



EXPERIENCE EXCEPTIONAL



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.*



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!





# 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](https://realtrends.com/rankings/rt500)  
[fortune.com/fortune500/list/](https://fortune.com/fortune500/list/)  
[fortune.com/worlds-most-admired-companies/](https://fortune.com/worlds-most-admired-companies/)  
[online.wsj.com/public/resources/documents/MostRespectedCompanies.pdf](https://online.wsj.com/public/resources/documents/MostRespectedCompanies.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 Properties | 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

**HAWAII**

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, Realtors | 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  
McNellis 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  
Hudsons, 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  
Sundahl Realty | Minneapolis

**MISSISSIPPI**

Ann Prewitt GulfCoast Realty | Biloxi  
Ann Prewitt Realty | Ridgeland  
Gateway Real Estate | Madison  
Shaw Propertytrust | 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 | Millbrook  
Laffey International Realty | Williston Park



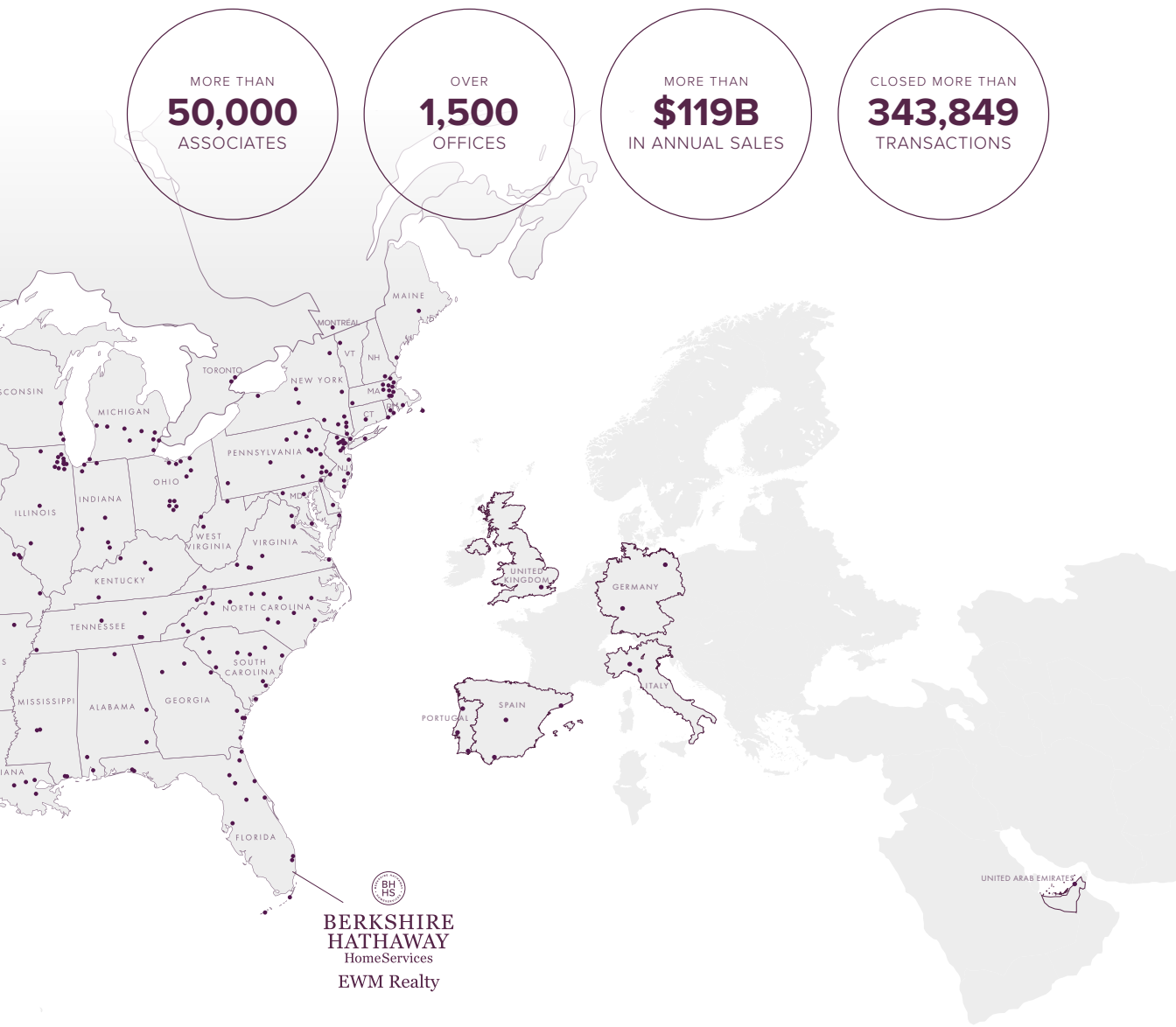
BERKSHIRE HATHAWAY HOMESERVICES NETWORK  
2019 HIGHLIGHTS

