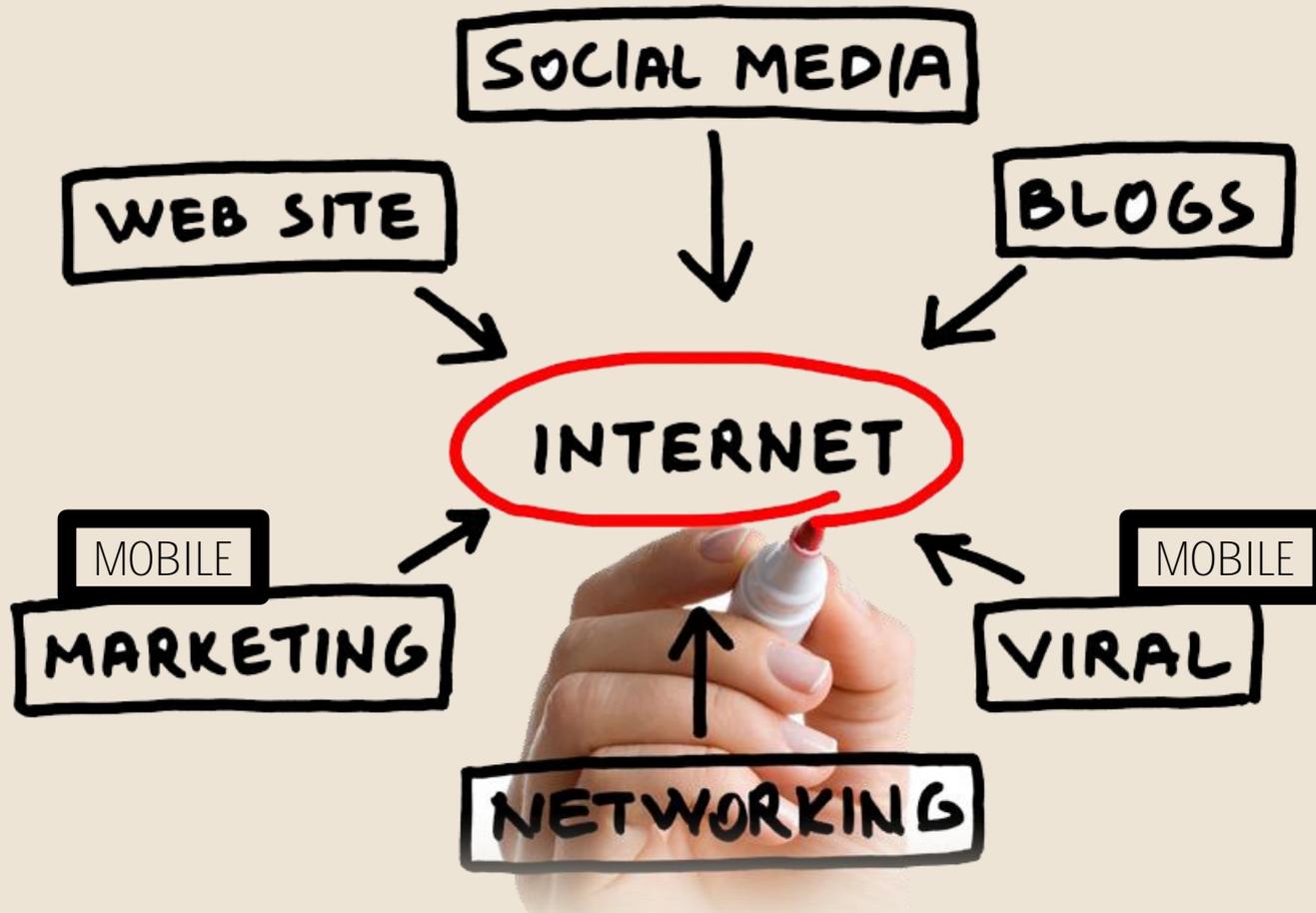
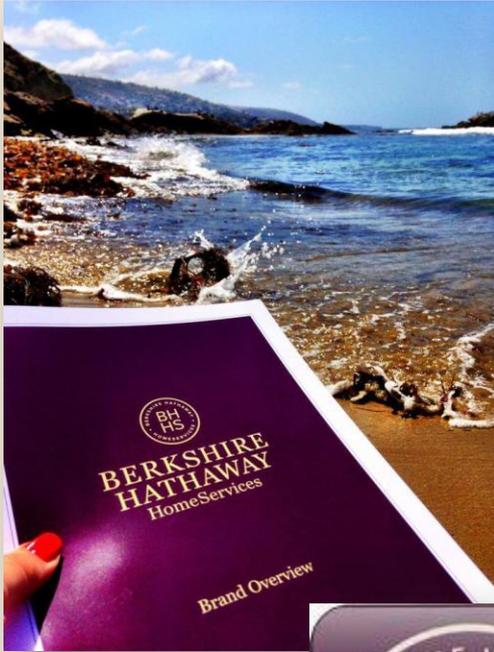


eCommerce & Marketing Tools & Resources



Berkshire Hathaway HomeServices multi-media marketing



WELLS FARGO HOME MORTGAGE

BERKSHIRE HATHAWAY
HomeServices
Florida Realty

FLORIDA | TITLE & GUARANTEESM

National & Local Marketing

It's a sign of confidence.

We call it like we see it. When the world's most respected company puts its name on a real estate sign, that's a sign buyers and sellers will want to see. When a company known for straight talk and common sense puts its name on a real estate sign, that's a sign things are changing in the market. Trust is back. Get to know us at BerkshireHathawayHS.com.

Good to know.

It's A Sign.

We call it like we see it. When the world's most respected brand puts its name on a real estate sign, that's a sign you'll want to see. When a company known for straight talk and common sense puts its name on a real estate sign, that's a sign things are changing in the market. Berkshire Hathaway HomeServices Florida Realty is here to stay. Contact one of our Sales Professionals today for more information. Good to know!SM

BERKSHIRE HATHAWAY HomeServices Florida Realty

Interested in real estate career development, contact us or visit www.BHHSFloridaRealty.com or call 800.386.1554 today!
Over 40 locations servicing 17 counties throughout Florida.

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BERKSHIRE HATHAWAY
HomeServices
Florida Realty

WELLS FARGO HOME MORTGAGE

FLORIDA | TITLE & GUARANTEESM

www.BerkshireHathawayHS.com

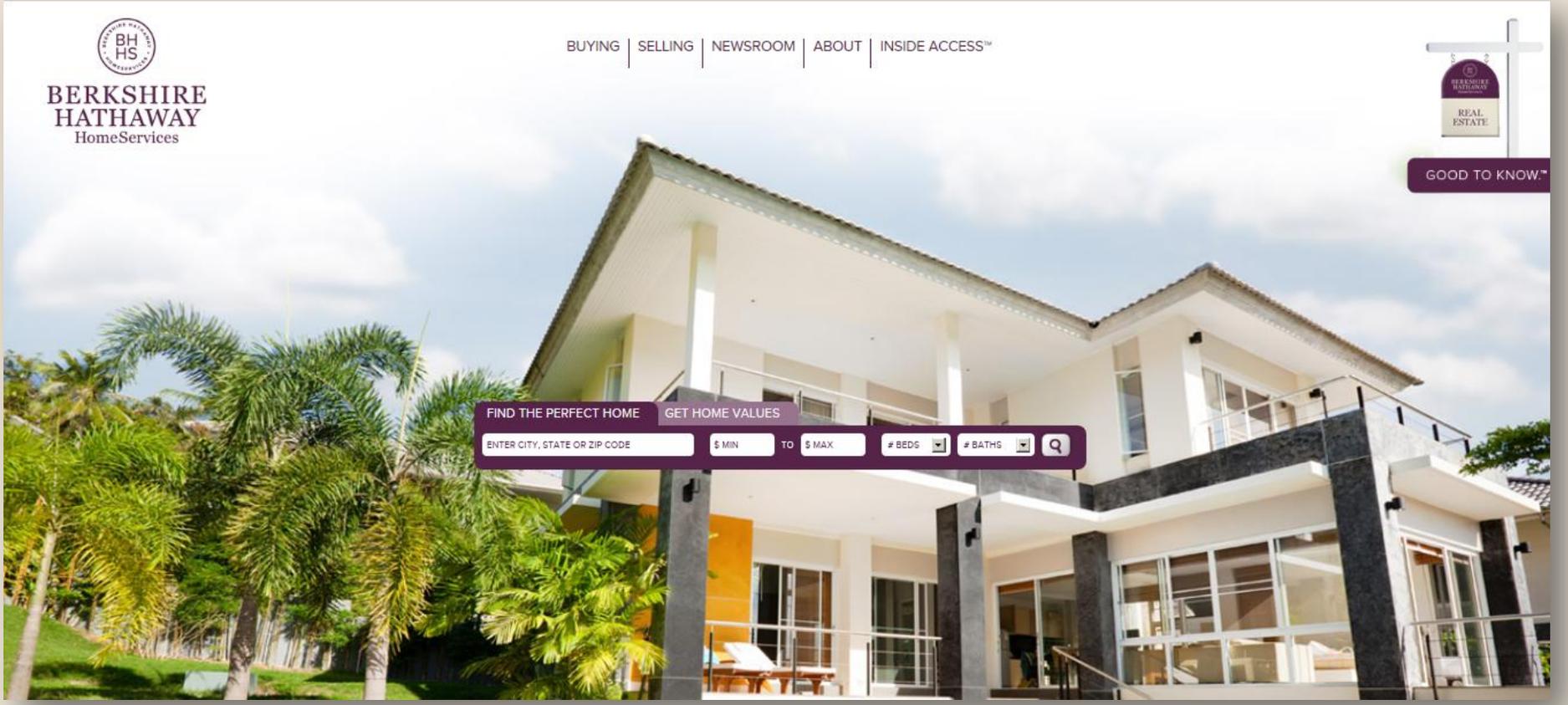


**BERKSHIRE
HATHAWAY**
HomeServices

[BUYING](#) | [SELLING](#) | [NEWSROOM](#) | [ABOUT](#) | [INSIDE ACCESS™](#)



GOOD TO KNOW™



FIND THE PERFECT HOME

GET HOME VALUES

ENTER CITY, STATE OR ZIP CODE

\$ MIN

TO

\$ MAX

BEDS

BATHS



WELLS FARGO HOME MORTGAGE



BERKSHIRE HATHAWAY
HomeServices
Florida Realty

FLORIDA | TITLE & GUARANTEESM

Inrix Drive Time™

My Drive Time

Enter your work address to view actual drive times with traffic for this property

Address

City State Zip

Calculate & Save

Inrix Drive Time™ [See Sample](#)

INRIX Drive Time™

Home to Work Work to Home

Here is the weekday INRIX Drive Time from this property to 27081 Aliso Creek Road, Aliso Viejo, CA 92656.

Time	Drive Time (Minutes)
5AM	20
8AM	20
11AM	21
2PM	22
5PM	22
8PM	21

[Change address](#) [View on map](#)

Berkshire Hathaway HomeServices Florida Realty

Listing 1 of 88

81 Bell Pasture Road, Ladera Ranch CA, 92694 (Active)
\$3,795,000 | 5 beds, 2 Full/3 Three-Qtr/1 Half baths, 5,900 sqft | MLS# PW13013832

Share

Ask a Question?

My first name My last name

Email

I am interested in 81 Bell Pasture Road, Ladera Ranch, CA 92694.

Schedule a visit?

Send Now

Start a no spam email conversation

Save Property Mortgage Calc

Directions Get Alerts

Print Brochure

INRIX Drive Time™

Home to Work Work to Home

Here is the weekday INRIX Drive Time from this property to 27081 Aliso Creek Road, Aliso Viejo, CA 92656.

Time	Drive Time (Minutes)
5AM	18
8AM	18
11AM	19
2PM	20
5PM	20
8PM	19

[Change address](#) [View on map](#)

Property Details Inside Access™ Schools & Neighborhood Map Walk Score (15)

Last Updated: 8/16/2013 8:18 PM

Description for 81 Bell Pasture Road Ladera Ranch, CA 92694

Sophisticated Covenant Hills Estate features soft contemporary Interior Design with Classic Spanish Exterior. The Architectural details are unsurpassed of a Traditional Spanish home. Honed Limestone flooring and arched walkways, along with recessing lighting, all set the stage for this one of a kind home. The well thought out floor plan gives an exceptional flow to the house. Formal and casual areas are separate but connected. Custom temperature controlled wine cellar. State of the Art, award winning kitchen design, with its unique island, is a focal point of the main level. The oversized Informal Living Room is flexible in its spacing, by the unique use of glass pocket doors, that highlight the homes entertaining ability. Five spacious bedroom suites. The master suite features a spa-like bathroom, with steam shower, large walk-in closet with organizers and a veranda with amazing views. The high-tech features of the Lutron home automation system, help set the mood with the touch of a button. Outdoor entertaining is one of the homes crowning accolades, the pool side, oversized timber trellis, offers lounging and dining, with outdoor



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WELLS FARGO HOME MORTGAGE



BERKSHIRE HATHAWAY
HomeServices

Global Network Platform

Online systems & tools for affiliates, Sales Professionals, & consumers

In addition to what we currently offer:

- BHHS national website
- Media Resource online marketing material center (“Media Center”)
- Social media integration, content, and distribution
- Multiple Listing Service data aggregation
- The Resource Center network extranet (“PREA Center”)
- Mobile search, contact and lead management





What is the REsource Center?



