

EXPERIENCE EXCEPTIONAL

BERKSHIRE HATHAWAY HOMESERVICES

BH HS

BERKSHIRE HATHAWAY
HomeServices
EWM Realty



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

Warren Buffett, Chairman and CEO
Berkshire Hathaway, Inc.



TRUST EXPERIENCE

EWM Realty International was founded in 1964 in the City of Coral Gables with the goal of providing an exceptional real estate experience that would set it apart from the competition. In 2003, the company became part of the HomeServices of America family of companies, which has grown to be the largest real estate brokerage in the United States by transaction sides. The company was voted "Best Brokerage" for the fourth year in a row by South Florida's real estate industry leaders in 2018. In 2019, EWM Realty International became **Berkshire Hathaway HomeServices EWM Realty**. The brokerage's 900 Associates and Staff Members help close nearly $3 billion in annual sales.



WHAT SETS US APART FROM ALL OTHERS IS OUR

insight, integrity, and innovation.

Our peers chose us.

VOTED
MIAMI-DADE COUNTY'S
BEST
BROKERAGE
2018

VOTED
MIAMI-DADE COUNTY'S
BEST
BROKERAGE
2017

VOTED
MIAMI-DADE COUNTY'S
BEST
BROKERAGE
2016

VOTED
MIAMI-DADE COUNTY'S
BEST
BROKERAGE
2015





When asked "what company would you use if you could not use your own company to sell your home?" the response was Berkshire Hathaway HomeServices EWM Realty four years in a row!

BENDIXEN & AMANDI INTERNATIONAL/MIAMI HERALD
REAL ESTATE SURVEY
JUNE 2018



NEW YORK CITY

THE POWER OF THE BRAND

As a proud member of the **Berkshire Hathaway** family of companies, **HomeServices of America**, *a Berkshire Hathaway affiliate*, brings together the most talented and experienced individuals in the industry whose sole focus is to create the best possible real estate experience for you.



#1 HOMESERVICES OF AMERICA
#2 NRT, LLC
#3 HANNAH HOLDINGS
#4 EXP REALTY
#5 HOMESMART



#1 WALMART
#2 EXXON MOBIL
#3 APPLE
#4 BERKSHIRE HATHAWAY
#5 AMAZON



#1 APPLE
#2 AMAZON
#3 BERKSHIRE HATHAWAY
#4 WALT DISNEY
#5 STARBUCKS

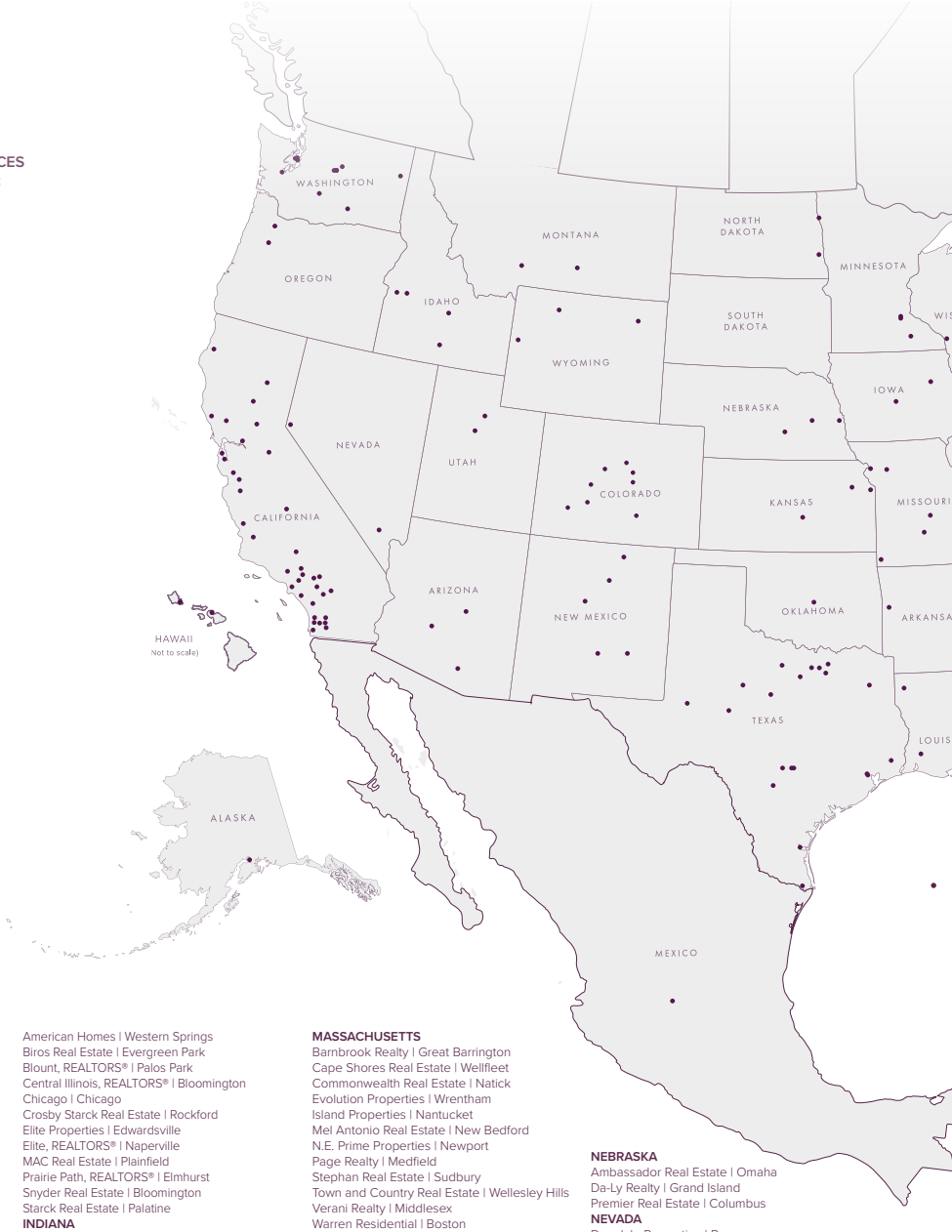


#1 ALPHABET
#2 APPLE
#3 AMAZON
#4 BERKSHIRE HATHAWAY
#5 MICROSOFT

Source:
realtrends.com/rankings/rt500
fortune.com/fortune500/list/
fortune.com/worlds-most-admired-companies/
online.wsj.com/public/resources/documents/MostRespectedCcompanies.pdf

THE STRENGTH OF THE NETWORK

BERKSHIRE HATHAWAY HOMESERVICES NETWORK COMPANIES WORLDWIDE:



ALABAMA
Cooper & Co. Inc., REALTORS® | Mobile
Nichols Real Estate | Daphne
Preferred Real Estate | Auburn
Rise Real Estate | Huntsville
Showcase Properties | Dothan

ALASKA
Alaska Realty | Anchorage

ARIZONA
Advantage Realty | Payson
Arizona Properties | Phoenix
Premier Properties | Tucson

