



LUXURY COLLECTION

BERKSHIRE HATHAWAY | Chicago
HomeServices

“Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and HomeServices of America will be around 100 years from now. We love that HomeServices of America is part of Berkshire Hathaway, and we would love to see it grow a lot.”

WARREN BUFFETT,
CHAIRMAN AND CEO, BERKSHIRE HATHAWAY, INC.

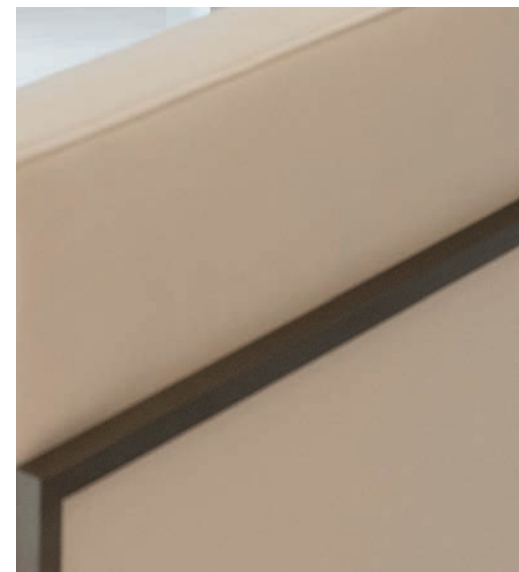


LOCAL MEETS GLOBAL



BERKSHIRE
HATHAWAY
HomeServices
Chicago

LUXURY
COLLECTION



A LEGACY OF LOCAL LUXURY EXPERTISE

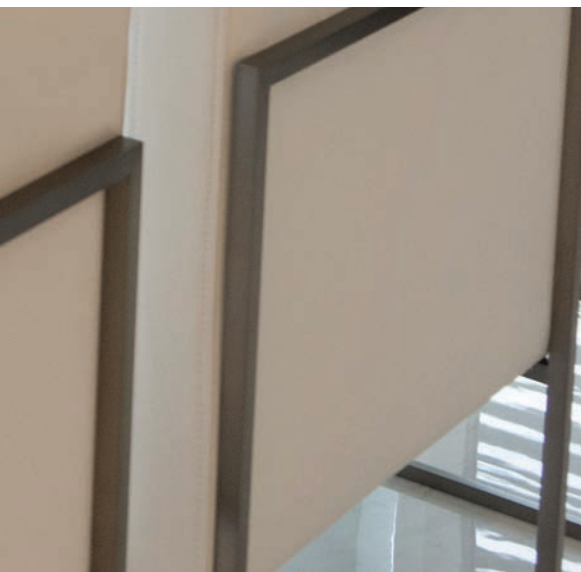
Berkshire Hathaway HomeServices Chicago has an established legacy in the Chicago luxury market. Our local and regional real estate history dates back to 1930. Built on a foundation of integrity, excellence, and expertise, the firm has an impeccable culture that continues to attract and retain the very finest luxury brokers in all of our markets.

With our long-envied tenure of luxury representation, Berkshire Hathaway HomeServices Chicago has

continuously earned the trust of our clientele. High-end sellers regularly seek our expertise because our talented brokers consistently demonstrate cutting edge knowledge of the luxury real estate market. We represent the most sought after residences, from historic lakefront estates on the North Shore and Magnificent Mile penthouses, to picturesque suburban residences on treelined streets and beachfront vacation retreats in Harbor Country.