BERKSHIRE HATHAWAY HomeServices
REsource Center

Your Place for
 All That's Good to Know™

Member Login

User Name

Forgot User Name?

Password

Forgot Password?

Login



News REsource
 BERKSHIRE HATHAWAY HomeServices

Berkshire Hathaway HomeServices eNewsletter *October 24, 2013*

QUICK LINKS

- REsource Center
- Website
- Facebook
- Twitter
- LinkedIn
- Instagram

CALENDAR
 REthink Council

Top Stories

Introducing Berkshire Hathaway HomeServices News REsource

Welcome to your first edition of News REsource, the official eNewsletter of the Berkshire Hathaway HomeServices real estate brokerage network.

The publication, delivered during the third week of each month to all network members and HSF Affiliates LLC staff, will bring you important network news, affiliate transition coverage, marketing and brand updates, press coverage, agent profiles, feature stories,



Hello, neighbor.

Questions regarding new opportunities to work and that's great news for you. Our new name comes with years of experience from leading real estate affiliate networks. To bring the process of identifying a market that's been anything but. And in other you're confident you need what's best of both worlds. Get to know us at BerkshireHathaway.com. Good to know!

Affiliate Assistance Hotline 855.422.9052



REsource Center Log In

www.BHHSREsource.com

Welcome, Stacy Benedict (53783)

MY PROFILE | SUPPORT | COMPANY LOCATOR | SITE MAP | LOG OFF

Home

PRINT SEARCH

VALUE PLAN NOW OPEN *Start Out* **Sales Convention 2014 Nashville March 16-18**
Prudential Real Estate | Berkshire Hathaway HomeServices™

- About / Welcome
- Awards
- Business Management
- Events
- Franchise Sales
- Global Network Platform
- Luxury Collection
- Marketing / Brand
- Networking Groups
- Public Relations
- Roster Management
- Suppliers

Quick Links

Find our products and services within.

- [Brand Identity](#)
- [HomeSelling System](#)
- [Marketing Collateral](#)
- [Events Schedule](#)
- [Luxury Collection](#)

REsource Links

Tools to strengthen your capabilities.

- [Lead REsource](#)
- [Commercial REsource](#)
- [Marketing REsource](#)
- [PREA Company Locator](#)

What's New?

- Instant PR! Open our proprietary [PR eToolkit](#) PDF
- Use [PR Essentials](#) for press release templates and PR information.

Top Stories

Berkshire Hathaway HomeServices Signs Nine More Affiliates
The affiliate count moves past 30, which represents more than \$1 billion in annual GCI. [Read Press Release...](#)

Hot Topics

Brokers and Agents – Apply now for Rethink Council, a group of young real estate professionals seeking to advantage the network, the industry and the nation with their skills and expertise.

Industry News

- [Go Solar, Save Energy, Increase Home Value, Earn 200% Return](#)
- [Remodeling Projects That Add Value to Your Home](#)
- [Choosing a Mortgage: Understand These 7 Factors](#)



The Berkshire Hathaway HomeServices Marketing REsource is your very own marketing assistant. Create, personalize and share powerful, eye-catching communications in just minutes!



Getting Started



Quick Links
Not sure where to start? Below you will find some direct links to materials, tips and help that you can start using right away!

<p>Need Help?</p> <p>Watch the videos. Review the Help files.</p>	<p>Start Searching</p> <p>A treasure chest of content awaits!</p>
<p>Listing Materials</p> <p>Promote your listing eCards, flyers, more.</p>	<p>Send an eCard</p> <p>Staying in touch with just a few clicks.</p>

A word from Stephen Phillips



Welcome to Marketing REsource
Marketing REsource is the industry's most comprehensive media center for affiliates. We urge you to use Marketing REsource to its fullest capabilities, as it combines powerful marketing tools, graphics and distribution systems. It's like having a personal marketing department at your constant disposal and it's available to all Berkshire Hathaway HomeServices affiliates.

*Stephen Phillips
President, Berkshire Hathaway HomeServices*



Marketing REsource at 30,000 ft.
New to the Berkshire Hathaway HomeServices Marketing REsource? We've created a brief video that will help you to get started. It's really worth the time to get to know the lay of the land. So let's get started! Just click the button below.

[Watch the Video](#)

Featured Content



Brand new Holiday eCards
We just put a whole bunch of exciting new holiday eCards in the library. These fresh new designs are everything you'll need to spread your holiday cheer – including Thanksgiving, Hanukkah, Christmas, New Years and more. Take a look, give them a try!

[Use these eCards](#)



New Generic Open eCards
We've now added a handful of generic templates that you can use to create your own custom eCards. There are several configurations from a simple newsletter, to several open eCards for general use as well as a property listing template.

[Use the Generic eCards](#)

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Over 140 templates in the Marketing REsource Center

Browser

Templates Images Video Audio Documents

Templates My Copies

100 results

Type All

Topic All

Libraries All

Status All

Generic eNewsletter Newsletter

Transition Flyer - "It's a sign of great things to come." 8.5 x 11 Single Sided

Transition Flyer - "Now Appearing in a Neighborhood Near You." 8.5 x 11 Single Sided

Listing Door Hanger - Tebris Theme Door Hanger

Listing Postcard - Tebris Theme Large Postcard

Listing Postcard - Stacks Theme Large Postcard

Listing Door Hanger - Stacks Theme Door Hanger

Open eCard - Generic, Property eCard

Veteran's Day - Dog Tags eCard

Happy Thanksgiving - Turkey Illustration eCard

Happy Thanksgiving - Turkey eCard

Thank You - Text eCard

Thank You - Floral eCard

Save the Date - Generic eCard

Multiple Property - Activity with editable header eCard

Open eCard - Generic, with masthead, general-purpose eCard

Thank you eCard

Happy New Year - Winter Scene eCard

Happy New Year - Script eCard

Happy New Year - Clock eCard

Se Habla Español



Sign Up for Orientation Visit BHHSResource.com > Learn Center



Quick Links

- Search for WBT / VILT (New pg)
- Course Materials
- Search for WBT / VILT (old pg)
- Course Materials

September 2013

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Need Assistance?

Berkshire Hathaway HomeServices
 Contact Information
 Email: BHHSsupport@HSFranchise.com
 Phone: (855) 422-9052 (Mon-Fri 5:00 AM - 6:00 PM PST)

LearnCenter REsource

*Access in the
REsource Center
left navigation >
Global Network
Platform*



BERKSHIRE HATHAWAY
HomeServices
Florida Realty

WELLS FARGO HOME MORTGAGE

FLORIDA | TITLE & GUARANTEESM





Virtual Instructor-Led Training Calendar February 2014

All sessions are Pacific (PST)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
3 6:00 am Dashboard & Personal Profile 9:00 am Seller Advantage	4 6:00 am Contacts & Contract Manager 9:00 am REsource Center II <i>Marketing REsource eCards Getting Started</i> 12:00 pm Dashboard & Personal Profile	5 6:00 am Website Admin 9:00 am Seller Advantage 12:00 pm Action Plan Mgr	6 6:00 am Calendar & Email 9:00 am REsource Center I <i>Overview & LearnCenter REsource</i> 12:00 pm Dashboard & Personal Profile	7 9:00 am CAM Lead REsource "Lead Management"
10 10:00 am Leadership REsource Forum 1:00 pm Seller Advantage	11 6:00 am REsource Center II <i>Marketing REsource eCards Getting Started</i> 9:00 am Dashboard & Personal Profile 12:00 pm Contacts & Contract Manager	12 6:00 am Action Plan Mgr 9:00 am Dashboard & Personal Profile 12:00 pm Website Admin	13 6:00 am Seller Advantage 9:00 am REsource Center III <i>Marketing REsource Multimedia</i> 12:00 pm Calendar & Email	14 11:00 am e-Team Lead REsource "Contact Management"
17 9:00 am Dashboard & Personal Profile 12:00 pm Seller Advantage	18 6:00 am Dashboard & Personal Profile 9:00 am REsource Center II <i>Marketing REsource eCards Getting Started</i>	19 6:00 am Dashboard & Personal Profile	20 9:00 am Seller Advantage 12:00 pm REsource Center I <i>Overview & Marketing REsource LearnCenter REsource</i>	21 No Classes
24 6:00 am REsource Center I <i>Overview & Marketing REsource LearnCenter REsource</i> 9:00 am Seller Advantage 12:00 pm Dashboard & Personal Profile	25 6:00 am Dashboard & Personal Profile 9:00 am Contacts & Contract Manager 12:00 pm REsource Center II <i>Marketing REsource eCards Getting Started</i>	26 6:00 am Seller Advantage 9:00 am Website Admin 12:00 pm Action Plan Mgr	27 6:00 am Calendar & Email 9:00 am REsource Center III <i>Marketing REsource Multimedia</i> 12:00pm Dashboard & Personal Profile	28 No Classes
				<div style="border: 1px solid black; padding: 5px;"> <p>Legend:</p> <ul style="list-style-type: none"> Agent CRM REsource Center Website Admin e-Team CAM Leadership </div>

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BHHS Strong Social Media Footprint

The screenshot displays the 'REsource Center' page for Berkshire Hathaway HomeServices. The top navigation bar includes a 'Home' link, a 'PRINT' button, a search bar, and a 'Go' button. The left sidebar contains a menu with items such as 'About / Welcome', 'Awards', 'Business Management', 'Events', 'Franchise Sales', 'Global Network Platform', 'Luxury Collection', 'Marketing / Brand', 'Networking Groups', 'Public Relations', 'Communications Ready', 'PR Crisis', 'PR Essentials', 'PR eToolkit', 'PR Templates', 'Social Media Presence', 'Social Media Footprint', 'Roster Management', and 'Suppliers'. The main content area is titled 'Social Media Footprint' and provides an overview of social media's role for the brand, followed by a list of benefits. It then details three platforms: Facebook, Twitter, and Instagram, each with a link to the company's profile and a brief description of how to use the platform effectively. The YouTube section is partially visible at the bottom.

BHHS
BERKSHIRE HATHAWAY
HomeServices

REsource Center

Home

PRINT SEARCH Go

Social Media Footprint

Use social media to let others know about the great work you and the brand are doing and help you:

- Authentically engage readers online.
- Access constantly updated, shareable company news.
- Successfully represent yourself in association with the brand.
- Make Berkshire Hathaway HomeServices attractive to prospective talent, customers, existing clients and colleagues.

Enhance Your Social Media Expertise

 [Facebook.com/BHHSRealEstate](https://www.facebook.com/BHHSRealEstate)

"The place" to share information and stay connected. Remember it's a public forum so ensure posts are appropriate and professional.

Be aware of which engagement types mean the most. **'Shares' are most important to extend the reach of a post.** 'Comments' and 'likes' come in at two and three on readers' engagement scale. Monitor engagement through Facebook analytics. See which posts receive the most interaction and improve your reach.

 [Twitter.com/BHHSRealEstate](https://twitter.com/BHHSRealEstate)

A fast paced way to share information in 140 characters or less. Demonstrate your real estate expertise by tweeting interesting news or insightful industry trend observations. Use Twitter to interact with our Berkshire Hathaway HomeServices' account, [@BHHSRealEstate](https://twitter.com/BHHSRealEstate).

 [Instagram.com/BHHSRealEstate](https://www.instagram.com/BHHSRealEstate)

A fun way to share visual information and use the artistic filters.

1. Snap a photo on the app.
2. Choose a filter and transform the image ... anything from a grainy '70s-style memory to an edgy B&W photograph.
3. Tag your photos to increase visibility and activity on your pictures.