MORE THAN  
**50,000**  
ASSOCIATES

OVER  
**1,500**  
OFFICES

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

CLOSED MORE THAN  
**343,849**  
TRANSACTIONS



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  
Stadtmitter 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  
Poggin, 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  
Talliesyn 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 | Grafard  
Premier Properties | Houston  
Real Estate Center | Corpus Christi  
RGV Realty | McAllen  
Stovall, REALTORS® | Abilene  
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 | Morgantown

**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  
Québec | 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](https://realtrends.com/rankings/rt500)



*More sales. More results.*

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

# HOME SERVICES OF AMERICA

A Berkshire Hathaway Affiliate

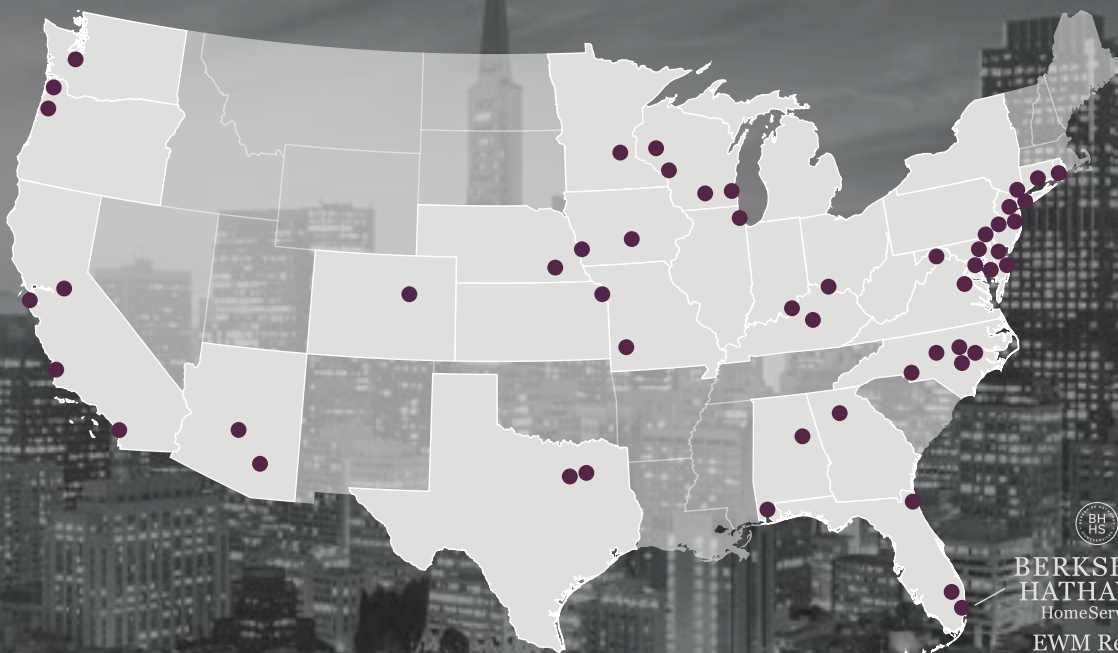
## 2019 TRANSACTIONS CLOSED ACROSS 30 STATES

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 REPORT

**Imp**  
How The Coronavirus Pandemic  
The South Florida Real



# 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](http://EWMINSIGHT.COM)**





# 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.

BERKSHIRE  
HATHAWAY

# Explore Our Virtual Collection

Tour South Florida's Finest Residences Through Video

See More at [ewm.com](http://ewm.com)

Square Footage

SEARCH

Search Property Address

Bedrooms

Bathrooms

For Rent Price

For Sale Price

Property Types





# 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.

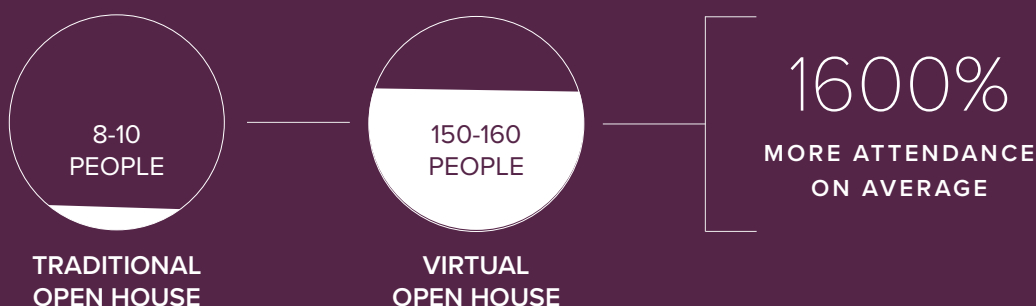
**EWMOpenHouses.com** allows our Associates to advertise a live-stream of your open house to potential buyers across the country —creating the potential for even greater exposure for your home while still maintaining the safety of you and your family.

