

35 Years of Service....Nearly 270,000 Homes Sold....The Leader in Southwest Real Estate

We know your  
home is your  
most valuable  
asset...



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Arizona Properties  
[www.BHHSAZ.com](http://www.BHHSAZ.com)

**Inc. 500 | 5000**  
One of the fastest-growing  
private companies in America





## BERKSHIRE HATHAWAY | Arizona Properties HomeServices

I wish to thank you for placing your trust in me to help you through the process of selling your home.

There are 4 key areas that I will be focused upon. First, I will establish the best price to market your home to maximize its value. Next I will create the most effective marketing campaign to attract as many potential purchasers as possible! Then I will make sure the offer and acceptance is structured in your benefit to best achieve your goals. Lastly I will manage the negotiations and transactional process to ensure they go smoothly until closing.

Additionally, you will see very quickly you are dealing with a sales executive and organization that understands the market and how to best service your needs, while achieving your real estate goals.

I welcome the opportunity to serve you, and look forward to working with you during the marketing process. If you have any questions don't hesitate to contact me.

Sincerely,



[www.BHHSAZ.com](http://www.BHHSAZ.com)

# BACKED BY LEGENDARY STRENGTH

## Berkshire Hathaway HomeServices Arizona and Nevada Properties.



Our Company made the 2012 and 2013 Inc. 500 list of the fastest-growing privately owned companies in America.



Our Company is honored to have more top teams/agents than any other real estate company in the nation.



Our Company ranked #3 in the Prudential Real Estate Network and in the top 26 of all real estate firms in North America.



Our Company is the fastest growing real estate company in NV and AZ and the 3rd fastest growing company in the nation.



Our Company sold more listings at a higher value than any other real estate company in the Valley.



Our Sales Executives and Staff focus on quality and expertise bringing an incredible level of customer service to our clients!



Agents and Counting



Offices in two states



Gross Income as of 2014



Total Transactions as of 2014



BHHS International network of Firms



Consistently rated as one of the most productive companies in the nation



Highest average sales price locally and nationwide





# A PEDIGREE LIKE NO OTHER

## *Introducing Berkshire Hathaway HomeServices*

By utilizing the strength and valuable resources of one of the world’s most respected brands, we bring operational excellence and innovation as a compelling value for our customers. With a clear vision as one of the most highly valued real estate companies in the market, our powerful network of brands exemplify the reputation of Berkshire Hathaway — among Fortune’s 2013 most admired companies.

As one of the top firms in North America, backed by Warren Buffett — the world’s most successful investor — the company is a leader in all 50 U.S. states, 10 Canadian provinces, Mexico and Portugal. Together this powerhouse firm creates an international network of approximately 80,000 real estate agents and 2,800 real estate brokerage locations. The company’s U.S.-based Global Relocation Services is the #2 player in global relocation. With more than one-third of Fortune 100 companies as clients, our Relocation network moves nearly 85,000 families in and out of over 125 countries around the world each year.

A member of the over 200 billion-dollar Berkshire Hathaway Family, one of the most stable companies in the world employing over 300,000 people globally among its family of companies. Berkshire Hathaway HomeServices operates in nine countries; the U.S. under Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living; Canada under the leading Real Estate Companies, Royal LePage and the luxury Via Capitale, as well as Brazil, U.K., France, Singapore, China and India. It is the only company with such reach, reputation and resources in the Real Estate Industry.

*“ Berkshire Hathaway is built to be forever...it’s true of all the businesses we own. ”*

— Warren Buffett, Chairman and CEO of Berkshire Hathaway

### BERKSHIRE HATHAWAY IS ...

**#1 Most Respected Company Worldwide, according to Barron’s.**

Owner of 55 companies, including Dairy Queen, GEICO, Helzberg Diamonds, Fruit of the Loom, Benjamin Moore & Co., NetJets, Business Wire, See’s Candies Mid American energy Holdings and HomeServices of America.



