



Scott  
Patterson  
Group  
REAL ESTATE



BERKSHIRE HATHAWAY  
HomeServices  
EWM Realty

SALES & MARKETING STRATEGY





**SCOTT PATTERSON** | SENIOR VICE PRESIDENT | BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY

## IT'S ALL ABOUT THE LIFESTYLE...

The best part about South Florida is always all around you—the weather, the beaches, the water, the people, the world-class restaurants, the nightlife, and so much more. The lifestyles that South Florida offers are as diverse and unique as its people. I often tell people, “I don’t sell homes. I sell paradise.” So many have come to appreciate our wonderful shores, and it takes a unique approach and a keen understanding of life here to sell it. I am so passionate about South Florida and its real estate. I treat each and every home as if it were the only one of its kind, and I make sure to help people find the lifestyle they want to live and make it reality. In this presentation, you’ll see exactly how, Berkshire Hathaway HomeServices EWM Realty, and I plan to accomplish this. Let’s get started...





# ABOUT SCOTT

In just over 22 years, Scott Patterson has sold more than a half a billion of residential real estate to join EWM International Realty Chairman's Club as a senior vice president and one of the top producers. Unlike many high-end sales associates who focus exclusively on a specific market area or product, Patterson sells and markets single-family estate homes, luxury condominiums and waterfront home sites throughout South Florida from Miami to Palm Beach County. "Most affluent buyers come to Florida seeking a "Lifestyle" and to enjoy all what South Florida has to offer" says Patterson. "I am able to show Buyers different types of communities, developments and residences throughout South Florida".

Over the years, Scott can relate his success to his loyal clients, community involvement, knowledge of cutting edge technology, creative marketing, delivering individualized customer service, the solid reputation of Berkshire Hathaway HomeServices EWM Realty and its affiliate, Mayfair International Realty.

As a waterfront resident he understands the lifestyle of the South Florida environment. For Scott, getting to know his Buyers and Sellers to create long-term relationships is the most rewarding aspect of his career. He's accustomed to going the extra mile to assist his clients and their families to make a smooth transition to their new home. Scott offers a whole experience, not just a home buying or selling experience, personally attending to his clients wants and needs which have included assisting with the logistics of remodeling, landscaping or even yacht purchases and/or jet charters.



# 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.



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









# OUR NATIONAL NETWORK

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 2019 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