ARKANSAS
1st Realty | Jonesboro
Solutions Real Estate | Bentonville

CALIFORNIA
Associated Real Estate | Tehachapi
California Properties | Canyon Lake
California Properties | Cerritos
California Properties | Huntington Beach
California Properties | Northridge
California Properties | Pismo Beach
California Properties | San Diego
California Properties | Sierra Madre
California Properties | South Pasadena
California Properties | Torrance
California Properties | Valencia
California Properties | Yorba Linda
California Realty | Highland
California Realty | Rancho Cucamonga
California Realty | Sonora
California Realty | San Bruno
California Realty | San Francisco
California Realty | Thousand Oaks
California Realty | Santa Clarita
Crest Real Estate | La Crescenta
Drysdale Properties | Danville
Dunnigan Properties | Sacramento
Elite Real Estate | Sacramento
Franciscan Properties | San Francisco
Golden Propeties | Pasadena
Hallmark Realty | Paso Robles
Heritage, REALTORS® | Yuba City
Lake Almanor Real Estate | Westwood
NorCal Real Estate | El Dorado Hills
Perrie Mundy Realty Group | Redlands
Ranch & Coast Real Estate | Temecula
Real Time Realty | Salinas
Redwood Realty | Eureka
Sonoma County Properties | Guerneville
Troth, REALTORS® | Lancaster

COLORADO
Colorado Properties | Vail
Elevated Living Real Estate | Evergreen
Innovative Real Estate | Denver
Western Colorado Properties | Montrose
Preferred Real Estate | Castle Pines
Real Estate of the Rockies | Lakewood
Rocky Mountain, REALTORS® | Boulder
Today Realty & Associates | Gunnison

CONNECTICUT
New England Properties | Wallingford

DELAWARE
Fox & Roach, REALTORS® | Hockessin
Gallo Realty | Lewes

FLORIDA
Beach Properties of Florida | Santa Rosa Beach
Chaplin Williams Realty | Fernandina Beach
EWM Realty | Coral Gables
Florida Network Realty | Jacksonville
Florida Properties Group | Trinity
Florida Realty | Sunrise
Florida Showcase Properties | Hernando
Freewheeler Realty | Islamorada
Home Team Realty | Ocala
Keys Real Estate | Marathon
Knight & Gardner Realty | Key West
PenFed Realty | Santa Rosa Beach
Results Realty | Orlando
The Property Place | Titusville

GEORGIA
Bay Street Realty Group | Savannah
Beazley, REALTORS® | Evans
Georgia Properties | Roswell
Hodnett Cooper Real Estate | St. Simons Island
Kennedy Realty | Statesboro
RPA Realty | Greensboro

HAWAI'I
Hawai'i Realty | Honolulu
Maui Properties | Lahaina

IDAHO
Idaho Homes & Properties | Twin Falls
Idaho Realty | Boise
Silverhawk Realty | Caldwell
Sun Valley Properties | Sun Valley

ILLINOIS
American Heritage Real Estate | Elk Grove Village
American Homes | Western Springs
Biros Real Estate | Evergreen Park
Blount, REALTORS® | Palos Park
Central Illinois, REALTORS® | Bloomington
Chicago | Chicago
Crosby Starck Real Estate | Rockford
Elite Properties | Edwardsville
Elite, REALTORS® | Naperville
MAC Real Estate | Plainfield
Prairie Path, REALTORS® | Elmhurst
Snyder Real Estate | Bloomington
Starck Real Estate | Palatine

INDIANA
Chicago | Michigan City
Executive Group Real Estate | Valparaiso
Executive Realty | Schererville
Indiana Realty | Indianapolis
Newlin-Miller, REALTORS® | Terre-Haute
Northern Indiana Real Estate | Mishawaka
Parks & Weisberg, Raltors | Jeffersonville

IOWA
First Realty | West Des Moines
One Realty Centre | Waterloo

KANSAS
First, REALTORS® | Topeka
Kansas City Realty | Leawood
PenFed Realty | Wichita

KENTUCKY
de Movellan Properties | Lexington
Foster, Realtors® | Richmond
Parks & Weisberg, Realtors® | Louisville
Partners Realty | Bowling Green

LOUISIANA
Ally Real Estate | Bossier City
Preferred, REALTORS® | New Orleans
Sarver Realty | Lake Charles
Southern Properties | Hammond
United Properties | Baton Rouge

MAINE
Northeast Real Estate | Bangor
N.E. Prime Properties | Kennebunk

MARYLAND
Bowen Realty | Hagerstown
Homesale Realty | Baltimore
McNelis Group Properties | Solomons
PenFed Realty | Ocean City

MASSACHUSETTS
Barnbrook Realty | Great Barrington
Cape Shores Real Estate | Wellfleet
Commonwealth Real Estate | Natick
Evolution Properties | Wrentham
Island Properties | Nantucket
Mel Antonio Real Estate | New Bedford
N.E. Prime Properties | Newport
Page Realty | Medfield
Stephan Real Estate | Sudbury
Town and Country Real Estate | Wellesley Hills
Verani Realty | Middlesex
Warren Residential | Boston

MICHIGAN
Chicago | New Buffalo
Clyde Hendrick, REALTORS® | Grand Haven
Heritage Real Estate | Howell
Hudkins, REALTORS® | Monroe
HWWB, REALTORS® | Birmingham
Michigan Real Estate | Grand Rapids
Select Real Estate | Dearborn
Snyder & Company, Realtors® | Ann Arbor
The Loft Warehouse | Detroit
Tomie Raines, REALTORS® | East Lansing

MINNESOTA
Advantage Real Estate | Owatonna
North Properties | Edina
Sundial Realty | Minneapolis

MISSISSIPPI
Ann Prewitt GulfCoast Realty | Biloxi
Ann Prewitt Realty | Ridgeland
Gateway Real Estate | Madison
Shaw Propertiest | Gulfport

MISSOURI
Advantage, REALTORS® | St. Louis
Alliance Real Estate | Chesterfield
Bridgeport REALTORS® | Cape Girardeau
Hahn, REALTORS® | Cameron
Kansas City Realty | Leawood
Lake Ozark Realty | Lake Ozark
Select Properties | St. Louis
Stein & Summers Real Estate | St. Joseph
Vision Real Estate | Columbia

MONTANA
Floberg Real Estate | Billings
Montana Properties | Bozeman

NEBRASKA
Ambassador Real Estate | Omaha
Da-Ly Realty | Grand Island
Premier Real Estate | Columbus

NEVADA
Drysdale Properties | Reno
Nevada Properties | Las Vegas

NEW HAMPSHIRE
Verani Realty | Landonderry

NEW JERSEY
Abbott Realtors® | Wyckoff
Diversified Realty | Galloway
Fox & Roach, REALTORS® | Cherry Hill
Gross & Jansen, REALTORS® | Vernon
Healy, REALTORS® | Toms River
Horizon Realty | Mountain Lakes
Hudson River Properties | Hoboken
McGeehan & Pineiro Realty | Bayonne
Merendino Realty | Hasbrouck Heights
New Jersey Properties | Somerset
Signature Properties | Asbury Park
Van Der Wende Properties | Little Falls
Zack Shore, Realtors® | Manahawkin

NEW MEXICO
Enchanted Lands, REALTORS® | Roswell
Lynch Realty | Ruidoso
New Mexico Properties | Albuquerque
Santa Fe Real Estate | Santa Fe
Taos Real Estate | Taos

NEW YORK
Adirondack Premier Properties | Lake Placid
Blake, REALTORS® | Albany
CNY Realty | North Syracuse
Discover Real Estate | Spencerport
Heritage Realty | Homer
Hudson Valley Properties | Lagrangeville
Millbrook Real Estate | Millboork
Laffey International Realty | Williston Park