[www.BHHSAZ.com](http://www.BHHSAZ.com)

# LOCAL, NATIONAL AND INTERNATIONAL

*Introducing Berkshire Hathaway HomeServices*

## HOMESERVICE OF AMERICA REAL ESTATE 2013 STATS

30 Companies in 25 States  
22,114 Sales Executives  
450 Offices  
\$56 Billion in Sales Volume  
184,207 Closed Units  
\$3.7 Billion in Mortgage Volume



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## THE BRAND - ONE OF THE WORLD'S MOST TRUSTED NAMES



Distinctive and compelling visual image:  
Colors that reflect quality and strength  
Recognizable, unique color & shape  
Strong, clean image

- Strong, discerning, and genuine
- Evoking trust and a sense of integrity
- A confident and straightforward approach

[www.BHHS AZ.com](http://www.BHHS AZ.com)



# The Home Buying and Selling Process From Start to Finish



**Seller**

Seller offers home for sale.

Seller accepts or rejects offer.  
If accepted, a binding contract results.

Title search is ordered.

Seller completes any required  
repairs to the property.

Deed is filed + funds are disbursed. 



Buyer selects mortgage company  
and gets pre-approval for loan.



Buyer makes offer with initial  
deposit/earnest money.



Home inspection is completed if required  
by contract. Buyer releases inspection  
contingency if no major problems are found.



Any contingencies in purchase agreement  
are removed by written consent.



Lender examines buyer's credit  
and appraises property.



Buyer receives final loan approval.



All funds and documents are  
deposited in escrow.



Buyer obtains possession according  
to the purchase agreement.



**Buyer**



[www.BHHSAZ.com](http://www.BHHSAZ.com)

# Key Market Factors

## How long does it take to sell a home?

There is no easy answer. Recognizing the key factors influencing the market can give you significant control over the time it takes to sell your home.

The proper balance of these factors will expedite your sale.

### We Can't Control:

- Location
- Competition
- Market Conditions

### We Can Control:

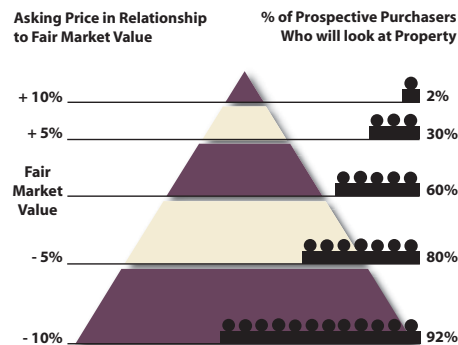
- Condition of your home
- Terms offered
- Price

## A Successful Closing

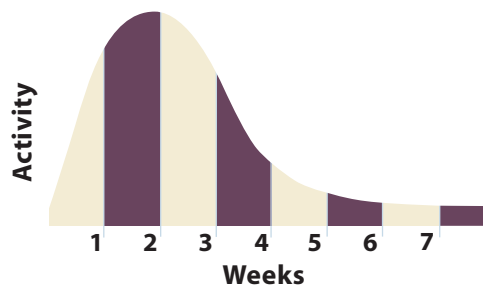
There are 4 major factors in selling your home and ensuring you receive your closing check.

- Price
- Marketing
- Terms
- Effective transaction management

Because your home is not the only one on the market, pricing it comparable to the market is vital to getting it sold. A property has the highest chances of sale when it is new on the market and priced correctly.



## TIMING YOUR HOME SALE







# Dare To Compare Our Services



## Compare Our Services To The Competition:

Exclusive BHHS Franchise with 10 Locations: We know your needs because we are locally owned and operated since 1979.

One Stop Shopping: For added convenience, we also offer mortgage, title, relocation & home warranty services.

Highly Educated Sales Professionals: With extensive training and continuous education, Berkshire Hathaway HomeServices Arizona Properties are tech savvy professionals who use their experience and superior negotiating skills on your behalf.

Full Inventory Color Buyers Magazine: Your property will be advertised until it sells!

Innovative Marketing & Advertising: Our innovative marketing tools are the best in the business: Buyers Guide Magazine, Apps, Arizona Republic and other local new publications, Internet, Instant Info, Online Seller Advantage, Direct Mail, Home Warranty, Flyers & More!

Internet Exposure: [www.BHHSAZ.com](http://www.BHHSAZ.com): [www.Realtor.com](http://www.Realtor.com): [www.Zillow.com](http://www.Zillow.com): [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com): [www.realestate.com](http://www.realestate.com): [www.yahoo.com](http://www.yahoo.com): [www.homes.com](http://www.homes.com): [www.Trulia.com](http://www.Trulia.com): [www.worldproperties.com](http://www.worldproperties.com) and more!

