hathaway HomeServices Kee Realty's motto should be "What can we do to help YOU become more successful?" Seven years after joining, I still feel at home here. The welcoming and helpful environment, driven by honest and integrity-filled professionals, attracted me from the start. Our Broker and Manager consistently exceed expectations, providing cutting-edge tools and unwavering support. The staff ensures smooth transactions with meticulous attention to detail. The in-house lender and title agency streamline processes, going the extra mile to accommodate clients. Gold Shield Services offers comprehensive home solutions. I'm proud to be part of the BHHS Kee family, my home away from home, and it can be yours too!"

BHHS Kee Agent, Rochester

"If you're reading this, you might be considering a switch to Berkshire Hathaway HomeServices Kee Realty. Like you, I pondered the same change in 2015, and I'm so glad I joined! At BHHS Kee, the leadership focuses on treating every agent as their primary customer, offering high-end service and unwavering support. From brokers to admin staff, their dedication and forward-thinking approach have consistently impressed me. It's not only fun but also profitable to work here. I wasn't actively looking to change companies when BHHS Kee approached me, but reflecting on the many benefits they offer, it was a great decision to join." *BHHS KEE Agent, St. Clair Shores*

A MESSAGE FROM OUR CHIEF AGENT HAPPINESS OFFICER

Welcome to Berkshire Hathaway HomeServices (BHHS) Kee Realty, where your growth and success are our top priorities. We are committed to providing a supportive, family-like environment that empowers you to achieve your goals. Whether you're a seasoned professional or just starting out, our team is dedicated to offering personalized guidance, cutting-edge technology, and extensive resources to help you thrive.

At BHHS Kee Realty, we foster a culture of collaboration and learning. We provide comprehensive agent services, beginning with strategic marketing campaigns to unlimited administrative support, all designed to enhance your strengths and streamline your business operations. Join us, and experience the difference of being part of a brokerage that truly values your success.

Warmest, John Meesseman



11 OFFICES TO SERVE YOU

880 S. Old Woodward Ave.
Birmingham, MI 48009
(248) 646-6200

23784 West Rd.
Brownstown Twp., MI 48183
(734) 676-2900

15501 Metropolitan Pkwy.
Clinton Twp., MI 48036
(586) 840-0400

3945 24th Ave.
Fort Gratiot, MI 48059
(810) 985-5080



**BERKSHIRE
HATHAWAY**
HOMESERVICES
KEE REALTY

36622 Green St.
New Baltimore, MI 48047
(586) 315-5700

15 East Burdick St.
Oxford, MI 48371
(248) 628-7700

1120 Monroe St.
Carleton, MI 48117
(734) 676-2900
Unstaffed Reception

133 W. Main St.
Northville, MI 48167
(248) 305-1500

210 West University
Rochester, MI 48307
(248) 651-1200

19900 East 10 Mile Rd.
St. Clair Shores, MI 48080
(586) 774-2300

65917 Van Dyke
Washington Twp., MI 48095
(586) 566-2200



ABOUT US

At Berkshire Hathaway HomeServices Kee Realty, we put our agents first. Our agent-centric approach ensures that we focus on supporting the best real estate professionals. We are a full-service brokerage offering comprehensive homeowner services, including Premier Title, Mortgage 1 Inc., Gold Shield Warranty, and Home Inspection.

With 10 fully-staffed offices across Southeast Michigan, Kee Realty combines family values, innovation, and results. We foster an energetic culture that respects customers and competitors alike, continually building on our reputation for excellence. Our consistent 98% customer satisfaction rating, which has earned us back-to-back QE Awards, speaks volumes about our commitment to quality. As one of the top franchises nationally within the Berkshire Hathaway HomeServices network, Kee Realty is uniquely positioned to meet all your real estate needs.

Join us at BHHS Kee Realty, where your success is our mission.

MARKET SHARE

As part of one of the fastest-growing real estate networks in the U.S., our agents enjoy a culture that values innovation, teamwork, and exceptional client service. Join us and be a part of a team that is committed to redefining the real estate landscape in Michigan and beyond.

BERKSHIRE HATHAWAY HOMESERVICES

ALMOST
50K
NETWORK
REAL ESTATE
PROFESSIONALS

REPRESENTED
258K
TRANSACTIONS



MORE THAN
1,500
OFFICES

OVER
\$126B
IN REAL ESTATE
VOLUME (USD)

ACROSS
13 Countries
AND TERRITORIES

BHHS KEE REALTY

A graphic with a dark blue background. At the top, a man in a suit is shown on a stage. Below him, the numbers '#32' are written in large, white, outlined font. Underneath the numbers, the word 'GLOBALLY' is written in white. At the bottom, the logos for 'BERKSHIRE HATHAWAY HOMESERVICES' and 'KEE REALTY' are displayed in white.

#32
GLOBALLY

BERKSHIRE HATHAWAY HOMESERVICES | KEE REALTY

#4 BROKERAGE

in Metro Detroit
Crain's Detroit Business

- 500+ Sales Professionals
- \$941,129,974 in Sales
- 3,614 Transaction Sides
- 11 Offices across SE MI

KEE STRATEGIC PARTNERS

By leveraging these strategic partners, we provide our agents with unparalleled support and resources to succeed in the real estate market



PREMIER TITLE

Our in-house title company ensures exceptional service and convenience for our agents.

- Digital closing packages for all parties
- E-closings and direct deposit for seller proceeds
- Weekly file status updates via text
- Flexible closing times, including evenings and weekends
- Cashier's checks accepted up to \$150,000
- Online seller proceeds calculator
- HUD approved
- 24/7 access to owner and escrow officers
- Upfront payment of association status letters (reimbursed at closing)
- Immediate email notifications of incoming wires



MORTGAGE 1 INC.

With a Mortgage 1 loan officer at every office, we provide seamless mortgage services and sponsored marketing opportunities through the Your Forever Agent SOI program and Client Events.



GOLD SHIELD HOME WARRANTY

Enhance client satisfaction with our home warranty services, offering free second-year coverage for selected items such as basement waterproofing, above-ground pools, and pest control. Sellers can receive Gold Shield coverage during the listing period, with fees deducted from proceeds upon sale.



JW HOME INSPECTION

Our partnership with JW Home Inspections ensures thorough and client-focused home inspections, backed by a team with years of experience and a commitment to excellence.

CONTACT US

For any questions or to learn more about joining our team, feel free to reach out to one of our recruitment specialists. They are here to provide you with all the information and support you need to make an informed decision about your career. Contact Jacob Meesseman or Case Delange today, and take the first step towards a successful future with Berkshire Hathaway HomeServices Kee Realty.

Prefer to have one of our specialists reach out to you? Sign up for more information below.

We look forward to hearing from you!

[YES, I WOULD LIKE MORE INFO](#)



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CASE DELANGE

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