



BERKSHIRE HATHAWAY
HomeServices
Utah Properties

Listing Presentation
prepared by
Tom Savage, REALTOR®

Thank You.





THANK YOU FOR YOUR TRUST

As part of the legendary Berkshire Hathaway family of companies, we have the depth, strength and brand power to market and sell your home. Our network extends globally in reputation and strength. Locally, our company is the largest brokerage in Utah, ensuring that your property reaches a broad audience of real estate professionals and buyers. Our best-in-class marketing and technology platforms give you the advantage that no other competitor can hope to match. We are committed to providing you with a real estate transaction experience that is effective, efficient and enjoyable.

Thank you for the opportunity to represent you.

A handwritten signature in black ink, appearing to read 'Steve Roney'.



Steve Roney
Chairman & CEO
Berkshire Hathaway HomeServices
Utah Properties



TOM SAVAGE

REALTOR® | 435-659-6810 | savage@BHHSUtah.com | www.Utahopia.com



A Top-Producer.

I have experience in diversified and rapidly changing environments including, business ownership, general management, sales, marketing and business development. I am knowledgeable and accomplished in various business disciplines, including personnel, sales and training, accounting, finance, investment, construction management, and recently remodeling, residential re-development and REALTOR®. I enjoy creative selling and closing. Respect, integrity, results, quality, service, excellence and work ethic are my career keystones. I attended the University of Colorado and I am married with 3 kiddos.

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Experience in diversified and rapidly changing environments including, business ownership, general management, sales, marketing and business development. I'm knowledgeable and accomplished in various business disciplines, including personnel, sales and training, accounting, finance, investment, construction management, and recently remodeling, residential re-development and Realtor. I enjoy creative selling/closing, and I plan to continue my sales and business development career here in the Summit County region by leveraging my skills, expertise and reputation. Respect, integrity, results, quality, service, excellence and work ethic are career keystones. University of Colorado, marketing, also my roommate and I owned 9 homes in the Boulder area when we graduated.

SSIR to TALISKER MOUNTAIN - REALTOR® (2008-2014) Park City, UT

A top producer during my first 4 1/2 yrs in an extremely demanding economy, locally, regionally, and nationally, all with significant company changes and challenges. Accomplished professional; created and implemented many innovative marketing initiatives, significantly invested in business development/marketing, listed and sold exclusive properties, developed a high-profile prospect base. I'm a local contributor, well known and respected, positive family presence, and volunteer to the community.

SAVAGE COMPANIES, Inc, - Principal (1997-2008) Dana Point, CA

Financed, purchased, re-modeled and sold residential properties in high-end coastal communities. Experiences include concept and design, all phases of construction management, material selections, finish, marketing and sales assistance. I originally started this business in Denver, CO while working my way through college and continued after graduation.

CONSULTING ENGAGEMENTS - (1991-1997) Irvine, CA

Responsible for strategy, planning, setting and achieving goals for sales and marketing. I successfully improved the hiring, training, and management of sales and marketing personnel in three companies.

BellSouth/WILTEL/WILLIAMS/NEXTLINK, GTE now Verizon Philadelphia, Dallas, Chicago, Irvine, CA

District Sales Manager to General Manager (Midwest) to VP Sales*

IBM and ROLM Denver, CO

Account Executive to a Manager of National Accounts

EDUCATION

BS – Business – Marketing – University of Colorado, Boulder *Progression of M & A's

Recommendations available on request

Good to know.™





OUR COMPANY STORY

Berkshire Hathaway HomeServices Utah Properties is an independently owned full-service brokerage with offices throughout northern Utah and a long-standing track record of market dominance and dependability. Under the Berkshire Hathaway name, our agency provides a new level of real estate assistance. We are proud of our #1 position in the Utah marketplace and our ability to provide clients and agents with all the tools and support they need to make informed decisions.

Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new real estate brokerage network built for a new era in residential real estate. The network, which is among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Already, Berkshire Hathaway HomeServices was named "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks.