Open Houses- With Maximum Exposure: Open houses are advertised through online at [BHHSAZ.com](http://BHHSAZ.com) for buyers to see every day. Buyers can view information and photos of your home online before coming to see it in person.

24 Hour Mobile Property Information program: Buyers will have access to information and photos of your home 24 hours a day from their smart phones! Track who is looking at your property and update them with price changes and open house information.

Direct Mail Services: Our exclusive partnership with xpressdocs direct mail marketing can gather addresses by street names and subdivisions in a radius around your home and even entire zip codes and send them professional, full color photo postcards to uniquely market your home and sell it Fast!



Our Sales Executives have access to the tools and technology they need to sell your home faster and with the highest possible sales price. We encourage you to compare our services to that of any competitor.

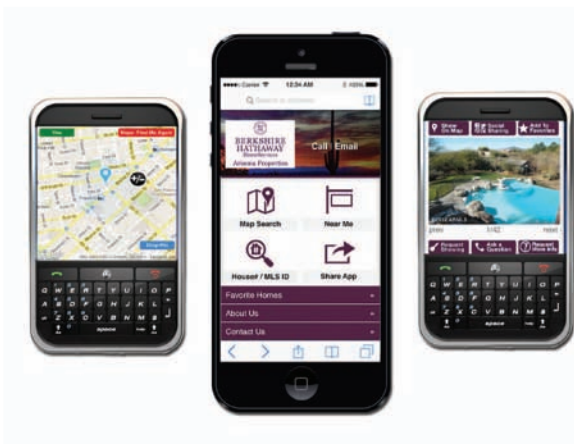


[www.BHHSAZ.com](http://www.BHHSAZ.com)



# Our Properties In The Palm Of Your Hand

**The Mobility texting platform provides 24 hour instant access on your listing**, that's what we call On the Road with Arizona Properties Mobile texting. It's easy, buyers just send a text to 32323, then enter the message HOMES and get photos of your property, the most current price and property details instantly! Potential buyers can also dial the number 1-866-314-7789 from any phone and get a complete voice description of your property in English or Spanish!



SEND A TEXT FOR PICTURES AND INFO  
TEXT: **HOMES** TO: 32323  
1-866-314-7789 FOR AUTOMATED VOICE INFO

- ☀ Run out of flyers in your box? No problem. With our text sign rider buyers will be able to see property photos and info 24/7.
- ☀ Automatically Updated! Property details are automatically pulled and updated from the ARMLS so your information is always current!
- ☀ Your agent will get updates via text or email when a possible buyer is looking at your property and will be able to respond to any questions they may have.
- ☀ Alert interested buyers of open houses and price changes instantly by text message and get buyers in the door!
- ☀ Buyers are able to download this feature as the **AZHomeSearch** App, allowing them to continue their mobile search, save your property to their account and send it to a friend! Available in the iTunes and Google Play stores.



Our website is mobile friendly! Buyers and Sellers can enter BHHSAZ.com into any smart phone or tablet to: Search for properties, get property details and photos, Google maps of the area, find more information about local communities and find an agent. With our full mobile suite buyers and sellers are never more than a finger tap way from an Arizona Properties agent or the latest property information!

[www.BHHSAZ.com](http://www.BHHSAZ.com)





# Sweeping Online Exposure



*The New York Times*    WALL STREET JOURNAL

**We know buyers can come from every corner of the globe and the vast majority of home buyers start their search on the Internet.**

So we ensure your listing is broadcasted on over 60 leading property portals, translating into 30 languages. No other company offers such reach as Berkshire Hathaway HomeServices Arizona Properties.

With showcased listings on Trulia.com/Zillow.com and placement on other industry's leading real estate search engines that feed 100's of real estate searches like the Wall Street Journal and CNN Money we make sure your property gets the exposure it needs. We have the ability to communicate your listings in formats that are familiar to each countries' real estate culture, eliminating the confusion of international barriers.



[www.BHHSAZ.com](http://www.BHHSAZ.com)



# Your Home Shown Around The World In 19 Languages.

**WHEN YOU LIST WITH US,** your home will become searchable in the world's largest single collection of international properties, in 19 languages and viewed in over 94 countries.

