



**Better
Homes**
and Gardens.
REAL ESTATE



Excellence
Responsibility
Value
Dependability
Growth
Relationships
Honesty
Partnerships
Innovation
Authenticity
Commitment
Ethical
Professionalism
Respect
Passion
Proactive
Quality
Caring
Strength

BETTER HOMES & GARDENS®

A BRAND THAT REACHES **38 MILLION READERS, FOLLOWERS AND FANS**¹

1 IN 6 ADULTS
IN 5 HOMEOWNERS
IN 5 WOMEN¹

8.5M MILLENNIALS
READ BH&G³



MOST TRUSTED LIFESTYLE BRAND²

WITH ACCESS TO MORE THAN **175 MILLION CONSUMERS**³

BETTER HOMES AND GARDENS® REAL ESTATE

THE BHGRE® NETWORK HAS **410 OFFICES** | SPANNING 4 CONTINENTS

5

MARKETING PROGRAMS TO FIT YOUR UNIQUE REAL ESTATE NEEDS

DISTINCTIVE
COLLECTION
by
**Better
Homes
and Gardens**
REAL ESTATE

**Better
Homes
and Gardens**
REAL ESTATE
WATERFRONT
COLLECTION

**Better
Homes
and Gardens**
REAL ESTATE
RANCH & RESORT

**Better
Homes
and Gardens**
REAL ESTATE
URBAN
PROPERTIES

BHGRE
COMMERCIAL



1. MRI Spring 2020, Base: Adults (<https://bhgmarketing.com/research#adult>)

2. Brandspark Most Trusted Media Brands

3. GfK MRI Fall 2020

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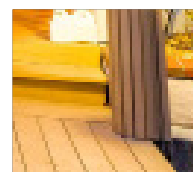
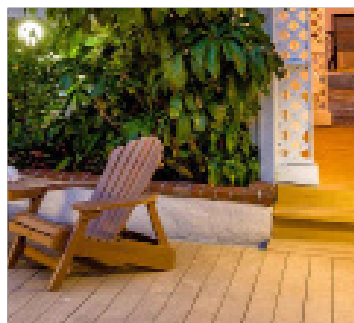


YOUR TRUSTED TEAM

Your Trusted Team

Here at Better Homes & Gardens Real Estate, we believe in providing our customers with exceptional, around-the-clock customer service. Our team is dedicated to *meeting and exceeding* every client's expectations, regardless of the size of their transaction. In addition, our team has an unprecedented understanding of the product and marketplace.

Our team is consistently one of the top teams in South Florida. We owe our success to our commitment to enhancing the Real Estate profession, customer service, and the community. As *full-time, dedicated Real Estate professionals*, we understand the unique challenges that buyers and sellers face in our market and know how to overcome them. Our *#1 priority* is to assist our customers in their Real Estate transactions and ensure they have a wonderful and exciting experience along the way.



WHY BHGRE

- Full-Service Team - Marketing Department, Relocation Department, In-House Attorneys, Managers, Admins, and Hands-on Broker.
- Multiple Offices Throughout South Florida.
- Professional Photography and Videography
- Consistent Open Houses, Broker's Opens, Showings, and Updates.
- No Expense Spared - Professional Flyers, Brochures, Magazines, Signage, Social Media, and Digital Advertising.
- One of the Highest Per Agent Productivities "PPP" in South Florida (Our agents are more productive and sell more homes than the industry average).
- Globally Recognized Brand and the ONLY Real Estate Lifestyle Brand.
- Connected to Every Resource - Title Companies, Lenders, Inspectors, Insurance Brokers, Contractors, Roofers, Electricians, Plumbers, and much more!

**“The only real estate brand that is relevant
365 days a year with the consumer.”**



STRIKING PHOTOGRAPHY



The Best Photography for You

Here at BHGRE, we are partnered with the best photography in South Florida. Our team provides first-class and complimentary service to our clients, including HD Photography, Video Walkthroughs, Aerial Drone Photography and Videos, and much more, with edits personalized to each property. Within 24 hours of a photoshoot, you can expect to receive the full package of your property ready to go live. With this feature, your property will stand out amongst others, helping it sell faster and for a much higher purchase price.