CHICAGO'S LUXURY FIRM
OF CHOICE FOR 90 YEARS



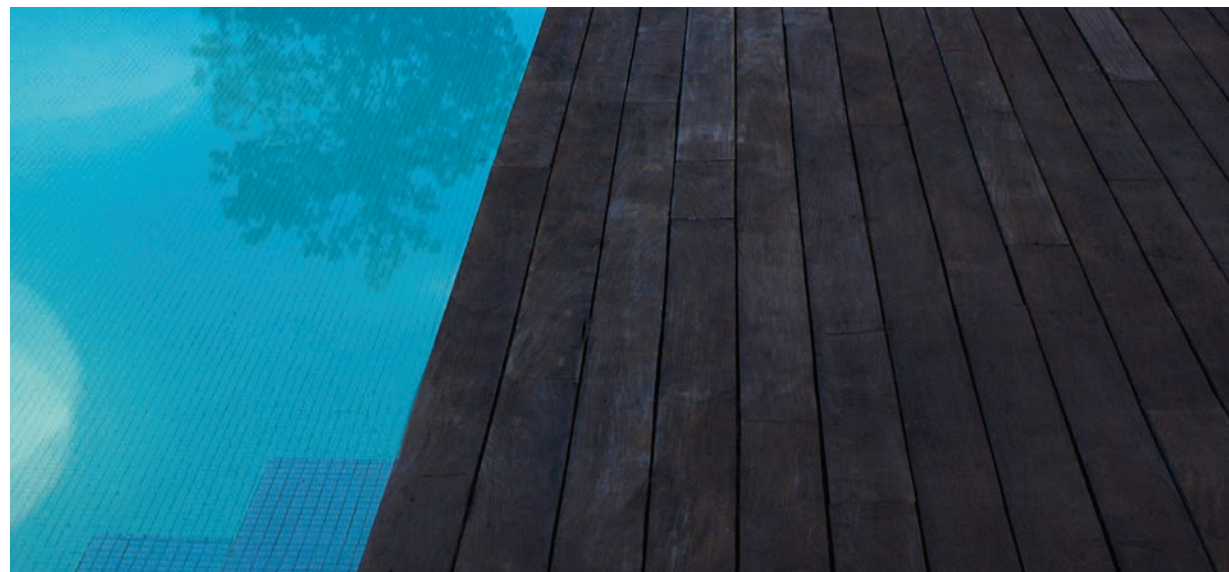


STRONG GLOBAL PARTNER



BERKSHIRE
HATHAWAY
HomeServices
Chicago

LUXURY
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WE BRING THE WORLD TO YOUR DOOR

The Berkshire Hathaway name stands for unquestioned financial strength and smart business decisions. As part of our exclusive Luxury Collection marketing program, your residence benefits from the long-standing respect and admiration Berkshire Hathaway HomeServices garners on a global stage. We consistently leverage the power of this global brand into our carefully curated marketing experience for each of our luxury clients.



FORBES

#3 WORLD'S LARGEST COMPANIES

FORTUNE

#4 WORLD'S MOST ADMIRED COMPANIES

BARRONS

#4 WORLD'S MOST RESPECTED COMPANIES

Simply put, the financial stability of Berkshire Hathaway HomeServices means we deliver to our clients a definitive mark of stability, strength, quality and innovation.

Our relationship with Berkshire Hathaway HomeServices gives your home access to

the wider markets of the global Berkshire Hathaway brand. We continue to expand with 50,000 agents and 1,450 offices in 48 states.

Our international offices are now in Germany, The UK, Italy, Spain, Portugal and United Arab Emirates.



SAVVY AGENT NETWORK



BERKSHIRE
HATHAWAY
HomeServices
Chicago

LUXURY
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LOCAL EXPERTISE. GLOBAL BRAND. ONE MAGNIFICENT COMPANY.

Your property will benefit from the powerful sphere of influence our savvy, highly capable agents deliver.

Unsurpassed experience with the nuances of the luxury real estate marketplace compels our agents consistently to perform above the market average in sales volume on properties over \$1 million.

Relationships fostered within our elite group of brokers afford unparalleled connections for our properties. Highly-specialized marketing begins with private showings and targeted marketing among our vast luxury broker network.