Berkshire Hathaway

Berkshire Hathaway, a worldwide holding company based in Omaha, NE, is one of the most admired companies in the world. Its chairman and CEO is Warren Buffett, often referred to as the "Oracle of Omaha," who according to *Time* magazine's ranking is among the world's most influential people. Berkshire Hathaway is the No. 1 company in *Barron's* 2013 ranking of the world's 100 most respected companies; it ranks at No. 8 in *Fortune* magazine's 50 Most Admired Companies survey; and is No. 18 in *Harris Interactive's* reputation study of the 60 Most Visible Companies.



"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. A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust."

— Warren Buffett,
Chairman, Berkshire Hathaway Inc.

Our brand, our reach.





A MODERN BRAND WITH TIMELESS VALUES

Berkshire Hathaway is proud of the values with which it conducts business. It has and will continue to uphold the highest levels of business ethics and personal integrity in all transactions and interactions.

Our network is built on a culture of success with many of America's finest affiliate companies among our ranks. Our affiliates collectively hold an upper-end demographic and the highest average home-sale price among independently owned brokerages.

NETWORK HIGHLIGHTS

Nearly 1,035 brokerages across the U.S. and Canada

More than 34,000 sales associates worldwide

Extensive network has affiliates in 37 U.S. states

Good to know.[™]

We are the largest brokerage in Utah with over \$1.8 Billion dollars in sales volume in 2013.





Global strength, local experience.



HOW DOES OUR BRAND AND BROKERAGE HELP YOU?

1

Combine the strongest corporate brand in the world with the state's best real estate professionals.

2

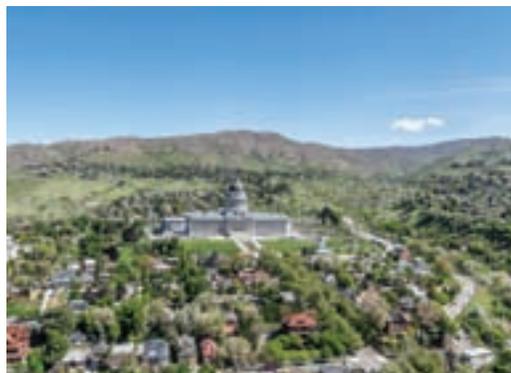
Through our brokerage affiliation, we have access to the latest strategic marketing tools and resources.

3

Our clients come away having realized their real estate objectives.

Broadest Market Access

Your Berkshire Hathaway professional draws upon the largest and most comprehensive network of available buyers. Company access to the market is enhanced by membership to the Wasatch Front Multiple Listing Services, Park City Multiple Listing Services, and the National Association of Realtors.





BROAD AND STRATEGIC EXPOSURE

Our comprehensive approach to marketing integrates the latest in digital, print, and agent outreach. We have the tools to design and execute a holistic campaign that casts a wide net to potential buyers.

OFFERINGS INCLUDE:

- › Customized listing strategies
- › Professional in-house photography and videography
- › Drone capability and virtual tours
- › Custom property flyers and brochures
- › Direct mail campaigns
- › Local, national, and international advertising
- › Open house promotion
- › Gallery exposure
- › Mobile marketing
- › Agent-to-agent outreach
- › Cutting edge online marketing
- › Social media

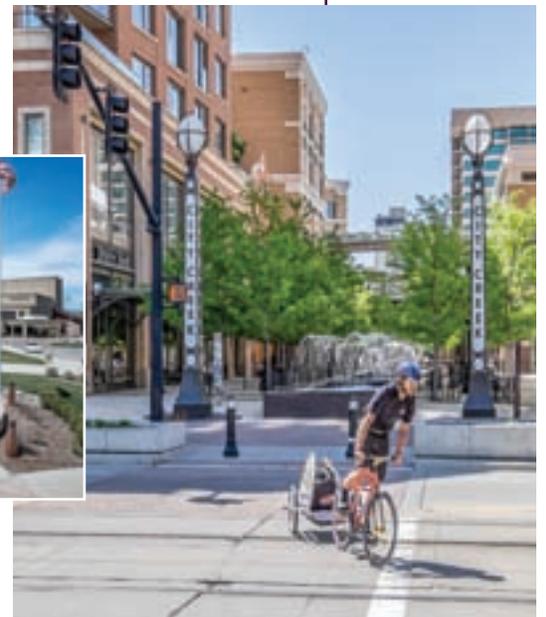


OUR APPROACH TO SELLING YOUR HOME



Our listing strategy is designed to meet your goals and is built with market conditions in mind to provide the most effective property marketing strategy available.