## As a part of this online collection, your home will benefit from:

- Global exposure of your listings on worldproperties.com – the official website of the International consortium of Real Estate Associations – and other international websites, truly capturing today's international buyer.
- Instant, accurate translation of flyers about your home to buyers in 19 languages with just the click of a mouse.
- Multilingual representation of your listings' features, currencies and measurements with over 400 detailed descriptive fields translated by native speakers – not a computerized program.
- Make sure your home sells quickly at the highest price with our extensive international connections.



**WITH OUR GLOBAL NETWORK,** my ability to market your home throughout the world is unparalleled. This exclusive membership allows us to provide exceptional global exposure for your home, through proprietary connections, to help get it sold quickly and at a higher price point:

**Have over 500,000 real estate professionals from more than 100 countries and 40 national real estate associations all searching for your home.**

[www.BHHS AZ.com](http://www.BHHS AZ.com)





# Maximum Exposure Through Social Media.

## Social networks have become an integral part of home Buying and Selling

Whether it is looking for home tours on YouTube or open houses and new listings on Facebook and Twitter buyers are actively using social networking sites to search for information on homes in their areas. As a Berkshire Hathaway HomeServices Arizona Properties agent I understand how these networks can be leveraged as tools, bringing greater exposure to your property.



- I will post your newly listed property to my extensive real estate network ensuring maximum exposure.
- Pictures are worth a thousand words-I will promote any virtual tours and photos of your property on my social network.
- I will leverage my social network to let potential buyers and other agents know about open houses and property information changes.

## QR Codes allow a quick way for Buyers with smart photos to access information about your property



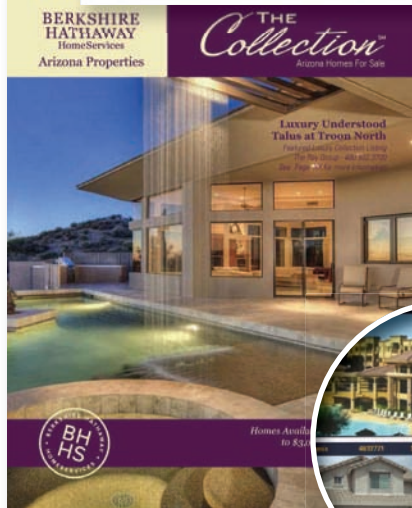
Berkshire Hathaway HomeServices Arizona Properties QR code platform is another way to allow buyers with smartphones to have 24/7 access to information and photos of your property. This code can be placed on all marketing materials for your home and the property sign.

Never worry about running out of flyers again with Mobility texting and QR codes - potential buyers are never more than a button push away from information and photos of your property.





# Your Home May Be In Arizona. Your Buyer May Not.



**Our agents know what speaks to potential buyers** — and how to create a custom marketing plan for your property that captures their interest.

This sophisticated multimedia approach features a mix of Internet and print marketing including online home tours, elegant custom websites and impressive full-color marketing pieces.

To find your buyers, we can advertise your property in many local, national and international publications. These publications have both print and digital distribution to reach the maximum number of potential buyer.

When working with a Berkshire Hathaway HomeServices Arizona Properties sales professional, your properties will receive special attention in publications like The Collection a Arizona Buyers Guide, Homes & Land Calgary, Wall Street Journal, NY Times, Robb Report Exceptional Properties and the Prestige.

[www.BHHSAZ.com](http://www.BHHSAZ.com)





# Always Know Who's Looking At Your Property



## Constant communication and information at your fingertips.

The SA<sup>SM</sup> Listing Presentation Reports demonstrate precisely the type of Web activity your property would have experienced on BerkshireHathawayhs.com and all the other websites in our network, such as:

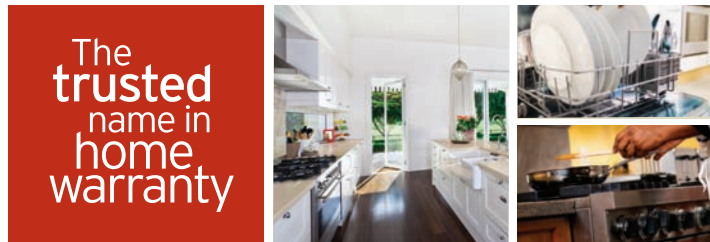
- How many registered buyers requested to be notified the minute a property like yours becomes available through the Multiple Listing Service (MLS)
- How many registered buyers are monitoring other listings in your general area
- How many times yesterday, last week, and last month your property was presented on search results to prospective buyers
- Daily or Weekly Emails: You will receive daily or weekly activity emails detailing activity in the neighborhood with new and existing competing listings, including new photos and price or status changes. The email includes information itemizing online buyers' interest level and search behavior specific to your listing. This includes how many times your property was:
  - Included in search results
  - Viewed in the one property-per-page view
  - Saved in a prospective buyer's online portfolio

These are exclusive benefits that only BerkshireHathaway HomeService sales executives can deliver.



[www.BHHSAZ.com](http://www.BHHSAZ.com)

# Let Us Help Make Your Transition A Smooth One



## Protection and convenience all under one roof.

Whether you're selling or buying a home, make sure you're protected with an HSA Home Warranty.

The HSA home warranty offers a comprehensive, affordable way to help protect you and your budget from the expense of unexpected failures to the mechanical systems and appliances in your home.

Enjoy the confidence of knowing that quality repair service for your home's systems and appliances is just a phone call away. Ask your Berkshire Hathaway HomeServices Arizona Properties real estate professional about the benefits of an HSA Home Warranty or contact your local HSA representative.

**Holly Stidham-Wilson**  
Territory Manager  
480-703-8087  
holly.wilson@onlinehsa.com



[www.BHHS AZ.com](http://www.BHHS AZ.com)







# First American

## The Power of Partnership

**How does it feel working with someone you know?**

### THE POWER OF PARTNERSHIP

Knowing you will be taken care of is one of the most powerful messages a service provider can give a customer.

Think for a moment of your favorite restaurant. You eat there often because the staff knows you. You get what you want, how you want it, every time. You might even get a table when they are fully booked. You feel welcomed because they know you, and you know your business matters to them. Great personal service will make you a regular and you'll eagerly recommend others to that restaurant.

The benefits of putting the Power of Partnership to work can be huge. It's as simple as a conversation. A good relationship with your First American Title escrow officer means more than just closing your transactions. Good communication, personal service, and attention can save even a difficult transaction and make you and your clients "regulars."

So...

**Are you a "regular" with your escrow officer?**

**Does your escrow officer know what preferences you have?**

**Is the quality of your relationship with your escrow officer reflected in your customers' overall satisfaction?**

**If not, we would welcome showing you how the Power of Partnership with First American can benefit you.**

For more information contact your First American representative.

[www.thinkfirstamerican.com](http://www.thinkfirstamerican.com)

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AUS-07/08/1



- What type of escrows have you handled?  
(Example: Short Sales, Estates, Commercial, Foreclosure, Multi-unit, REO, Exchange.)
- Do you prefer to have only certain types of contact (e.g., email, voice mail, text, or fax)?
- Do you prefer to do your own signings?
- Do you like certain documents handled in specific ways?
- How often do you want updates?
- Do you have a team to handle certain tasks?
- How should checks be delivered?
- Do you want to receive educational updates?
- Do you need special hours or travel times?
- Are there tasks being duplicated?
- What I need most is...

**We're ready to talk about your needs.**



**First American Title™**

602.685.7000 | [www.firstam.com](http://www.firstam.com)

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[www.BHHSAZ.com](http://www.BHHSAZ.com)





## Your Partner in...

- Escrow & Title Services
- Investor Division
- Builder Services
- Market Research
- Lender Division
- Luxury Division
- Commercial Division

## Fidelity National Title Agency

With over 25 years in the industry, we've learned what it takes to be successful and we will earn your business one transaction at a time. Please contact us today to see how we can take your business to the next level and "feel the Fidelity difference."