BERKSHIRE HATHAWAY HOMESERVICES NETWORK

2019 HIGHLIGHTS

MORE THAN **50,000** ASSOCIATES

OVER **1,500** OFFICES

MORE THAN **$119B** IN ANNUAL SALES

CLOSED MORE THAN **343,849** TRANSACTIONS



BERKSHIRE HATHAWAY HomeServices

EWM Realty

New York Properties | New York City
Nutshell Realty | High Falls
Peters Realty | Monticello
River Towns Real Estate | Croton-On-Hudson
Westchester Properties | Scarsdale

NORTH CAROLINA
All American Homes | Fayetteville
Carolinas Realty | Winston Salem
Great Smokys Realty | Bryson City
Hickory Metro Real Estate | Hickory
Hometown, REALTORS | Jacksonville
Lifestyle Properties | Asheville
McMillen and Associates Realty | Goldsboro
Meadows Mountain Realty | Highlands
Pinehurst Real Estate | Southern Pines
Prime Properties | Greenville
Vincent Properties | Blowing Rock
York Simpson Underwood Realty | Raleigh
Yost & Little Realty | Greensboro

NORTH DAKOTA
Family Realty | Grand Forks
Premier Properties | Fargo

OHIO
American Realty Center | Pickerington
Calhoon Company, REALTORS® | Hilliard
Crager Tobin Real Estate | London
Kathy Reid Realty | Hudson
Lucien Realty | Lakewood
Northwood Realty Services | Salem
Platinum Realty Group | Westerville
Plus Realty | Powell
Professional Realty | Mason
Simon & Salhany Realty | Cuyahoga Falls
Stadtmiller Realty | Sandusky

OKLAHOMA
Benchmark Realty | Shawnee

OREGON
Northwest Real Estate | Vancouver
Real Estate Professionals | Salem

PENNSYLVANIA
Benjamin Real Estate | Schnecksville
Choice Properties | Nazareth
Fox & Roach | Devon
Hodrick Realty | Williamsport
Home Edge Realty Group | State College
Homesale Realty | Lancaster
Keystone Properties | Landsdale
Paul Ford, REALTORS® | Easton
Pocono Real Estate | Hawley
Poggi, REALTORS® | Forty Fort
Preferred Properties | Clarks Summit
Prime Real Estate | Philadelphia
Regency Real Estate | Allentown
The Preferred Realty | Wexford

RHODE ISLAND
N.E. Prime Properties | Newport
New England Properties | Westerly
Pinnacle Realty | Johnston

SOUTH CAROLINA
Beazley, REALTORS | North Augusta
BurtJordan REALTORS® | Florence
C. Dan Joyner, REALTORS® | Greenville
Cambridge Realty | Greenwood
Carolina Sun Real Estate | Mt. Pleasant
John M. Brabham Real Estate | Sumter
Hilton Head Bluffton Realty | Hilton Head Island
Midlands Real Estate | Columbia
Myrtle Beach Real Estate | Myrtle Beach
Southern Coast Real Estate | Summerville

TENNESSEE
Dean-Smith Realty | Knoxville
Greg Cox Real Estate | Johnson City
J Douglas Properties | Chattanooga
Jones Property Group | Bristol
Realty Center | Hixson
Southern Realty | Crossville
Taliesyn Realty | Cordova
Woodmont Realty | Brentwood

TEXAS
A Action, REALTORS® | Mesquite
Addresses, REALTORS® | San Angelo
Caliber Realty | College Station
Cooper Realty | Midland
Don Johnson, REALTORS® | San Antonio
Extra Mile Realty | Anna
Killough Properties | Utopia
Miles Realty | Tyler
Moseley Real Estate | Early
PenFed Realty | San Antonio
PenFed Realty Texas | Plano
Pondera Properties | Graford
Premier Properties | Houston
Real Estate Center | Corpus Christi
RGV Realty | McAllen
Stovall, REALTORS® | Abiline
Texas Realty | Austin
Tiffany Curry & Co., REALTORS® | Houston
Town and Country Realty | Lumberton
Worldwide, REALTORS® | Keller

UTAH
Elite Corporate Real Estate Advisors | American Fork
Utah Properties | Park City

VERMONT
Vermont Realty Group | Burlington

VIRGINIA
Dawson Ford Garbee & Co., REALTORS® | Lynchburg
Jones Property Group | Abingdon
Mountain Sky Properties | Wytheville
PenFed Realty | Alexandria
Premier, REALTORS® | Roanoke
Select Realty | Fredericksburg
Simpson, Realtors® | Fredericksburg
Smith Mountain Lake Real Estate | Hardy
Towne Realty | Virginia Beach

WASHINGTON
Central Washington Real Estate | Yakima
First Look Real Estate | Spokane
Jessup Real Estate | East Wenatchee
Leavenworth Properties | Leavenworth
Northwest Real Estate | Seattle
Northwest Real Estate Shelton | Shelton
Signature Properties | Seattle
Sound, REALTORS® | Olympia
South Sound Properties | Fircrest
Tri-Cities Real Estate | Kennewick

WEST VIRGINIA
Great Expectations Realty | Charleston
Professional Realty | Parkersburg
Touchdown Home Pros Realty | Morganto

WISCONSIN
Epic Real Estate | Kenosha
Metro Realty | Wauwatosa
North Properties | Onalaska
Starck Real Estate | Manitowoc

WYOMING
Brokerage West, Inc. Real Estate | Cody
Brokers of Jackson Hole Real Estate | Jackson
Preferred Real Estate Group | Gillette

CANADA
Toronto Realty | Toronto
Quebéc | Montreal

GERMANY
Rubina Real Estate | Berlin

ITALY
MAGGI Properties | Milan/Piacenza

MEXICO
Colonial Homes San Miguel | San Miguel de Allende

PORTUGAL
Portugal Properties | Lisbon/Faro/Porto

SPAIN
LARVIA | Madrid/Barcelona/Marbella

UNITED KINGDOM
Kay & Co. | London

UNITED ARAB EMIRATES
Gulf Properties | Dubai

PROVEN PERFORMANCE

When it comes to the sale of your home, you want to make sure you are working with the best. **Berkshire Hathaway HomeServices EWM Realty** is a wholly-owned subsidiary of **HomeServices of America,** *a Berkshire Hathaway affiliate*. HomeServices of America was ranked #1 by transaction sides in the *2020 Real Trends 500* report. Our ability to make more deals happen is what sets us apart as the sales leader for the United States. Access to the best in the industry gives you access to better results.

#1 HOMESERVICES OF AMERICA
329,680 TRANSACTIONS

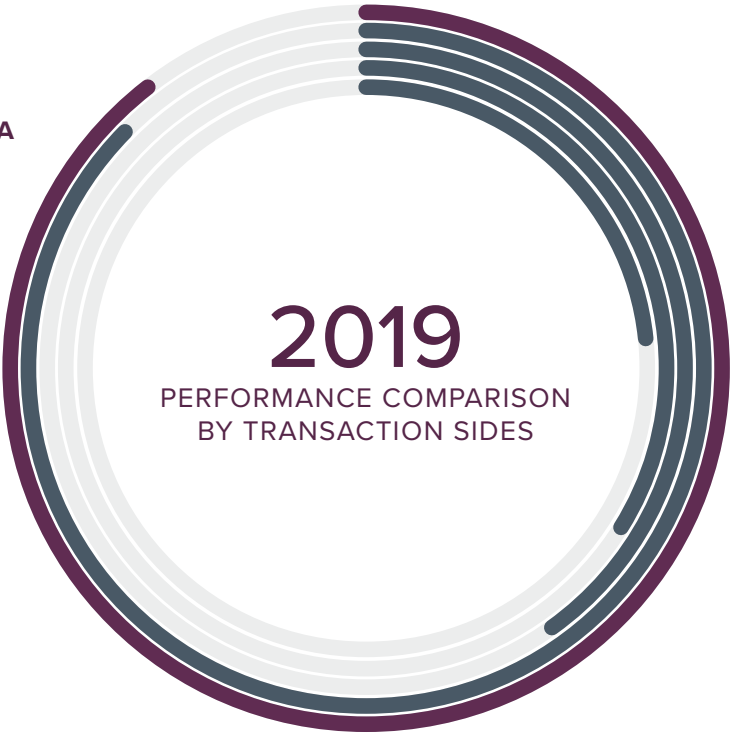
#2 NRT, LLC*
325,652 TRANSACTIONS

#3 eXp REALTY
130,627 TRANSACTIONS

#4 HOWARD HANNA
100,589 TRANSACTIONS

#5 COMPASS
84,732 TRANSACTIONS

Source:
realtrends.com/rankings/rt500



More sales. More results.