346,629 TRANSACTIONS

## #2 NRT, LLC

337,235 TRANSACTIONS

## #3 HOWARD HANNA

83,043 TRANSACTIONS

## #4 eXp REALTY

73,458 TRANSACTIONS

## #5 HOMESMART

36,064 TRANSACTIONS

Source:  
realtrends.com/rankings/rt500

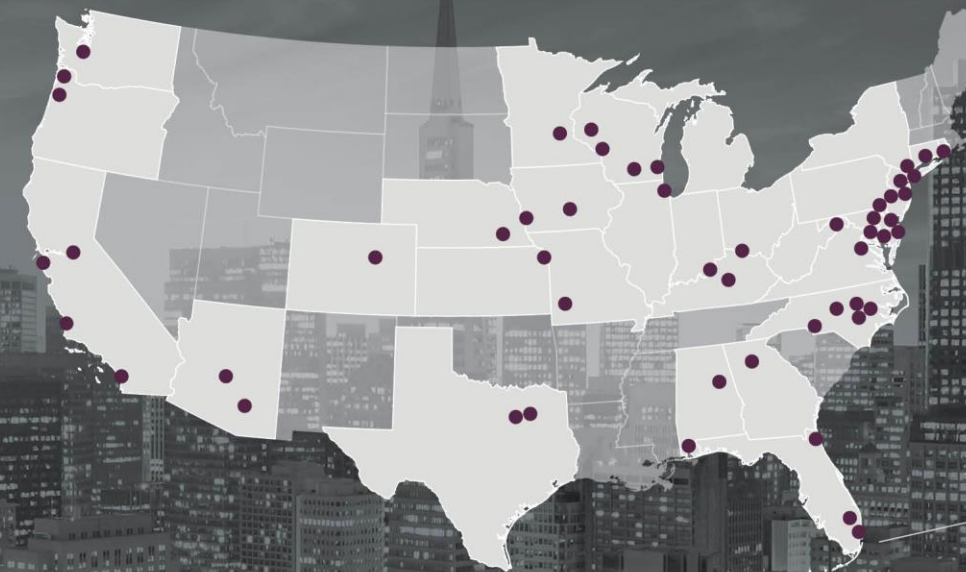


*More sales. More results.*

**HOME SERVICES**  
OF AMERICA  
*A Berkshire Hathaway Affiliate*

## 2018 TRANSACTIONS CLOSED ACROSS 30 STATES

349,679 TRANSACTIONS\* \$137.6 BILLION IN SALES 900 OFFICES 44,000 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 RUBIOFF 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

GLORIA NILSON & CO. REAL ESTATE

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.



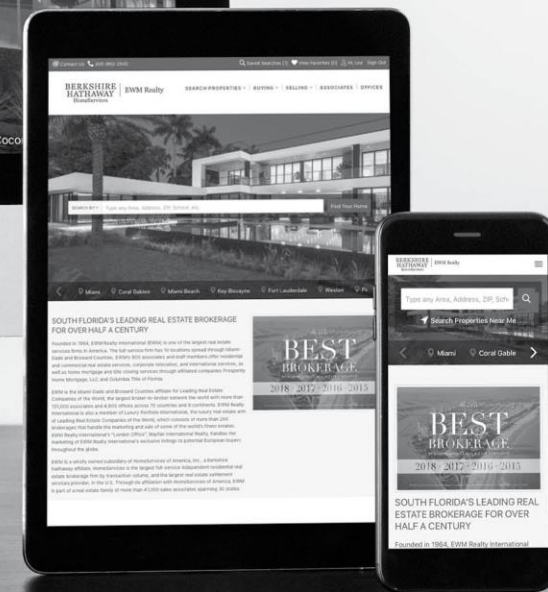
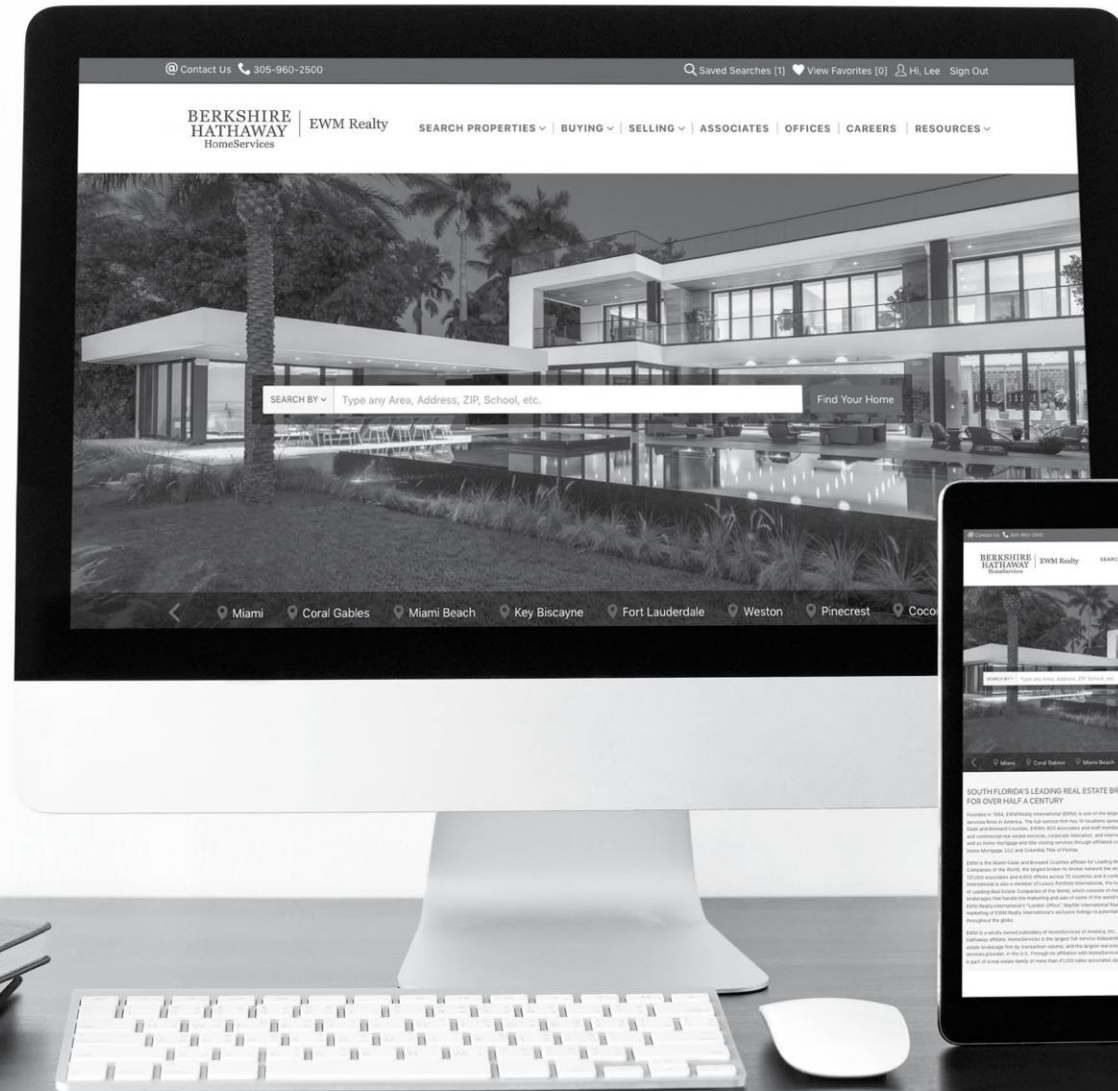
BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY'S

