


*Stylish*  
PATINA



**RLAH.**  
REAL ESTATE  
BERKSHIRE HATHAWAY

**Kelly's Custom Approach to  
Home Selling**

A modern living room with a large, light-colored sofa and a low, dark coffee table. On the coffee table is a bowl of fruit and some papers. A large window in the background shows a view of trees. A curved, modern light fixture hangs from the ceiling. The text is overlaid on the image.

Anything can list a  
property, but **someone  
skilled** is needed to  
**market** your home.

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# Marketing your home requires three components: **range, reach, and influence.**

**Range** is the internet. The internet is the most widely used and powerful source for finding information. Newspapers, by comparison, are a different source with shrinking range.

**Reach** are websites on the internet with traffic. When your property is keyed into BrightMLS, they display on every major real estate and brokerage website for viewing. All professional brokerages offer the same reach.

**Influence** is the defining ingredient between a successful or unsuccessful home sale. Influence is defined by the effect we have on how we market your home to 1) attract buyers and 2) affect their decision process. Influencing buyers is some of the most critical work we do.


## The Cooperative Approach to Real Estate



## IDX Internet Data Exchange

\* Members of Home Services of America Network, a Berkshire Hathaway affiliate.





Our custom approach is founded  
on the premise that a buyer is  
statistically more willing to  
compromise on a home than to  
compromise on the community.

For Example: If a home is located in a geographically undesirable location, you likely won't buy it. However, a home you do not love, but meets most of your needs and is located in the community of your dreams, would require consideration.

This philosophy applied to our marketing plan is the concept that the life you enjoyed while you lived in your home, when marketed correctly, would inspire somebody else to want that home and have that life.

**This custom-made plan is a collaborative plan**

Properly marketing a life lived in the home you enjoyed requires a collaborative process between us. You know your home better than anyone. You know what has made life in your home and community special. Once we understand that experience we can market your home with passion and skill.

The process of understanding and  
marketing your life through  
your home is the perfect blend  
of automation and creativity.



# Our Custom Approach

## Step-by-Step Proposal



“Data is important. However, the hopes and dreams and wishes of people don’t show up in data. Those human elements are often the deciding factor when it comes to buying or selling a home. Focusing on data and ignoring the human component would only be doing half the job.”

**-Justin Levitch, RLAH President**

## Traditional Marketing Provided by Most Professional Real Estate Companies (and Us)

- CMA
- MLS
- Internet Marketing (including IDX)
- Print Advertising
- 3D Tours
- Broker Open House
- Public Open House
- Basic Photography
- Company Website
- For Sale Sign
- Community Information
- Electronic Lockbox
- Mobile App

# Home Seller Insight

Please list the 5 most important facts and features about your home.

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Thank you for collaborating with us on Marketing Your Home at the Highest Level



# Home Makeover

Some homes need a fresh coat of paint.

Some homes need fresh flowers on the kitchen table.

Some homes need less and others need more.

What's the best version of your home?



