



WHO WE ARE

SEE WHY WE'RE GOOD TO KNOW

 A member of the franchise system of BHH Affiliates, LLC



A REPUTATION BUILT ON TRUST

We are committed to delivering the highest quality real estate services possible and making each customer experience one that surpasses all expectations.

As part of the legendary Berkshire Hathaway family of companies, we have the depth, strength and brand power to market and sell your home. Our network extends globally in reputation and strength. Our company is one of the largest in the Northeast, ensuring that your property reaches a broad audience of real estate professionals and buyers. Best-in-class marketing and technology platforms give you the advantage that no other competitor can hope to match. We are committed to providing you with an experience that is effective, efficient and enjoyable.

We are grateful for the opportunity to represent you.

Candace Adams

Candace Adams

President & CEO

Berkshire Hathaway HomeServices

New England Properties

Westchester Properties





A MODERN BRAND WITH TIMELESS VALUES



Berkshire Hathaway HomeServices is a leading real estate brokerage firm with nearly 1,800 Sales Executives in Connecticut, Massachusetts, New York and Rhode Island.

Selectively chosen by Berkshire Hathaway HomeServices and HomeServices of America; the global reach, financial strength and fresh brand make Berkshire Hathaway HomeServices New England Properties, New York Properties and Westchester Properties the premiere real estate firms in the Northeast. Whether residential, commercial, or corporate relocation, our company and REALTORS® are local market experts committed to providing exceptional service to our clients.

Berkshire Hathaway is proud of the values with which it conducts business. It has and will continue to uphold the highest levels of business ethics and personal integrity in all transactions and interactions.



**BERKSHIRE
HATHAWAY**
HomeServices

New England Properties



**BERKSHIRE
HATHAWAY**
HomeServices

New York Properties



**BERKSHIRE
HATHAWAY**
HomeServices

Westchester Properties

bhhsNEproperties.com

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OUR COMPANY STORY

BERKSHIRE HATHAWAY HOMESERVICES

Berkshire Hathaway HomeServices is a real estate brokerage network built for a new era in residential real estate. The network, which is among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the market a definitive mark of trust, integrity, stability and longevity. Already, Berkshire Hathaway HomeServices was named "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend study of the largest real estate networks.

HOMESERVICES OF AMERICA

HomeServices of America, Inc. is the second largest independent residential real estate brokerage firm in the United States and an affiliate of Berkshire Hathaway. HomeServices is comprised of an ever-expanding family of affiliate companies that are among the industry's most respected real estate firms, most of which have an operating history of more than 54 years.

BERKSHIRE HATHAWAY, INC.

Berkshire Hathaway, Inc. a worldwide holding company based in Omaha, NE, is one of the most admired companies in the world. Its chairman and CEO is Warren Buffett, often referred to as the "Oracle of Omaha," who according to Time magazine's ranking, is among the world's most influential people. Berkshire Hathaway is the No. 2 company in Barron's ranking of the world's 100 most respected companies; it ranks at No. 4 in Fortune magazine's 50 Most Admired Companies survey; and is No. 8 in Harris Interactive's reputation study of the 100 Most Visible Companies.



"I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity."

-Warren Buffett,

Chairman and CEO,
Berkshire Hathaway, Inc.





DETERMINING YOUR GOALS AND PRIORITIES

MOTIVATION

Why have you decided to sell your home?

TIMING

Are you flexible in your timing?

PRICING

Do you have a desired price or a minimum price in mind?

DECISION MAKING

Will anyone else (family member, financial advisor) be involved?

COMMUNICATION

How often would you like updates, and what is the best way to contact you?

PREVIOUS SELLING EXPERIENCE

What went well? What would you like to improve upon from the past experience?
If this is your first time selling a home, what are your concerns?

CONDITION OF PROPERTY

Are there any internal or landscaping projects that would increase the value of the house? Are there any issues we will need to disclose? Have you made substantial renovations?

RELOCATING

Can we assist you in purchasing or moving to a new area or home?

CONCERNS

What are your concerns with regards to your home and the transaction?





USING A COMPARATIVE MARKET ANALYSIS TO PRICE

A Comparative Market Analysis (CMA) is the strongest tool we use when estimating the potential selling price for your home. As a member of the Board of REALTORS® with access to the Multiple Listing Service (MLS), we can prepare a report that analyzes comparable homes in your area. Using this valuable information, we can assist you in determining an attractive, yet realistic price for your home.