 A popular site to upload and watch videos online. Post appealing content such as footage from office events, professional milestones or advice about the real estate industry. **Look for YouTube launch in Q4.**



Supplier Directory

~ Mobile Phone Service Discounts ~

The screenshot displays the Berkshire Hathaway HomeServices Supplier Directory. The page is titled "Supplier Directory" and features a search bar with a "Go" button. A navigation menu on the left includes "About / Welcome", "Awards", "Business Management", "Events", "Franchise Sales", "Global Network Platform", "Luxury Collection", "Marketing / Brand", "Networking Groups", "Public Relations", "Roster Management", "Suppliers", "Preferred Suppliers", and "Supplier Directory". The main content area lists several suppliers with their descriptions and types:

- American Image**: Manufacturer and distributor of promotional merchandise, embroidered apparel, signage, and jewelry. Type: Ad Specialties/Apparel/Gifts, Awards, Name Badges.
- AT&T**: AT&T offers an 18% discount off their qualified monthly service charges. Type: Communication Products.
- Bridgevine - New Home Special**: Your clients' TV, internet, and phone can be set up in 5 short minutes. We also offer moving announcements, home maintenance quotes, and more. Make your clients' transition to their new home seamless. Type: Special Programs.
- Coast Sign, Inc**: Type: (blank).
- CORT Furniture**: Comfort. Choice. Convenience. Value. That's what Cort is all about. Type: (blank).
- Dee Sign Company**: Dee Signs provides complete sign packages, frames, signs, swing posts and more. Brochure boxes and other accessories are available. They guarantee shipment in 10-15 days or Dee will refund 5% of the order's cash value for each and every day we are late - but we won't be late! Type: Signs & Accessories.

On the right side of the page, there are logos for American Image, AT&T (with the tagline "Your world. Delivered."), and Cort Furniture Rental. A "NEW HOME SPECIAL" banner is also visible.



REsource Center Log In Home Page

www.BHHSREsource.com

Welcome, Stacy Benedict (53783) MY PROFILE | SUPPORT | COMPANY LOCATOR | SITE MAP | LOG OFF

Home PRINT SEARCH Go

VALUE PLAN NOW OPEN

Start Out

Live. Life. Loud.

Sales Convention 2014 Nashville March 16-18

Prudential Real Estate | Berkshire Hathaway HomeServices™

Quick Links

Find our products and services within.

- [Brand Identity](#)
- [HomeSelling System](#)
- [Marketing Collateral](#)
- [Events Schedule](#)
- [Luxury Collection](#)

REsource Links

Tools to strengthen your capabilities.

- [Lead REsource](#)
- [Commercial REsource](#)
- [Marketing REsource](#)
- [PREA Company Locator](#)

What's New?

- Instant PR! Open our proprietary [PR eToolkit](#) PDF
- Use [PR Essentials](#) for press release templates and PR information.

Top Stories

Berkshire Hathaway HomeServices Signs Nine More Affiliates

The affiliate count moves past 30, which represents more than \$1 billion in annual GCI. [Read Press Release...](#)

Hot Topics

Brokers and Agents – Apply now for Rethink Council

a group of young real estate professionals seeking to advantage the network, the industry and the nation with their skills and expertise.

Industry News

- [Go Solar, Save Energy, Increase Home Value, Earn 200% Return](#)
- [Remodeling Projects That Add Value to Your Home](#)
- [Choosing a Mortgage: Understand These 7 Factors](#)

Left Navigation Menu:

- About / Welcome
- Awards
- Business Management
- Events
- Franchise Sales
- Global Network Platform
- Luxury Collection
- Marketing / Brand
- Networking Groups
- Public Relations
- Roster Management
- Suppliers



BERKSHIRE HATHAWAY
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LEAD REsource Center

BERKSHIRE HATHAWAY
HomeServices

Dashboard

Contacts

Reports

Calendar

Contract Manager

Email

Marketing

Tools

Favorites

Services

Administration

Activity Snapshot: 10/27/2013 to 10/27/2013 Today All Go Total(0)

Complete Selected Delete Selected Add Activity Selected(0)

Priority Date Type Category Subject Name

No data available in table

Tasks(0) Appts(0) Events(0) Past Due(0) First Previous Next Last

Buyer Advantage

Review my customers and contacts, set up Action Plans, and other buyer related activities.



Manage My Buyers

Seller Advantage

Run a Listing Presentation Report, set up a seller to receive a Listing Activity Report, set up a prospect to receive a Market Activity Report.



Will launch later this year...

Weather

Sunrise, Currently 75° F, Partly cloudy. Warm. 

Forecasted Low: 73° Hi: 84° more..

48-hour forecast | 7-day forecast

Lead Snapshot

0 My Leads 8 Broker Leads

New Leads

Unassigned Not Accepted

Lowy, mimi 10/27/2013
Source: Broker Website/Inside Access

kromett, joe 10/27/2013
Source: Broker Website/Inside Access

Calendar

October 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5



Contract Manager

BERKSHIRE HATHAWAY
HomeServices

Sunday, October 27, 2013

Welcome Stacy | [Personal Profile](#) | [Help](#) | [Sign Out](#)

- Dashboard
- Contacts
- Reports
- Calendar
- Contract Manager
- Email
- Marketing
- Tools
- Favorites
- Add/Edit Favorites
- Services
- Administration

Contract Manager

Contract Manager is where you can create, edit, and manage Buyer and Seller contracts.

My Contracts All: (6) Pending: (0) Closed: (0) Fallout: (0) Closed & Billed: (6)

+ Create New Contract

Agents - All -

Show 25 items

View Contracts

Total Sales

\$726,000.00

Total Commission

\$20,952.00

Export

Average Sales

\$121,000.00

Average Commission

\$3,492.00

Name	Property Address	Contract Date	Close Date	Agent	Sales Price	Commission	Actions
Jason Forand: B	1706 SW 15 Place, Cape Coral, FL 33991	02/11/2007	Closed & Billed	Sharon Sapp	\$207,000.00	\$5,796.00	
Jason Forand: B	1706 SW 15 Place, Cape Coral, FL 33991	02/11/2007	Closed & Billed	Sharon Sapp	\$207,000.00	\$5,796.00	
Maria Nguyen: B	3508 SW 15th Place, Cape Coral, FL 33914	02/20/2010	Closed & Billed	Sharon Sapp	\$78,000.00	\$2,340.00	
Maria Nguyen: B	3508 SW 15th Place, Cape Coral, FL 33914	02/20/2010	Closed & Billed	Sharon Sapp	\$78,000.00	\$2,340.00	
Maria Nguyen: B	3508 SW 15th Place, Cape Coral, FL 33914	02/20/2010	Closed & Billed	Sharon Sapp	\$78,000.00	\$2,340.00	
Maria Nguyen: B	3508 SW 15th Place, Cape Coral, FL 33914	02/20/2010	Closed & Billed	Sharon Sapp	\$78,000.00	\$2,340.00	

← Previous 1 Next →



Quick eMail Feature

The screenshot displays the 'Quick Email' interface within the Berkshire Hathaway HomeServices system. The top navigation bar includes the company logo, the date 'Sunday, October 27, 2013', and user information 'Welcome Stacy | Personal Profile | Help | Sign Off'. A left-hand sidebar lists various system modules, with 'Quick Email' highlighted. The main content area features a 'Quick Email' header with an envelope icon. Below this is a toolbar with 'Send', 'Preview', 'Save Email', and 'Clear' buttons, along with 'Import from APM Email' and 'Import from Saved Email' options. The email composition form includes 'To:' and 'Subject:' fields, a 'Show CC & BCC' button, and several checkboxes: 'Send myself BCC', 'Display logo and my photo at the top of each email activity.', and 'Show display as a webpage link?'. The 'Link Location' dropdown is set to 'Top'. A rich text editor toolbar is visible below the form, showing options for font color, background color, bold, italic, underline, link, unlink, list, and indent, with the font set to 'Times New Roman' and size '3'. The editor area is currently empty.



Action Plan Manager

BERKSHIRE HATHAWAY HomeServices
Sunday, October 27, 2013

Welcome Stacy | Personal Profile | Help | Sign Off

- Dashboard
- Contacts
- Reports
- Calendar
- Contract Manager
- Email
- Marketing
- Action Plan Manager
- Neighborhood Reports
- School Reports
- Tools
- Favorites
- Services
- Administration

Action Plan Manager

[Manage Email Activities](#) →

A series of online activities that are automatically scheduled on your behalf. You can create, edit, copy or delete an action plan.

+ Create New Action Plan

Show 10 items View All

Owner	Title	Activities	Active Contacts	Publish	Actions
	BHHS Buyer / Seller Moving Campaign ☰	7	View		
	BHHS Buyer Prospect Campaign ☰	3	View		
	BHHS Buyer Prospect Campaign (Large) - Eight Worst Mistakes ☰	8	View		
	BHHS Buyer Prospect Campaign (Small) Introduction ☰	5	View		
	BHHS First Time Buyer - Seven Steps to Home Buying Success ☰	7	View		
	BHHS New Buyer Customer - Moving Tips Campaign (Large) ☰	10	View		
	BHHS Seller Prospect Campaign (Large) ☰	12	View		
	BHHS Seller Prospect Campaign (Medium) - Get Top Dollar ☰	5	View		
	BHHS Seller Prospect Campaign (Small) Introduction ☰	3	View		
	BHHS Thank You - Purchase Anniversary Campaign Small ☰	3	View		

[Quick Email](#) | [Manage Email Options](#)

← Previous | 1 | 2 | Next →



Neighborhood Reports

BERKSHIRE HATHAWAY
HomeServices

- Dashboard
- Contacts
- Reports
- Calendar
- Contract Manager
- Email
- Marketing
- Action Plan Manager
- Neighborhood Reports
- School Reports
- Tools
- Favorites
- Services
- Administration

Change Location
Housing
People
Economy
Schools
Environment
Quality of Life
Map

Compare This Location
Create or View New Location

Home Values near 12303 NW 54th Ct, Coral Springs, FL 33076

	Neighborhood	City	County	National
Median Home Value	\$288,100	\$197,200	\$123,700	\$152,300
Home Appreciation	-5.9%	-5.9%	-5.9%	-3.0%

Median Home Value - Ten Year Chart

Home Appreciation - Ten Year Chart



REsource Center Log In Home Page

www.BHHSREsource.com

Welcome, Stacy Benedict (53783) | MY PROFILE | SUPPORT | COMPANY LOCATOR | SITE MAP | LOG OFF

Home | PRINT | SEARCH | Go

VALUE PLAN NOW OPEN

Start Out

Live. Life. Loud.

Sales Convention 2014 Nashville March 16-18

Prudential Real Estate | Berkshire Hathaway HomeServices™

Quick Links

Find our products and services within.

- [Brand Identity](#)
- [HomeSelling System](#)
- [Marketing Collateral](#)
- [Events Schedule](#)
- [Luxury Collection](#)
- [Lead REsource](#)
- [Commercial REsource](#)
- [Marketing REsource](#)
- [PMEA Company Locator](#)

REsource Links

Tools to strengthen your capabilities.

What's New?

- Instant PR! Open our proprietary PR eToolkit PDF
- Use [PR Essentials](#) for press release templates and PR information.

Top Stories

Berkshire Hathaway HomeServices Signs Nine More Affiliates

The affiliate count moves past 30, which represents more than \$1 billion in annual GCI. [Read Press Release...](#)

Hot Topics

Brokers and Agents – Apply now for Rethink Council

a group of young real estate professionals seeking to advantage the network, the industry and the nation with their skills and expertise.

Industry News

- [Go Solar, Save Energy, Increase Home Value, Earn 200% Return](#)
- [Remodeling Projects That Add Value to Your Home](#)
- [Choosing a Mortgage: Understand These 7 Factors](#)

Left Navigation Menu:

- About / Welcome
- Awards
- Business Management
- Events
- Franchise Sales
- Global Network Platform
- Luxury Collection
- Marketing / Brand
- Networking Groups
- Public Relations
- Roster Management
- Suppliers



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HomeServices
Florida Realty

FLORIDA | TITLE & GUARANTEESM

WELLS FARGO HOME MORTGAGE

Commercial REsource

The screenshot shows the Commercial REsource dashboard for a user named Stacy Benedict. The interface includes a navigation menu with options like Dashboard, Documents, Properties, Content, and Tools & Resources. The main dashboard area is divided into several sections: a Quick Search section with filters for State/Province, ZIP/Postal Code, Property Type, and For Sale; a Closed & Pending Transactions section with a line chart and filters for Sales, My Listings, and Price; a Watch List section showing no active properties; a Favorite Documents section with links to 'All Properties Flyer.doc' and 'Flyer Template.doc'; a News & Announcements section with articles from October 2013; an Active Assignments section with similar filters; and a Birthdays & Anniversaries section listing upcoming dates for several individuals. The top right corner features the Berkshire Hathaway HomeServices logo and a 'COMMERCIAL SERVICES' link.



Company Initiatives



BERKSHIRE
HATHAWAY

HomeServices

Florida Realty

Good to Know.TM

INTRODUCING THE...



Maximum exposure for your luxury listing



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THIS ONE-OF-A-KIND
LUXURY HOMES PROGRAM IS

100%
Company Paid!