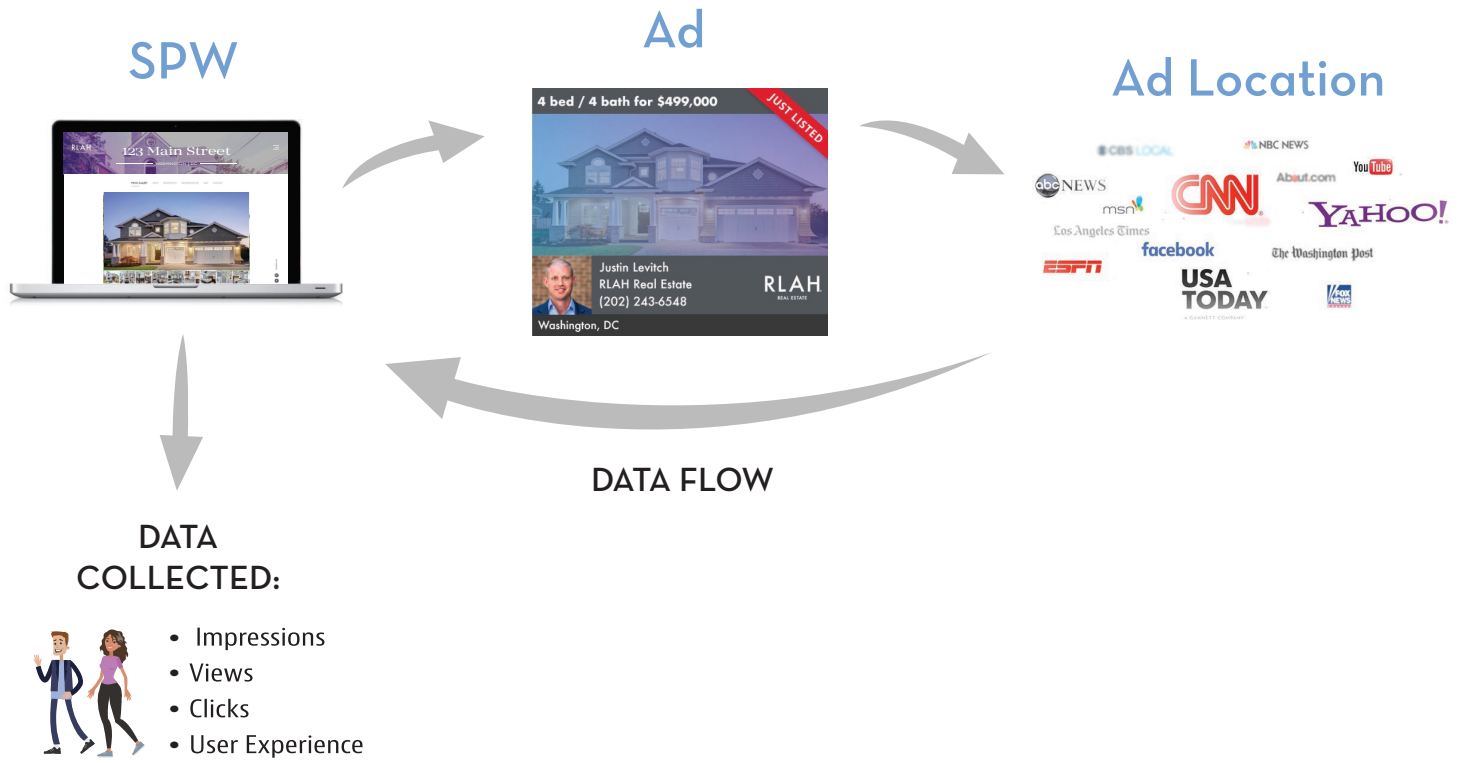


# Single Property Website

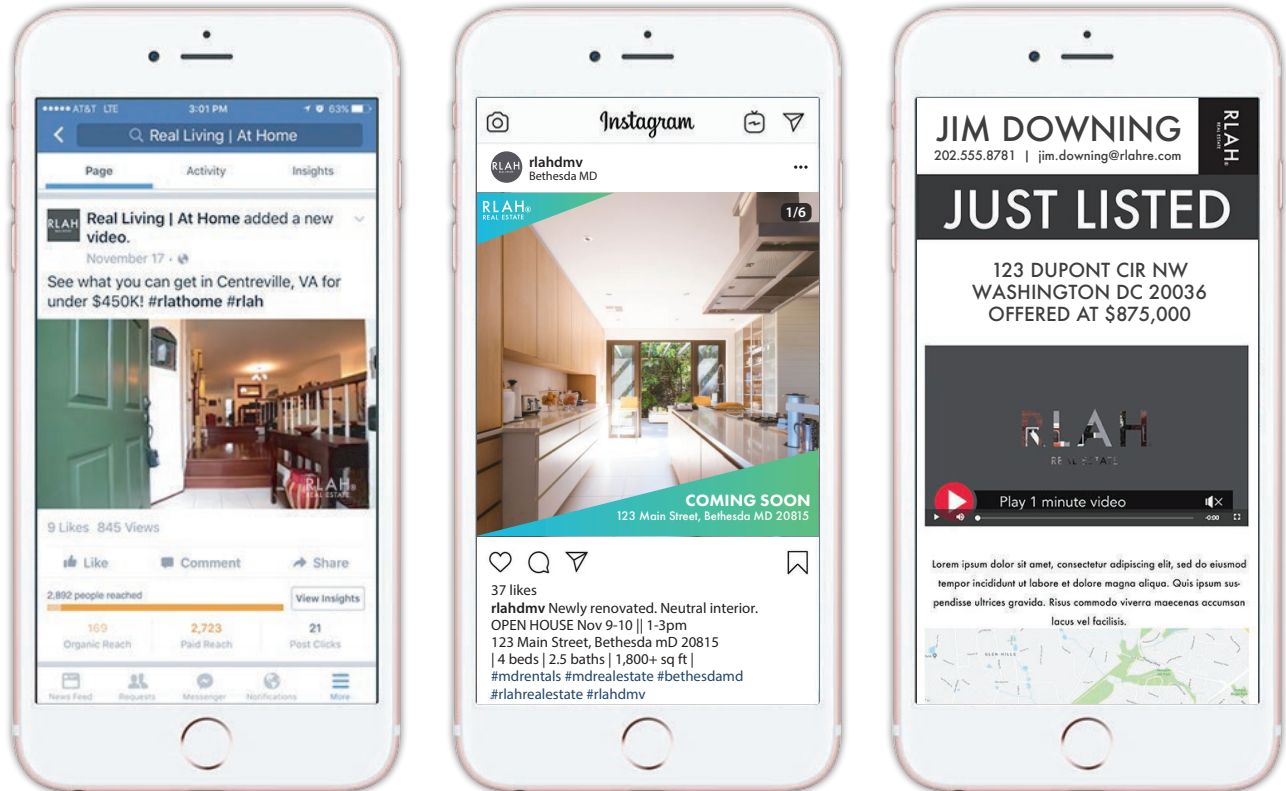


- High Resolution Photos
- Commercial Grade Video of the Property
- 3-D Virtual Tour
- Floor Plan
- Community Highlights
- Personal Description of the Property

# Bringing Your Property To The Big Brands



# Social Strategy



## #targeted&trackable

- Facebook marketing
- Instagram marketing
- E-Flyers



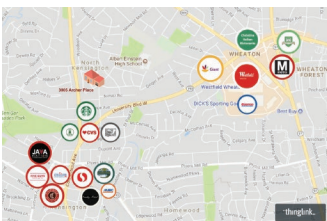
# Neighborly Insight

Neighbors have a vested interest  