A Comparative Market Analysis highlights similar homes in your area:

SOLD Looking at the prices paid for recently sold homes provides the best foundation in determining your home's most accurate market value. Once adjustments are made for square footage and features, we can make a qualified recommendation for the asking price of your home.

UNDER CONTRACT Homes that have received and accepted an offer give a good indication of realistic pricing.

ACTIVE LISTINGS Homes that are currently competing with yours for the attention of buyers. We can see what comparable asking prices are, but remember, these homes have not yet received an acceptable offer.

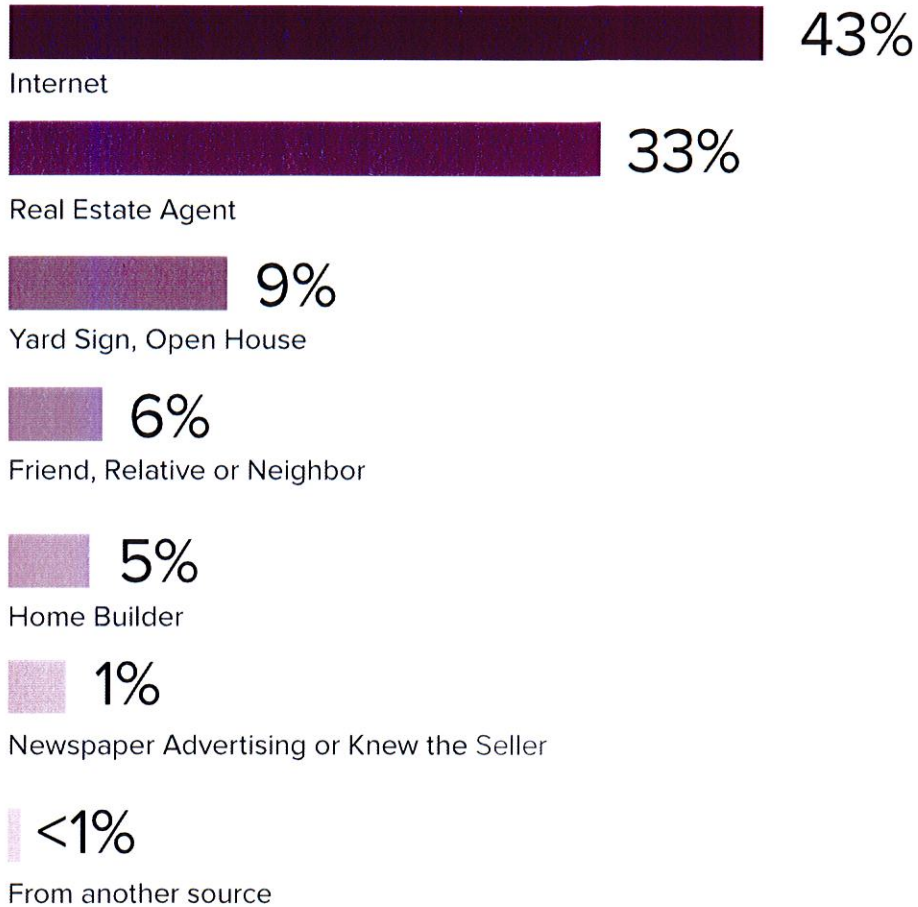
EXPIRED Homes that have gone through the duration of a listing period, but failed to sell. Many factors can be responsible such as lack of marketing or the home's condition, but most often it is simply because the home was priced too high.





UNDERSTANDING BUYER BEHAVIOR

WHERE BUYERS FOUND THE HOME THEY PURCHASED*



76% of buyers found the home they purchased through the internet or through an agent. That is why it is important to list your home with a Realtor® and company that provides unparalleled internet exposure.

*Source: NAR 2015 Profile of Home Buyers and Sellers





PROPERTY CONDITION & STAGING

We will help you make a strong first impression.

THE FIRST STEPS TO TAKE TO PREPARE YOUR HOME INCLUDE:

- Clean and repair
- De-clutter
- De-personalize
- Neutralize

Professional staging is another option that can pay off for sellers. Surveys suggest that staged homes netted 17% more profit than non-staged homes.

Only 10% of buyers can visualize the potential of a home. Visual Marketing is the most impactful aspect of any home selling campaign.

According to the International Association of Home Staging Professionals and StagedHomes.com, 95% of professionally staged homes sell faster and for a higher price than their non-staged competitors.