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LUXURY COLLECTION OF FLORIDA PROGRAM REQUIREMENTS

Requirements

- Top 10% of the market area
- **6-month** listing agreement
- 3% commission on listing side

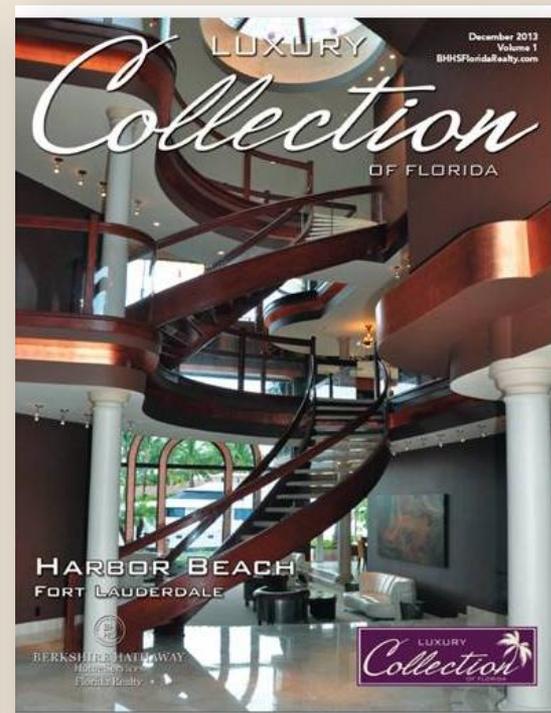
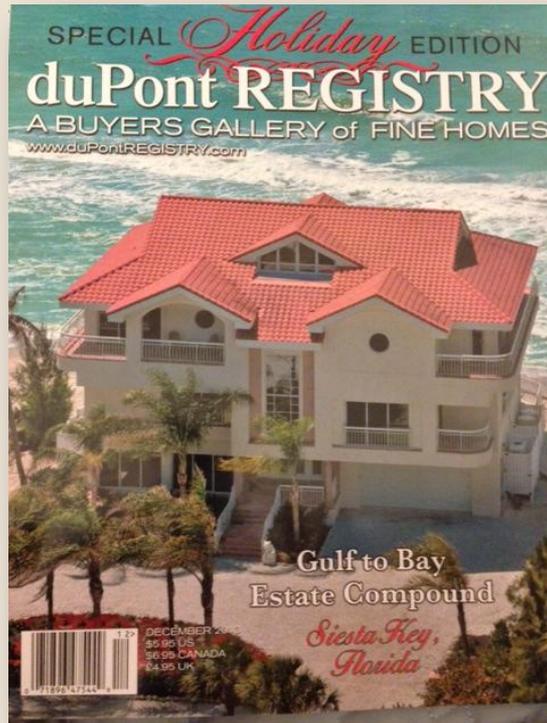
Restrictions

- No Vacant Land/Tear Downs
- No Assignable contracts (flips)
- No Commercial property (rentals)

*See your branch manager
for details or visit Our Intranet!*



THE DUPONT REGISTRY MAGAZINE



The duPont REGISTRY features
our 40-page LUXURY COLLECTION OF FLORIDA
Magazine inserted Quarterly



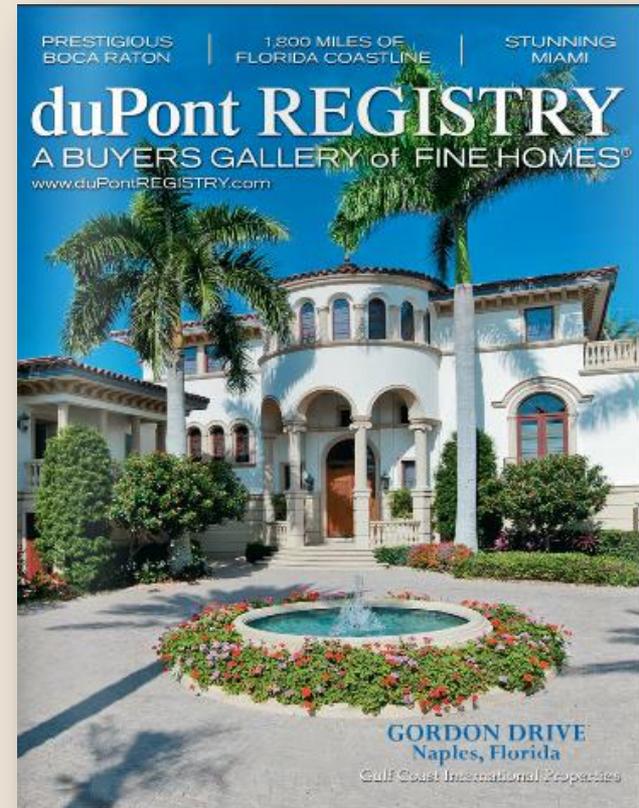
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THE DUPONT REGISTRY DISTRIBUTION NETWORK

- 80,000 mailed or shipped directly to Subscribers, Celebrities, Executives and Sports Figures
- Targeting International Buyers in Airports and Airplanes
- Copies sold in bookstores like Barnes and Noble



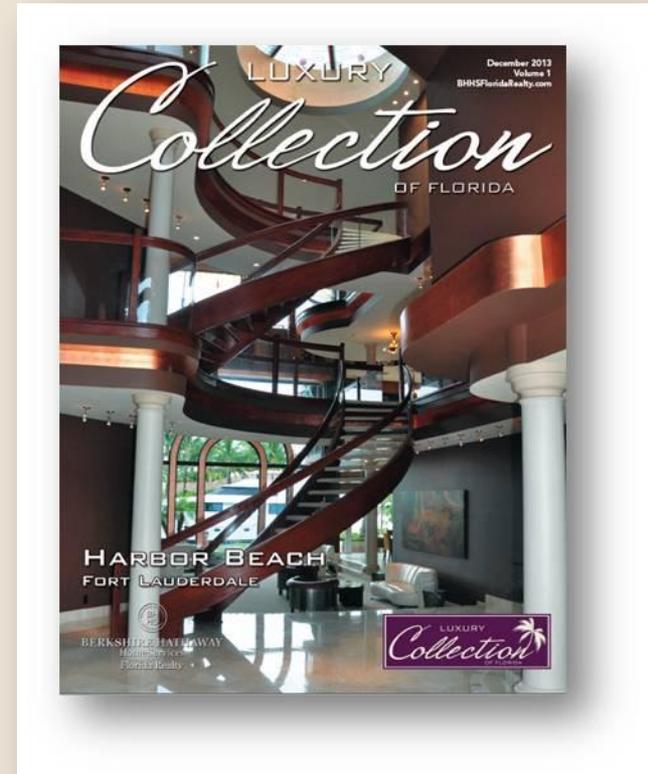
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OUR LUXURY COLLECTION OF FLORIDA MAGAZINE

- Additional **copies** to be distributed among our offices
- All listings will be advertised for the life of the listing!



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Online Exposure for your Luxury Homes!

- www.DupontRegistry.com
- www.DupontRegistry.com > Digital Magazine
- www.LuxuryCollectionFloridaMagazine.com
> Digital Magazine
- www.WallStreetJournal.com



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COMPANY PAID VIRTUAL TOUR!

- All of our Luxury Collection Homes receive a Virtual Tour from a professional photographer that includes **High Resolution Photos** for print publications
- **All Virtual Tour links are on:**
 - Our company website
 - All PRIMA Agent websites
 - Realtor.com
 - Move.com
 - Moving.com
 - MSN.com
 - WallStreetJournal.com
 - **You Tube!**



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FLORIDA MARKETING
PROGRAM IS
100%
Company Paid!



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Let's continue to review some of our technology and marketing tools!



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Our Company Website

www.BHHSFloridaRealty.com

Home | About Us | Careers | Contact Us

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Buying Selling Search Homes Realtors Rentals Relocation

Search for Properties

VIEW ALL HOMES IN OR NEAR... City or Zip Code SEARCH

PRICED BETWEEN... Minimum TO Maximum
e.g. \$100,000 to \$250,000

Formerly Prudential Florida Realty

Featured Links

- FREE MARKET REPORT Find out about your Area
- Luxury Homes in Florida
- Featured Communities
- See the Future Potential of your Property
- Home Ownership Matters
- Resource Center for News, videos, Q&A, and More
- Foreclosures Short Sales and REOs
- One Smart Mover CONCIERGE SERVICE
- WE SUPPORT The Sunshine Kids
- BHHFR Press Release

Search By Area

\$8,900,000	\$6,499,000	\$6,232,100
3330 RUM ROW Naples Beds: 6 Baths: 12.50 Sq. Feet: 9684	6014 Le Lao Road Boca Raton Beds: 8 Baths: 9.50 Sq. Feet: 12127	12113 Indian Mound Road Wellington Beds: 6 Baths: 6.00 Sq. Feet: 11454

Search For Homes on the go!
Visit www.bhhsfr.com/mobile

Our Main Company Site

Make sure you visit...

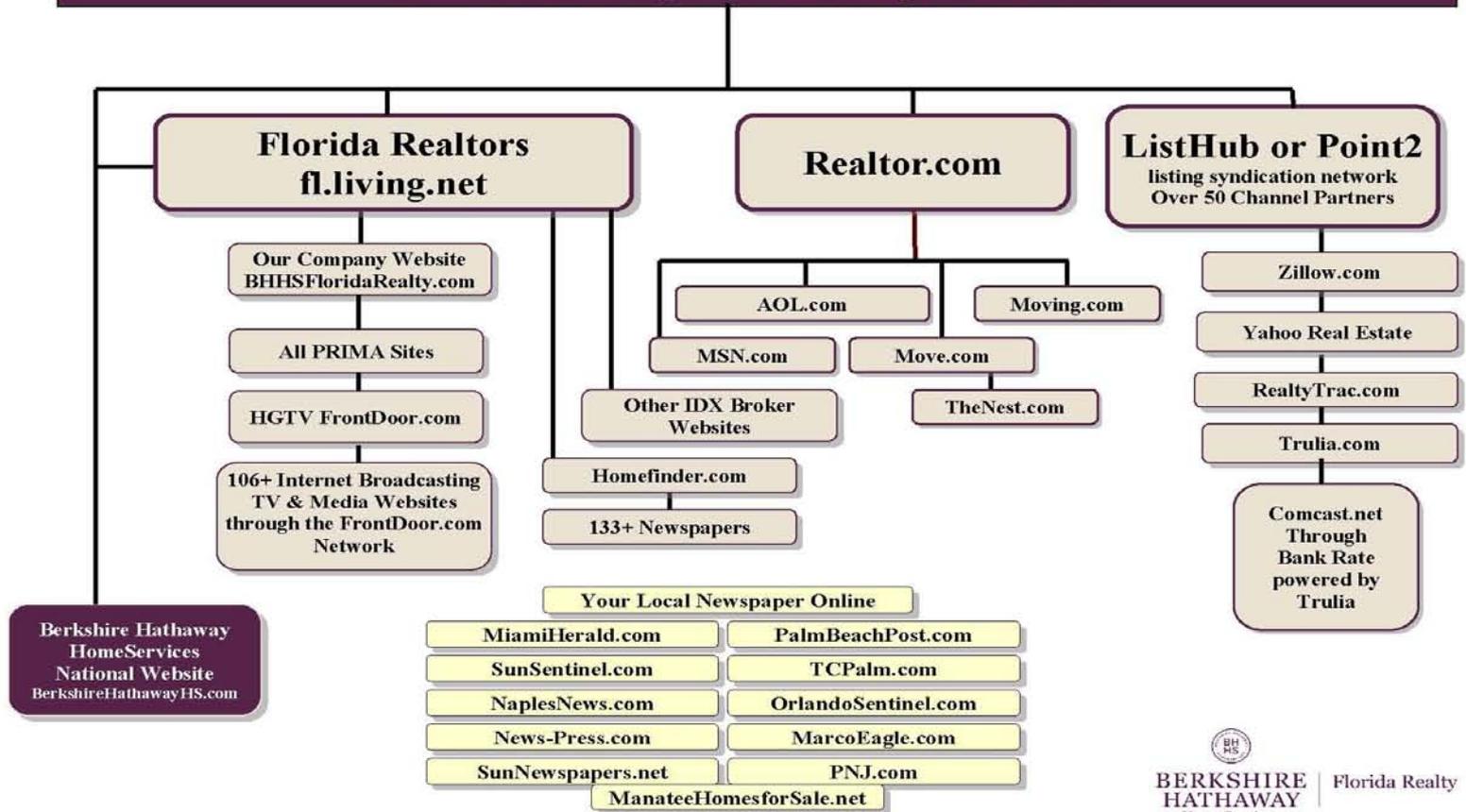
www.BHHSFloridaRealty.com

- You will appear on your office roster**
- Your listings will appear on the site**
- If you are on PRIMA, you are the contact on ALL your listings**



Our properties receive global exposure on over 900 websites and mobile enabled platforms*.