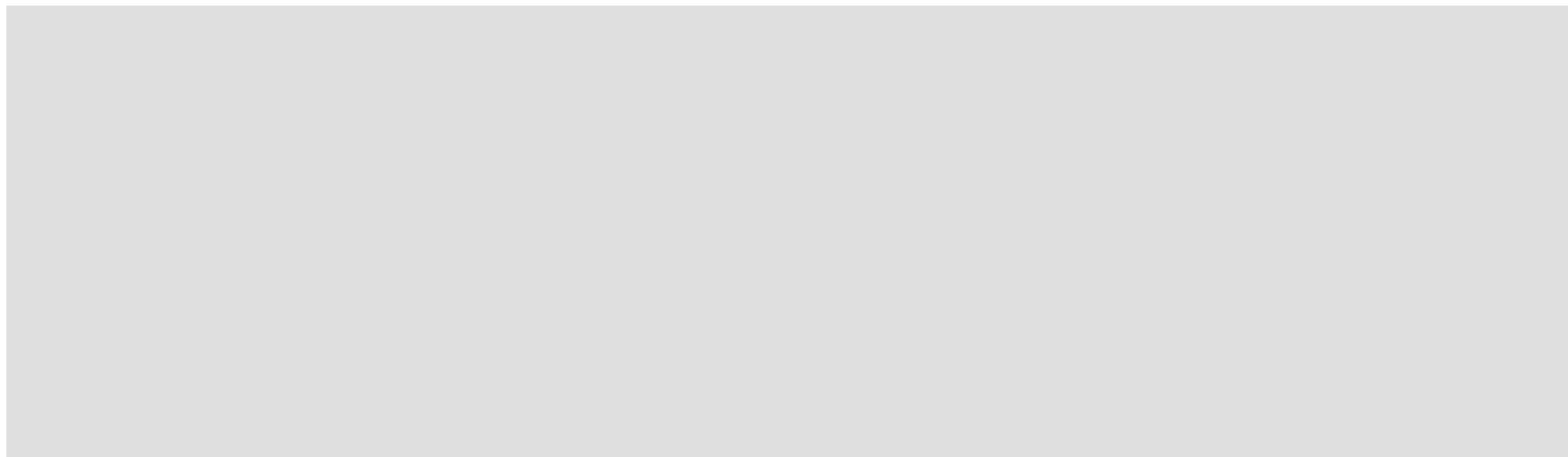




IMAGE STORY LIFESTYLE



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THE FINE ART OF LUXURY MARKETING

Our dedicated luxury marketing team specializes in serving the unique needs of our clients. Through our innovative positioning, your residence will have a distinct advantage in the competitive luxury real estate marketplace.

Through dynamic imagery and intriguing storytelling, we will identify the compelling aspects of your property to best position and present your residence to the world. Let our team blend the art and science of real estate marketing in a way that motivates luxury buyers and connects your home to the most qualified buyers in the world.