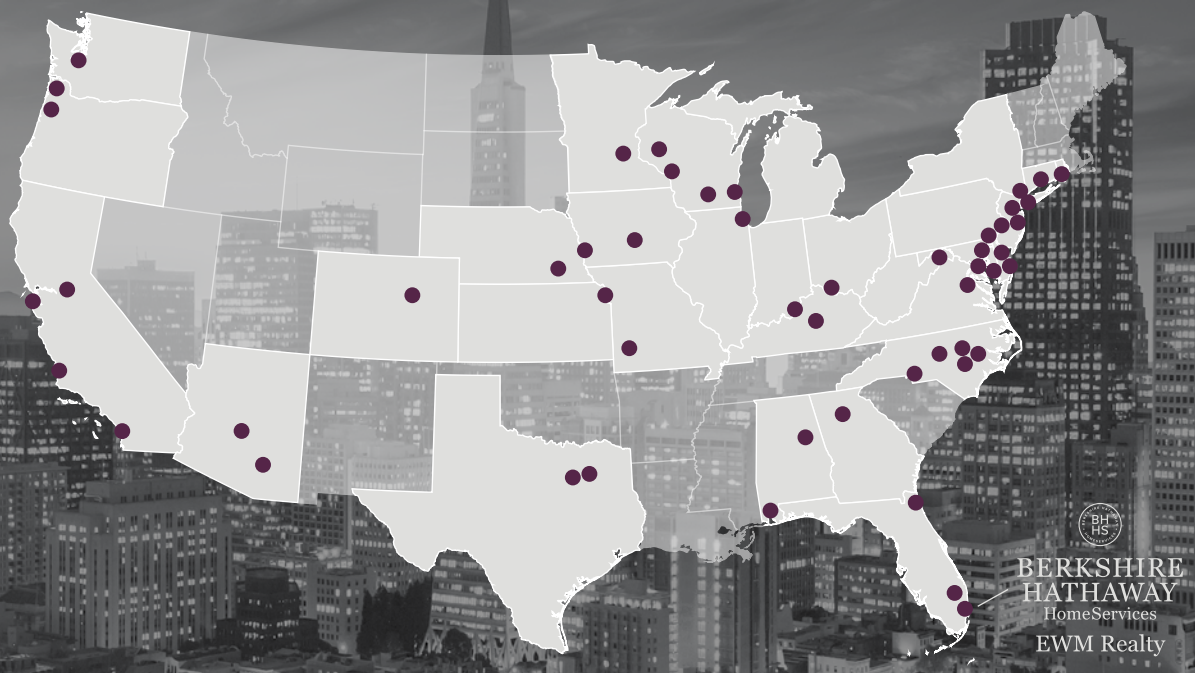
*Consists of the wholly-owned brands of Coldwell, Banker, Sotheby's International Realty, and Cocoran.

HomeServices of America®

A Berkshire Hathaway Affiliate

2019 TRANSACTIONS CLOSED ACROSS 30 STATES

332,613 TRANSACTIONS* $134.6 BILLION IN SALES 911 OFFICES 43,174 ASSOCIATES



HOMESERVICES OF AMERICA'S FAMILY OF BRANDS

ALLIE BETH ALLMAN & ASSOCIATES

BERKSHIRE HATHAWAY HOMESERVICES AMBASSADOR REAL ESTATE

BERKSHIRE HATHAWAY HOMESERVICES CALIFORNIA PROPERTIES

BERKSHIRE HATHAWAY HOMESERVICES CAROLINAS REALTY

BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY

BERKSHIRE HATHAWAY HOMESERVICES FIRST REALTY

BERKSHIRE HATHAWAY HOMESERVICES FLORIDA REALTY

BERKSHIRE HATHAWAY HOMESERVICES FLORIDA NETWORK REALTY

BERKSHIRE HATHAWAY HOMESERVICES FOX & ROACH, REALTORS®

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

BERKSHIRE HATHAWAY HOMESERVICES KANSAS CITY REALTY

BERKSHIRE HATHAWAY HOMESERVICES KOENIG RUBLOFF REALTY GROUP

BERKSHIRE HATHAWAY HOMESERVICES NORTH PROPERTIES

BERKSHIRE HATHAWAY HOMESERVICES NORTHWEST REAL ESTATE

BERKSHIRE HATHAWAY HOMESERVICES NEW ENGLAND PROPERTIES

BERKSHIRE HATHAWAY HOMESERVICES NEW YORK PROPERTIES

BERKSHIRE HATHAWAY HOMESERVICES PINEHURST REALTY GROUP

BERKSHIRE HATHAWAY HOMESERVICES REAL ESTATE PROFESSIONALS

BERKSHIRE HATHAWAY HOMESERVICES WESTCHESTER PROPERTIES

BERKSHIRE HATHAWAY HOMESERVICES YOST & LITTLE REALTY

BERKSHIRE HATHAWAY HOMESERVICES YORK SIMPSON UNDERWOOD REALTY

GUARANTEE REAL ESTATE

DAVE PERRY-MILLER REAL ESTATE

EBBY HALLIDAY

EDINA REALTY

EVERS & CO. REAL ESTATE, INC.

FIRST WEBER

FONVILLE MORISEY

HARRY NORMAN, REALTORS®

HOME REAL ESTATE

HOULIHAN LAWRENCE

HUFF REALTY

INTERO REAL ESTATE SERVICES

IOWA REALTY

KENTWOOD REAL ESTATE

LONG & FOSTER REAL ESTATE

LONG REALTY

REALTY SOUTH

RECTOR-HAYDEN, REALTORS®

REECE NICHOLS

ROBERTS BROTHERS, INC.

SEMONIN, REALTORS®

VIRGINIA PROPERTIES

WAKEFIELD REUTLINGER REALTORS®

WILLIAM TREW

WOODS BROS REALTY

*Includes commercial transactions.


BERKSHIRE HATHAWAY
HomeServices
EWM Realty
2020
INSIGHT
Mid-Year Report
REAL ESTATE OUTLOOK
MIAMI-DADE & BROWARD COUNTIES
RESIDENTIAL MARKETS
INCLUDING A SPECIAL RE
Imp
How The Coronavirus Pandemic
The South Florida Rea



MARKET KNOWLEDGE

Berkshire Hathaway HomeServices EWM Realty has a reputation for representing the South Florida market with integrity and transparency. This honest communication allows our customers to benefit from our knowledge of the industry, and guides choices about when to make a move. Because of this, the local and global press consistently reach out to our leadership for insight, resulting in quotable commentary on the state of the market.