Berkshire Hathaway HomeServices Florida Realty Listings in your MLS Path of Listing / Global Exposure 24/7



*Berkshire Hathaway HomeServices Florida Realty is a proud partner of the ListHub or Point2 listing distribution network.



HomeFinder.com connects home buyers and sellers at the most trusted source for local real estate—your newspaper's online real estate section. We have combined the strength and impact of a nationally branded site with our network of online media partners. With our national consolidated database, consumers can search your listings from multiple doors on a local and national level. From coast to coast, HomeFinder.com keeps you connected, putting your brand and your listings in more places.

AK	Anchorage Daily News	KS	Kansas City Star	OH	The Advocate
AL	Montgomery Advertiser	KS	Wichita Eagle	OH	The Marion Star
CA	Modesto Bee	KY	Lexington Herald-Leader	OH	The News-Messenger
CA	Visalia Times-Delta / Tulare Advance Register	KY	Courier-Journal	OH	Times Recorder
CA	Fresno Bee	LA	Alexandria Town Talk	OR	Statesman Journal
CA	The Californian	LA	The News-Star	PA	The Morning Call
CA	The Tribune	MD	Salisbury Daily Times	PA	Centre Daily Times
CA	Merced Sun Star	MD	Baltimore Sun	SC	Beaufort Gazette
CA	Contra Costa Times	MI	Belle Creek Enquirer	SC	The Island Packet
CA	Inside Bay Area	MI	Lansing State Journal	SC	Greenville News
CA	Monterey County Herald	MN	St. Cloud Times	SC	Sun News
CA	San Jose Mercury News	MO	Springfield News-Leader	SC	Rock Hill Herald
CA	Santa Cruz Sentinel	MS	Hattiesburg American	SC	The State
CA	Sacramento Bee	MT	Great Falls Tribune	TX	Fort Worth Star-Telegram
CA	Press Enterprise	NC	Asheville Citizen Times	UT	The Spectrum
CO	The Coloradoan	NC	Raleigh News&Observer	VA	The Daily News Leader
CT	Hartford Courant	NC	Charlotte Observer	VA	Daily Press
FL	Bradenton Herald	NJ	Asbury Park Press	VT	Burlington Free Press
FL	Orlando Sentinel	NJ	Daily Record	WA	The News Tribune
FL	Fort Myers News Press	NJ	Homes News Tribune	WA	Tri-City Herald
FL	Fort Lauderdale Sun-Sentinel	NJ	Courier News	WA	The Olympian
FL	The Miami Herald	NJ	Courier Post	WA	The Bellingham Herald
FL	Florida Today	NJ	The Daily Journal	WI	Appleton Post-Crescent
GA	Macon Telegraph	NM	Las Cruces Sun-News	WI	The Reporter
GA	The Ledger-Enquirer	NY	Bhaca Journal	WI	Herald Times Reporter
IA	Iowa City Press Citizen	NY	Rochester Democrat and Chronicle	WI	Marshfield News-Herald
ID	Idaho Statesman	OH	Chillicothe Gazette	WI	Caticosh Northwestern
IL	Belleville News Democrat	OH	Coalcoan Tribune	WI	Press-Gazette
IL	Chicago Tribune	OH	Eagle Gazette	WI	Stevens Point Journal
IN	Journal and Courier	OH	News Herald	WI	The Daily Tribune
IN	Richmond Palladium Star	OH	News Journal	WI	The Sheboygan Press
IN	Indianapolis Star			WI	Wausau Daily Herald
				WV	The Herald-Dispatch

azcentral.com

latimes.com



newsday.com

MiamiHerald.com

Your Listings Appear Here!

Over 133 Newspaper Websites



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Your Listings Appear Here!

Over 106 Websites Here



HGTV's FrontDoor.com Expands Audience Reach by Millions Through Partnership With Internet Broadcasting

FrontDoor.com just established a strategic content partnership with Internet Broadcasting (IB), a media organization that helps local TV stations expand their news presence online. The partnership opens the door at a local level to millions of additional Web users who can access FrontDoor's rich how-to real estate content online, in addition to a home search integration that drives more traffic to FrontDoor - and your listings! IB's web clients include such marquis media properties as Hearst TV, McGraw-Hill Broadcasting, Cox TV, Meredith Broadcasting, NBC, ABC, Belo, and more.

How does this benefit you?

- > Your listings are being promoted to a broader audience of home searchers, at a highly localized level.
- > Millions more buyers can easily find your listings as a result of the search widget we've incorporated into the Real Estate sections of more than 60 local TV media sites across the U.S.
- > We continue to associate your listings with HGTV and FrontDoor's popular real estate content by putting promotional content teasers in close proximity to the listings search teasers.



FAQs

Are you resyndicating my listings to third parties?

No. The information we're integrating into these local websites includes sample FrontDoor real estate content and a listings search widget that links back to the listing search integration on FrontDoor - and your listings.

When and where do my listings appear?

Your listings continue to appear in the FrontDoor search results - no changes have been made in this integration.

Prudential Florida Stations:

- WESH-NBC Orlando: <http://www.wesh.com/realstate/index.html>
- WPBF-ABC West Palm Beach: <http://www.wpbf.com/realstate/index.html>
- WPLG-NBC Miami: <http://www.wplg.com/realstate/index.html>
- WKMG-CBS Orlando: <http://www.clickorlando.com/index.html>



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FREE Agent Profile for Life!

The screenshot shows the HGTV's Frontdoor website. At the top, there is a navigation bar with links for 'Buying', 'Selling', 'Guides & Advice', 'Explore Cities', and 'HGTV Shows'. A search bar is prominently displayed with the text 'Search Homes for Sale' and 'Search City, State or Zip Code'. Below the search bar, there are filters for 'Price Min. (\$)', 'Price Max. (\$)', 'Bedrooms', 'Bathrooms', and 'Property Type'. A map is shown with several house icons and a callout box that says 'ACROSS THE STREET'. Below the map, there are three featured articles: 'Coolest Houses of 2010', 'Top 10 Cities for College Grads', and '\$10,000 Flooring Sweepstakes'. There is also a 'green home giveaway' banner and a 'LENDRIGHT' logo.



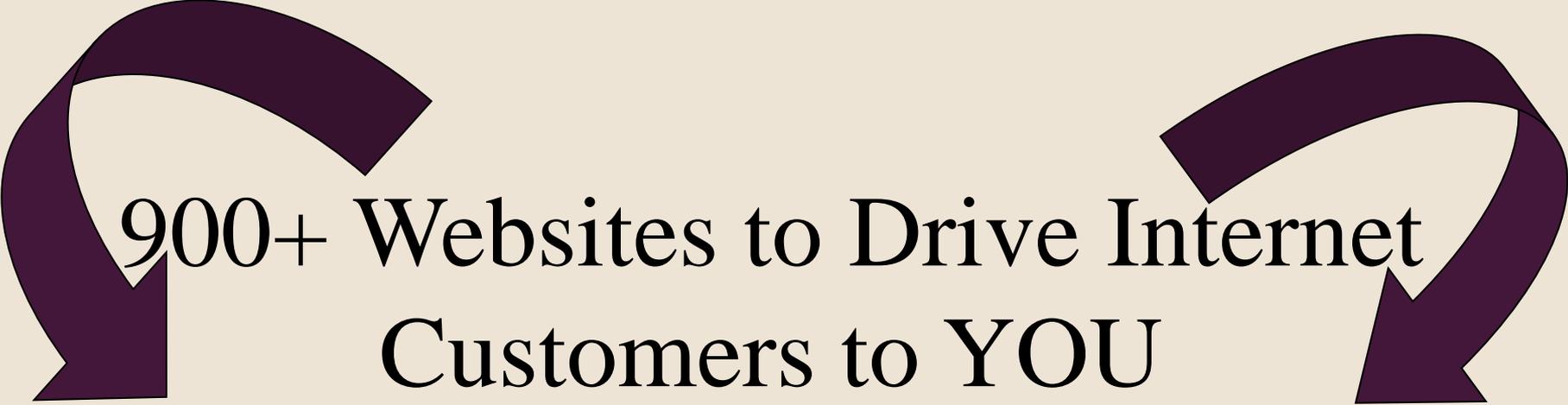
PRIMA - MARKETING STRATEGY



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900+ Websites to Drive Internet
Customers to YOU

Maximum Exposure for your Properties!



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www.YourPRIMASite.com



PRIMA Website Example

Links to Mortgage, Title, & Insurance

Stacy (Gross) Benedict
V.P., eCommerce and Marketing
Sales Support Center
1580 Sawgrass Corp Pkwy, Suite 400
Sunrise, FL 33323
Phone: (954) 693-0193
Cell: (954) 648-6104

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Home Property Search Mobile Buy Sell Finance Prudential News Relocate Real Estate Services About Contact Blog-News Rentals New Homes

Property Search

city or zip: street or MLS #: community or subdivision: min price: max price: square feet: lot size: bedrooms: bathrooms:

\$0 \$5,000,000+ ANY ANY ANY ANY

SEARCH

Resource Center for News, Videos, Q&A's and More!

Welcome Making the Most of t

Thank you for visiting! This is an example PRIMA Website. Get ready to have so searching for your next home on my ma search. You'll be able to see area price a and research available homes, save hon searches, and keep track of everything own account, right here on my website.

Contact

* = Required

*Name:

HOME MORTGAGE
CLICK HERE TO GET QUALIFIED

HOME INSURANCE
GET A FREE QUOTE

TITLE & GUARANTEE
GET A FREE QUOTE

PRIMA AGENT LOGIN

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FREE Monthly Market Snapshot Reports by Zip Code

Search For Homes From Your Phone.
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SUBMIT
RESET

Featured Properties










[cooliris](#)

FIND OUT WHAT'S GOING ON IN YOUR AREA
Sign up for a FREE monthly market report

FIRST NAME LAST NAME

ZIP CODE EMAIL

SIGN UP

From: Fay Boyle
To: Stacy (Gross) Benedict
Cc:
Subject: Market Snapshot for 33308



Fay Boyle, CCDS
Phone: (954) 692-0143
Cell: (954) 236-7047
Email: fayboyle@prudentialfloridarealty.com
1580 Sawgrass Corporate Parkway, Suite 400
Sunrise FL 33323

Market Snapshot for Zip Code 33308 for January 2010

Area Averages

Price: **\$629,474** Beds: **2.1** Total Sq. Feet: **1,454**
Baths: **2** Price / Sq. Feet: **\$433**



VIEW ALL PROPERTIES

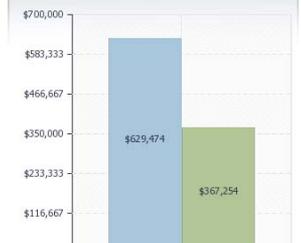
New Listings from past 30 days		Beds	Baths	Sq. Feet	Days On Market	View
\$110,000		1	1.0	640	29	View
224 HIBISCUS AV Lauderdale By The Sea						
\$599,000		3	2.5	2301	29	View
4100 GALT OCEAN DR Fort Lauderdale						
\$1,600		1	1.5	0	29	View
Fort Lauderdale						
No Photo Available		1	1.5	1100	29	View
Fort Lauderdale						
\$119,000		0	1.0	0	28	View
4040 GALT OCEAN DR Fort Lauderdale						

33308 MARKET PRICING DETAILS

January 2010

Homes	#	Highest	Lowest	Average
Off Market	0	\$0	\$0	\$0
New	158	\$4,495,000	\$68,500	\$539,788

AVERAGE PRICE



HOME MORTGAGE



HOME WARRANTY 1031 EXCHANGE

HOME INSURANCE



TITLE & GUARANTEE





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for every one of YOUR listings.

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**Tell Your
Sellers!**

**Tell Your
Buyers!**



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WEBSITE for EVERY Listing

www.BHHSFloridaRealty.com/A1855364

- Property Details
- Market Snapshot
- Community Info
- Trends
- Multiple Photos
- Virtual Tour Link

The screenshot shows a real estate listing page for a property at 6711 N OCEAN BL 5, Ocean Ridge, FL 33435. The listing is for a Condo/Townhouse with 3 bedrooms, 2.50 bathrooms, and 2,748 total sq ft. The price is \$925,000 and the MLS# is A1855364. The page features a large photo of the interior, a grid of smaller photos, and a virtual tour link. A 'Schedule a Showing' form is visible on the right, with fields for first and last name, email, phone, date, and time. Below the form are buttons for 'MAP IT', 'SAVE LISTING', 'SEND TO FRIEND', 'MAKE AN OFFER', 'PRINT FLYER', 'GET DIRECTIONS', and 'VIRTUAL TOUR'. At the bottom right, there is a section for 'For More Information' featuring a photo of Lori Fein, a PRIMA Agent, with her contact information: 19056 NE 29th Ave, Aventura, FL 33180, Phone: 305-336-1272.

