

## Why BHHS – Hawaii Island Properties

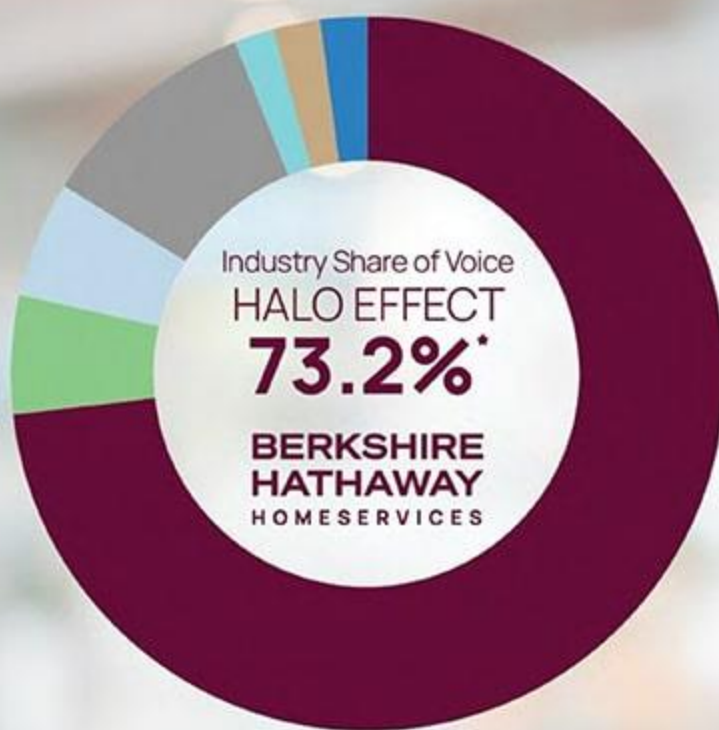
Our incomparable local recognition and market knowledge combined with our National and International BHHS network, give us the ability to sell homes for top market value in the quickest most convenient timeline.

- Incorporated in Hawaii in the 1990s
- Family owned and operated for over 30 years
- 50 Fulltime Agents/Staff serving: Resort STVR, Luxury Homes, and Commercial asset class.
- Best support team in the business
- \$ Billions in Hawaii real estate sales
- High-traffic office locations in Kona, Lahaina & Wailea
- Leasing, vacation rental, and mortgage divisions
- 'Luxury Collection
- 'Resort Properties International'
- Worldwide relocation companies
- Consumers trust the Berkshire Hathaway name
- International broker-to-broker referral network.
- Actively marketing to Chinese and Canadian buyers
- Berkshire Hathaway is the No.1 worlds most respected company in Barron's ranking
- Harris Poll finds Berkshire Hathaway HomeServices No. 1 in real estate brand equity
- Honored as Gold Stevie® Award Winner American Business Awards
- 50,000+ sales professionals in 1,500+ offices Internationally
- Most comprehensive global marketing
- Global website with multiple language translations

**Marketing with 73.2% Industry Share**

<https://bhhsmarketingresource.com/p/046911186ec6d4f986426bffa404e128/14583052>

# *Halo Effect*



● Coldwell Banker Real Estate: 5.4%    ● RE/MAX: 1.8%  
● Sotheby's International Realty 5.3%    ● Keller Williams Realty: 2.1%  
● Compass Real Estate: 10.1%    ● EXP Real Estate: 2.1%

Source: Jan 1 – Dec 31, 2022. \*SOV data combines Berkshire Hathaway HomeServices, Warren Buffett and Berkshire Hathaway Inc. Powered by Muck Rack a media monitoring company.

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

HAWAII ISLAND  
PROPERTIES

## Media – Television to Print

Positioning Berkshire Hathaway HomeServices on a robust national cable media schedule during the peak buying months of the year, our 'Good to Know' and 'Harris Poll Award' commercials can be seen on many networks, including these cable channels.



Attracting the right audience through print is an important part of our national print strategy. Our partnership with *The Wall Street Journal* (online and in print) plus our full color ads in top quality magazines assist in bringing buyers to your door.



Our brand campaign positions Berkshire Hathaway HomeServices as a company to be associated with as you enhance and grow your career.



**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

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PROPERTIES



## Media - Where we are

Berkshire Hathaway HomeServices' marketing strategy focuses on creating an unparalleled experience, by delivering highly personal content consumers are most interested in, with the most innovative targeting strategies available. Berkshire Hathaway HomeServices provides ground-breaking social media and digital strategies, increasing our range, reach and influence.