Make a better move with the market ***in sight.***

READ THE REPORT AT **EWMINSIGHT.COM**


BERKSHIRE HATHAWAY
HomeServices
EWM Realty
Home is here.
START YOUR SEARCH

MARKETING AND TECHNOLOGY

Authentic and powerful tools to find the right buyer.

REAL **POWERFUL** REAL **SIMPLE**

THE ALL NEW
ewm.com



FLEXIBLE SEARCH

Our easy-to-use search tool allows buyers to search by a variety of factors, including address, zip code, area, map, and more. The site's usefulness keeps buyers coming back again and again.

INSTANT E-ALERTS

When buyers register, the site automatically creates a saved search to keep them informed of unique opportunities, including when your home goes on the market, and when there is a price change.

COMPARE HOMES

The comparison feature allows buyers to select multiple homes and compare their qualities.

We Attract Buyers

Our Comprehensive Digital Advertising Program is designed to guide potential buyers searching for real estate online to ewm.com, increasing the potential exposure for your home.



BUYER MATCH

When your Berkshire Hathaway HomeServices EWM Realty Associate enters your listing into the system, they can perform a search across registered buyers, and locate those who would be a good fit based on their search habits.

HOME VALUATIONS

Our unique home valuation tool offers you a free and instant valuation based on area sales. However, always talk to your Berkshire Hathaway HomeServices EWM Realty Associate for a more precise valuation.

AGENT CONNECT

Buyers that register on your listing will be contacted by your Berkshire Hathaway HomeServices EWM Realty Associate to assess their interest and facilitate any requests to see your property.


Explore Our Virtual Collection
Tour South Florida's Finest Residences Through Video
See More at ewm.com.
Search Property Address
Bedrooms
For Sale Price
Bathrooms
For Rent Price
Square Footage
SEARCH

SEARCH HOMES **VIRTUALLY**

EWMVideoTours.com

In today's highly visual world, leveraging the power of video can increase your chances of not only capturing the attention of potential buyers, but also drawing the attention to the unique attributes of your home that might have gone unnoticed in photos on a property detail page.

EWMVideoTours.com allows potential buyers the opportunity to browse listings in a much deeper way through video and three-dimensional tours. It also offers the ability to easily reach out to a Berkshire Hathaway HomeServices EWM Realty Associate to request a virtual showing of the property—taking a process that is normally done in person and making it completely virtual.

Berkshire Hathaway HomeServices EWM Realty's unique digital advertising strategy helps guide users from all over the country, and the world, to EWMVideoTours.com to experience the amazing residences offered for sale across South Florida.

TOUR HOMES **VIRTUALLY**

EWMOpenHouses.com

With social-distancing as the new norm across the country, Berkshire Hathaway HomeServices EWM Realty has taken one of the real estate industry's oldest and most notable marketing tools completely online through live streaming.

EWMOpenHouses.com allows our Associates to advertise a live-stream of your open house to potential buyers across the country —creating the potential for even greater exposure for your home while still maintaining the safety of you and your family.

The site allows for live-streaming from popular platforms such as Facebook, Instagram, and YouTube Live and drives traffic directly to the Associate's profile page where the live-stream will happen. Leveraging the power of social media, viewers have the ability to share these live streams with their sphere of influence, making the potential exposure for your listing limitless.



VISIT LIVE-STREAM OPEN HOUSES DIRECTLY ON:

HOW EFFECTIVE IS A **VIRTUAL OPEN HOUSE?**



TRADITIONAL OPEN HOUSE

VIRTUAL OPEN HOUSE



EXPERIENCE LISTINGS VIRTUALLY

EWMOpenHouses.com

DIGITAL STRATEGY

At **Berkshire Hathaway HomeServices EWM Realty** we know how important it is to have a well-rounded marketing campaign, but we also know the critical role that digital advertising plays in the age of information. The vast majority of content is consumed online, and we believe in conducting much larger digital campaigns to reach potential buyers for your home.

Our digital strategy is diverse and powerful. From advertising on popular streaming services that enhance brand awareness to Facebook and Instagram ad campaigns, we know where consumers are spending their time and how to reach them.

When you list your home with Berkshire Hathaway HomeServices EWM Realty, you will benefit from carefully crafted digital campaigns devised specifically to advertise your home, as well as massive national and global campaigns that drive traffic to BHHS.com where interested buyers have the chance of seeing your property when conducting their search.

Let our proven strategies connect you with more buyers.

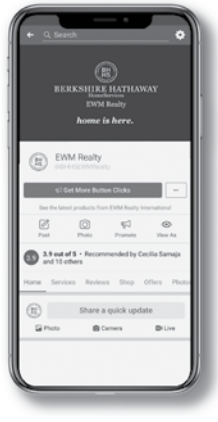


CUSTOMIZED CAMPAIGNS

WE TARGET BUYERS ACROSS
THE UNITED STATES & INTERNATIONALLY

DISPLAY ADS

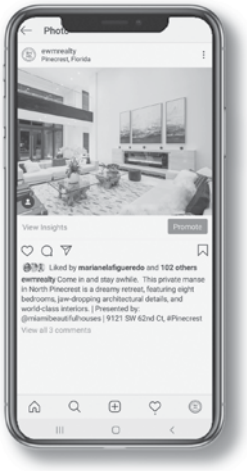
Upon listing, a digital ad will be generated to showcase your home to potential buyers in targeted geographic areas. These programmatic ads can appear on popular sites such as wsj.com, cnn.com, forbes.com, as well as others.



FACEBOOK POSTS & ADS

Berkshire Hathaway HomeServices EWM Realty shares real estate news and listings on Facebook and works with company Associates to conduct strategic social media campaigns.

FOLLOW US
facebook.com/bhhsewmrealty



INSTAGRAM POSTS & ADS

Berkshire Hathaway HomeServices EWM Realty regularly posts listings on Instagram and on company ads targeting Instagram users as appropriate.

FOLLOW US
@ewmrealty

NETWORK COMMERCIALS

Our network commercials on popular streaming services enhance the strength of the Berkshire Hathaway HomeServices brand. These campaigns drive consumers to our global website, and increase your chances of reaching the right buyer at the right time.



Our streaming ad campaign reaches millions worldwide.

CATCH IT ON POPULAR STREAMING SERVICES SUCH AS:

hulu NBC ESPN CBS



EMAIL MARKETING

An email will be designed and sent to top brokers and potential buyers to promote your home's unique qualities and encourage people to click and access more information.



MOBILE APP

Your home will be searchable on the Berkshire Hathaway HomeServices EWM Realty Mobile App that is accessible to Apple and Android Users globally.

DOWNLOAD THE APP

THE APPLE APP STORE & GOOGLE PLAY STORE

APPLE TV & ROKU

Your home will be showcased on Berkshire Hathaway Homeservices EWM Realty's proprietary app on Apple TV and Roku Devices, which have over 50 million users worldwide.



STRENGTH IN LISTING SYNDICATION

Exposing your listing to as many buyers as possible is paramount. Through our key partnerships, **Berkshire Hathaway HomeServices EWM Realty** listings are available on more than 750 websites worldwide through over 150 partners, some of which are exclusive to Berkshire Hathaway HomeServices. Our powerful reach will put your property in front of more buyers, and, coupled with an effective pricing strategy, will lessen the amount of time a home spends on the market.