Schedule a Showing

•Action Items

PRIMA Agent Info

Built-in Lead Generators Throughout Your Site!



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As a PRIMA Agent, Customers Can Search All the IDX Properties with YOU as the contact!

The screenshot displays a real estate website's search interface. At the top, a navigation menu includes links for Home, Property Search, Mobile, Buy, Sell, Finance, Prudential News, Relocate, Real Estate Services, About, Contact, Blog-News, Rentals, and New Homes. Below the navigation is a search bar with fields for 'CITY OR ZIP', 'STREET ADDRESS OR MLS#', 'MIN PRICE MAX' (with dollar signs and arrows), and 'PROPERTY TYPE' (set to '-- ANY --'). A 'Search' button and a 'CLEAR SEARCH' link are also present. Below the search bar, there are tabs for 'Results', 'Details', and 'Favorites', and a 'View Results:' section with options for 'List', 'Map', and 'Gallery'. A 'LOGIN' button is located in the top right corner. The main content area is divided into two sections. On the left, a sidebar titled 'Search Listings | Listings' contains instructions: 'Please start a new Search!', 'Enter Your basic Search Criteria in the search fields above.', 'Click on the "More Options" tab for additional search Criteria.', 'Click Search', 'Listings matching your search will be displayed', and 'Choose to view Listings by List, map, or gallery'. On the right, a map of Florida is displayed, showing major cities and highways. A 'VIEW AREA AVERAGES' section is visible above the map, and a 'Map' button is located in the top right corner of the map area.



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The Customer will automatically receive this from YOU after Registering on your site !

From: Fay Boyle
To: Stacy (Gross) Benedict
Cc:
Subject: Registration Confirmation

Thank you for registering with Fay Boyle, CCDS, East Coast eCommerce Manager. Here is your registration information:

First Name: Stacy

Last Name: Benedict

Email: stacybenedict@prudentialfloridarealty.com

Password: prudential

You may access your account by going to this link, <http://fayswebsite.com/site/register.php> , and logging in.

Once you have logged in you can change your password, add properties for sale, and save properties. -- Fay Boyle, CCDS (954) 693-0143

If you would like to stop getting email messages from this website you can [unsubscribe here](#).



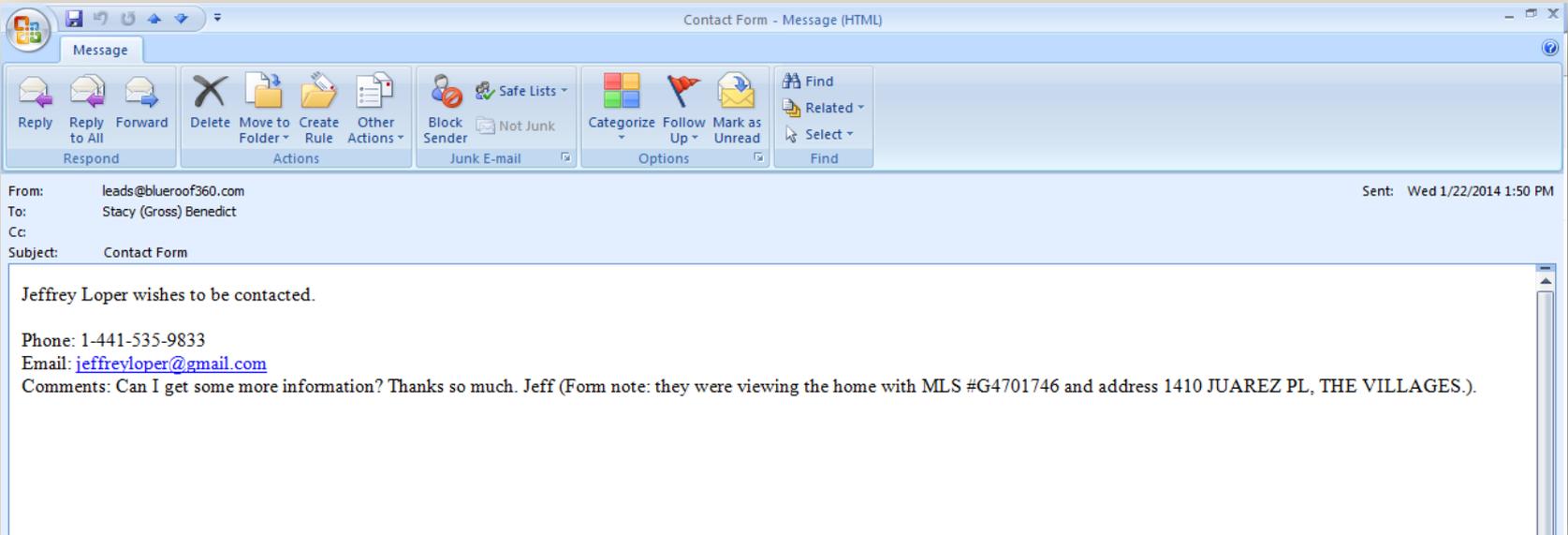
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This is what YOUR Lead Notice will look like in your email!

Please note the FROM: is
leads@bluroof360.com



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WCI's New Home Opportunities for you and your customers

WCI *The Experience Is Everything**

SIGN UP FOR OFFERS

COMMUNITIES | LIFESTYLE | CUSTOMER CARE | ABOUT WCI

Select a Florida Community

<p>Tampa Area COMMUNITIES</p> <p>Southwest Florida COMMUNITIES</p> <p>South Florida COMMUNITIES</p> <p>Click on the map to filter communities</p>	<p>WESTSHORE PALMYRA CLUB A WCI Community</p> <p>TAMPA COMING SOON</p>	<p>TIDEWATER PRESERVE A WCI Community</p> <p>BRADENTON NEW HOMES FROM THE \$200s</p>	<p>VENETIAN LAKESIDE VENETIAN CLUB A WCI Community</p> <p>NORTH VENICE NEW HOMES FROM THE \$190s</p>	<p>SARASOTA NATIONAL A WCI Community</p> <p>VENICE NEW HOMES FROM THE \$200s</p>	<p>Pelican Preserve A WCI 55 and Over Community</p> <p>FORT MYERS NEW HOMES FROM THE \$160s</p>	<p>WCI <i>The Experience Is Everything</i></p> <p>PLAY VIDEO</p>
	<p>Hampton PARK AT GATEWAY A WCI Community</p> <p>FORT MYERS NEW HOMES FROM THE \$210s</p>	<p>Ponte Romano A WCI Community</p> <p>MIRCOMAR LAKES NEW HOMES FROM THE \$380s</p>	<p>THE COLONY GOLF & BAY CLUB A WCI Community</p> <p>BONITA SPRINGS NEW HOMES FROM THE \$430s</p>	<p>TOUCAN A WCI Community</p> <p>NAPLES NEW HOMES FROM THE \$670s</p>	<p>HERON BAY A WCI Community</p> <p>PARKLAND NEW HOMES FROM THE \$500s</p>	

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WCI Mobile Website

WCI Communities, Inc.

Dedicated to providing unparalleled Florida lifestyle experiences, WCI Communities is Florida's premier homebuilder of luxury new homes complemented by unrivaled golf, fitness, spa, marina, beach and club amenities.

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Agent Shield

Always make sure you are using protection.



WCI
The Experience Is Everything.

In this highly competitive market, real estate professionals need to have many tools at their disposal while still maintaining control and protecting their leads.

To help you ensure that you have all of the information and the protection you need, WCI Communities is now offering real estate professionals Agent Shield. This new innovative tool will help you increase your sales while making sure you do not lose any of your leads.

AGENT SHIELD

Agent Shield will let you:

- ✔ Link to WCICommunities.com without fear of losing leads
- ✔ Allow you to maintain full control of your leads
- ✔ Increase sales by adding WCI widgets to your site
- ✔ Increase your website effectiveness
- ✔ Grant you instant access to updated data about WCI Communities

It's free to you, so don't hesitate. Sign up today and start practicing safe real estate by using the protection offered by WCI and Agent Shield.

To learn more about Agent Shield or to create your Agent Shield account, visit wci.communities.com/agentshield or call 800-WCI-4005.

 TAMPA 813-769-6600 From the mid '200s westshoreparkclub.com	 BRADENTON 941-465-4001 From the low '200s seawaterpreserve.com	 NORTH VENICE 941-485-5063 From the low '200s venetianwci.com
 FORT MYERS 239-985-1600 From the mid '1900s pelicanpreserve.com	 NAPLES 239-593-9199 Homes from the '700s iburonwci.com	 NAPLES 239-598-2370 From the low '200s manchestersquarewci.com
		 CORAL SPRING/PARKLAND 954-349-2679 From the mid '300s heronbaywci.com

Participation in the Agent Shield program does not guarantee sales or leads. You are responsible for all leads generated with this program and are subject to the regulatory procedures, terms and conditions set forth in WCI's Co-broker Commission Agreement. Prices subject to change without notice. Void where prohibited. ©2011 WCI Communities, Inc. All rights reserved. C2020078

- Link to WCICommunities.com without fear of losing leads
- Add WCI widgets to your website
- Instant access to updated information about WCI and all of our communities.
- Free to Realtors[®]
- Easy Registration at www.wci.communities.com/agentshield



Mobile Search ~ Take your site & search on the Go!



Stacy (Gross) Benedict
V.P., eCommerce and Marketing
Sales Support Center
1580 Sawgrass Corp Pkwy, Suite 400
Sunrise, FL 33323
Phone: (954) 693-0193
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Mobile Search

Now you can search for listings from any web-enabled phone, from anywhere. Search every listed home on the MLS with just a few strokes of the keypad. Search for a home while on the go has never been this easy. The mobile search features include:

Search homes for sale near you

- Search for house by criteria and location
- See the property highlights in the search results
- See property details and Photos
- See a color photo and read the full property description
- Get the Open House times and dates

Quick house look up
Also on the home page of the mobile search there is Quick House Number Lookup, which allows someone sitting in front of a house to simply type in the house number and easily find that property.

Other great features

- Save the properties you're interested in to your Smartphone
- Email listings to a friend
- Schedule a showing
- Easily contact me for additional information
- Access your online account

Try Our Mobile Search

Go to <http://primawebsite.com/mobile> or we'll send you a text message with the link.

Mobile Number

Service Provider

SEND



www.YourWebsiteAddress.com/mobile



The header features the Berkshire Hathaway Home Services Florida Realty logo at the top center. Below the logo is a large photograph of a modern, two-story house with a swimming pool and palm trees. Underneath the photo is a navigation bar with six icons and their corresponding labels: a magnifying glass for 'New Search', a map with a location pin for 'Homes Nearby', a clock for 'Quick Lookup', an '@' symbol for 'Contact', a house icon for 'Favorites', and a computer monitor for 'View Full Site'. Below the navigation bar is an 'Agent Login' link with a blue curved arrow pointing to the right.

[BACK](#) **Contact**
Let us know how we can help.

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Cell: (954) 648-6104

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Your Phone

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All your listings appear Enhanced here too!

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The screenshot displays the Realtor.com interface for a property listing. The main listing is for 230 Alpine Rd in West Palm Beach, FL 33405, priced at \$545,000. The listing includes a large photo of a swimming pool, a detailed description, and a contact form for Kevin Dickenson, the listing agent. The contact form includes fields for name, email, and phone number, along with a 'Request More Details' button. The listing also features a 'Save Listing' button and a 'Share' button with social media options like Like, Tweet, and Print. The background shows a grid of other property listings, each with a 'Save Listing' button.



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Top Stories Monday, October 28, 2013

Remodeling Market Index Climbs for Second Quarter in a Row
 The Remodeling Market Index (RMI) continued to climb at a modest pace in the third quarter of 2013 rising two points to 57, the highest reading since the first quarter of 2004, according to the National Association of Home Builders (NAHB)....
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Featured Stories

Fixed Mortgage Rates Drop to Four Month Low



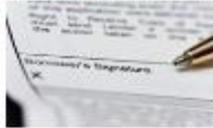
Fredrick Mac recently released the results of its Primary Mortgage Market Survey® (PMMS), showing average fixed mortgage rates hitting their lowest levels since this summer amid market speculation that the Federal Reserve will not alter its bond buying purchases this year....
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September Demand Was Strong despite Rate Hikes



Despite fears that higher mortgage rates could cripple a recovering housing market, the vital signs for housing remained remarkably good in September, according to the latest Campbell/Dwight Mortgage Finance HousingPulse Trading Survey....
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Mortgage Applications Essentially Unchanged in Latest MBA Weekly Survey



Mortgage applications decreased 0.6 percent from one week earlier, according to data from the Mortgage Bankers Association's (MBA) Weekly Mortgage Applications Survey for the week ending October 15, 2013. This week's results do not include an adjustment for the...
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Is Your Social Media Policy Valid?



