



BE TRUSTED. BE ICONIC.

BE RELEVANT.

BE BETTER®

A CAREER IN REAL ESTATE

SOLD

Better
Homes
and Gardens.

REAL ESTATE

www.bhgre.com

An Independently Owned and Operated Franchise.





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

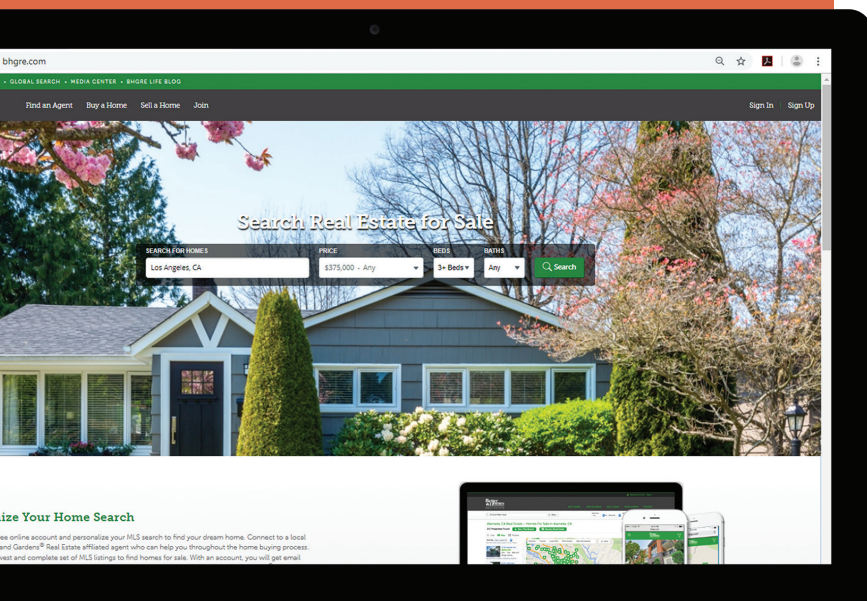
It's been said that trust is the glue of life. When it comes to choosing an agent, trust is one of the most important factors in that decision. Being associated with America's go-to brand for lifestyle and design gives our affiliated agents an immediate, tangible level of trust with consumers.



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. The Better Homes and Gardens® Real Estate (BHGRE®) brand 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.



BOOST BY HOMESPOTTER

The BHGRE® brand 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 websites and monitor social media for user engagements.

PROGRAMS

The BHGRE® brand 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.

TECHNOLOGY & PROGRAMS

THE POWER OF MOXIWORKS:

The Better Homes and Gardens® Real Estate brand is proud to offer the MoxiWorks product suite to our network. Our network benefits from a full-featured product suite that offers a seamless, fast, and connected experience to help drive business and boost productivity.

MoxiEngage. The leading sphere-selling focused CRM and business planner designed specifically for real estate professionals.

MoxiImpress. Automatically create and distribute print, digital, and marketing materials in a matter of minutes.

MoxiPresent. A top-notch, feature-stuffed, versatile real estate presentation building, CMA tool.

MoxiWebsites. A web content management system that gives control to affiliates to create awe-inspiring websites without knowing a line of code.



*Offer provided by the BHGRE® brand 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 Dotdash Meredith lifestyle photography, articles on 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 PinPointSM, 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.
- Exclusive access to Better Homes & Gardens® themed gifts for your clients — at incredible discounts — including the *Better Homes & Gardens*® cookbook, posters and more.

TECHIE TOOLS

BHGRE® MARKETING CENTER

The BHGRE® MARKETING CENTER is a fully integrated solution featuring automated listing and agent assets, a rich image editor and easy access to brand tools and programs – all alongside the branded imagery and templates.

PRINT MARKETING CENTER

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 that affiliated agents want to customize with their information – are always available 24/7. And many products can be printed the same day!



TRAINING

BE BETTER UNIVERSITY®

With a wealth of branded and best-in-class learning 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.



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