EWM.COM SYNDICATION PARTNERS

Zillow trulia

MLS SYNDICATION PARTNERS

realtor.com® Homes.com HomeFinder 居外 Juwai.com

HotPads.com
RealEstate.com
Proxio.com
MiamiMLSonline.com
RealtyTrac.com
BackAtYou.com
HomesAndLand.com
RealEstateBook.com
LakehomesUSA.com
RiverhomesUSA.com
OceanhomesUSA.com
LandsofAmerica.com
RealtyStore.com
LandAndFarm.com
LandWatch.com
Foreclosure.com
AdWerx.com
AgentDesks.com
ApartmentList.com
Apartments.com
BDRMS.com
BeWaterFront.com
Close2Homes.com
OpenForHomes.com
DitchTheSpace.com
DreamHomeList.com
eLookyLoo.com
Enclosure.io
FindAPlace4me.com
ForRent.com
listings.freedomsoft.com
GCHomeSearch.com
InHouse.com
GuidanceRealty.com
HarmonHomes.com
Home2.me
Homebidz.com
Homefacts.com
HomePriceTrends.com
HomeSpotter.com
HomeWinks.com
HouseHunt.com
HouseRentals.com
Houses.net
HousesforSale.com
HouseValueStore.com
IdealEstate.com
ImagesWork.com
myfun.com
Inevitability.com
JoyfulHome.com
Kahping.com
Keyboom.tv
listingbooster.com
LearnMoreNow.com/FindHomes
Listingvideos.com
LotNetwork.com
Luxelisthome.com
Mashvisor.com
MHBay.com
MyHouseKit.com
MyRentToOwn.com
nest.me
Nestigator.com
NewHomeSource.com
OpenRealEstateCommunity.com
Point2Homes.com
PropertiesOnline.com
PropertyShark.com
PropertyPath.com
RateMyAgent.com
RealQuestExpress.com
Relola.com
Rent berry.com
RentRange.com
Reprnt.com
SearchAllProperties.com
Sodichan.com
Hulilly.com
USHUD.com
FLHUD.com
Waijule.com
WikiRealty.com
Ylopo.com
YourCasa.com
SuCasa.com
ZippyListings.com
Zonda.com
Jumper.com
TerraFly.com
iMAPP.com
Miami.com
Herald.com
GreaterMiami.com
MiamiBeachChamber.com
FloridaLivingNetwork.com
MiamiHomePrograms.org
BrowardHomePrograms.org
SouthFloridaHomePrograms.org
MiamiRealtors.com

...and hundreds more!

Note: Due to changes in partnerships, this list is subject to change without notice.



OVER **20M** Visitors Yearly

BHHS.COM SYNDICATION PARTNERS

FT.com FINANCIAL TIMES 居外 Juwai.com USA EUROPE & ASIA WSJ


LIFESTYLES
OF SOUTH FLORIDA
Now Available
Millennials In The Rea
Experience Ultra Luxury: Ex
COVER PROPERTY: 2204 N BAY ROAD, MIAMI BEACH

CURATED LOCAL ADVERTISING

The presence of **Berkshire Hathaway HomeServices EWM Realty** in local advertising is unmatched by any other brokerage in South Florida. Our strategic partnerships with local media companies gives your home access to dozens of publications and periodicals that spotlights your home to the right audience.

MAGAZINES

ART BASEL MAGAZINE
DISTRIBUTION: 25,000

INDULGE MAGAZINE
DISTRIBUTION: 85,000+

LIFESTYLES MAGAZINE, *a Berkshire Hathaway HomeServices EWM Realty publication*
DISTRIBUTION: 50,000+

KEY BISCAYNE MAGAZINE
DISTRIBUTION: 15,000

MIAMI MAGAZINE
DISTRIBUTION: 50,000+

OCEAN DRIVE MAGAZINE
DISTRIBUTION: 50,000+

NEWSPAPERS

PINECREST TRIBUNE
DISTRIBUTION: 10,000

MIAMI TODAY
DISTRIBUTION: 30,000+

THE WALL STREET JOURNAL *Florida Edition*
DISTRIBUTION: 93,780

THE MIAMI HERALD
DISTRIBUTION: 152,000+

THE ISLANDER NEWS
DISTRIBUTION: 13,300

Combined, all our publications reach millions of consumers each year.





BERKSHIRE HATHAWAY
HomeServices
EWM Realty

LUXURY
COLLECTION

A UNIQUE EXPERIENCE

Very few firms can say they have served the needs of the luxury consumer for more than five decades. At **Berkshire Hathaway HomeServices EWM Realty** we have perfected our craft of providing a real estate experience that is as unique as you are, and invite you to benefit from our powerful luxury marketing program that targets high-net-worth customers around the globe.

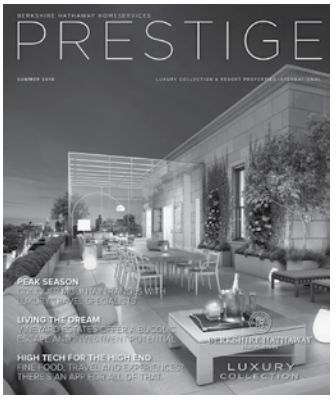




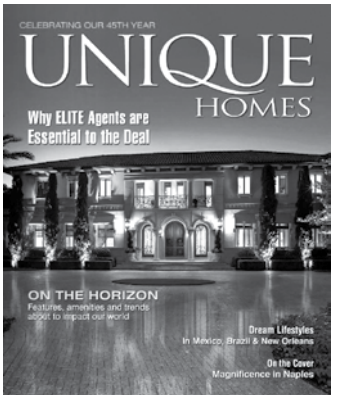
LUXURY PRINT ADVERTISING

Every luxury consumer is different, but there are areas where their interests naturally converge. Our carefully curated set of local, national and international publications target the world's elite and showcase the fine residences and estates that are represented by the **Berkshire Hathaway HomeServices** network.

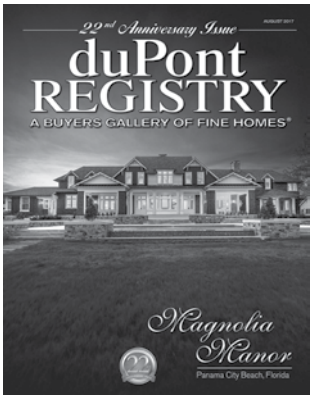
MAGAZINES



PRESTIGE MAGAZINE
DISTRIBUTION: 20,000+
EXCLUSIVE NETWORK PUBLICATION



UNIQUE HOMES
DISTRIBUTION: 25,000+



duPont REGISTRY
DISTRIBUTION: 74,000+



LIFESTYLES MAGAZINE
DISTRIBUTION: 40,000+
EXCLUSIVE NETWORK PUBLICATION



INDULGE MAGAZINE
DISTRIBUTION: 85,000+



OCEAN DRIVE
DISTRIBUTION: 55,000+

NEWSPAPERS

THE WALL STREET JOURNAL. The Miami Herald

LUXURY DIGITAL STRATEGY

More and more, the luxury consumer is living online. Our calculated digital strategy aims to keep your home front and center in the places where high-net-worth buyers spend their time looking for real estate. **Berkshire Hathaway HomeServices EWM Realty** is committed to using the best possible digital outlets that employ the very latest in cutting-edge targeting technologies.





MANSION GLOBAL

Luxury Property Showcase

Mansion Global, is an online portal for global luxury real estate. Your listing will be featured on this highly-used portal as well as the Mansion Global WeChat Channel. Listings in excess of $5 million rotate on the homepage showcase ad.