## Fidelity National Title Agency

60 E. Rio Salado Parkway, Eleventh Floor  
Tempe, Arizona 85281

480.214.4540 | [www.fntarizona.com](http://www.fntarizona.com)



[www.BHHSAZ.com](http://www.BHHSAZ.com)



**PREFERRED LENDER FOR**  
BERKSHIRE HATHAWAY  
HOMESERVICES  
ARIZONA PROPERTIES



**14 DAY CLOSE  
GUARANTEE\***

**FASTEST TURN TIMES IN THE INDUSTRY**

- Close your escrow quick and hassle free
- Move into your home on time and without delay
- Use as a negotiating tool with sellers who need to close quickly

**COMPLIMENTARY UP-FRONT CREDIT APPROVAL**

- Give yourself the advantage over competing bids
- Harness the power to negotiate with the seller
- Save time by looking at properties you know you can afford

**MULTIPLE LOAN PRODUCTS**

- Choose the loan that best suits your needs
- Get the best mortgage rate available on your loan
- FHA, VA, Conventional, Jumbo, Reverse Mortgage Loans

**CALL NEW AMERICAN FUNDING TODAY!**

**1.866.331.9022**

**VISIT OUR  
LOCAL BRANCH!**

8840 E. Chaparral  
Suite 150  
Scottsdale, AZ 85250

**BEST SERVICE IN THE INDUSTRY**

**HARP 2.0 • FHA • VA • CONVENTIONAL • JUMBO • REVERSE MORTGAGE**



\*14 business day guarantee only applies to purchase transactions. This guarantee does not apply to Reverse Mortgages, FHA 203k, loans that require prior approval from an investor, brokered loans, or loans with a 2nd td. The guarantee does not apply if events occur beyond the control of NAF, including but not limited to: appraised value, escrow or title delays, 2nd lien holder approval, short sale approval, or lender conditions that cannot be met by any party. The 14 day trigger begins when your initial application package is complete and you have authorized credit card payment for your appraisal. If NAF fails to perform otherwise, a credit of \$250 will be applied toward closing costs. Licensed by the Arizona Department of Financial Institutions Lic # BK-0912376. NMLS ID#6606. All products are not available in all states. All options are not available on all programs. All programs are subject to borrower and property qualifications. Rates, terms and conditions are subject to change without notice. © New American Funding. New American and New American Funding are registered trademarks of Broker Solutions, DBA New American Funding. All Rights Reserved. 4/2014



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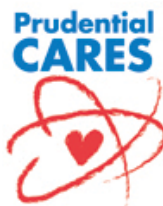




## Americana Charitable Foundation

Americana Holdings LLC contributes to several charities and organizations throughout the year through the Americana Charitable Foundation. Funds are raised through a variety of fund-raising events, company contributions and Sales Executives who donate on every closed transaction in both the Arizona and Nevada markets.