- › We begin with a detailed assessment of your goals and property along with the local market and competitive properties. Together, we will determine and maximize the unique value of your property.
- › We bring the story of your property to life and design a winning strategy to showcase the unique quality of your home.
- › We implement your custom marketing plan across a wide array of channels.
- › We track and analyze showing feedback, market changes, and new competition.
- › As the market changes, we will work with you to make informed decisions that will allow us to improve the competitiveness of your property.





DETERMINING YOUR GOALS AND PRIORITIES

MOTIVATION

Why have you decided to sell your home?

TIMING

Are you flexible in your timing?

PRICING

Do you have a desired price or a minimum price in mind?

DECISION MAKING

Will anyone else (family member, financial advisor) be involved?

COMMUNICATION

How often would you like updates, and what is the best way to contact you?

PREVIOUS SELLING EXPERIENCE

What went well? What would you like to improve upon from that past experience? If this is your first time selling a home, what are your concerns?

CONDITION OF PROPERTY

Are there any internal or landscaping projects that would increase the value of the house? Are there any issues we will need to disclose? Have you made substantial renovations?

RELOCATING

Can we assist you in purchasing or moving to a new area or home?

CONCERNS

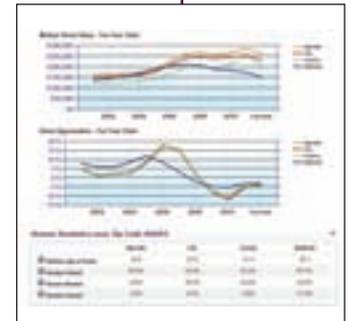
What are your concerns with regards to your home and the transaction?

ASSESSING THE PROPERTY, MARKET, AND COMPETITION



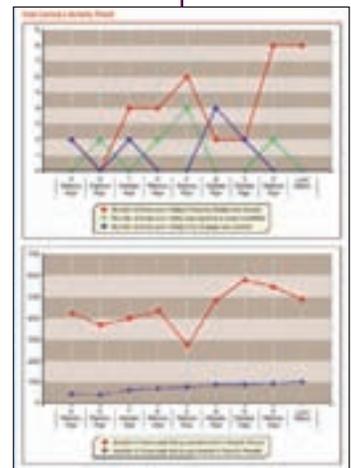
Property Information to Consider

- › Property style and floor plan
- › Local community and amenities
- › Condition and curb appeal
- › Property age
- › Public information
- › Tax Records
- › Lifestyle and story of the property



Market Trends

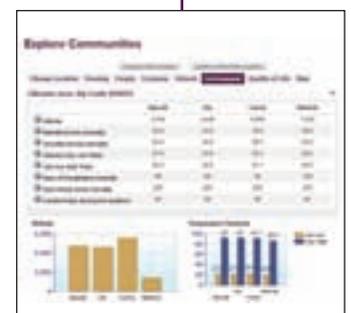
As part of the world's most respected company in the world, we not only have the best resources for local market data, but also have access to highly sophisticated regional, national, and international trend reports that no other brokerage offers. With a proven track record assisting home sellers make informed decisions, I can provide you with historic market information and predict what trends you are most likely to witness in your neighborhood.



It is important to note that publicly available data is often out of date and can be misleading. I have unique access to a variety of proprietary sources that depict accurate data, which will be crucial in creating a successful strategy to sell your home.

Separating Your Home from the Competition

As your agent, I will help you think like a prospective buyer and identify comparable properties in your market with a "Competitive Market Analysis." Being aware of your competition will help establish a tactical value proposition that will increase the likelihood of a speedy and successful sale.