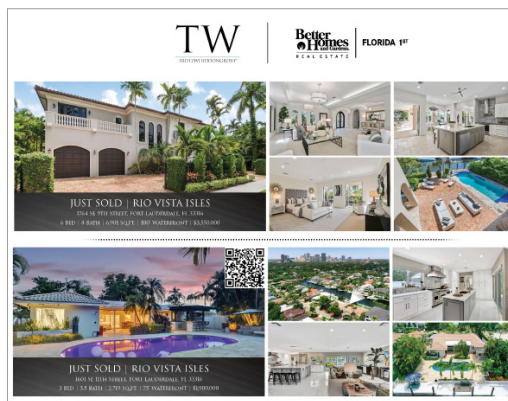


IN-HOUSE MARKETING DEPARTMENT

IN-HOUSE GRAPHIC DESIGN

Enhance Your Home's Marketing Image

At Better Homes & Gardens Real Estate, we understand the importance of marketing your home the right way. To keep your home top of mind in an ever-changing consumer landscape, we provide unique and eye-catching materials catered to every property. Whether it be brochures, flyer's, social media content, edited videos, aerial drone work, digital advertising, or anything else, our marketing department caters to our customer's needs and will design a marketing plan around your home.



Eye-Catching, High-Impact,
Personalized Marketing.

PROMOTING YOUR PROPERTY

400 + Global Websites and Sources



- Social Media Content
- Video Content
- Coming Soon
- Online Marketing
- Every Door Direct Mail
- Listing Flyers
- Property Brochures
- Virtual Tours
- The MLS
- Email Campaigns
- Broker Open Houses
- Professional Photography
- Staging
- Open Houses
- Networking
- Prospecting

Through our extensive network here at BHGRE, your property will be immediately broadcast to over 400 websites and sources. In addition, BHGRE's "List Globally" will promote your property to over 60 countries, giving your home the exposure and value to potential buyers around the world. BHGRE has also partnered with ListTrac to offer holistic reporting of where, when, and how buyers are interacting with Real Estate listings, and this is all complimentary as part of our package to you.



THE ONLY “LIFESTYLE” BRAND IN REAL ESTATE

Leverage the power of the Better Homes & Gardens brand

With an average of nearly 50 million readers nationwide, Better Homes & Gardens is one of the best-selling magazines in the United States and one of the world’s most recognizable brands. BHGRE delivers 86% more potential home buyers than House Beautiful, Architectural Digest, and Martha Stewart Living combined! You can stay top of mind with buyers in your market with the BHGRE family of magazines, a simple and unique way to keep your property in front of millions of consumers.