ADDITIONAL SYNDICATION FOR LUXURY PROPERTIES

BHHS.com
BHHSLuxuryCollection.com
WSJ.com
WSJ.com/Asia
WSJ.com/Europe





居外 Juwai.com

China Showcase

Your home will be featured among other luxury properties around the globe that are showcased on China's premier site for international real estate, Juwai.com, and benefit from the powerful exposure to high-net-worth buyers within China.

SKY-HIGH INCENTIVES

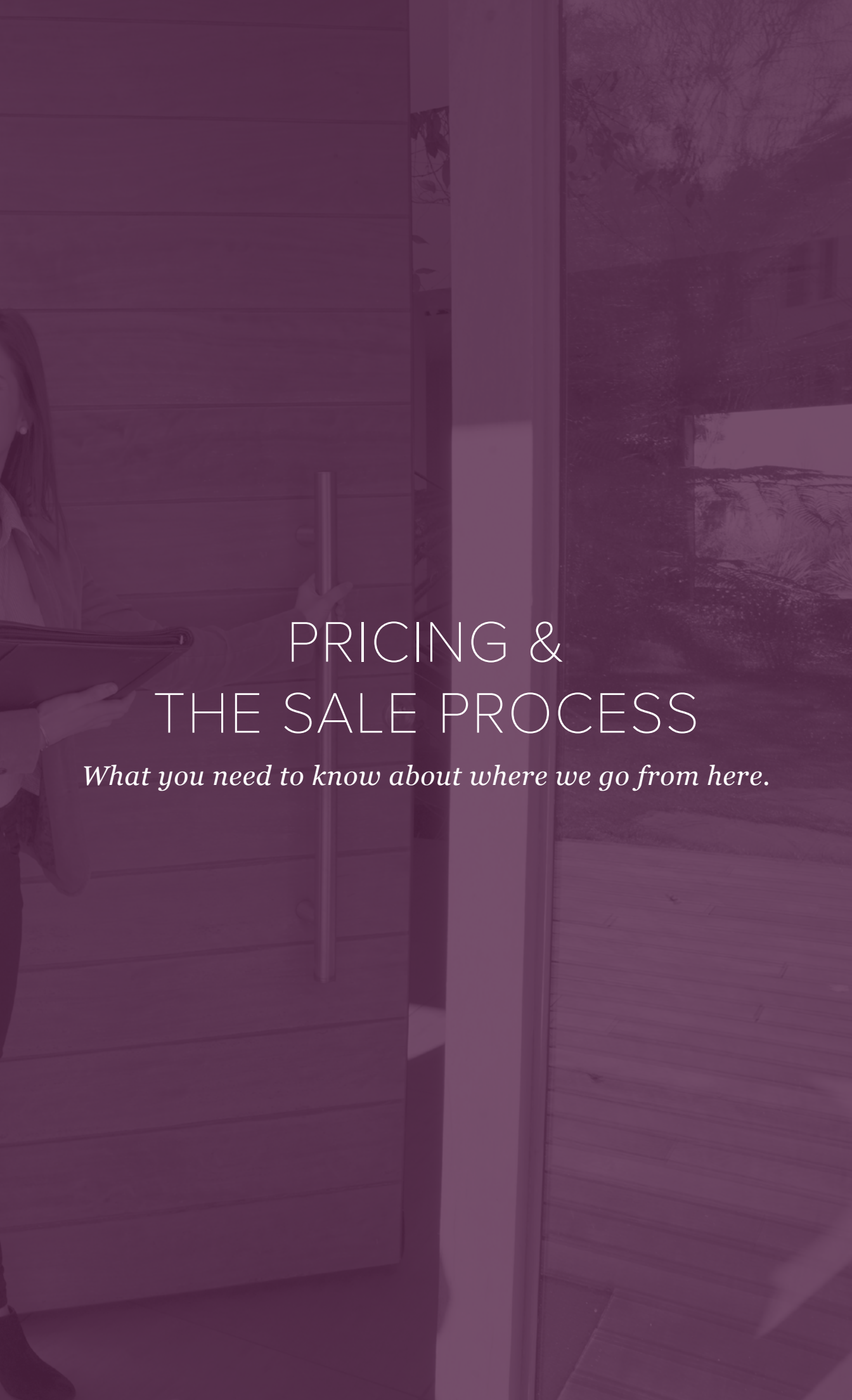
In the world of luxury, you have to be able to offer something that no one else can. When you list with **Berkshire Hathaway HomeServices EWM Realty**, you have the ability to purchase a package from NetJets, a subsidiary of Berkshire Hathaway, at a lower buy-in and charter a private jet for you and your guests. You may also utilize this as a powerful incentive to seal the deal with your buyer.

Ask Us About Our Exclusive NetJets Program.




NETJETS





PRICING & THE SALE PROCESS

What you need to know about where we go from here.

PRICE RIGHT TO SELL QUICKLY

You only have one opportunity to make a first impression. Your initial market price is critical to creating an effective strategy and will set the tone for how the marketplace will judge your property. A home that is priced correctly will attract more potential buyers, minimizing the length of time it remains on the market.

ASKING PRICE VS. MARKET VALUE RANGE

$ _____ or higher.

$ _____ to $ _____

$ _____ to $ _____

$ _____ to $ _____

$ _____ or lower.





Pricing directly impacts how many buyers will consider your property.

BUYER PERCEPTION BASED ON ASKING PRICE

Price Too High
This home is likely to linger on the market.

Price Needs Adjustment
Not perceived as a good buy.

Reasonably Priced
In line with the marketplace.

Competitively Priced
Will attract offers faster.

Quick-Sale Priced
Will attract offers faster.



THE SALE PROCESS

1. DECIDING ON PRICE

Discuss Sellers' Needs with Regard to The Sale

Perform A Comparative Market Analysis

Recommend Asking Price

Assess Local & International Economic Conditions

Finalize The Asking Price

2. FINDING THE BUYER

Stage The Home (If Needed)