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?





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.



## INSTAGRAM POSTS & ADS

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



## 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://facebook.com/bhhsewmrealty)

**FOLLOW US**  
[@ewmrealty](https://twitter.com/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:



## 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



## MLS SYNDICATION PARTNERS



- 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  
Luxelishome.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  
Hullily.com  
USHUD.com  
FLHUD.com  
Waijule.com  
WikiRealty.com  
Ylopo.com  
YourCasa.com  
SuCasa.com  
ZippyListings.com  
Zonda.com
- Jumper.com  
TerraFly.com  
iMAP.com  
Miami.com  
Herald.com  
GreaterMiami.com  
MiamiBeachChamber.com  
FloridaLivingNetwork.com  
MiamiHomePrograms.org  
BrowardHomePrograms.org  
SouthFloridaHomePrograms.org  
MiamiRealtors.com

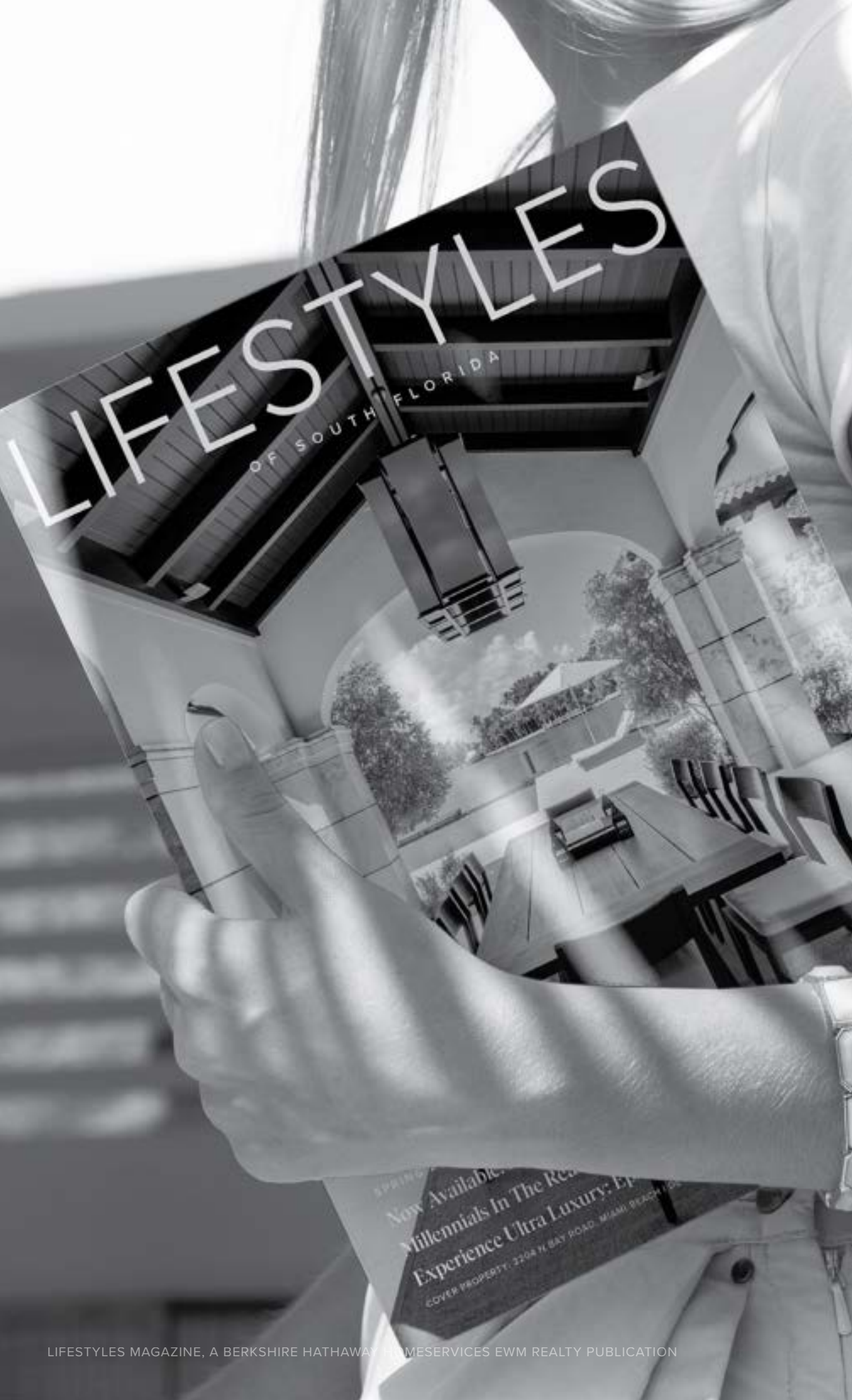
...and hundreds more!