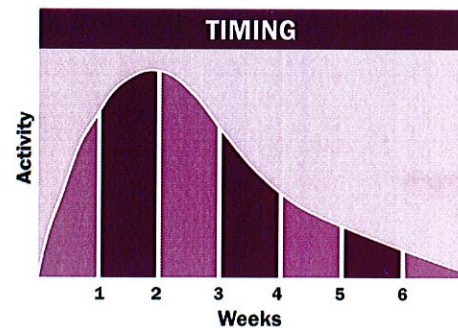
PRICING STRATEGY

Understanding pricing strategy.

Pricing strategy is a critical element in your overall value proposition. Depending on the market and your property, there are several factors to consider when determining the price of your home.

Uninformed sellers can easily make the common mistake of overpricing their home and end up chasing the market. The owner can incur significant carrying costs, and homes that are on the market for long periods of time may be labeled negatively by potential buyers and buyer's agents.

There are other factors that also directly impact the value of your home. These include current mortgage interest rates, national and regional economic conditions, buyer demand, seasonal trends, availability of competing properties, and prices of recently sold properties. We will help you account for these factors when pricing your home.

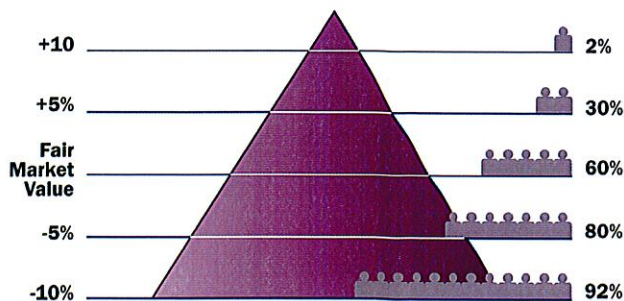


Adopting the mindset of a price-conscious buyer.

If you price too high, many potential buyers will not look at your property.

If you price too low, you may not get the highest return on investment.

It is useful to adopt the mindset of a buyer and objectively assess your home's value and position it competitively within the marketplace.





ONLINE MARKETING PARTNERSHIPS

According to the NAR 2015 Profile of Home Buyers and Sellers, 47% of buyers' first step in the home-buying process is searching online. Berkshire Hathaway HomeServices New England and Westchester Properties has partnerships to maximize your listing's exposure with the top real estate websites including:



bhhsNEproperties.com or **bhhsWestchester.com**, a unique website address for your home with compelling information about your listing and the area.



Zillow.com is a real estate marketplace dedicated to help find and share vital information about homes and receives over 86 million monthly visits.



Trulia.com is an all-in-one real estate listing site that receives over 55 million monthly visits.



Realtor.com is the official site of the National Association of REALTORS®, with over 30 million people visiting the site every month.



NYTimes.com is one of the top 150 sites in the world. Of the 575 million total monthly page views, 16% are international.



WSJ.com is one of the top 250 websites in the world. Of the 381 million total monthly page views on WSJ.com, 30% are international.



HomeFinder.com connects homebuyers, sellers and real estate professionals by powering local real estate search for over 375 newspapers across the country.



Homes.com is visited by over 14 million people a month searching for homes and all things home-related.





ADVANCED DIGITAL MARKETING

Social Media

Social media channels can be invaluable mediums for marketing your property to prospective buyers. Our in-house digital marketing team leverages the reach of our local and national Facebook, Instagram and Twitter accounts to help reach and create relationships with potential buyers.

Custom Property Microsites

Microsites are websites specifically created for all of our listings and contain all the information needed to effectively promote the property. Your property's microsite may also be easily shared via social media channels and e-marketing blasts, giving your property the competitive edge.

Each Custom Property Website features a dedicated web address, large format photos, town information and social sharing capabilities. Further enhancements include custom copy, links, virtual tours and the addition of professional photographs.

Mobile Marketing

We can increase your property's visibility in the virtual market with our mobile advertising campaigns marketed towards a more responsive, targeted mobile audience. We can publish mobile ads that appear on today's most popular and trending mobile apps.

Geo-target your ads to reach consumers in a specific location.





MULTI-CHANNEL ADVERTISING AND BRANDING

WALL STREET
JOURNAL

The New York Times

UNIQUE
HOMES
LUXURY MEDIA

HGTV
START AT HOME

PRESTIGE

REAL ESTATE



Robb Report
FOR THE LUXURY LIFESTYLE



More ways to find properties than ever.