in the sale of your home.

Your price affects their price.  
Your buyer is their neighbor.  
We find this natural alliance  
can be used to our advantage.

- Early Access to the property
- Marketing strategies inspiring them
- Engagement to their sphere

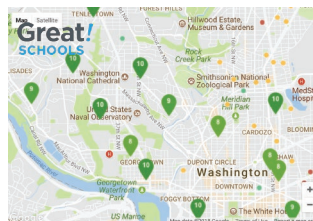
What's great about your neighborhood?



Interactive Maps



Walk Score



Great Schools

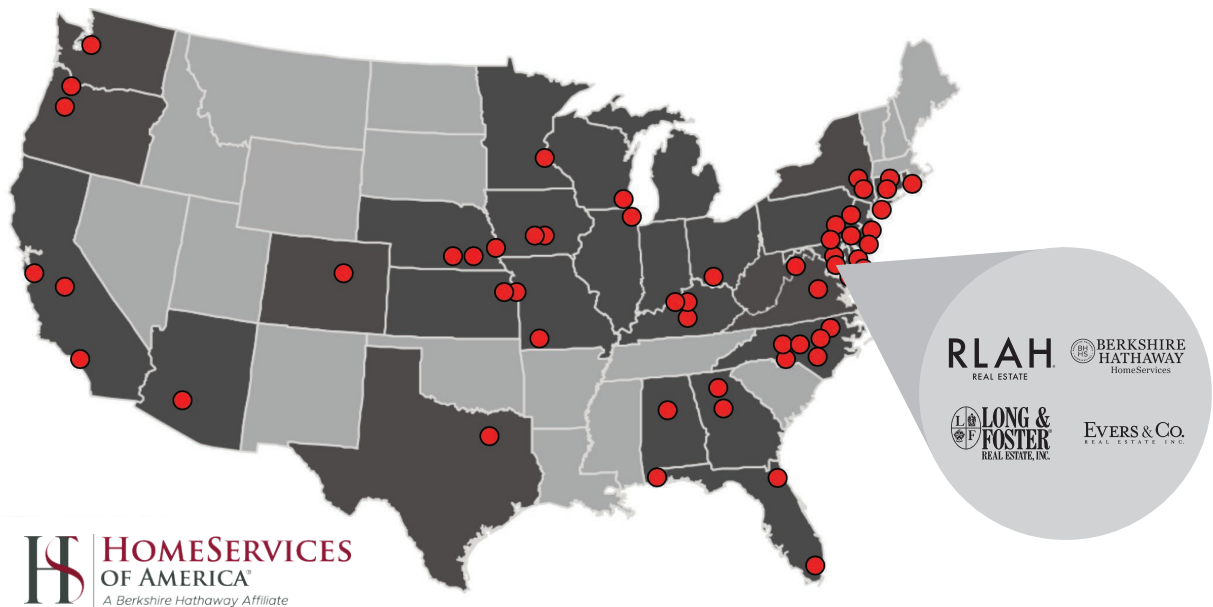


Neighborhood Videos



[illegible]