PRICING STRATEGY

Understanding pricing strategies and how they affect the sale of your property.

Pricing strategy is a critical element in your overall value proposition. Depending on the market and your property, there are several factors to consider when determining the price of your home.

Uninformed sellers can easily make the common mistake of overpricing their home and end up chasing the market. The owner can incur significant carrying costs, and homes that are on the market for long periods of time may be labeled negatively by potential buyers and buyer's agents.

There are other factors that also directly impact the value of your home. These include current mortgage interest rates, national and regional economic conditions, buyer demand, seasonal trends, availability of competing properties, and prices of recently sold properties. We will help you account for these factors when pricing your home.

Adopting the Mindset of a Price-conscious Buyer

- › If you price too high, many potential buyers will not look at your property.
- › If you price too low, you may not get the highest return on investment.
- › It is useful to adopt the mindset of a buyer to objectively assess your home's value and position it competitively within the marketplace.



USING A COMPARATIVE MARKET ANALYSIS TO PRICE



A Comparative Market Analysis (CMA) is the strongest tool we use when estimating the potential selling price for your home. As a member of the Board of REALTORS® with access to the Multiple Listing Service, we can prepare a report that analyzes comparable homes in your area. Using this valuable information, we can assist you in determining an attractive, yet realistic price for your home.

A Comparative Market Analysis highlights similar homes in your area:

SOLD Looking at the prices paid for recently sold homes provides the best foundation in determining your home's most accurate market value. Once adjustments are made for square footage and features, we can make a qualified recommendation for the asking price of your home.

UNDER CONTRACT Homes that have received and accepted an offer give a good indication of realistic pricing.

ACTIVE LISTINGS Homes that are currently competing with yours for the attention of buyers. We can see what comparable asking prices are, but remember, these homes have not yet received an acceptable offer.

EXPIRED Homes that have gone through the duration of a listing period, but failed to sell. Many factors could be responsible such as lack of marketing or the home's condition, but most often it is simply because the home was priced too high.



CONVEYING THE STORY OF YOUR PROPERTY

Potential Selling Points

- › Highly-rated Schools
- › Ski Resort/Golf Course Access
- › Neighborhood Amenities
- › Location
- › Custom Features
- › Views
- › Parks and Recreation
- › Historical/Green Building
- › Outdoor Living Spaces



Help buyers develop an emotional connection with your home.

Every property has a story. We will work to create a captivating narrative around the unique selling points of your home and highlight them to prospective buyers. Buying a home is an emotional experience, and you want any interested buyer to feel emotionally invested in your home.

Questions I will help you answer:

- › Does your property have a unique style?
- › What about the design and construction?
- › How would the builder or architect describe the attributes of the property?
- › Is it in a popular location?
- › Does the area have highly-rated schools?
- › Are there compelling neighborhood amenities?
- › Is it eco-friendly or recently remodeled?
- › Is it an historic property or near an historic district?
- › Does your property offer easy access to recreation?

We will use the story of your property to decide on aspects of your marketing. Our advanced property marketing will make that story come to life online, in print, and in person.



PROPERTY CONDITION & STAGING



We help you make a strong first impression.

The first steps to take to prepare your home include:

- › Clean and repair
- › De-clutter
- › De-personalize
- › Neutralize

Professional staging is another option that can pay off for sellers. Surveys suggest that staged homes netted 17% more profit than non-staged homes.

Only 10% of buyers can visualize the potential of a home. Visual Marketing is the most impactful aspect of any home selling campaign.

According to the International Association of Home Staging Professionals® and StagedHomes.com®, 95% of professionally staged homes sell faster and for a higher price than their non-staged competitors.



First impressions count.





VISUAL MARKETING

Properties with an online presence, video, and high quality photography sell for more.

