



**BE TRUSTED. BE ICONIC.**

**BE RELEVANT.**

**BE BETTER®**

A CAREER IN REAL ESTATE



SOLD

Better  
Homes  
and Gardens  
REAL ESTATE  
[www.bhgre.com](http://www.bhgre.com)



## A BRAND WITH VALUES

We've been on a mission to make the real estate industry more... real. By being the first real estate brand to launch with a focus solely on our core values, we are confident and proud of every business decision we make. For us, those values are:

**PASSION:** To stimulate energy to a higher level of inspiration and emotion.

**AUTHENTICITY:** Being exactly what we claim to be.

**INCLUSION:** To embrace all people and ideas.

**GROWTH:** To have increasing influence.

**EXCELLENCE:** To consistently exceed expectations.

# TRUST IS THE NAME OF THE GAME AND OUR GAME IS STRONG

It's been said that trust is the glue of life. When it comes to choosing an agent, the *NAR Profile of Home Buyers and Sellers*\* says that trust is one of the most important factors in that decision. Being associated with America's go-to brand for lifestyle and design gives our affiliated agents an immediate, tangible level of trust with consumers.



# REPUTATION IS EVERYTHING

With the right reputation, you don't even need a business card. The most common way home buyers find their real estate agents is through referrals\*, so we have to make sure our customer service goes above and beyond the norm. Better Homes and Gardens® Real Estate (BHGRE®) helps step-up your customer service game on every level; from initial awareness to interactions with you before, during and after a purchase or sale.

We help you appeal to and service your consumers through every medium, in every way. We invest heavily in tools, technology and content to help you build long-lasting relationships with your clients.

\*Source: National Association of REALTORS®



# TECHNOLOGY & PROGRAMS

## TECHNOLOGY

Our website, BHGRE.com, offers a unique perspective into people’s emotional — as well as traditional — motivations for buying a home. The Zap® platform, our lead generation and CRM platform, was created to meet the needs of our increasingly mobile, online and dynamic world. With insights and content from our network about communities, schools and individual properties, our website helps consumers get a sneak peek into finding just the right home in the community that best matches their lifestyle. This is not only a huge time saver, but a true advantage you can tout during listing presentations! We also provide our affiliated agents with their own agent websites, to help them save time and money, as well as to help competitively build online business.

## BOOST BY HOMESPOTTER

BHGRE® now provides a free\* 3-day digital advertising campaign for all new listings with Boost. With this fully automated program, agents can drive qualified users to their Zap® websites and monitor social media for user engagements.

## PROGRAMS

BHGRE® is a leading lifestyle brand in real estate. We understand that people are seeking a lifestyle as much as they are seeking a home. We are proud to offer the most comprehensive suite of listing programs in the industry to help you offer more personalized service to your clients, no matter what type of listing you are representing.



\*Offer provided by BHGRE® with no additional cost to BHGRE® affiliated agents. Offer must be redeemed within 30 days of each listing going live.



**BETTER HOMES & GARDENS**  
IS AMERICA'S MOST TRUSTED MAGAZINE  
(SOURCE: BRANDSPARK MOST TRUSTED MEDIA BRANDS, 2016)

## RESOURCES TO STAY IN TOUCH:

- Access to Meredith lifestyle photography, articles on the BHGRELife.com, a relevant blog, and branded videos mean you can use of-the-moment content from America's lifestyle leader of all things related to home that you can share in your own marketing, social and sales channels.
- Exclusive access to PinPoint<sup>SM</sup>, a hyper-targeted, lead-generation tool that draws from a database of more than 175 million brand-loyal consumers.
- Our personalized subscription program to *Better Homes & Gardens* magazine, and other top publications, offers you a unique, branded way to stay in touch and stay relevant to your sphere of influence automatically every month.
- Exclusive access to Better Homes & Gardens<sup>®</sup>-themed gifts for your clients — at incredible discounts — including Better Homes & Gardens<sup>®</sup>-branded books, posters and more.

# TECHIE TOOLS

## DIGITAL MARKETING CENTER

Capture and convert more leads! Our Digital Marketing Center helps you make and send professional-looking communications in a flash. Fully integrated with our Contact Management System, you can choose the design you like and easily add listing descriptions and photos in just a few clicks. This tool makes it easy to set up, maintain and monitor your marketing campaigns.

## PRINT MARKETING CENTER

With our on-demand print marketing center, it's easy to create high-quality, branded marketing materials. Postcards, business cards, brand-building brochures, flyers — and just about any other promotional products you want to customize with your information — are always at your fingertips. And many products can be printed the same day.



# TRAINING

## BE BETTER UNIVERSITY®

With a wealth of branded and best-in-class training courses — both virtual and instructor-led — the possibilities are endless. These courses are self-paced to fit any schedule, for agents at any level, on almost any topic, and taught by real-life practitioners, not “academics.” It’s just one more set of valuable tools designed to help BHGRE® affiliated agents achieve their goals.



**Contact us at:**

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[bhgrecareer.com](http://bhgrecareer.com) | [bhgre.com](http://bhgre.com)

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