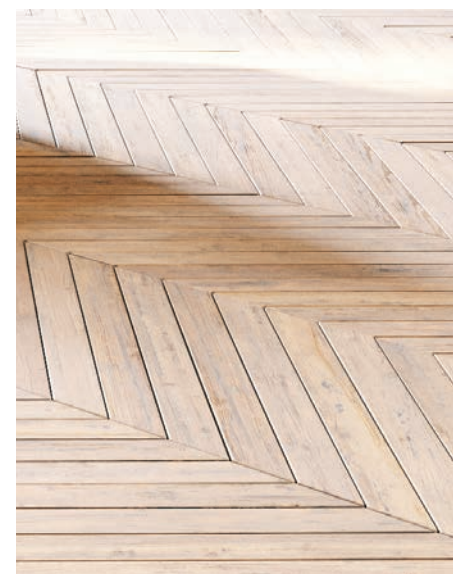


ENHANCED GLOBAL ACCESS



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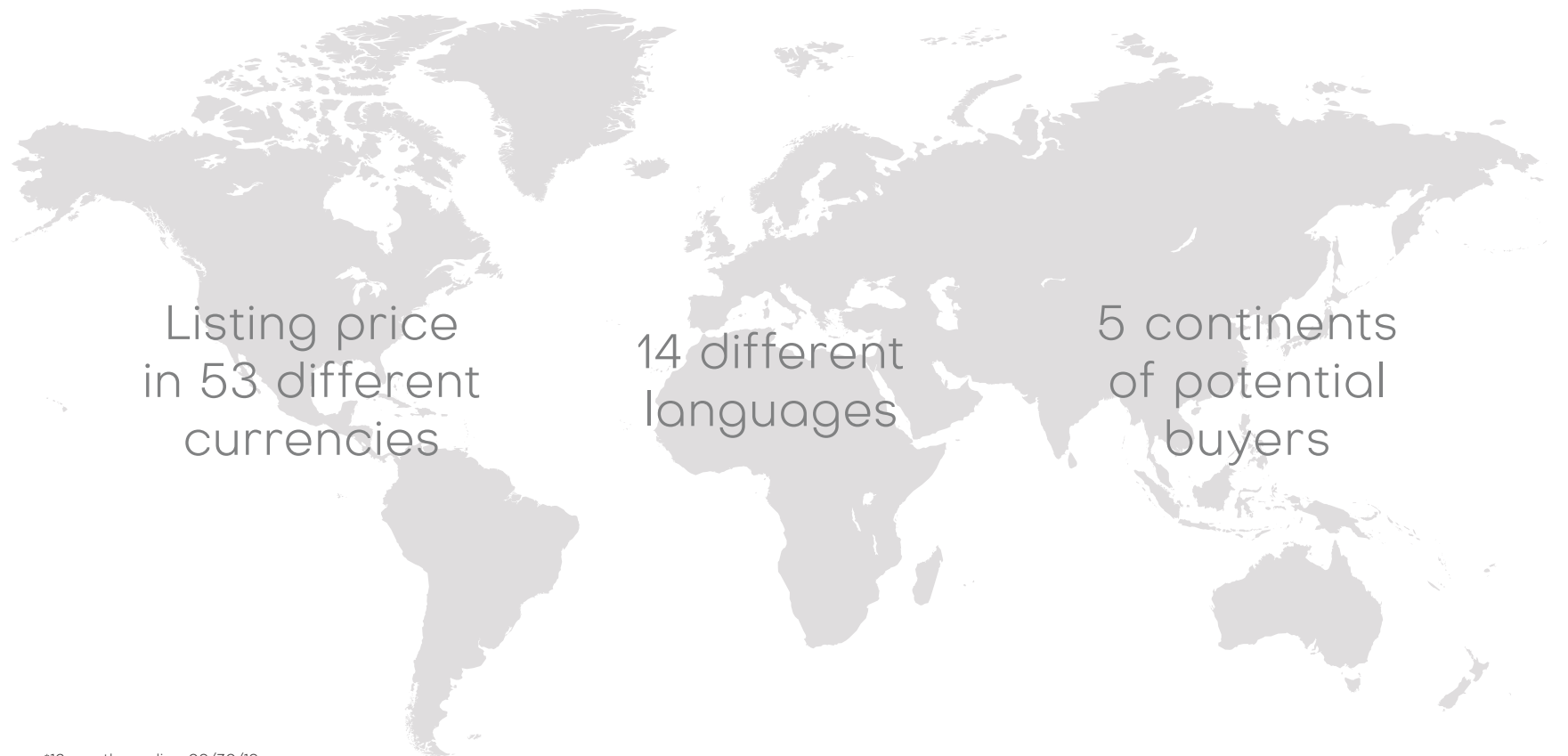


BHHS.COM PRESENTS YOUR PROPERTY TO THE WORLD

Berkshire Hathaway HomeServices offers a robust search experience to international shoppers. Careful attention to details like language translation, currency conversion, and the convenience of a single source for homes across the United States attracts millions of potential buyers to our global website.