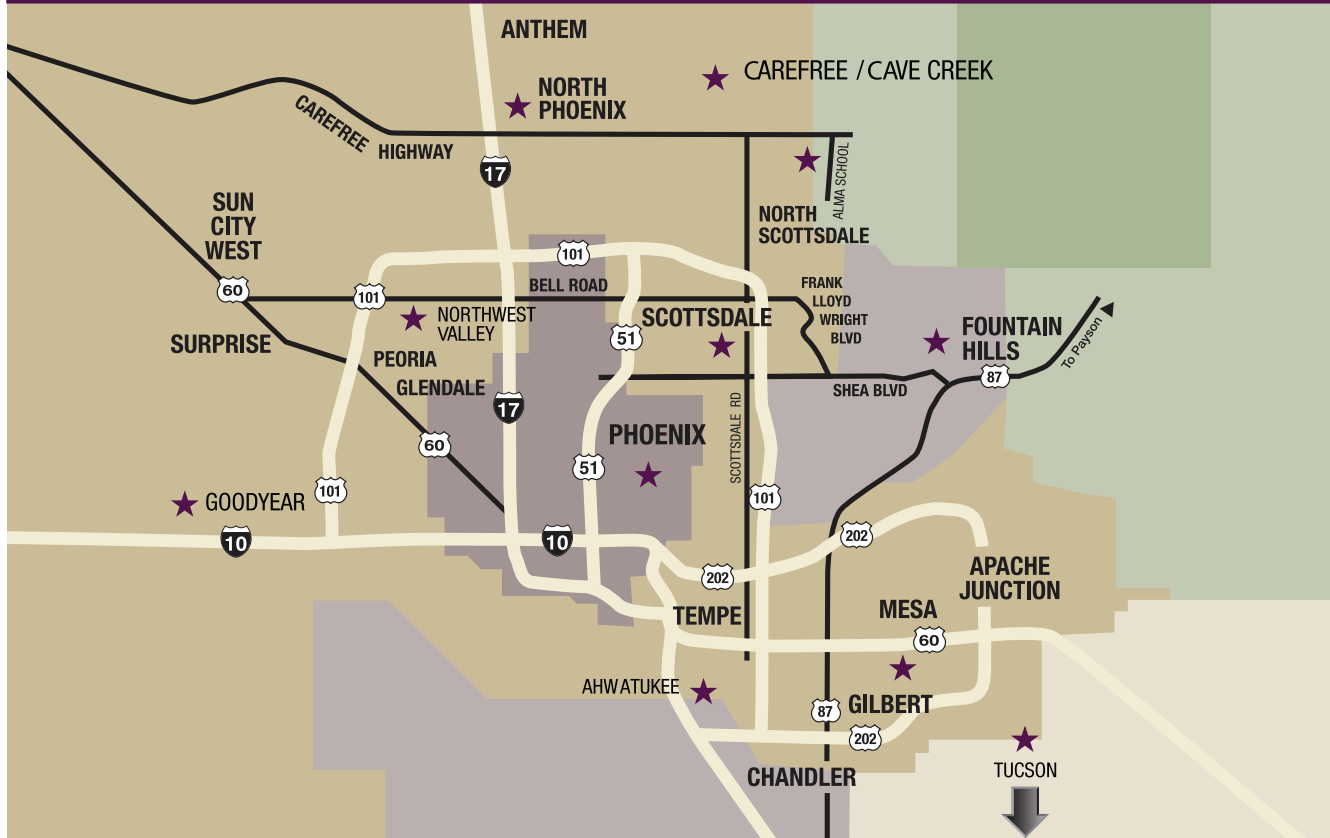
Las Vegas  
Rescue Mission



[www.BHHS AZ.com](http://www.BHHS AZ.com)



# We Cover the Valley and Beyond!



## Berkshire Hathaway HomeServices Arizona Properties Offices

### GOODYEAR

1646 N Litchfield Rd, Suite 110  
Goodyear, AZ 85395  
623-266-3550

### CAMELBACK/PARADISE VALLEY

3200 E. Camelback Rd. #103  
Phoenix, AZ 85018  
602-288-4400  
Toll Free 888-206-0094

### CAREFREE/CAVE CREEK

6702 E. Cave Creek Rd., Suite A  
Cave Creek, AZ 85331  
480-575-6575

### FOUNTAIN HILLS

17100 E. Shea Blvd. #620  
Fountain Hills, AZ 85268  
480-837-0911  
Toll Free 800-287-0716

### GILBERT/MESA

1630 S. Stapley Drive, Suite 100  
Mesa, AZ 85204  
480-467-4900  
Toll Free 800-970-4788

### NORTH PHOENIX/TRAMONTO

3134 W. Carefree Hwy., Suite 11  
Phoenix, AZ 85086  
623-209-6575

### NORTH SCOTTSDALE/TROON

28190 N. Alma School Pkwy. #111  
Scottsdale, AZ 85262  
480-473-4900  
Toll Free 800-990-7786

### NORTHWEST VALLEY (PEORIA)

16155 N. 83rd Ave. #140  
Peoria, AZ 85382  
623-298-2200  
Toll Free 888-206-5569

### SCOTTSDALE

14635 N. Kierland Blvd. #160  
Scottsdale, AZ 85254  
480-505-6300  
Toll Free 888-206-6811

### TEMPE/AHWATUKEE/CHANDLER

8950 S. 52nd St., Suite 107  
Tempe, AZ 85284  
480-385-1500

### TUCSON

1208 W. Roger Rd.  
Tucson, AZ 85705  
520-261-7889

### CORPORATE HEADQUARTERS

14635 N. Kierland Blvd. #160  
Scottsdale, AZ 85254  
480-505-6300  
Toll Free 888-206-6811

### RELOCATION SERVICES DIVISION

14635 N. Kierland Blvd. #160  
Scottsdale, AZ 85254  
480-505-6298  
Toll Free 888-205-7277



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