# MARKETING & TECHNOLOGY



# REAL POWERFUL REAL SIMPLE

THE ALL NEW  
***ewm.com***



## *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.

### 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.

### 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.



# 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 [BerkshireHathawayHS.com](http://BerkshireHathawayHS.com) where interested buyers have the chance of seeing your property when conducting their search.

**Let our proven strategies connect you with more buyers.**

## 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:



## 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](http://wsj.com), [cnn.com](http://cnn.com), [forbes.com](http://forbes.com), as well as others.

## CUSTOMIZED CAMPAIGNS

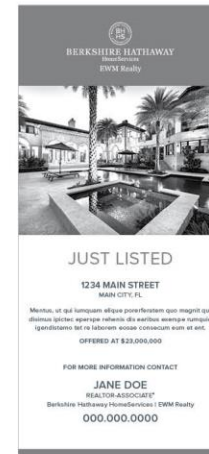
WE TARGET BUYERS ACROSS THE UNITED STATES & INTERNATIONALLY



## 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](https://www.instagram.com/ewmrealty)



## EMAIL MARKETING

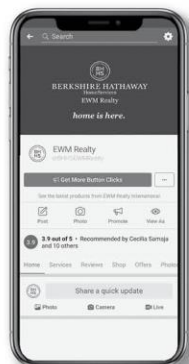
An email will be designed and sent to top brokers and potential buyers to promote your home's unique qualities and encourage people to click and access more information.



## 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



## 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](https://www.facebook.com/bhhsewmrealty)

## 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.

## MLS SYNDICATION PARTNERS



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

...and hundreds more!

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



## EWM.COM SYNDICATION PARTNERS



## BERKSHIREHATHAWAYHS.COM SYNDICATION PARTNERS





BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY'S

# EXCLUSIVE PARTNERSHIPS



# 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, to charter a private jet for you and your guests at a highly discounted price. You may also utilize this as a powerful incentive to seal the deal with your buyer.