# Berkshire Hathaway Global Dominance



RLAH Real Estate is a member of the largest real estate network in the world. The Home Services of America enterprise is comprised of an ever-expanding family of market-leading real estate brokerages, mortgage companies, settlement service providers, insurance companies, corporate relocation and affiliated businesses. Home Services of America is the majority owner of Berkshire Hathaway Home Services, Real Living Real Estate, Long and Foster, and Prudential Real Estate networks. At the top of this empire sits the man who many know as “The Oracle of Omaha”, Warren Buffett.

## Value: One Share on New York Stock Exchange

### Berkshire Hathaway Inc. (BRK-A)

NYSE - Nasdaq Real Time Price. Currency in USD

**308,360.00** -7,140.00 (-2.26%)

As of 4:08PM EST May 13, 2019.

### Berkshire Hathaway Inc. (BRK-B)

NYSE - Nasdaq Real Time Price. Currency in USD

**205.01** -4.05 (-1.94%)

As of 4:09PM EST May 13, 2019.

### Redfin Corporation (RDFN)

NasdaqGS - NasdaqGS Real Time Price. Currency in USD

**16.73** -0.30 (-1.76%)

As of 4:00PM EST May 13, 2019.

### Realogy Holdings Corp. (RLGY)

NYSE - Nasdaq Real Time Price. Currency in USD

**8.24** -0.02 (-0.24%)

As of 4:13PM EST May 13, 2019.



# Expanding the Empire



Warren Buffet (CEO Berkshire Hathaway), Ron Peltier (CEO HSA), Gino Blefari (CEO HSF)



Allan Dalton (Pres. Real Living), Gino Blefari (CEO HSA), Justin Levitch (Pres RLAH), Jason Sherman (CEO RLAH), Chris Stuart (CEO HSF)

One of Warren Buffett's real estate brokerages waited 18 years to sign its first overseas franchise deal. Now the firm is extending its reach to regions from **Italy** to **Japan** and the **Middle East**.

Berkshire Hathaway HomeServices this month teamed up with London-based Kay & Co., its second franchisee in Europe, after Rubina Real Estate in **Berlin**. The company hopes to add Milan, Vienna and Dubai to its network before the year's out.

"We've got a number of markets already teed up," Gino Blefari, who oversees a business that operates franchise networks, said in an interview in Berlin. "Eventually we'll be in all the major metropolitan markets." The company is also in talks with prospective partners in **Paris** and **Madrid**, and is looking at **Mexico City**, **Hong Kong** and **Tokyo** as well.

Blefari is chief executive officer of HSF Affiliates, which includes Berkshire Hathaway HomeServices [and Real Living] and is owned by HomeServices of America. Blefari's business operates networks of real estate brokerage franchises."

# Luxury Network Membership



## The Network

Agents .....	130,996
Offices .....	3,867
Members .....	459
Countries with Offices .....	37

## Members

Consistently recognized with the industry's most coveted awards from The Wall Street Journal, REAL Trends, National Association of REALTORS®, The International Property Awards, New York Times and Forbes.

## Events

Regarded as one of the 'Best Real Estate Conferences and Events for Luxury Brokers' by Placester, four annual networking events connect key industry leaders from top international companies.

## Magazine

Luxury Real Estate Magazine is an award-winning publication with a circulation of 50,000 copies, distributed to some of the most affluent audiences around the world. In addition, they are stocked in international newsstands and international airline lounges in more than 80 countries.

