



**Better**  
**Homes**  
and Gardens.<sup>®</sup>

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R E A L   E S T A T E



**Passion**

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

# BETTER HOMES & GARDENS®

A BRAND THAT REACHES **38 MILLION** READERS, FOLLOWERS AND FANS<sup>1</sup>

1 IN 6 ADULTS  
IN 5 HOMEOWNERS  
IN 5 WOMEN<sup>1</sup>

**8.5M** MILLENNIALS  
READ BH&G<sup>3</sup>

MOST **TRUSTED** LIFESTYLE BRAND<sup>2</sup>



( WITH ACCESS TO MORE THAN **175 MILLION** CONSUMERS<sup>3</sup> )

## 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

**BHGRC**  
COMMERCIAL<sup>4</sup>



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!

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**“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.



**TW**  
DISTINCTIVE COLLECTION

BETTER HOMES & GARDENS REAL ESTATE FLORIDA 1<sup>ST</sup>

JUST SOLD - RIO VISTA ISLES  
4 BD | 3 BA | 2,791 SQFT | 807 WATERFRONT | \$355,000

JUST SOLD - RIO VISTA ISLES  
3 BD | 3.5 BA | 2,791 SQFT | 770 WATERFRONT | \$355,000

**Oak Knoll II  
Pine Island Ridge**

Pine Island Ridge is a Pine Island Ridge neighborhood, located in a gated school district & Pine Island Ridge Country Club. This beautiful 1.1 acre, 3 BD/3.5 BA, 2 FB w/plus ROOFED lanai, plan. Living room/family room, quartz countertops, stainless steel appliances, microwave, gas fireplace, quartz countertops, oversized waterfall island in Kitchen. Plantation double wall oven, recessed lighting, microscopy, just installed primary bath features, enormous deep soaking tub & separate shower. Large patio built-in grill, inground pool & deck feature. Screened porch, Full House 2014-2014 Generac Generator. Property also protected land.

**\$875,000**

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**LET US HELP YOU  
NAVIGATE YOUR NEXT MOVE!**

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Eye-Catching, High-Impact,  
Personalized Marketing.



# PROMOTING YOUR PROPERTY

## 400 + Global Websites and Sources

Robb Report

realtor.com®

THE HOUSING BLOCK

hotpads.com™ The place to find your place™

HomeFinder.com

trovit

HomeGain. Your Real Estate Connection

zoocasa

YAHOO! REAL ESTATE

HomeWinks™ The EASY Way to Find Homes for Sale

Better  
Homes  
and Gardens.  
REAL ESTATE

THE WALL STREET JOURNAL.

Zillow.com™ Beta Your Edge in Real Estate

BHG Homes

Google Base

The New York Times

trulia real estate search

Greater FORT LAUDERDALE REALTORS® The Difference is Greater!

HOMES.COM

foreclosure.com™

AOL real estate

- 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

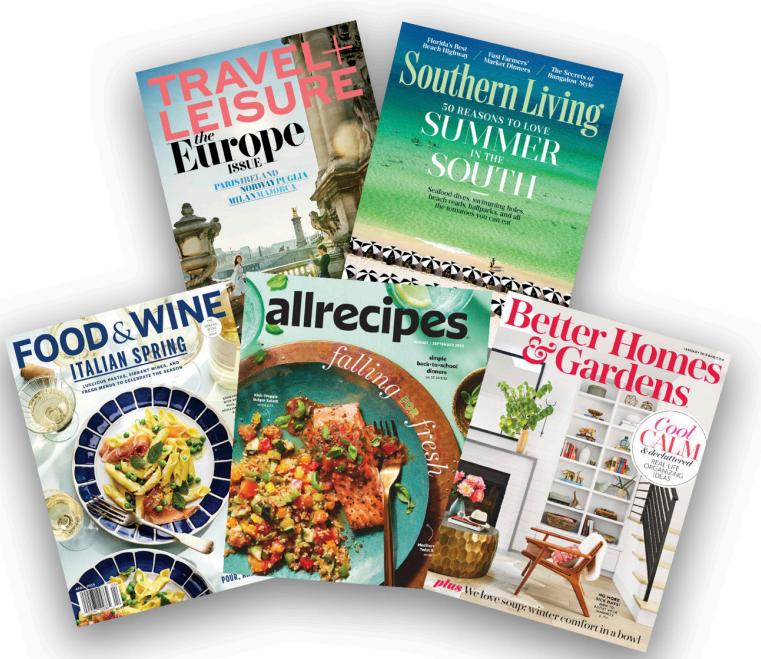
With an average of nearly 50 million readers nationwide, Better Homes & Gardens is one of the best-selling magazines in the United States and one of the world's most recognizable brands. BHGRE delivers 86% more potential home buyers than House Beautiful, Architectural Digest, and Martha Stewart Living 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

# ONLINE MARKETING

The website features a dark header with the "DISTINCTIVE COLLECTION" logo and "Better Homes and Gardens Real Estate". The main content area shows a large, modern house with a pool at night. Below it, a section titled "DISTINCTIVE COLLECTION BY BETTER HOMES AND GARDENS REAL ESTATE®" includes a paragraph about the service and support provided by the collection. At the bottom, there's a "LUXURY PROPERTIES" section with three property cards: one for Santa Rosa Beach, FL (\$6,395,000); one for Kansas City, MO (\$7,770,000); and one for The Woodlands, TX (\$3,500,000).

## DISTINCTIVE COLLECTION WEBSITE

[BHGRCollection.com](http://BHGRCollection.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*.

### DISCOVER

A NEW LEVEL OF LUXURY MARKETING EXCELLENCE

DISTINCTIVE COLLECTION by Better Homes and Gardens Real Estate

VOLUME 11

THE DISTINCTIVE LIFE

LITTLE ISLAND LIBRARY  
SHELF FINDER

GRANITE COUNTERTOPS  
WALL TILES

INTERIOR DESIGN & DECOR  
FURNITURE & APPLIANCES

DISCOUNTED SERVICES

**DISTINCTIVE COLLECTION**

**BETTER HOMES AND GARDENS REAL ESTATE**

bhgrealcollection.com

LUXURY PROPERTIES

DISTINCTIVE COLLECTION

BETTER HOMES AND GARDENS REAL ESTATE

1128 TAPESTRY DRIVE, CELESTATION, FL 34747

4 bedrooms, 3.5 baths  
MLS: 310551729  
\$750,000

[VIEW LISTING](#)

DANA HALL BRADLEY  
dahomebydahome.com  
W. (407)433-9699

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

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

1015 N RIO VISTA BOULEVARD, FORT LAUDERDALE, FL 33301

4 bedrooms, 5 baths  
MLS: F103136445  
\$12,500,000

[VIEW LISTING](#)

Volume 11

bhgrealcollection.com



# 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.



realtor.com®



\*Anywhere<sup>SM</sup>

REALOGY  
MILITARY  
REWARDS

# 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
- 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.



## 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.*





[WWW.BHGREALESTATE.COM](http://WWW.BHGREALESTATE.COM)