**Ask Us About The NetJets Discounted Package Program.**



**NETJETS®**

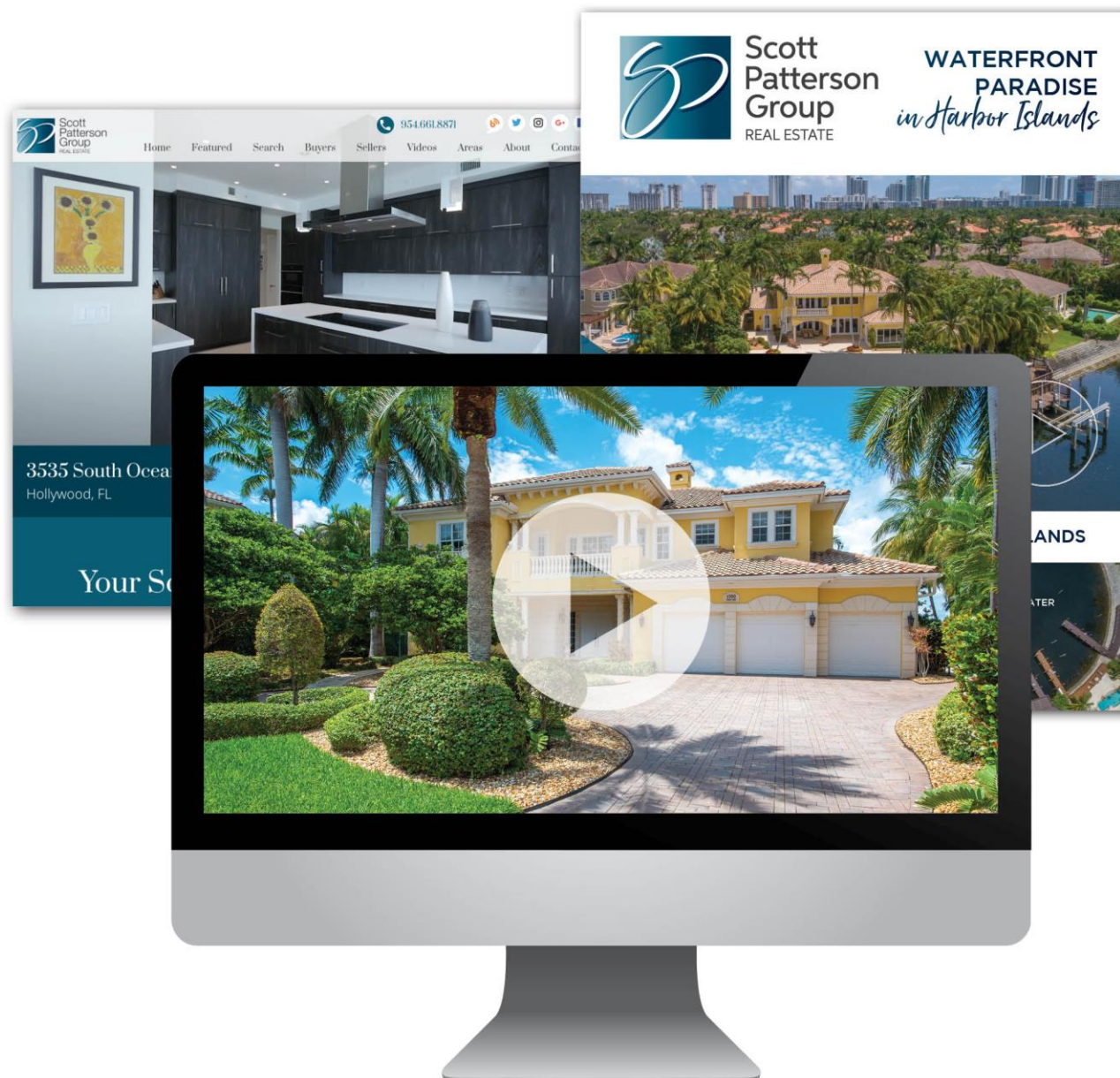


SCOTT PATTERSON'S

# MARKETING PLAN



# WEB & DIGITAL



## Website

Your property will be listed on Scott's website: [www.scottpatterson.com](http://www.scottpatterson.com), in addition to the Multiple Listing System (MLS) for Miami-Dade, Broward, and Palm Beach Counties, and 500+ global websites.



## Digital Ads

Scott and his team will produce a digital ad for your property that will target and showcase your listing to prospective buyers in a particular geographic location and that meet certain income criteria. His team analyzes the unique lifestyle qualities your home has and creates the target audience based on that criteria. Digital ads allow us to reach anyone in the world whether they are here visiting or at home in another country.



## Social Media

Your property will be showcased on Scott Patterson's Facebook and Instagram pages. Scott will also conduct a social media advertising campaign that will target potential buyers and showcase your property in their news feeds.