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



## BHHS.COM SYNDICATION PARTNERS





# LIFESTYLES

OF SOUTH FLORIDA

SPRING  
Now Available  
Millennials In The Real Estate Market  
Experience Ultra Luxury: Ep  
COVER PROPERTY: 2204 N. BAY ROAD, MIAMI BEACH, FL

# 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

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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.



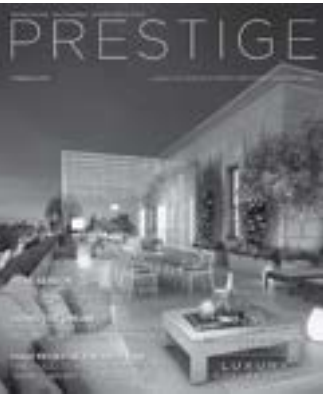




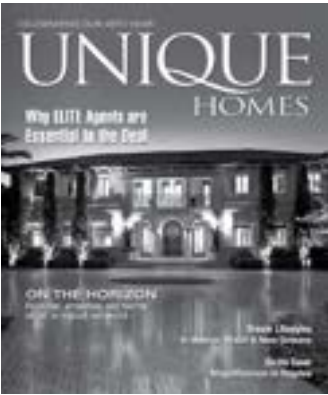
# LUXURY PRINT ADVERTISING

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.

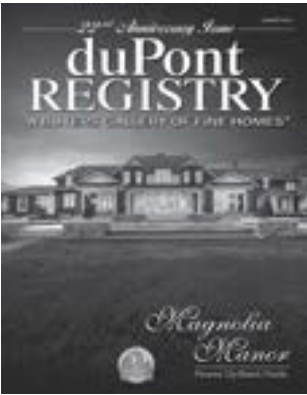
## MAGAZINES



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*



*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®





A person is partially visible on the left, holding a tablet. They are standing next to a large window that looks out onto a landscape with trees and a body of water. The entire image is overlaid with a semi-transparent purple filter.

# 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.

ABOVE MARKET VALUE RANGE

MARKET  
VALUE RANGE

BELOW MARKET VALUE RANGE



***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**

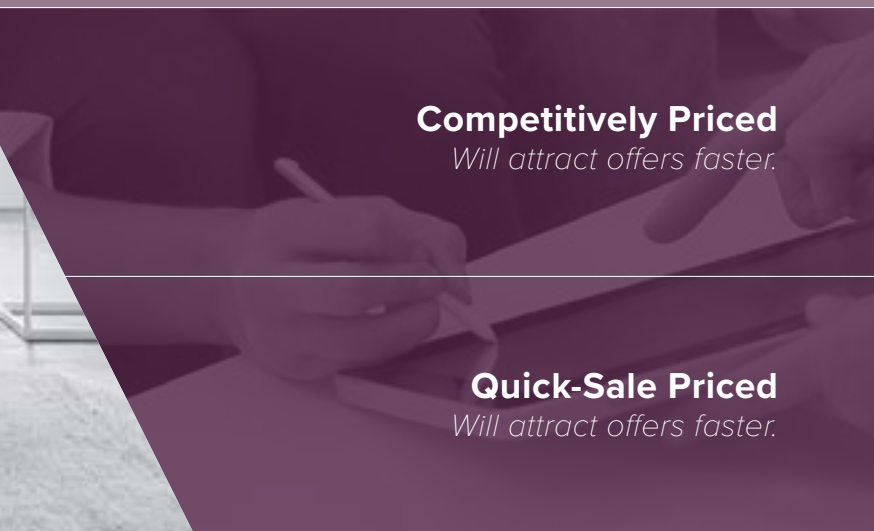

*In line with the marketplace.*

### **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)



*We make it effortless.*

### 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.





# 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  
HomeServices  
EWM Realty



*Home is here.*

**POWER. PRESENCE. PRESTIGE.**

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



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HomeServices  
**EWM Realty**

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