Schedule Photography

Install Yard Sign

Place Property on MLS

Execute Print Media Campaign

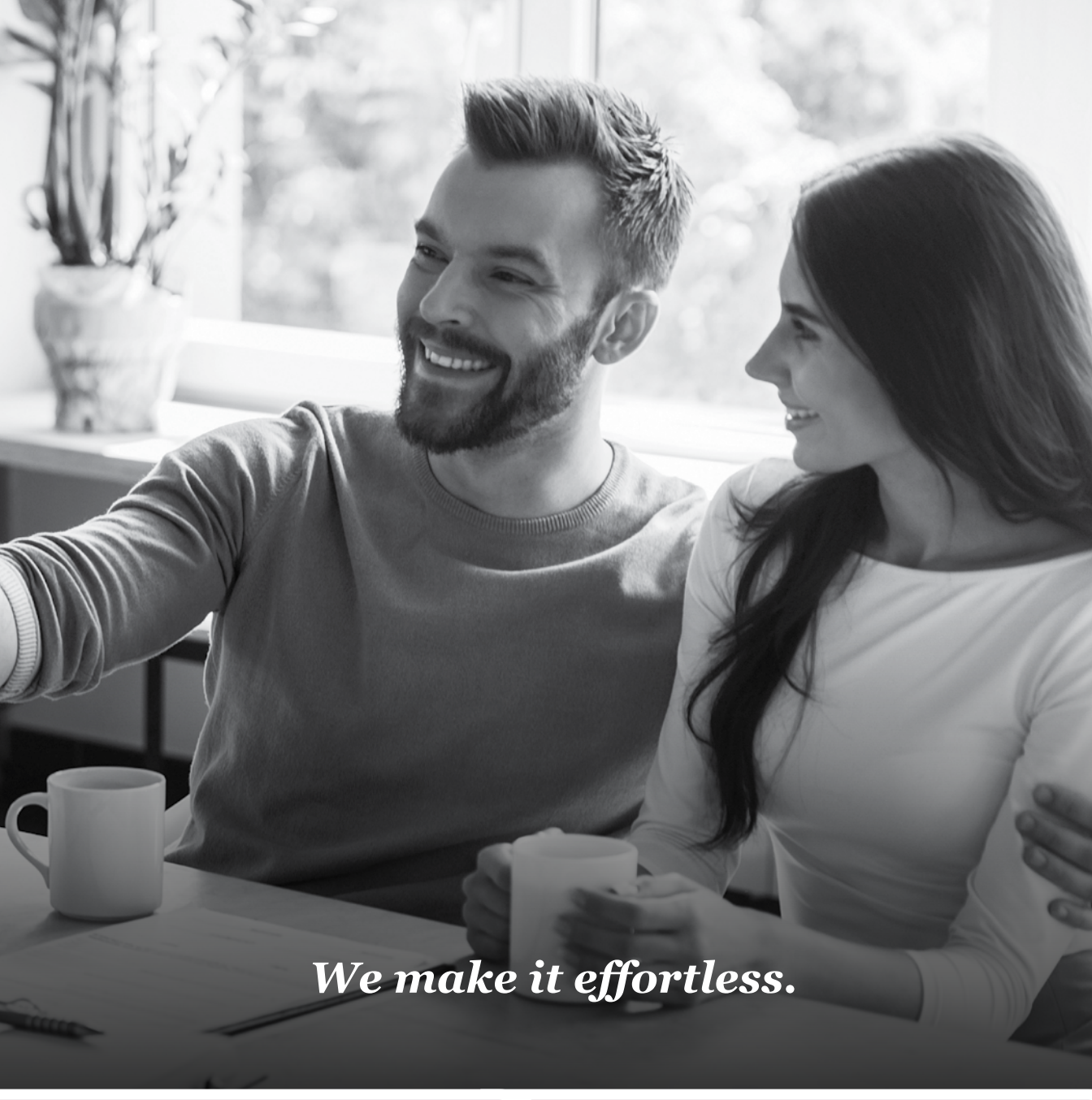
Send Email Blast

Commence Digital Marketing

Show The Property to Buyers

Provide Feedback to Sellers

Adjust Asking Price (If Necessary)



3. MANAGING THE DEAL

Conduct Negotiations on Price & Terms

Complete Contracts & Disclosures

Advise on Deadlines & Critical Dates

Follow-Up on Key Milestones
(Inspections, Survey, Mortgage Application, HOA Application, etc.)

Negotiate Any Adjusted Terms

Stay Informed on Buyer's Loan Status
(If Applicable.)

4. CLOSING THE SALE

Keep You Up-to-date on Closing Information, Including Date, Time and Location

Make Sure Deal is Progressing Smoothly

Review Settlement Statements and/or Closing Disclosures

Provide Copies of All Closing Documents After Closing.


VOLUNTEER
VOLUNTEER
BERKSHIRE HATHAWAY
BH
HS
HOMESERVICES

BUILDING COMMUNITY

At **Berkshire Hathaway HomeServices EWM Realty** we believe that giving back is the most rewarding thing we do. We also take to heart our corporate responsibility to do so. Since we are in the business of selling homes, we believe it is only fitting that we give one. Together with Habitat for Humanity of Greater Miami, each year our Associates have built a home for a deserving family in our community.

NOTABLE ORGANIZATIONS BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY SUPPORTS

4Kids of South Florida
Act4Me
Alzheimer's Foundation
American Cancer Society
American Heart Association
American Institute of Architects - Miami
American Lung Association
American Leukemia & Lymphoma Society
American Red Cross
Art Miami & Art Wynwood
Autism Speaks
Aventura Marketing Council
Baptist Health South Florida Foundation
Barton G Kids Hear Now Foundation
Beaux Arts
Big Brothers Big Sisters
Big Children's Foundation
Boy Scouts of America
Britweek Miami
Camillus House
Chamber South
Chapman Partnership
Chappy's Charitable Foundation
Community Foundation of Pinecrest
Coconut Grove Elementary
Coral Gables Caroling Competition
Coral Gables Chamber of Commerce
Coral Gables Community Foundation
Coral Gables Garden Club
Coral Gables Merrick House
Coral Gables Museum
Coral Gables Preparatory Academy
Corporate Run
Doctors Hospital Foundation
Easter Seals
eMerge Americas
Everglades Bicycle Club
Fairchild Tropical Garden
FIU Alumni Association
Florida International University
Florida Women of Achievement
Forest Ridge Holiday Parade
Fort Lauderdale Boat Show
Friends of the Underline
Greater Miami Chamber of Commerce
Greater Miami Convention & Visitors Bureau
Greater Miami Tennis Foundation
Greater Ft. Lauderdale Chamber of Commerce
Habitat For Humanity
Hearing & Speech Center of Florida
Herencia Cultural Cubana
Historical Museum of Southern Florida
Howard/Palmetto Baseball
Humane Society of Greater Miami
Informed Families
Jack & Jill Children's Center
Jewish Adoption & Foster Care Opportunity
Junior Achievement
Junior League of Miami
Junior Orange Bowl Committee
Key Biscayne Chamber of Commerce
Key Biscayne Community Foundation
Key Biscayne K-8 Center
Kids in Distress
Kiwanis Club of Little Havana
Las Olas Boulevard Association
Leukemia & Lymphoma Society
Lighthouse For the Blind
Lotus House
Make a Wish
Mahi Shriners
Merrick Festival
Miami Art Museum
Miami Beach Chamber of Commerce
Miami Cancer Center
Miami City Ballet
Miami Children's Hospital
Miami-Dade Chamber of Commerce
Miami-Dade Coastal Clean Up
Miami-Dade College
Miami Light Project
Miami Museum of Science
Miami Rescue Mission
MADD - Mothers Against Destructive Decisions
National Association of Women MBAs
National Multiple Sclerosis Society
New World Symphony
New World School of The Arts
Palmetto Elementary School
Perez Art Museum Miami
Pinecrest Business Association
Pinecrest Elementary
Pinecrest Garden Club
Ransom Everglades School
Reaching U Foundation
Riverside House
Rotary Club of Coral Gables
Rotary Club of Key Biscayne
Rotary Club of Weston
Rotary Foundation
Salute To Our Heroes Fund
Shake A Leg
South Florida Progress Foundation
Southwest Ranches Parks Foundation
St. Jude Children's Hospital
Sunset Elementary
Susan G. Komen Race For The Cure
Switchboard of Miami
Symphonettes
Taste of Key Biscayne
Teen Upward Bound
The Beacon Council
The Carbonell Awards
The Frost Art Museum
The Technology Foundation of The Americas
The Vizcayans
The Woody Foundation
Tropical Flower & Tree Society
Udonis Haslem Children's Foundation
United Way of Miami-Dade
University of Miami
Village of Key Biscayne
Village of Pinecrest
Weston Area Chamber of Commerce
Westminster Christian
Women's Council of Realtors
Young Arts



BERKSHIRE HATHAWAY
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Home is here.

POWER. PRESENCE. **PRESTIGE.**

South Florida's leading real estate brokerage for over half a century.

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EWM Realty

DISCOVER SOUTH FLORIDA REAL ESTATE

ewm.com

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