## EWMtv on Apple TV & Roku

Your property will be showcased on EWMtv, a search tool built for Apple TV and Roku devices where potential buyers can peruse exclusive Berkshire Hathaway HomeServices EWM Realty listings from the comfort of their living room. Berkshire Hathaway HomeServices EWM Realty was the first brokerage in the U.S. to have an app on this platform.



## EWM Text-To-Search App

EWM offers a text-to-search app that allows potential buyers to get information on your home by texting EWM to 59559. This GPS-enabled service makes it easy to give them information on demand and put them in contact with Scott.

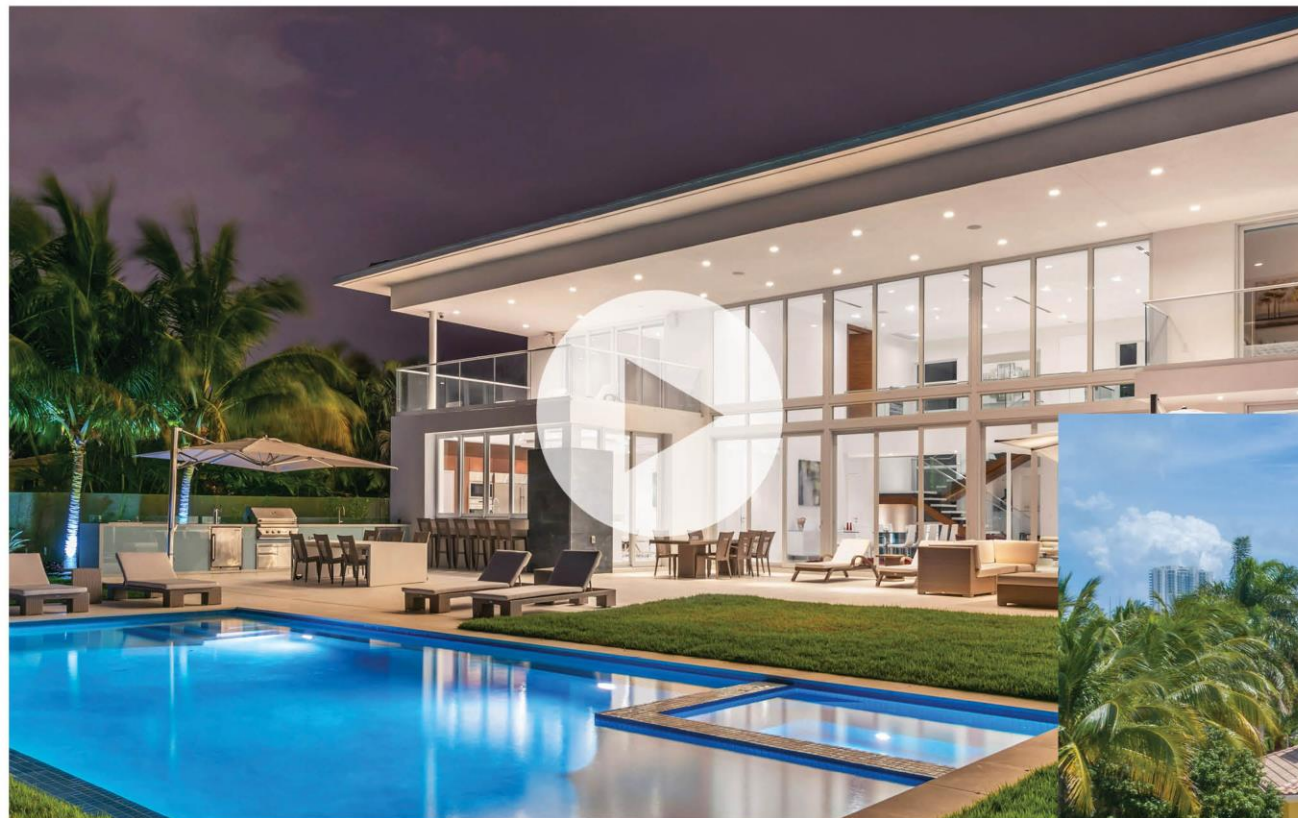


## Email Flyers

An individual email marketing campaign will be produced for your property, as well as open house flyers and other promotional campaigns. Scott has an exclusive contact list that consists of top real estate professionals and high-net-worth individuals across South Florida and the United States.