IN GOOD COMPANY

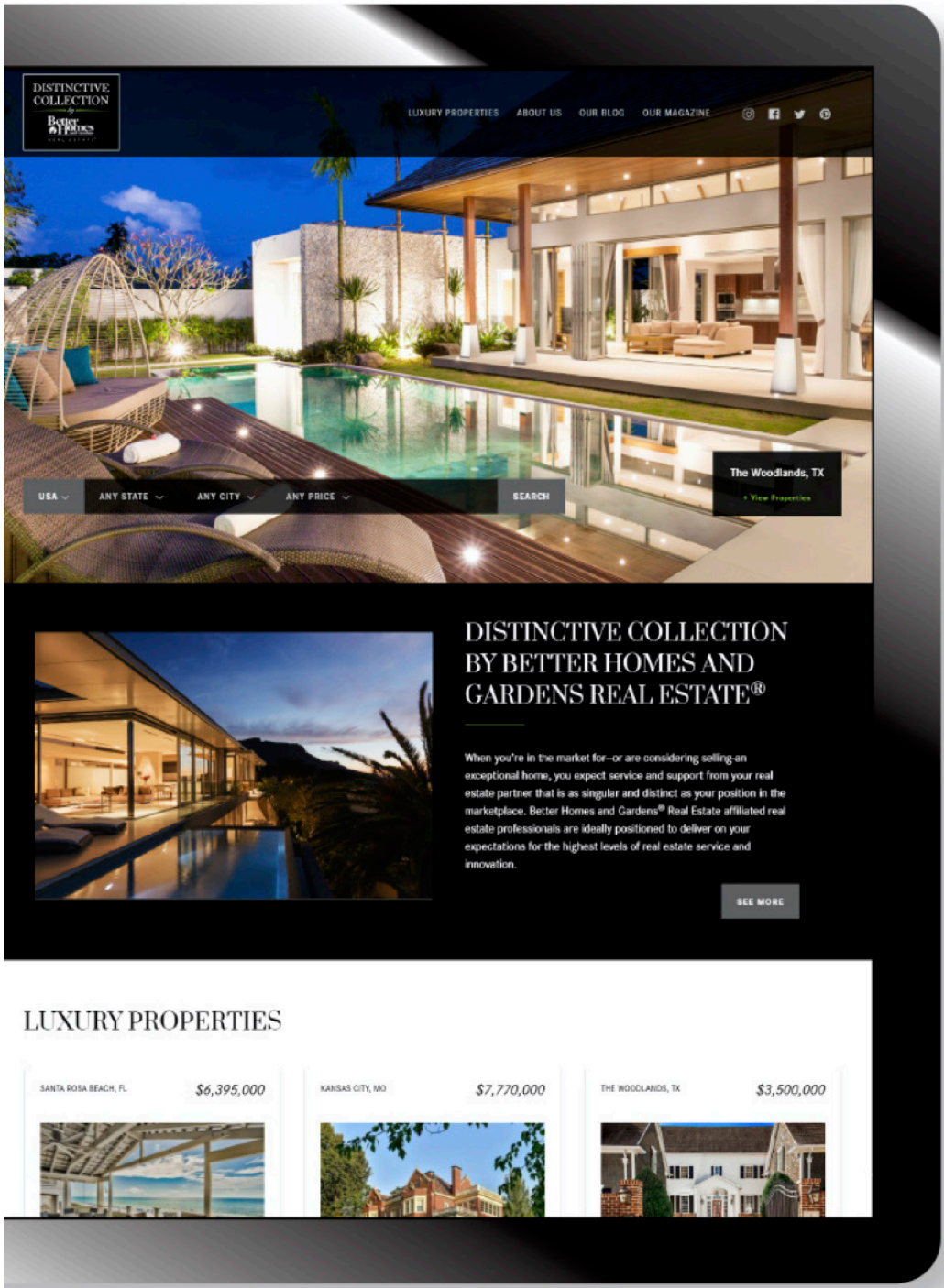


BHGRE® has a unique partnership with Dotdash Meredith, publisher of Better Homes & Gardens® magazine, and more than 30 other brands.

Combined, they reach more than 175 million consumers, providing a competitive advantage.



9 out of 10 Consumers Know Our Brand



DISTINCTIVE COLLECTION WEBSITE

BHGRECollection.com

This website is a central repository for the most exclusive listings, represented by Better Homes and Gardens Real Estate Distinctive Collection® professionals across the country. Your property will take its place among this impressive collection, ready to be showcased to affluent prospects.

All Distinctive Collection listings are proudly featured 365 days per year on preeminent luxury real estate sites, including:

- WSJ.com
- RobbReport.com
- James Edition

DISTINCTIVE COLLECTION

Setting The Luxury Market Standard

BHGRE has set the standard in stylish living for home connoisseurs across the country. With an unmatched lifestyle heritage, BHGRE is ideally positioned to deliver on your expectations for the highest levels of service and innovation in the luxury Real Estate market. Our luxury offering, Distinctive Collection, offers discerning clients the service and market experience one would expect from a brand whose legacy was built upon a passion for the home.

Our luxury department features our listings in the *Distinctive Life* magazine. Your home will be showcased in luxury magazines and websites in front of millions to create attention and desire across the globe, including *Wallstreet*, *Architectural Digest*, *Forbes*, *Robb Report* and *James Edition*.