## Who's Who in Luxury Real Estate Network

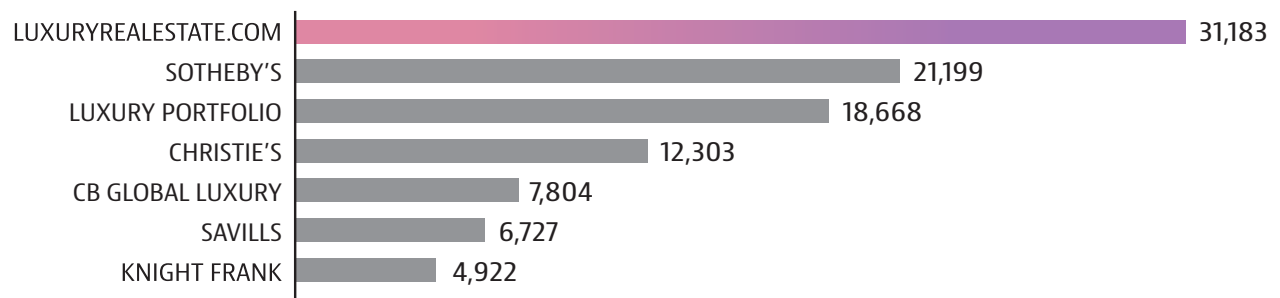
Associates.....	130,996
Offices.....	3,867
Members.....	459
Countries.....	37

## LuxuryRealEstate.com

### Top Visiting Countries

United States	Brazil
Canada	Australia
United Kingdom	Germany
India	Spain
Mexico	Italy

**Total Visiting Countries/Territories: 230**



**The Webby Award-Winning Luxury Real Estate Website  
with the Most Multi-Million Dollar Properties**



# Realtor Network

88% of all homes sold have agents on both sides of the transaction.  
Who you know matters, and we're connected.

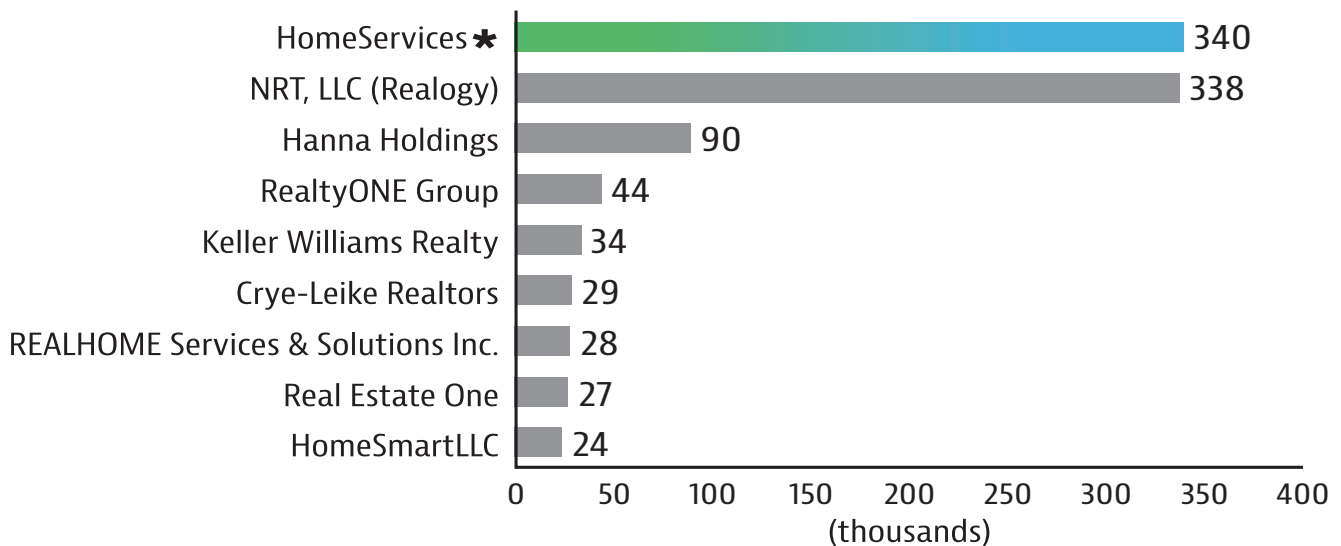


RLAH realtors hold an unusually high amount of elected and volunteer positions in trade associations, institutes, societies and councils, on **local**, **state**, and **national** levels. Our continued participation is a crucial component of our client representation.

LOCALLY

## HSA Brand Dominance

### Homes Sold In Network vs. Out of Network



NATIONALLY

\* 2017: HSA operates Berkshire Hathaway HomeServices, Long & Foster, Prudential Real Estate and Real Living Real Estate franchise networks.