# CUSTOM PROPERTY VIDEO



## THE POWER OF VISUALIZATION

We will create a custom property video for your residence similar to the ones shown below that will take buyers on a visually engaging tour of views. This will help buyers envision the potential lifestyle.

View Scott's Video Samples at  
**[ScottPatterson.com](http://ScottPatterson.com)**





# PRINT & MAILING



## Photography

To showcase your property to its fullest potential, our skilled photographer will capture the “light and imagery” of the property and will provide us with beautiful images that highlight the unique features of the residence.



## Direct Mail / Brochures

Using high-quality printers and a professional in-house design and marketing team, your property will receive its very own marketing brochure that will be mailed to residences in the surrounding high-net-worth neighborhoods and buildings.



## Lifestyles of South Florida Magazine

Reserved exclusively for properties offered in excess of \$1 million, which is mailed to over nearly 50,000 homeowners in the Miami-Dade, Broward, and The Hamptons.



## Casas & Condos Magazine

Reserved exclusively for properties offered for less than \$1 million, Casas & Condos is mailed to nearly 25,000 homeowners in the Miami-Dade and Broward Counties.



## Newspapers

Select advertising will be placed in local, national, and international newspapers as appropriate including: The Miami Herald (Berkshire Hathaway HomeServices EWM Realty Page in Tropical Sunday), Neighbors Section, Business Monday, and The Wall Street Journal.



## Local Magazines

Scott Patterson has various full-page ad spaces in prominent local publications that include Aventura Magazine. Scott's reach also extends to Indulge Magazine through Berkshire Hathaway HomeServices EWM Realty.



## Community Newsletters

Local newsletters are a great way to connect with the community, and Scott Patterson has a prime presence in select local newsletters that will keep your listing front and center amongst potential buyers from within the community.





# PRESENT & PROMOTE



## "For Sale" Property Sign

Our iconic, eye-catching signs will be used to attract potential buyers, create awareness among your neighbors and encourage them to share the opportunity with their family and friends.



## Broker's Opens / Open Houses

With your permission, we will invite the public to tour your home. Open Houses are a great way to showcase the property to the local real estate community, as well as buyers looking in the area. Here is some of what it entails:

- Catered Lunches Provided at Broker's Opens
- Open Houses, if Permitted, Will Be Held Per Owner's Schedule on Weekends
- All Open Houses Will Be Posted on MLS, Zillow, EWM.com, Social Media Platforms, and the Miami Herald Ads
- Invites Will Be Sent Via Email to Thousands of Local Brokers and Our List of Potential Buyers



## Local Events

Berkshire Hathaway HomeServices EWM Realty sponsors a host of local events each year. These events, such as Swing into Swim Week and Art Miami, garner to attention of potential buyers from around the corner and across the globe. As appropriate, we will have your property brochure showcased at these events.



OCEAN DRIVE SWIM WEEK 2019  
OFFICIAL SPONSOR: BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY



# PROOF IS IN THEIR EXPERIENCE



## Scott Patterson Has A 4.6-Star Rating On Zillow.com

"I have lived in South Florida for many years and as a homeowner, commercial and residential builder/developer have purchased and sold numerous properties. Scott has exclusively represented me for the past 15 years. I have never met a Realtor® that is as dedicated and passionate as Scott. I will continue to have Scott represent me and my firm with all of our real estate needs in South Florida!"

*Roger Rex*  
Past Customer

"Scott is the ultimate professional in the real estate industry. His level of attention to detail and follow through is very impressive. He is extremely knowledgeable not only in the local market, but in what is occurring on a regional and national basis. Always available for calls and personally present for every important meeting, Scott makes you feel as if you are his most important client."

*Dr. Larry and Katie Grillo*  
Past Customer

"Scott was extremely conscientious about keeping my best interests in mind in regards to my real estate needs and investment. He is diligent, tech savvy and enthusiastic about what he does, and went the extra mile to do whatever was necessary to ensure I was pleased with the experience and purchase. Thanks Scott!"

*Michael Terrinoni*  
Past Customer



REAL SERVICE. **REAL RESULTS.**



**Scott  
Patterson  
Group**  
REAL ESTATE

**Scott Patterson, P.A.**

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**BERKSHIRE HATHAWAY**  
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