LUXURY PROPERTIES

**DISTINCTIVE
COLLECTION**
by
**Better
Homes
and Gardens**
REAL ESTATE

1128 TAPESTRY DRIVE, CELEBRATION, FL 34747

Enjoy living in the beautiful village of Artisan Park Celebration in this Craftsman home! You will enjoy the spacious, rocking chair front porch this Heritage floor plan offers. The kitchen offers an eat-in kitchen area and overlooks the family room area.

4 bedrooms, 3.5 baths
MLS: 50065726

\$750,000

VIEW LISTING

DANA HALL BRADLEY
danhall@bhadley.com
W: (407)433-9699

BETTER HOMES AND GARDENS REAL ESTATE
FINE LIVING
741 Front Street, Suite 140
Celebration, Florida 34747

**DISTINCTIVE
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REAL ESTATE

1015 N RIO VISTA BOULEVARD, FORT LAUDERDALE, FL 33301

This exquisitely stunning modern estate spans over a large, 22,786-sq-ft lot (5.2 acres) on desirable N. Rio Vista Blvd. With approx. 122 ft of waterfront directly on the New River and gorgeous views. Features a concrete dock and additional small boat/jet Ski slipway.

4 bedrooms, 5 baths
MLS: F10313645

\$12,500,000

VIEW LISTING

KAREN MARTIN
karen.martin@bhgre.com
W: (954)925-2200 | M: (954)646-8583

BETTER HOMES AND GARDENS REAL ESTATE
FLORIDA 1st
777 South Federal Highway
Fort Lauderdale, FL 33316

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WE PROVIDE RELOCATION SERVICES AND LEAD GEN

Relocation Services & Lead Generation

BHGRE is equipped with a full-service relocation and leads department run by our relocation director and coordinator. We service a wide range of customers being transferred in and out of South Florida, including corporate employees, military members and their families, federal law enforcement agencies, and much more. We take pride in the first-class customer service provided to every buyer and seller as we maintain a stellar track record with numerous local and global relocation companies with whom we are honored to partner.

In addition to our relocation division, we have a diverse lead generation system that provides thousands of leads to our agents on an annual basis. Lead systems such as Zillow, Realtor.com, Homes.com, Leads Engine, and our websites are provided by us and are a great way to help us sell your home and bring a direct buyer.

With the support of a full-time director and managers, we are able to consistently bring in new lead opportunities to our agents for continued growth.



T A R G E T E D M A I L I N G S

ACCESS TO A DATABASE OF 175 MILLION CONSUMERS

Through the Distinctive Collection by Better Homes and Gardens Real Estate program, we have exclusive access to a database culled from millions of brand-loyal, high-income consumers to create sophisticated marketing mailings to help target potential buyers.



ATTRACTING BUYERS WITH YARD SIGNS AND TEXT BHGRE

It may be biased, but our latest yard signs are some of the sharpest in the industry and will bring a level of prestige to your home from the curb.

Now with Text BHGRE, it's never been easier to engage with prospective buyers right from your driveway. Text BHGRE allows the consumer to quickly and conveniently text the associated keyword or property code that is included on the rider or the yard sign.

The buyer will instantly receive listing information via text message, including the property description, pictures, and list price. In a world where consumers want it fast, this will provide quick and easy access to your property and marketing when other homes will not be able to.

Y A R D S I G N S

HOME SELLER PROCESS CHART

Consider

- The prices homes are being sold for in your area
- Your motivation and need to sell
- Decision to sell

List

- Determine list price
- Set up proactive marketing plan
- Determine time frame
- Sign listing agreement

Prepare

- Prepare property for sale
- Show property to potential buyers
- Receive feedback
- If necessary, make adjustments

Negotiate

- Receive offer
- Negotiate offer
- Accept offer
- Sign contract

Close

Mortgage Process

- Submit application
- Credit report and employment verification
- Appraisal
- Loan Approval
- Written loan commitment
- Contingencies removed
- Clear to close

Inspection Process

- Perform inspection
- Inspection passes; or Buyer request repairs or waves option; or Buyer terminates contract
- Repairs agreed or settlement negotiated
- Repairs performed

Title Process

- Open title
- Receipt of contract
- Survey and title search performed
- Title commitment

Finalize

- Move out
- Final walk-through performed
- Assemble closing documents and attend closing
- Proceeds check delivered to you at closing

Why Curbio?