### Digital Media

Engaging with consumers on social media through Facebook, YouTube and Instagram, Berkshire Hathaway HomeServices provides ground-breaking social media and digital strategies, increasing our range, reach and influence. Consumers are mobile and so are we. Part of our media mix includes advertising on podcasts, working with some of the best audio producers and pushing content to Roku and Hulu.

**Roku** **hulu**

### Print Media

Attracting the right audience through print is an important part of our global print strategy, our print ads appear in high-quality publications including the Wall Street Journal, Mansion Global Magazine, Unique Homes Magazine, Unique Homes China, Prestige, Nonstop, and duPont Registry.

UNIQUE  
HOMES

PRESTIGE

duPont  
REGISTRY

WALL STREET JOURNAL

MANSION GLOBAL

### Listing Syndication

Listings are syndicated to:

- Berkshirehathawayhs.com
- Zillow.com
- Trulia.com
- Wsj.com
- Europewsj.com
- Asia.wsj.com
- Mansionglobal.com
- Mansion Global WeChat Channel
- Juwai.com
- Propertylistings.ft.com (Financial Times)

 [berkshirehathawayhs.com](http://berkshirehathawayhs.com)

 **Zillow.com**  
Your Single Real Estate Source

**MANSION GLOBAL**  
ONLY THE EXCEPTIONAL

 **trulia**  
Real Estate Search

 **WSJ**  
.com

 **居外**  
Juwai.com

 **weChat**

**FINANCIAL TIMES**

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

**HAWAII ISLAND  
PROPERTIES**

## National Ad Campaign



LOVE IT «OR» LIST IT

duPont  
REGISTRY



fixer  
upper



GOOD  
BONES

UNIQUE  
HOMES

REAL ESTATE

Robb Report  
BRANDS FOR THE LUXURY LIFESTYLE



WSJ

COOKING  
CHANNEL

house hunters

REALTOR Mag


THE WALL STREET JOURNAL  
ONLINE



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## Online Exposure

 [berkshirehathawayhs.com](http://berkshirehathawayhs.com)

 **Zillow.com**  
Your Edge in Real Estate

 **trulia**  
real estate search

 **HomeFinder**  
.com

**YAHOO! REAL ESTATE**

 **FRONTDOOR**  
POWERED BY HGTV

 **OpenHouse.com**

**Aol.**

**FOX**  
BUSINESS

**CNN** Money

**MANSON**  
GLOBAL

**CURBED**

 **HOMESEEKERS**  
REAL ESTATE

**WSJ**  
.com

PLUS OVER 300 ADDITIONAL WEBSITES POWERED BY ZILLOW, TRULIA AND HOMEFINDER.

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HATHAWAY**  
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HAWAII ISLAND  
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# 29 Million Visits to BerkshireHathawayhs.com\*

Presenting your home to the world

Top 20 visiting countries to berkshirehathawayhs.com:



BERKSHIRE HATHAWAY  
HomeServices

Source: Google Analytics

## GLOBAL LISTING SYNDICATION

THE WORLD IS WATCHING YOUR HOME

**More than 200,000 properties are purchased by foreign buyers every year.**

Berkshire Hathaway HomeServices utilizes an elite network of powerful relationships, along with modern, effective tools to bring together buyers and sellers of distinctive properties from all over the world. Our experienced, service-oriented network professionals combine local expertise with vast global connections, the most advanced technology available and unparalleled marketing resources to deliver their clients best in-class results.



**When selling your home, we deliver maximum exposure to the right audience.**

The world's a big place and, for Berkshire Hathaway HomeServices' global listing syndication, we will be where the action is. We frequently evaluate our syndication alliances and geographic targets to place network listings in front of the greatest number of high-net-worth consumers seeking homes in the U.S.



We reach up to 6 million unique users monthly through News Corp.'s Mansion Global WeChat Channel and MansionGlobal.com, and through The Wall Street Journal's international sites, [WSJ.com/Europe](http://WSJ.com/Europe), [WSJ.com/Asia](http://WSJ.com/Asia) and [WSJ.com](http://WSJ.com).

Listings also appear on both sides of China's Great Firewall through Juwai.com, China's largest international property portal attracting more than 2 million affluent Chinese consumers monthly.

Our global website, [BerkshireHathawayHS.com](http://BerkshireHathawayHS.com), gives international shoppers a robust search experience of U.S. real estate translatable in 12 languages.

Berkshire Hathaway HomeServices network listings appear before the highly affluent audience following the Financial Times of London: [propertylistings.ft.com](http://propertylistings.ft.com).

Our global syndication strategy capitalizes consumer preferences and search patterns to keep Berkshire Hathaway HomeServices listings in front of the world's serious and qualified home buyers.