BHHS.COM HAS A GLOBAL REACH OF MORE THAN 26 MILLION USERS



*12 months ending 09/30/19

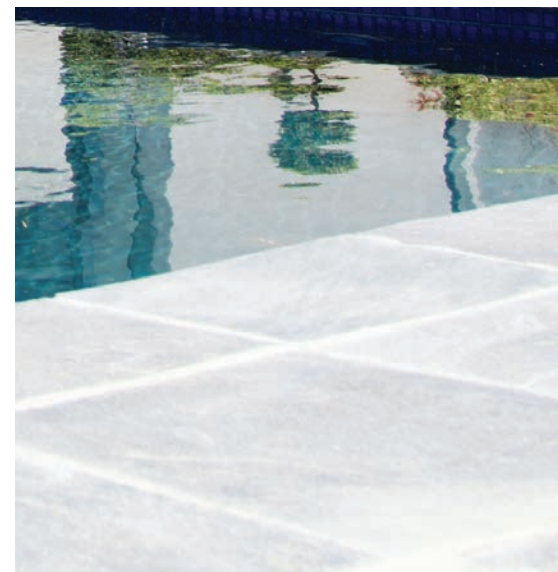


GLOBAL LUXURY PORTAL



BERKSHIRE
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We are proud to be a part of the exclusive Who's Who in Luxury Real Estate, a worldwide network of top brokers representing the finest luxury properties across the globe. Our brokerage was hand-selected to join a group of more than 130,000 professionals with properties in more than 70 countries collectively selling over \$300 billion of real estate annually. It is the most elite and comprehensive luxury real estate network in the world.

Who's Who in Luxury Real Estate's global network is showcased on LuxuryRealEstate.com, which remains the #1 portal for luxury properties on the web and offers buyers more luxury homes than any site in its class. The company has been recognized as a leader in the industry by Forbes, The Webby Awards, Web Marketing Association, Maggie Awards, ADDY Awards, the Inc. 5000 List, and more.