Professional Photography

High quality professional photography can make a positive impact on potential buyers. BHHS Utah offers in-house supporting photography that gives potential buyers insight into your home and the world class characteristics, amenities, and community elements near your home. Our professional photographer offers prize-winning images that appear on property brochures, the company Property Guide, numerous online outlets, as well as other local, national, and international advertising venues.



In-house Videography

With video quickly becoming the new way to market real estate, Berkshire Hathaway HomeServices Utah Properties takes it a step further with state-of-the-art virtual tours. Select homes will receive custom videos that feature location, amenities and lifestyle both inside and outside the home. These tours and videos can easily be uploaded to various social media channels for easy distribution to potential buyers.



Expanding your reach.



ONLINE MARKETING ADVANTAGE



Website listing syndication

We expose our listings to over 40,000 real estate websites, video sites and mobile sites—more than any other real estate brokerage in Utah.

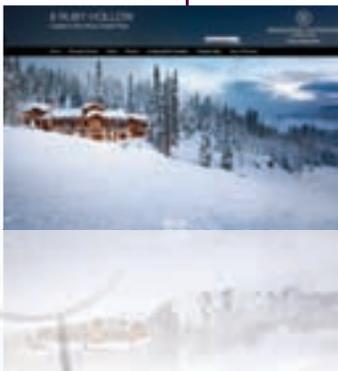
Our Affiliate Internet Real Estate Portals:

- › BHHSUtah.com
- › berkshirehathawayhs.com
- › UtahRealEstate.com
- › Realtor.com
- › Zillow.com
- › Trulia.com
- › Proxio.com
- › RealEstate.com
- › FrontDoor.com
- › HomeGain.com
- › Homes.com
- › YahooRealEstate.com
- › ZipRealty.com
- › HotPads.com
- › Move.com
- › MSNRealEstate.com
- › AOLRealEstate.com
- › CyberHomes.com
- › House.com
- › LendingTree.com
- › GoogleBase.com
- › Oodle.com
- › PropBot.com
- › RealtyStore.com
- › MyHomeMyPrice.com
- › MyRealPlace.com
- › MyRealty.com
- › NeighborCity.com
- › RealtyTrac.com
- › Relocation.com
- › SpotlightHomeTours.com
- › Vast.com
- › WFRMLS.com
- › Homefinder.com
- › Military.com
- › Postlets.com
- › Properazzi.com
- › PropSmart.com
- › SeniorHousing.net
- › AmericanTownns.com
- › TheWashingtonPost.com



Changing Trends - How did buyers first learn about the home they purchased?

	2001	2003	2005	2007	2009	2010	2011	2012	2013
Internet	8%	11%	24%	29%	36%	37%	40%	42%	43%
Real Estate	48%	41%	36%	34%	36%	38%	35%	34%	33%
Yard Sign	15%	16%	15%	14%	12%	11%	11%	10%	9%
Friend, Neighbor, or Relative	8%	7%	7%	8%	6%	6%	2%	6%	6%
Print	7%	7%	5%	3%	1%	1%	2%	1%	2%