Costco recently had their social media policy invalidated by the National Labor Relations Board (NLRB). Costco's policy basically prevented employees from making statements on social media sites....
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Today's Home Spun Wisdom

Living Smart: Bathroom Remodeling Trends
 By Angie Hicks



(MCT)—Open the door and say, "ah." Your master bath can be more than just functional; it could be a spa. Bathroom remodeling continues to be one of the most popular home improvement projects. It
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Home Property Search Mobile Buy Sell Finance Prudential Ne

city or zip: street or map #: community or subdivision: \$0

Stacy Benedict
Vice President, eCommerce & Marketing
1580 Sawgrass Corporate Parkway
Suite 400
Sunrise, FL 33323
Email
(P) 954.693.0193
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Resource Center for New

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Contact
* = Required
*Name:

Berkshire Hathaway HomeServices Florida Realty Home Search

Contemporary Trends

Contemporary Trends

Today's Real Estate News

0:03 / 1:16

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October 2013

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Home Matters

News & Information to Enrich Your Real Estate Net Worth

In this Edition: Updated Appliances

Our lead story in this month's Home Matters, brought to you through our company's membership in RISMedia's Real Estate Information Network® (REIN), examines the importance of hiring a reputable moving company as you transition from your old space into your new digs. Other topics covered this month include how to tackle home showings during flu season and pros and cons associated with selling during the holidays. We hope you enjoy this month's edition of Home Matters and as always, we welcome your feedback. Email us anytime!

Sign up a Friend

This Month's Top Story
Simple Tips for Hiring a Reputable Moving Company

RISMEDIA, Sunday, October 13, 2013—
Moving into a new home is the beginning of an exciting adventure. If you recently completed a home purchase—and have a move on the horizon—ensuring a smooth transition begins with doing your homework and choosing a reputable moving company to safely transport your belongings.

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PRIMA Marketing Checklist--Getting the Most From PRIMA	PDF
Top 8 Things for PRIMA Members to Do	PDF
10 Things to Do to Service Your New Listing	PDF

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Our Intranet ~ www.FloridaRealtyIntranet.com (For Our Sales Professionals Only)

Company Username: flordarealty Company Password: 75XX

The screenshot displays the login interface for the Berkshire Hathaway Florida Realty Intranet. The header includes the company name and a navigation menu. The main content area contains a login form with fields for Username and Password, and a 'Login' button. A red circle highlights the 'Intranet' link in the footer navigation menu.

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Please login with your Username and Password.

Username:

Password:

Remember my Username and Password

Login

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Fort Lauderdale Real Estate
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Kendall Real Estate
Kissimmee Real Estate
Marco Island Real Estate

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Office Managers
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UserName:

Password:

Remember my UserName and Password

Login



UserName: floridarealty
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Tools and Resources

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	Name	Link (click to view)
+		Luxury Collection of Florida
-		Listing Presentation Materials
	New Homeselling Proposal (PDF)- BHHS Florida Realty	PDF
	New Homeselling Proposal - Full Marketing Materials on Dropbox Link	WEB
	New 5 Reasons _ Why Your Home	PDF
	New Homeselling Proposal (Optional Page) Paradise Portfolio	PDF PPT
	New Homeselling Proposal (Optional Page) PRIMA	PDF
	New Customized Home Marketing System - BHHS Florida Realty (1 page)	PDF PPT
	New Homefinder.com--Online Newspapers	PDF
	New Front Door & Internet Broadcast Partners	PDF
	Realtor.com Facts That Matter	PDF
	New Realtor.com Showcase Listing Enhancement Letter to Sellers (customizable)	DOC
	New Realtor.com Showcase Listing Enhancement FAQ (for PRIMA Agents)	PDF
	New REO Customizable Agent Flyer	PDF PPT
	New Path of a BHHS Florida Realty Listing / Global Exposure 24/7	PDF
	New 2013 Berkshire Hathaway HomeServices National Institutional Advertising Schedule	PDF
+		Marketing Options for Your Listings
+		Virtual Tours

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BHHS Florida Realty Logos or Luxury Collection of Florida Marketing Materials

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Market Your Listings		
Tools and Resources		
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New	Luxury Collection of Florida ~ duPont REGISTRY Distribution Network	PDF
	Luxury Collection Flyer ~ Qualifications	PDF
	Luxury Collection ProgrApplication. Complete Fillable Form. Then print and submit to your manager.	PDF
New	Luxury Collection Homeselling Proposal - BHHS National	PPT WEB
	Fine Homes of Florida Virtual Magazine	WEB
⊕		Listing Presentation Materials
⊕		Marketing Options for Your Listings
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Tools and Resources		Service America	Website
PRIMA Info		WCI Real Estate News	Website
Preferred Service Partners		Berkshire Hathaway HomeServices Florida Realty Property Management	Website
		Berkshire Hathaway HomeServices Florida Realty Concierge Service ~ For Customers	Get Started
Logout		Florida Realtors: Online Contracts and more!	Log in
		Florida Realtors: Legal Center - Ask A Lawyer	Legal
	New	CLARUS MarketMetrics (Market Trends)	Log in
		CLARUS MarketMetrics Recorded Webinar (enter required registration info)	View Webinar
		NAR: Right Tools Right Now	Learn More
		VISUAL TOUR - If you don't know your account info--contact eCommerce	Log in
	New	ORION: Commercial Network Login Page, Commercial Resource	Log in
		OBEO: Virtual Tour and Professional Photos	Website
		OBEO Training Webinars	Learn More
		BHHS Resource Center	Log in
	New	ToolKitCMA: Samples, Demos and Log in	Click here
		XPRESSDOCS: Print Marketing Solutions	Sign up or Log in
	Marketing	Merrill Corporation - branded marketing materials	Shop Merrill



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Link from Our Intranet Xpressdocs under Preferred Service Partners tab

<http://xpressdocs.com/bhhsfloridarealty>

The screenshot shows the Xpressdocs website interface. At the top, there is a navigation bar with links for Account, Online Resources, Support, Live Chat (Offline), and a phone number (866) 977-3627. Below this is the Berkshire Hathaway HomeServices Florida Realty logo. A secondary navigation bar includes Home, Print & Direct Mail, Brand Essentials, Seasonal, Social HQ, and Logout. The main content area is divided into three columns. The left column features a 'Print & Direct Mail Quick Links' section with buttons for Start a New Order, Pending Orders, Order History, and Online Resources. Below this is a 'Marketing Tools' section with buttons for List Building Tools, Delivery Options, Marketing Tips, QR Code Generator, and Video Center. At the bottom of the left column is an 'Announcements' section with a button for 'Target a Qualified Audience with List Building Tools'. The middle column is titled 'Choose a Design' and features three design options: 'Wall Calendars' (2014 Wall Calendars), 'Business Cards' (Business Cards - No Photo and Business Cards - Agent Photo), and 'Property Postcards' (Large Postcards, Small Postcards, Extra Large Postcards, Fold Over Postcards, Multi Property Postcards, and View All). The right column is currently empty.

Link from Our Intranet under Preferred Service Partners to ToolkitCMA

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- Home
- Florida Do Not Call List
- Market Your Listings
- Tools and Resources
- PRIMA Info
- Preferred Service Partners**
- Logout

Area	Name
	First American Property & Casualty Insurance Agency
	Service America
	WCI Real Estate News
	Berkshire Hathaway HomeServices Florida Realty Property Management
	Berkshire Hathaway HomeServices Florida Realty Concierge Service ~ For Customers
	Florida Realtors: Online Contracts and more!
	Florida Realtors: Legal Center - Ask A Lawyer
New	CLARUS MarketMetrics (Market Trends)
	CLARUS MarketMetrics Recorded Webinar (enter required registration info)
	NAR: Right Tools Right Now
	VISUAL TOUR - If you don't know your account info--contact eCommerce
New	ORION: Commercial Network Login Page, Commercial Resource
	OBEO: Virtual Tour and Professional Photos
	OBEO Training Webinars
	BHHS Resource Center
New	ToolKitCMA: Samples, Demos and Log in
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 - [Forgot Password?](#)
 -
- Sign Up**
 - [What is ToolkitCMA? \(PDF\)](#)
 - [Order Form \(or to Renew\) \(PDF\)](#)
 - [Run a Demo of ToolkitCMA](#)
- Sample PDFs**
 - [Click here to view presentation samples.](#)

On the right side of the screenshot, several sample PDFs are displayed, including "Real Estate Services Proposal", "Map of Corporate Properties", "Comparative Market Analysis", and "Community On The Move".



VisualTour



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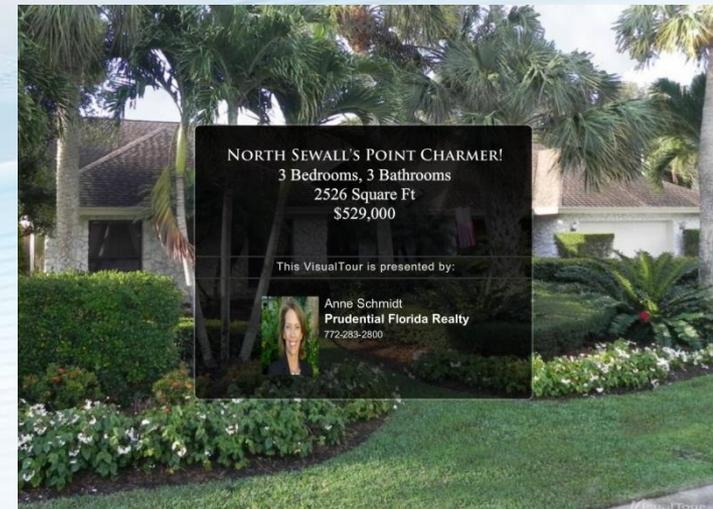
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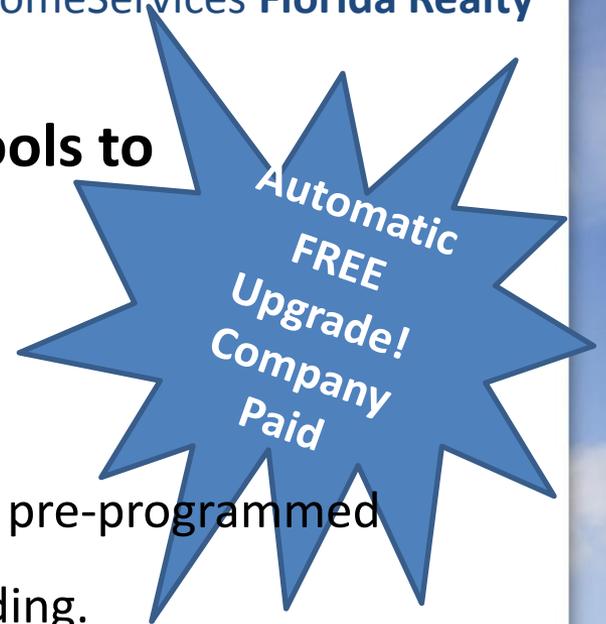
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New Service Provided to YOU by Berkshire Hathaway HomeServices Florida Realty

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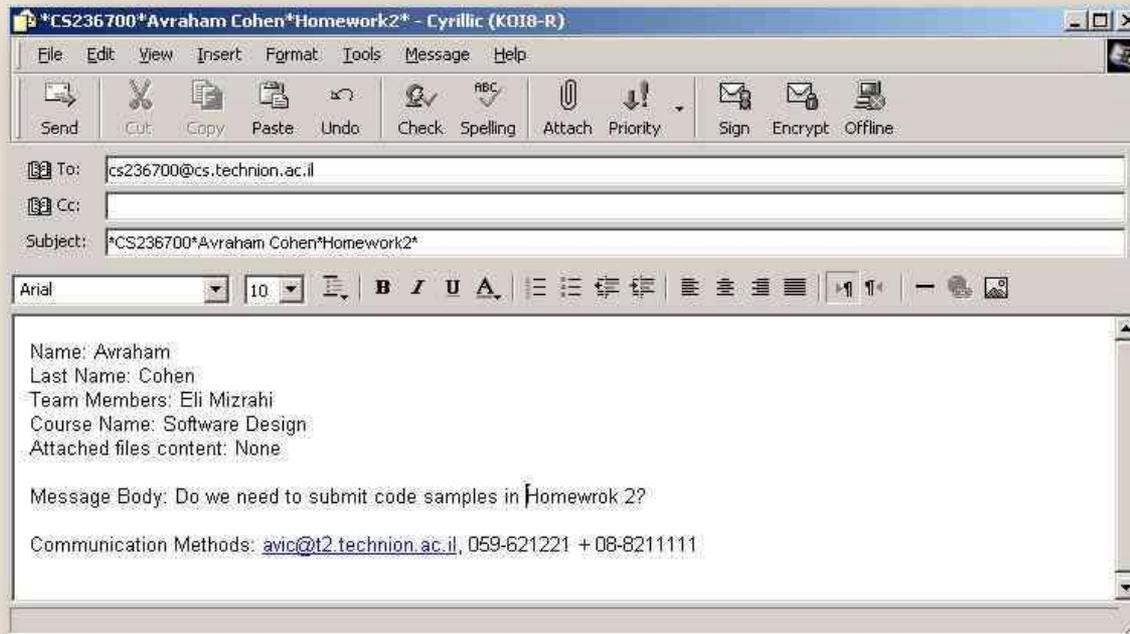
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Create tasks related to your transaction and receive email notifications when tasks are due.