LUXURYREALESTATE.COM THE FINEST LUXURY PROPERTIES WORLDWIDE

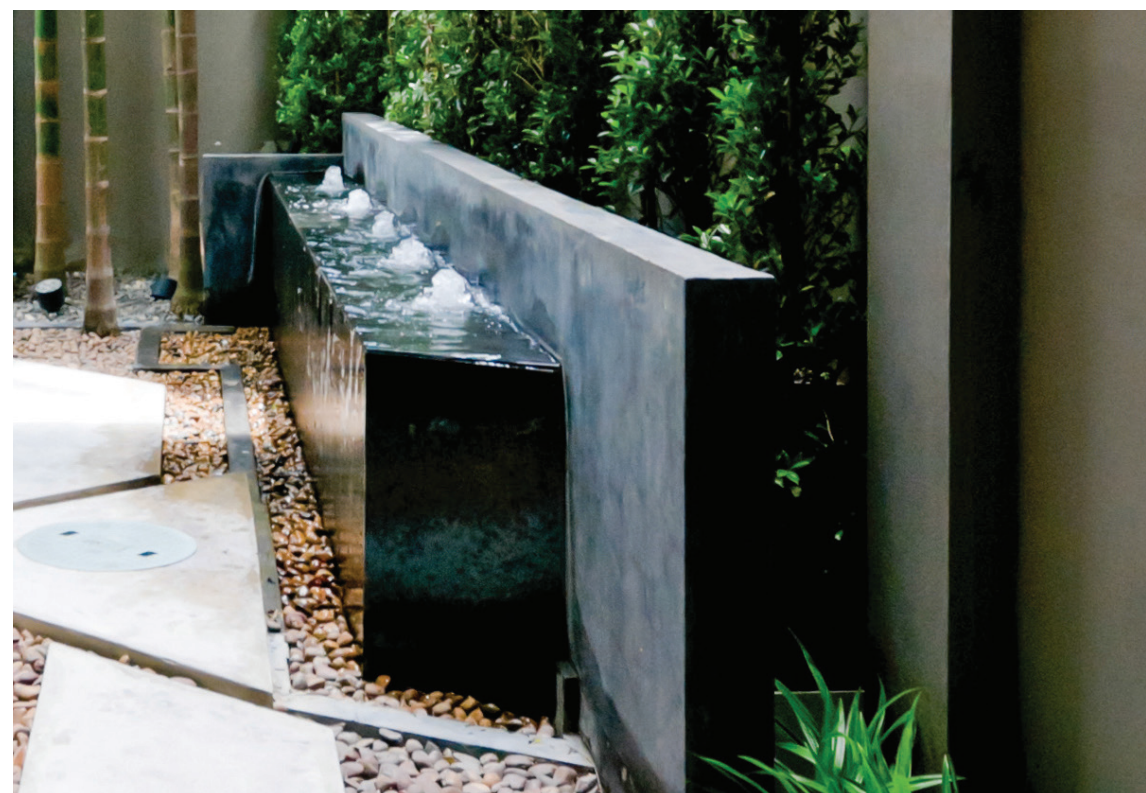
LUXURY LISTINGS

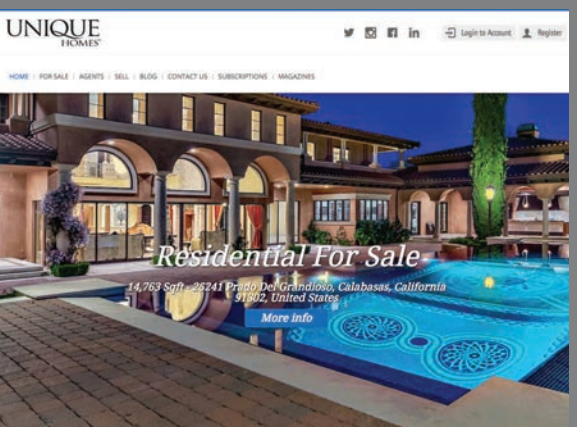
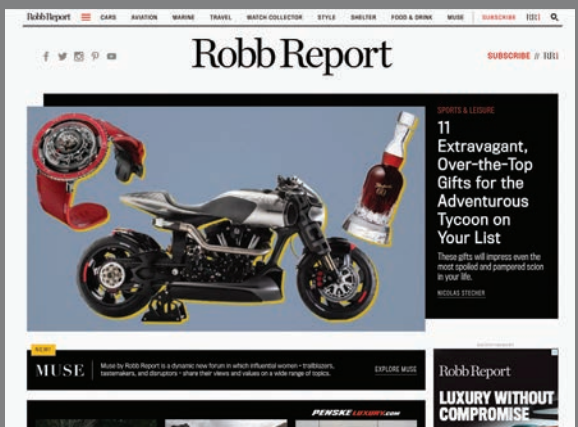
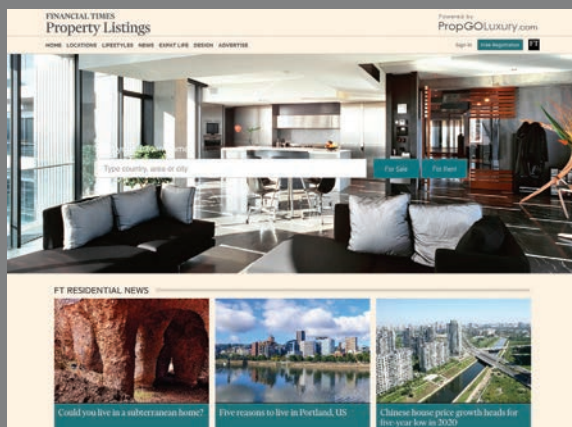
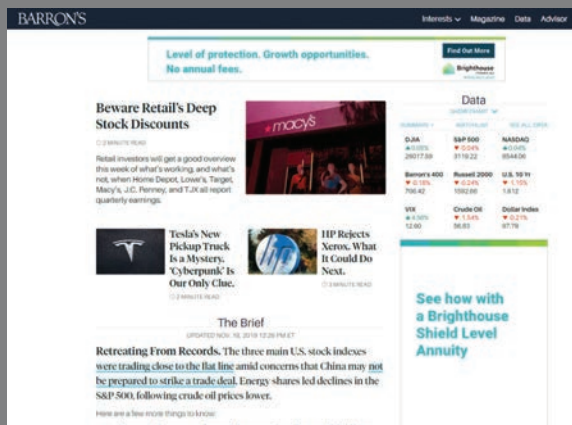
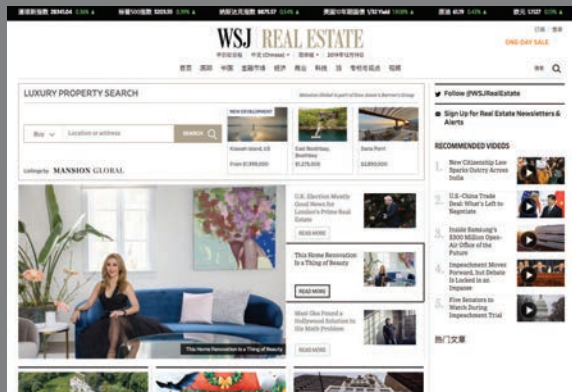


