

LUXURY WEB PAGE



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

FEATURED ROTATION IMAGE PROCESS AND PROCEDURES

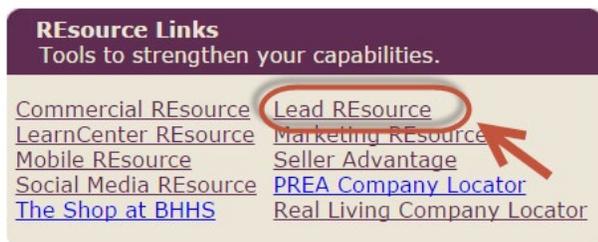
Berkshire Hathaway HomeServices has a new platform to feature luxury listings. Listings that qualify for the Luxury Collection designation can be submitted for consideration as one of the featured properties in the Berkshire Hathaway HomeServices Luxury Collection page's image rotation. The steps to submit luxury listing are as follows:

1. Email address to submit luxury listing images: luxurylistings@hsfranchise.com
2. Submit at least 5 high-resolution photos per listing in the following formats: jpg; png; gif.
3. Include the City/State, and List Price of the luxury listing plus property address so we can link to the property details page.
4. File size cannot be larger than 35MB

LUXURY COLLECTION AGENTS FEATURE

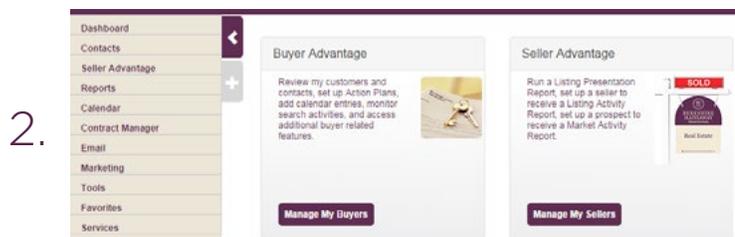
Along with several active luxury listings that will be highlighted, the new Luxury Collection page features Luxury Collection Specialist designated agents. For those agents who do not have a current photo, below is the process by which those agents should upload their photo to display on the page:

SETTING UP YOUR PROFILE PICTURE



Login to REsource Center:
www.bhhsresource.com

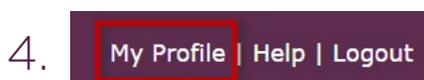
Click "Lead REsource" in REsource Links section.



From the Agent CRM Dashboard, click the "Manage My Sellers" button on the Seller Advantage widget or click "Seller Advantage > Seller Advantage Main Page" in the left navigation.



From the Agent CRM Dashboard, click the "Services > Website Administration" link in the left navigation.



A new tab will launch in the browser named, "Admin". Locate and click the "My Profile" link up in the top right corner.

User Summary Information

5. **Personal Information** Edit

Agent Schoonover Sales Associate 123 Main St Irvine, CA 92626
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Click the “Edit” button that appears in the top right corner of the “Personal Information” box.



When the “User Personal Information” screen appears, click the “Upload Photo” button opening the Add Photo overlay window. Click the “Choose File” button opening a new window to your computer’s documents. Browse to the location of the photo that will be used for the Seller Advantage reports. Once located, click on the photo and then click on the “Open” button to the bottom right.

7. **Submit** **Cancel**

On the “Add Photo” window, click the “Upload Photo” button. The “User Personal Information” screen will reappear with the uploaded photo.

Scroll down and click the “Submit” button at the bottom of the page.

AGENT WEBSITE LINKING

For those agents who have a professional website that they would like to link to their BHHS Agent Profile, the process by which to get the website approved by Brand Compliance, and linked to their Agent Profile, are outlined on REsource Center and below. If an agent does not want to link their website, the default agent profile will be used. Follow these steps to the details page for agent website linking:

1. Log into REsource Center
2. On the left side navigation; click on **Marketing/Brand**
3. Under Brand Image, click on **Agent Web Linking**
4. Follow the steps to email all the required information for review of your website. Brand Compliance will then be in contact with you to complete any requirements for approval.

MY PROFILE | SUPPORT | COMPANY LOCATOR | SITE MAP | LOG OFF

PRINT SEARCH **Go**

Home

FOLLOW US ON facebook

Quick Links Find our products and services within.	REsource Links Tools to strengthen your capabilities.	International Links Your resource for global expansion.
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- Brand Identity
- HomeSelling/HomeFinding
- Marketing Collateral
- Events Schedule
- Luxury Collection
- Facebook Groups
- Commercial REsource
- LearnCenter REsource
- Mobile REsource
- Lead REsource
- Marketing REsource
- Seller Advantage

- Read the [press release](#) announcing our global website.
- Share the news in your market with this [press release template](#).

Marketing / Brand

Brand Image

- 1. **Agent Web Linking** - Click here for information on how to link your website to berkshirehathawayhs.com
- 2. [Approved Brand Language](#) - HSF Affiliates LLC approved language for website and marketing usage
- 3. [Artwork / Graphics](#) - Use these images to help with your advertising program
- 4. [Brand Bits](#) - Brand Bits are updated every month to provide you with "bits" from our Brand Guidelines
- 5. [Brand Identity](#) - Apply our brand and image to your marketing materials and website design

Agent Web Linking

- 6. Contact the Brand Department at brandidentity@hfranchise.com
- 7. Please include the following in your e-mail:
 1. Agent Name
 2. Company Name
 3. Website URL to be linked to the National Site (berkshirehathawayhs.com)
- 8. For quicker processing, please ensure your homepage includes an affiliate logo and the appropriate BHHS disclaimer.

Collateral

- 9. [National Ad](#)

Note: Though web linking is available to our agents, using an external domain that directs consumers off the Berkshire Hathaway HomeServices national site (berkshirehathawayhs.com) will cause some of the Seller Advantage features to not work properly. If you would like more details, please contact the Affiliate Assistance Hotline at (855) 422-9052.