In 2016, Berkshire Hathaway HomeServices continued their comprehensive brand awareness campaign to position the company as the trusted source for real estate information and services. Regionally, Berkshire Hathaway HomeServices New England and Westchester Properties tapped the creative energy of a Stamford-based agency for its ad campaign to drive traffic directly to our listings. Both campaigns leverage traditional and digital media and appear in various media outlets.

PRINT ADVERTISING

We advertise widely in the leading local newspapers and magazines. These branded ads and campaigns are intended to create awareness for our company and our listings. Our national brand also does extensive advertising in national and global print mediums including the Wall Street Journal, Robb Report and Unique Homes Magazine.

ONLINE ADVERTISING

Our in-house digital marketing and tech team use a combination of advanced digital outreach, SEO (Search Engine Optimization), and SEM (Search Engine Marketing) tools to drive traffic to our listings and website. No other brokerage has an equally robust online campaign strategy!

TELEVISION AND PARTNERSHIPS

Our 2016 television campaign called "Moving" shows that a Berkshire Hathaway HomeServices agent is the stability people need in a world that never stops moving. The commercial aired on Scripps Network's channels including HGTV and Food Network. We also partnered with HGTV to create the "Love Your Home Sweepstakes" with Hilary and David from "Love It or List It". The \$50,000 sweepstakes was promoted during HGTV shows, on HGTV.com and cross-promoted through all Berkshire Hathaway HomeServices platforms.

bhhsNEproperties.com

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MARKETING TO LOCAL BUYERS

Over 90% of the time, buyers' agents are responsible for bringing a buyer to a listed property. The role of the listing agent is to market and communicate the unique value of your property to all potential buyers' agents.

A NETWORK OF BUYERS' AGENTS

With nearly 1,800 agents in three states, we have one of the largest brokerage networks in the area. We are also highly regarded by other agents from neighboring brokerages and have relationships to ensure that your home will be on the radar of all local buyers' agents.

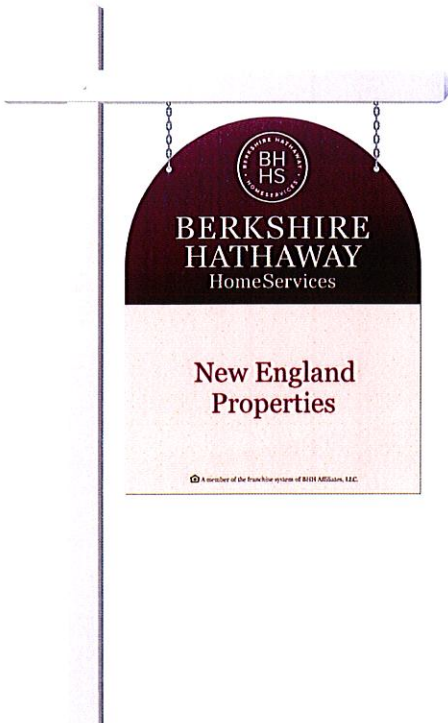
MULTIPLE LISTING SERVICES

In addition, we are members of all relevant MLS system in our areas of service and will ensure that your listing is properly enhanced with high-quality photography and captivating text descriptions in all systems.

eMARKETING

The Berkshire Hathaway HomeServices REsource Center offers a sophisticated means for us to inform the local population of your listing. We are able to get immediate feedback on the success of eMarketing campaigns and capture the contact information of anyone who has shown an interest in your home. This platform, which was designed from the ground up to provide the latest in electronic marketing solutions, is only available to Berkshire Hathaway HomeServices agents.

In addition, our own 24/7 email service platform includes over 60,000 registered buyers. An update to your property, such as listing, a price change, open house or new photos will trigger an email to prospective buyers.





OPEN HOUSES

Open House Weekend

In addition to regular open houses each month, every office of Berkshire Hathaway HomeServices New England Properties coordinates open houses for Open House Weekend. Buyers are more likely to visit an open house when they can plan to see several in a single day.