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LUXURY
DIGITAL
MEDIA





Our listings are viewed by 6 million unique users per month via NewsCorp listing syndication.



WSJ.com
MansionGlobal.com
Barrons.com
Barrons.com/PENTA
Juwai.com
PropertyListingsFT.com
RobbReport.com
UniqueHomes.com

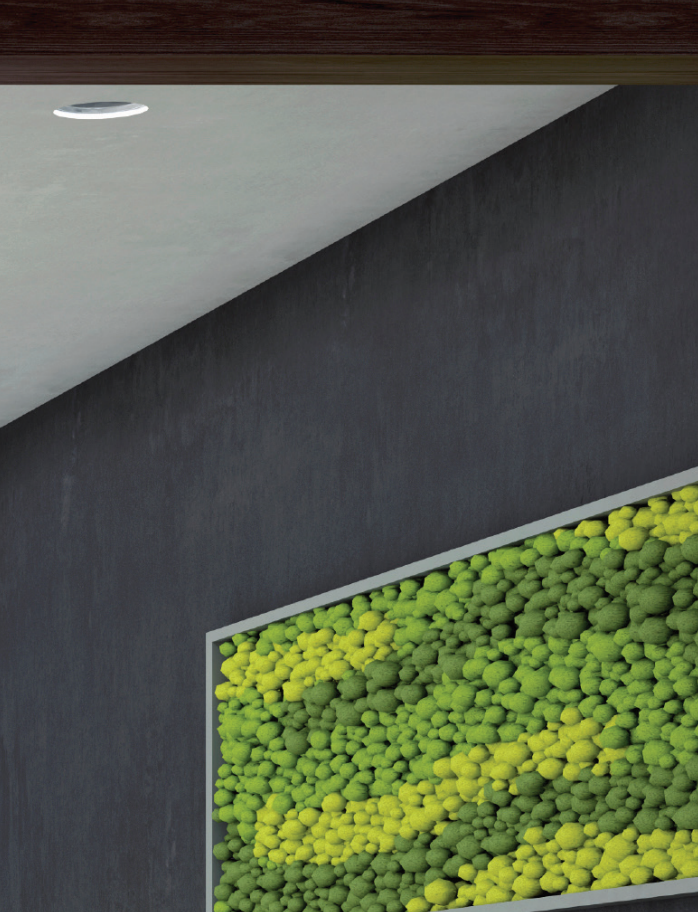


LUXURY COLLECTION MAGAZINE



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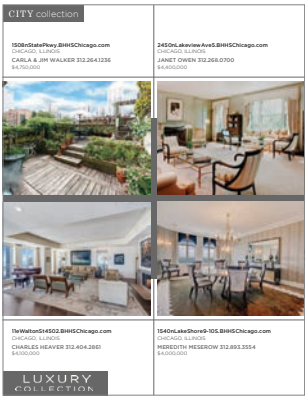
LUXURY
COLLECTION



LUXURYCOLLECTIONMAG.COM

Our monthly digital magazine features Chicagoland’s finest residences presently offered for sale by Berkshire Hathaway HomeServices Chicago brokers. Current market information along with a stunning presentation of the area’s most coveted real estate, makes this an exceptional guide to the luxury lifestyle.