# About Our Brokerage

# RLAH<sup>®</sup>

REAL ESTATE



**REALTRENDS**  
THE TRUSTED SOURCE

We work behind the scenes to make sure your needs are met. Because selling a home requires more work than any one person can do, we stand behind our agents helping with many tasks. We do the photography, videography, website development, floor plans, 3-D virtual tours, social media strategy, transactional management, contract interpretation, and lots more.

 **4600 N PARK AVE #100**  
**CHEVY CHASE, MD 20815**

 **1108 H ST NE, SECOND FLOOR**  
**WASHINGTON, DC 20002**

 **11 DUPONT CIR #650**  
**WASHINGTON, DC 20036**

 **1361 WISCONSIN AVE NW**  
**WASHINGTON, DC 20007**

 **4040 N. FAIRFAX DR #10C**  
**ARLINGTON, VA 22203**



Kelly Thompson

📞 703.303.3700

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🌐 www.stylishpatina.com

Licensed in VA

### About Agent

Kelly Millspaugh Thompson your Realtor with a Designers eye. Kelly is a native of Northern Virginia and therefore very familiar with all the areas has to offer no matter what your budget. She also owns a home furnishing and design business in Falls Church City that she has owned for ten years called Stylish Patina. She has a passion for helping her clients find a house and make it a home. She has all the resources to help you find your ideal home or list your home for top dollar.

### About RLAH

Because transacting in home sales requires more work than any one person can do, RLAH stands behind the agent & helps with a multitude of tasks along the way. Through record breaking sales in 2019 and the best combination of involved leadership, accessibility, personalized support, education, and resources, RLAH works behind the scenes to meet clients' needs by empowering the REALTOR®.

### About Berkshire Hathaway

Our connection with Berkshire Hathaway brings the strength of a large franchise to the flexibility and expertise of local ownership. RLAH Real Estate is a member of the largest real estate network in the world through Berkshire Hathaway Home Services of America.



ARLINGTON | CHEVY CHASE | DUPONT | GEORGETOWN | H STREET

# My Support Team



CEO:  
JASON SHERMAN



PRESIDENT:  
JUSTIN LEVITCH



Executive VP  
Marketing:  
Eliza Kanovsky



Executive VP  
Finance:  
Jacklyn Eggleton



Vice President  
Strategic Growth:  
April Myers



Director of  
Relocation:  
Anie Azarian



Finance  
Coordinator:  
Katie Rose McElroy



Agent Systems  
Support:  
Jim Downing



Systems Engineer:  
Hannah Schuster



Executive  
Assistant:  
Jenny Dodd



Executive  
Assistant:  
Brit Fofana



Education &  
Mentorship Director:  
Valerie Blake



Compliance  
Coordinator:  
Bryan Brougham



Marketing  
Coordinator:  
Marcus Correll



Media  
Manager:  
Travis Smith



Design  
Manager:  
Nazmul Howlader



Senior  
Designer:  
Elle Yeon



Graphic  
Designer:  
Jennifer Suplee



Videographer:  
Raul Rivero



Client Relations  
Director:  
Lisa Tsoupelis



Property  
Manager:  
Tesa Johnson



Relocation  
Specialist:  
Sebastian Galeano



Customer  
Support:  
Khiara McGhee

# Pricing Strategy

Pricing a home can feel personal, because it is personal. While most will try to convince you that data should rule your list price decision, we intuitively know that data is only part of the equation. There are other factors like time and uniqueness of home that can be considered too. Our recommendation is to review all three of our pricing strategies before deciding which option makes sense for you.

## Strategy 1

**As close as possible to the price as determined by an appraisal or a comparative market analysis (CMA)**

The reason why clients choose this market-data pricing strategy is because it gives them the greatest opportunity to appeal to data driven Realtors and buyers, sell the home closest to the average days on market, and ensure the home will appraise during the settlement process.

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## Strategy 2

**Below the data-supported price to create a faster sale or encourage a bidding competition**

These clients either have time-constraints or believe that the presence of a deal will create emotional drive for the property. A bidding competition can drive up the price.

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## Strategy 3

**Above what the data suggests**

Clients do this because they feel the market has moved and the data had not had a chance to reflect this change. Another reason is that they may believe potential buyers will want to offer below list price and this leaves room for negotiation. This is generally termed a "retail pricing strategy"; list your home a little higher than it should be to have the buyer believe they have won a great deal when the seller drops the price in negotiations.

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## Notes

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