OPEN HOUSES ARE FEATURED IN:

- Updates distributed to registered buyers through our 24/7 Email Services
- bhhsNEproperties.com
- All websites where we display your property
- Newspaper advertising
- Weekly Facebook post

48% OF BUYERS
ATTEND OPEN
HOUSES AS PART OF
THEIR PROPERTY
SEARCH*



*2015 NAR Homebuyer and Seller Report

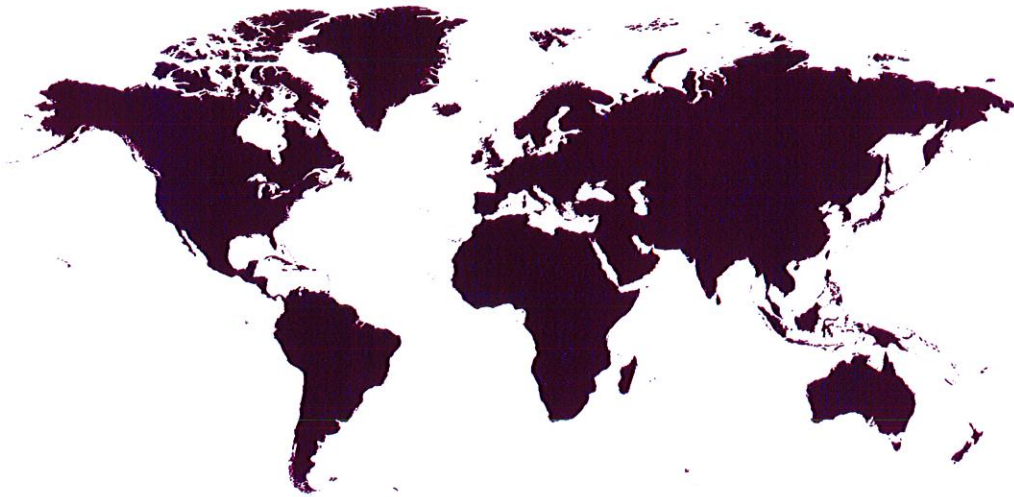
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MARKETING TO REFERRAL NETWORKS



Global Network Platform

Our Global Network Platform leverages leads and network referrals from the member companies of Berkshire Hathaway HomeServices Affiliates.



HOMESERVICES OF AMERICA NETWORK

HomeServices of America, Inc. is the second largest independent residential real estate brokerage firm in the United States. Berkshire Hathaway HomeServices New England and Westchester Properties is owned by HomeServices and is a member of this powerful network.



REALTY ALLIANCE NETWORK

The Realty Alliance is a network of North America's elite real estate firms. Members are some of the most successful providers of real estate services from every major market on the continent. Admittance to this exclusive organization is invitation-only and is one of the most prestigious honors a real estate brokerage can receive.



REALTRENDS NETWORK

RealTrends is one of the most respected real estate network organizations in the industry. Network members consist only of the nation's top performing firms and membership is by invitation.

bhhsNEproperties.com

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REGIONAL & GLOBAL RELOCATION NETWORK

Custom solutions for every business objective.

BROOKFIELD RELOCATION

Brookfield Relocation is one of the largest and most financially viable relocation companies in the world. We provide relocation service to over 85,000 government and corporate employees annually in more than 125 countries.

RELOCATION ADVANTAGE

At Relocation Advantage, we deliver relocation solutions to handle your personal move or your corporate mobility strategy. We understand that any type of relocation, whether it's domestic or international, can be confusing and stressful for employees. Working as your partner, we can provide as much support as you need. We listen and ask questions until every issue is understood and defined. You can depend on us to give impartial, practical and experienced advice.

RELOCATION SERVICES

We cover every phase of the relocation process, from selling and buying a home, to shipping household goods, settling in and adjusting to a new community anywhere in the world. Berkshire Hathaway HomeServices New England and Westchester Properties partners with every third-party relocation company and their transferees in our coverage area.



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OUR FAMILY OF SERVICES

A single phone call to one world-class organization gets you all the services you need. Berkshire Hathaway HomeServices New England Properties and our partner companies are with you every step of the way.

HomeServicesLending^{LLC}

Licensed mortgage banker
offering free pre-approval.

Mortgage & Financing Services

203-925-8560

HomeServicesLending.com



Property, rental and auto insurance and
every type of personal insurance coverage.

Southern Connecticut (866) 300-2596

New Haven (203) 773-5107

Northern and Central Connecticut and

Rhode Island (888) 797-5331

CTinsurancegroup.com

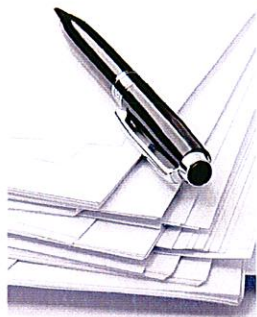


A full menu of services associated with
relocating a new hire or transferring employee,
from a single move up to complex multi-state,
group move programs.

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