Distribution includes promotion on BHHSChicago.com, in social media, Chicago Tribune online and in our Luxury Collection print advertising. Luxury Collection Magazine is sent monthly to 10K+ of the area’s top brokers and shared regularly with our international broker networks. Impressions on Chicago Tribune exceed 75K per month.





LUXURY PRINT MEDIA







DEDICATED LUXURY TEAM



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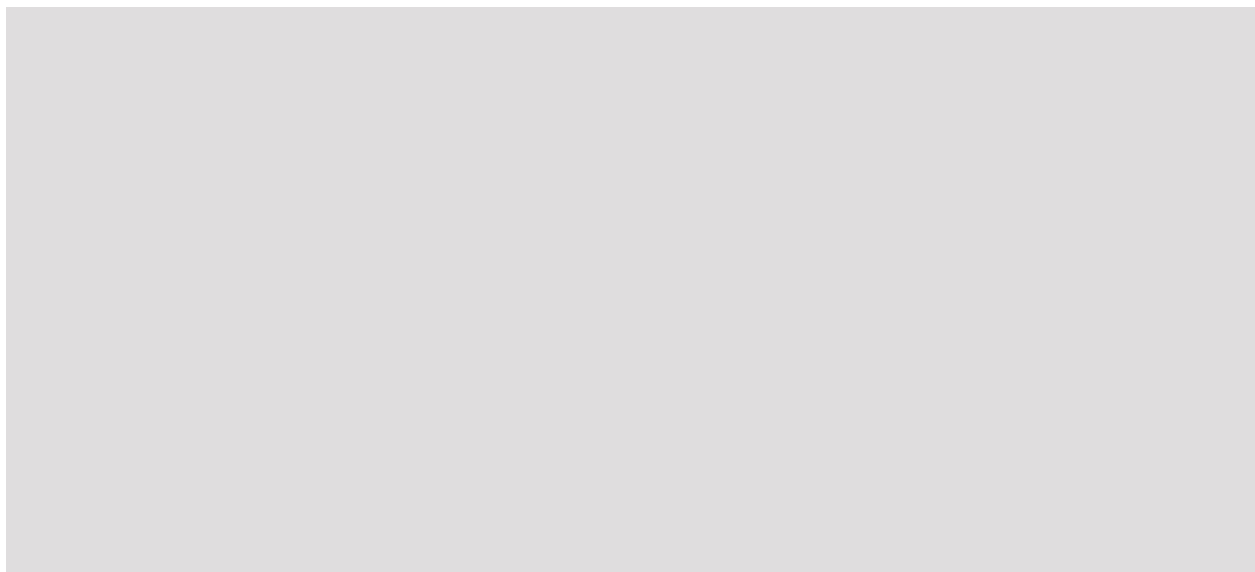




LET US WORK FOR YOU

The Berkshire Hathaway HomeServices Chicago Luxury Collection program provides a fully executed marketing plan, specifically targeted to the competitive high-end market. Our dedicated Luxury Marketing Team and full-service Marketing Department work in partnership to enhance the expertise of your agent and provide outstanding support for the marketing of your property. Our team can assist in the preparation of:

- COPYWRITING
- GRAPHIC DESIGN
- PUBLIC RELATIONS
- E-CAMPAIGNS
- DIGITAL MEDIA SUPPORT
- PRINT MEDIA SUPPORT
- PROPERTY EVENT SUPPORT
- CUSTOM MEDIA PLANS





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A member of the franchise system of BHH Affiliates, LLC

