

Prestigious Properties

Berkshire Hathaway HomeServices has created a social media initiative exclusively for Luxury Collection Specialists and network members representing luxury properties.



This initiative will encompass a weekly takeover series of the Unique Homes social media accounts on both Instagram and Facebook—totalling more than 415,000 followers.

Prestigious Properties powered by Berkshire Hathaway HomeServices offers the following every Wednesday, starting on June 8, 2022:

9AM EST: One Luxury Listing will be posted to the Unique Homes Instagram and Facebook pages.

12PM EST: One Luxury Collection Specialist will go live on the Unique Homes Instagram page (@uniquehomes_media) to take viewers on a tour of one of their luxury listings.

2PM EST: A second Luxury Listing will be posted to the Unique Homes Instagram and Facebook pages.

5PM EST: The earlier live session (which the network agent records and the Berkshire Hathaway HomeServices marketing team will review and edit) will be posted to the Unique Homes Instagram and Facebook channels.

This program will run until November 30, 2022.

FAQs

HOW MUCH DOES IT COST TO PARTICIPATE?

The cost of participation is free.

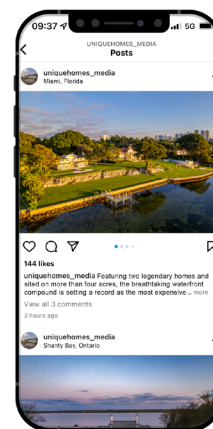
WHAT ARE THE UNIQUE HOMES SOCIAL MEDIA ACCOUNTS AND HOW MANY FOLLOWERS DO THEY HAVE?

Instagram - [@UniqueHomes_Media](#) (101K)

Facebook - [Unique Homes](#) (314K)

WHAT ARE THE REQUIREMENTS TO SUBMIT A LISTING TO BE CONSIDERED FOR A STATIC POST?

The listing must be classified as a luxury listing. To be classified as a luxury listing, it must be within the luxury threshold set by your company. A good rule of thumb is that the listing will automatically appear with a Luxury Collection banner on the BerkshireHathawayHS.com website if it meets the criteria. Please speak with your marketing team or broker for more information regarding the luxury threshold.



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To submit a luxury listing to be posted on the Unique Homes social media accounts please:

1. Ensure that it meets the luxury threshold classifications
2. Send the listing link and link to downloadable images to LuxuryListings@HSFranchise.com
3. Also include your email and your social media handles that you would like us to tag

WHAT ARE THE REQUIREMENTS TO SUBMIT FOR A LIVE TAKEOVER?

Network members must have the Luxury Certification Designation to apply for a social media takeover. Designation details, qualifications of membership and the application form can be found [here](#).

To submit a luxury listing for the live takeover please:

1. Ensure that your Luxury Collection Designation is current
2. Send the listing link of the home you are proposing to tour along with a link of downloadable images to LuxuryListings@HSFranchise.com.
3. Include in the email the preferred date you would like to conduct the takeover

WHAT SHOULD THE LISTING BE LIKE THAT I WANT TO TOUR DURING THE TAKEOVER?

- It should be a luxury listing
- Currently on the market (it's ok to plan ahead, but should be on the market during the time of the takeover)
- It should have a strong Wifi connection to ensure no interruptions to the tour

WHAT SHOULD I EXPECT LEADING UP TO THE TAKEOVER DAY?

Once we have confirmed a time and date, the Berkshire Hathaway HomeServices Marketing Team will schedule a rehearsal call with you to discuss the day of procedure and your tour plans. If possible, we would love to conduct this call with you at the listing itself to be able to test Wifi in the areas of the home you wish to showcase. Sometimes Wifi can cut out when moving swiftly or going up or down stairs and outside etc.

SHOULD I PROMOTE MY TAKEOVER?

Absolutely. Once you've set your date, it's time to begin your promotion. Promote the takeover on your social media channels a few days before the takeover and then again about an hour before. Building up anticipation will only lead to more engagement at the time of the takeover. We will discuss more on the rehearsal call.

HOW LONG DOES THE LIVE TAKEOVER HAVE TO BE?

The live takeover should be between 10 - 15 minutes.

WHAT SHOULD THE LIVE TAKEOVER INCLUDE?

You should make a list of all the top selling points of the home and make sure you include them on the tour. Exactly how you would when touring a potential buyer. As the tour is only 10 - 15 minutes, you can avoid rooms such as bathrooms and basements etc, unless there is some stand-out feature. We want to share all the wow factors of the home.

SHOULD I HAVE SOMEONE HELP ME DURING THE LIVE TAKEOVER?

Yes. If you can enlist someone to hold the camera as you tour through the home this would be ideal. It would also be good if they monitored questions as they come in from audience members. If not, remember holding the camera like you are taking a selfie might be a lot to manage while touring a home.

WHAT ARE THE TECHNICAL REQUIREMENTS?

- Strong Wifi at the home
- A fully charged phone
- Access to Google Drive to submit the recording immediately after the takeover

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HOW DO I ACCESS THE @UNIQUEHOMES_MEDIA ACCOUNT ON THE DAY OF THE TAKEOVER?

You will be given a password to log into on the day. We will walk through this process on our rehearsal call.

WHAT DO I NEED TO DO ONCE I AM LOGGED IN?

Pin a comment so viewers know who you are and what you're doing. Example - "Hi! I'm *INSERT NAME* with *Berkshire Hathaway HomeServices INSERT COMPANY NAME* and today I'm showing you *INSERT LISTING address*. Ask any questions below". We recommend writing the comment in your notes app and copying and pasting it once you go live. To pin a comment: write the comment in the comment bar once you're live and hold down comment. Once it's posted click "pin comment." We will walk through this process on our rehearsal call.

WHAT'S NEXT AFTER PINNING A COMMENT?

Start the tour. Be sure to introduce yourself. Below is an example of an introductory script. Don't wait for people to join. The tour will be recorded and it will be posted so don't worry about the audience numbers - it will ebb and flow during the tour.

Hi, I'm INSERT NAME of Berkshire Hathaway HomeServices INSERT COMPANY NAME. Today I am taking you on a tour of my new listing, INSERT ADDRESS. This home features - BRIEF OVERVIEW OF FEATURES and LIST PRICE.

WHAT SHOULD I DO IF SOMEONE WANTS TO JOIN THE LIVE STREAM?

Do not go live with anyone or during your live session.

VIDEOGRAPHY BEST PRACTICES

Make sure the camera shows the house, we love to see the person giving the tour but the house should be the main focus. We will review this on our rehearsal call.

TOUR BEST PRACTICES

- Stick to all the wow factor features of the home. You have 10 - 15 minutes to give your best tour.
- Feel free to answer viewer questions that are relevant.
- Make sure to introduce yourself at the top of the video and tell people what you're doing and then again at least half way through for those viewers who tuned in late.
- We will review more on our rehearsal call.

WHAT DO I DO ONCE I REACH THE END TIME?

Thank your audience for joining and end the tour. A suggested script is below. We will review more on our rehearsal call.

Thank you for joining me for the tour of *INSERT ADDRESS*. I'm *INSERT NAME* of Berkshire Hathaway HomeServices *INSERT NAME OF COMPANY*. Be sure to follow me at *INSERT INSTAGRAM HANDLE* for more luxury listings.

WHAT DO I DO ONCE THE TOUR ENDS?

Once the live stream is over, please save to your phone. The video will appear in the "Live Archive." Click on the video and press download. This will save to your phone. Upload the video to this [Google Drive](#) immediately.

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