Turnkey

Your Curbio Project Manager will see to every detail of your home improvement project from contract to closing. You'll get frequent text, photo, and video updates of project progress via the Curbio app so you're never left in the dark.

Hassle-Free

At Curbio, we eliminate delays, unexpected changes, and cost overruns through seamless supply of labor and materials and straightforward tech that ensures you're always in the loop.

Efficient

We only make improvements that will help your home sell faster or put more money in your pocket after closing—because who wants to waste time on updates that won't get you the results you want?



"We were kind of stuck. We knew that we wanted to move, but we didn't have the capital to get the house in the condition that it needed to be in order to be sold."

Homeowner | Dave Compere

curbio



Lawyers 1st Title

IN-HOUSE PARTNER



The professionals at Lawyers 1st Title will make your next real estate sale or purchase as seamless as humanly possible. You deserve a professional, well-organized closing in your time frame and at a reasonable price. Choose Lawyer's 1st Title for your real estate transactions anywhere in Florida.

In-House Title

The professionals at Lawyers 1st Title will make your next Real Estate sale or purchase as seamless as possible. You deserve a professional, well-organized closing in your time frame and at a reasonable price. Choose Lawyer's 1st Title for your Real Estate transactions anywhere in Florida.

Here at BHGRE, we are partnered with one of the best title companies in South Florida. Lawyer's 1st Title is an attorney-owned and operated title office with the on-site resources and staff needed to handle every aspect of your closing. Due to our partnership with them, they make sure each transaction is serviced with priority and care. The experts at Lawyer's 1st Title ensure your home purchase and sale are as smooth and stress-free as possible while protecting you and your transaction.

IN-HOUSE PARTNER

We take pride in offering our customers a wide variety of loan products and commitment to helping them achieve their dream of home ownership.



In-House Lending

We take pride in offering our customers a wide variety of loan products and commitment to helping them achieve their dream of home ownership.

Our partnership with Supreme Lending continues to help our agents become educated and more productive in the marketplace. Supreme is committed to attracting the most professional loan officers and the most cutting-edge loan products throughout the United States. Their support has guided our team and allowed us to close on more homes while providing excellent customer service to our agents and their customers. Their close-on-time percentage is the best in the industry.



WE ARE ALWAYS A PART OF SOMETHING BIG

REBUILDING BROWARD COUNTY AND NEW STORY

In partnership with the community, our primary goal is to eliminate unsafe and deplorable living conditions for low-income homeowners who are elderly, veterans, and/or have disabilities. However, our impact extends beyond the individuals served to revitalize and stabilize vulnerable neighborhoods and communities across the county. Rebuilding Together works to make a sustainable impact in our community by addressing quality-of-life issues through the provision of critical home repairs and improvements at no cost to the homeowner. Rebuilding Together's activities directly impact the retention of low-income home ownership, improvement of affordable housing stock, health, safety, independence of vulnerable populations, and community and neighborhood revitalization.





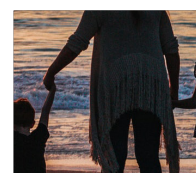
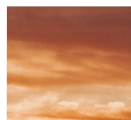
OUR PROMISE TO BE BETTER

Why Choose Us?

Our team's expert knowledge of the South Florida market helps our clients attain top dollar for their Real Estate. When you're in the market to buy or sell a home, you want a representative and trusted advisor who knows your market, understands your specific needs and has the expertise to help you achieve your goals.

Better Homes and Gardens Real Estate understands and is ideally positioned to deliver on your expectations for the highest levels of real estate service and innovation. Our brand is built upon one of America's most iconic, trusted brands. In addition, BHGRE'S network of more than 10,000 agents across the country has exclusive access to 100 million consumers, putting us in a strong position to identify and match the right buyers and sellers.

*We promise to **Be Better** at
Better Homes and Gardens.*



Better
 Homes
and Gardens®

R E A L E S T A T E

WWW.BHGRE.COM