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- Make sure to verify that you receive emails from us





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Cori Weinstein

Luxury Collection of Florida Manager
Social Media Manager

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Florida Realty

FLORIDA | TITLE & GUARANTEESM

WELLS FARGO HOME MORTGAGE

www.FloridaRealtyTraining.com

Welcome to Florida Realty Training
for Berkshire Hathaway HomeServices Florida Realty Sales Professionals

Home PRIMA Help Desk Impact Day PRIMA Marketing Tips Help Guides Contact Webinars

Printed Instructions **PRIMA Help Desk**


Fay Boyle, CCDS
e-Commerce and
Marketing Manager
954-693-0143
[Email Fay](#)

**Log in to
Our Intranet**

To view some video you need
to register as if you were
registering for the webinar. At
the end you'll be invited to
view the video.

**Pop-e-Note
Training Video**

**Client Market Metrics
Training Video**

**Xpressdocs
Order Cards Video**

[2013 ORION Training
\(Commercial\)](#)

**Training Opportunities for
Berkshire Hathaway HomeServices Florida
Realty Sales Professionals**

PRIMA Website Webinars are offered every week:
Your webmaster has training every week on the Contact Manager and on adding your website. When you log in to the back office of your website you see their training schedule in the bottom right corner—just click on RSVP for the classes you want to take. The times are in Eastern time so please add 2 hours. (So if it says 11 am, the time for us is 1 pm). Click on the RSVP button and you'll be registered. You will receive a confirmation email on the day of the class with details on how to attend. If you don't receive the email or if you have any questions regarding training through your webmaster, please call them at 855-250-4387.

Xpressdocs Webinar:

[11:11]	[1:20 pm]	Xpressdocs: All About Holiday Cards (with Gail Kennedy)	
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Forms Simplicity:

[10:10]	[2 pm]	Forms Simplicity Agent Training	Register
[10:21]	[2 pm]	Forms Simplicity Agent Training	Register

Impact Day Webinar for BHHS HomeService Florida Real Estate Services:

[11:6]	[10:20 am]	Everyone is welcome to attend! Learn about our services, programs and resources!	Register
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Nationwide Realtor.com Training (Available almost every day)
For Non-PRIMA agents: We recommend "Utilizing Company Showcase Enhancements"
For PRIMA members: We recommend "Taking Advantage of your Showcase Listing Enhancements"
Register several days in advance so you receive the confirmation email. Need help? 800-475-6166 [Show webinars and Programs](#)

We want to ensure that you are maximizing your online investment with 26 photos, virtual tours, links to your website, and other listing enhancements. To help ensure that your brokerage and agents are getting the most out of your REALTOR.com solutions, we're offering you a full state of free training sessions that include online training modules, webinars AND live events. Visit [http://tools.bhhs.com/training](#) to learn how to take advantage of these great training opportunities.

REsource Learn Center:

LEARN CENTER (log in to your account on REsource.com)	
Call 855-421-9952 for assistance	

Obco Webinars:

Click All OBco Webinars (Facebook, Google Tools, Wordpress and more)	
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Trulia Webinars:

Trulia Webinars (are you claiming your listings on Trulia?)	Show webinars and Register
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ToolKitCMA Information:

Professional CMAA, E-views and more!	View Samples, Demos and
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- FREE Training
- Support Monday-Friday 9am-5pm

Sign Up
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Today



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Need HELP?



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PRIMA Website
Bluroof360 Support
Email: support@bluroof360.com
Toll Free: 1-888-850-4867 extension #2
Mon-Fri 11 am to 7 pm EST or
PRIMAHelpDesk@BHHSFloridaRealty.com

ToolKitCMA
800-828-0970
Available M-F 9-6 EST
Web-based CMA tool (integrates PFR
Seller's Guide with your MLS data)

FloridaRealtors.org
407-587-1450 Tech Line
407-438-1409 Legal Hotline
Mon-Fri 9-8/Sat 9-5 EST

Clarus MarketMetrics
888-212-4793 ext. 2
support@terradatum.com
FREE Market Statistics and
Trend Reports for your area.

www.BHHSFloridaRealty.com
Our Intranet
Username: [floridarealty](#)
Password: (see your admin)
Listing Presentation Materials, PRIMA Help,
Links to our Service Partners

BHHS Resource Center
www.BHHSResource.com
855-422-9052
M-F 8 am—9 pm EST
BHHSsupport@HSfranchise.com
eCards, eCertification, Training

All Training Opportunities
View Classes and Register
www.BHHSFloridaTraining.com

Visual Tour
800-873-0700
Support@VisualTour.com
Available M-F 8-8
Saturday 9-6 pm EST
For questions and support

Xpressdocs
866-977-3627
info@xpressdocs.com
On Demand Print Marketing
Postcards, Business Cards, Flyers

OBEO
800-729-6236
www.obeo.com/training
Virtual tours, training webinars and
professional photography

Realtor.com
800-878-4166
customercare@realtor.com
All company listings are Showcased ~ Only
PRIMA agents have a
Showcase Account

Welcome To Our Company!

We're Glad You're Here!



Stacy Benedict

Vice President, eCommerce & Marketing

954.693.0193

StacyBenedict@BHHSFloridaRealty.com



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Welcome

Impact Day 2014

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FLORIDA | TITLE & GUARANTEESM

Florida Title management team has credentials, experience, and commitment to customer service.

Rose Sheehan, Vice President

Attorney concentrating in Real Estate and Title Insurance with 27 years of experience.



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Branch Managers and Centralized Services Managers



Shena Dickson
West Coast & Central
Branch Manager



Linda Silverstein
East Coast
Branch Manager



Pamela Michael
Senior Title
Examiner



Corinne Fischer
Escrow
Department



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- We have a commitment to superior customer service, carried out through protocols for turnaround times, overcoming title impediments, multiple underwriter appeals and pro-active title processing.
- We have dedicated Licensed Title Representatives for Berkshire Hathaway HomeServices Florida Realty Sales Professionals. They are a transaction support resource for YOU.
- We offer 24/7 access to your file through Sureclose.
 - Our secure, online real estate communication and transaction management website
- We offer industry expertise and training for sales associates at “FTU”, Florida Title University.

FTU
FLORIDA TITLE
UNIVERSITY



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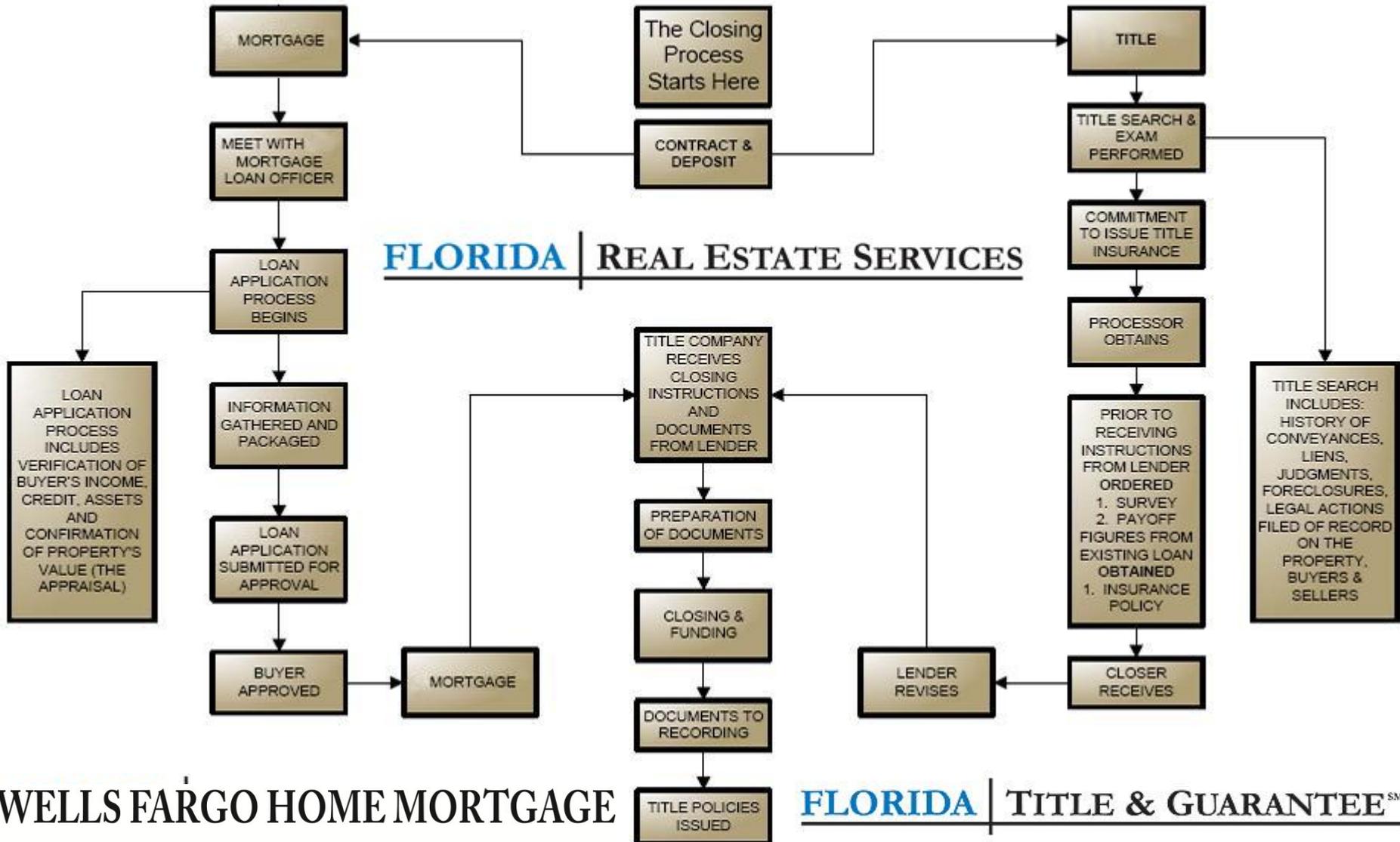
- Conduct face to face closings at Berkshire Hathaway HomeServices Florida Realty Branch offices or other designated locations.
- Expertise in:
 - short sales – key partnerships:
 - Attorney – Adams & Associates
 - Attorney – Paul Krasker – Short Sale Innovations
 - Attorney – Mike Hagen
 - Korshak & Associates in Orlando
 - REO transactions
 - commercial closing (largest commercial deal \$150,000,000.00)
 - construction closings
- Detailed Information for ‘Smooth Sailing’ for buyers and sellers
- Paid directly at Closing !





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*The more we communicate,
the smoother the transaction.*

- The more information supplied in the beginning, the smoother the transaction. Check out our website for more.
- Contracts should have a clear legal description and the full name of the parties. Attach a seller's existing title policy.
- Information sheet
 - Lists the names to be on the deed
 - Marital status
 - Contact information
 - all addenda
 - Important information (See sample in hand out):
 - mail away closing...especially international
 - recent death of title holder
 - use of Power of Attorney
 - property held in a trust or corporate entity
 - cooperating broker information
 - Updates on closing changes – Important to work with the buyer, mortgage company, and seller on the closing dates. If there are any changes, forward to us, including changes via addendum.





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TEAM WORK

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- As with Wells Fargo Home Mortgage, we are part of the seamless process for you and your customer.
- Information flows easily between the RES departments.
- Because we are all the same team, we work together to get things done on time and with as little time and imposition to the buyer.



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FLORIDA TITLE AND GUARANTEE IS A FULL SERVICE TITLE AGENCY WORKING WITH BUYERS, LENDERS AND REAL ESTATE PROFESSIONALS.

PLACE A TITLE ORDER >> **THE CLOSING EXPERIENCE** >>

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Mobile: (954) 868-3515

Fax: 1-866-544-3323 • 954-341-9834

Email: rosesheehan@floridatitleandguarantee.com

“Focus 90% of your time on solutions and only 10% of your time on problems.” - [Anthony J. D'Angelo quote](#)

We Want to Be Your Title Company of Choice!



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Thank you for joining us today!

Our next Impact Day Webinar will be
Wednesday, March 5th



Stay Productive & Stay Positive!



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