ADVANCED DIGITAL MARKETING

Social Media

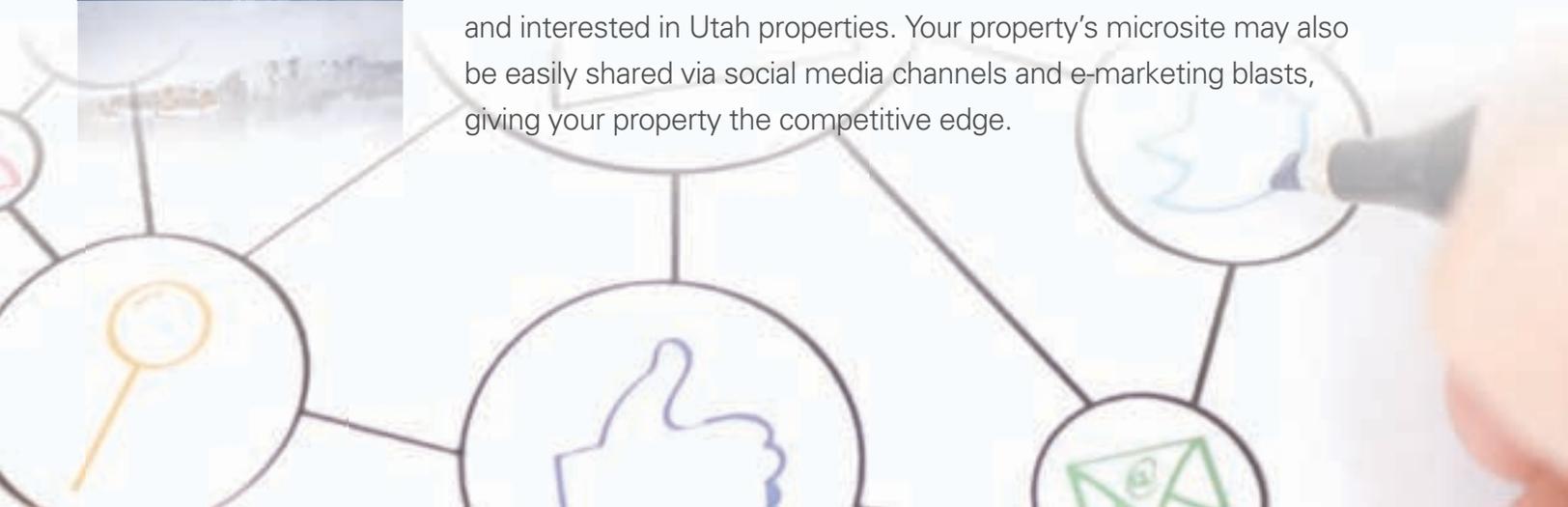
Facebook and other social media channels can be invaluable mediums for marketing your property to prospective buyers. Our in-house digital marketing team has the capability to design and assist with the implementation of a comprehensive social media campaign on the leading networking sites to help reach and create relationships with potential buyers. You never know who among your network might be looking for a home...

Mobile Marketing

We have an app for that. 20% of buyers use smart devices to search for real estate. BHHS Utah has a free mobile app to assist buyers in our marketplace. Property listings displayed through our app include large photos, a complete description, and your agent's contact information. If there are buyers looking, your home will be found.

Custom Property Microsites

Microsites are websites specifically created for some of our listings and contain all the information needed to effectively promote the property. Our sales team will distribute our listings' microsites to all agents within the market for them to send to clients who are qualified and interested in Utah properties. Your property's microsite may also be easily shared via social media channels and e-marketing blasts, giving your property the competitive edge.



ONLINE AND OFFLINE ADVERTISING



Print Advertising

We advertise widely in the leading local newspapers and magazines. These branded ads and campaigns are intended to create awareness for our listings. Our national brand also advertises extensively everywhere from the *Wall Street Journal* to the *Washington Post*.



Online Advertising

Our in-house digital marketing and tech team use a combination of advanced digital outreach, SEO (Search Engine Optimization), and SEM (Search Engine Marketing) tools to drive traffic to our listings and website. No other brokerage has an equally robust online campaign strategy!



All the right connections.





MARKETING TO NATIONAL GLOBAL NETWORKS

Our Global Network Platform leverages leads and network referrals from the member companies of Berkshire Hathaway HomeServices Affiliates, Prudential Real Estate Affiliates, and the Brookfield Residential Property Services global network. We are one of the largest broker networks in the world. Our network and affiliate networks ensure that we are always informed about any important market trends and can draw upon the expertise of other leading agencies to help you make advantageous choices with regards to selling your home.



Realty Alliance Network

The Realty Alliance is a network of North America's elite real estate firms. Members are some of the most successful providers of real estate services from every major market on the continent. Admittance to this exclusive organization is invitation-only and is one of the most prestigious honors a real estate brokerage can receive. We are the only brokerage in Utah with membership to this important network.



Real Trends Network

RealTrends is one of the most respected real estate network organizations in the industry. Network members consist only of the nation's top performing firms and membership is by invitation.



Expanding your reach.





TARGETED GLOBAL MARKETING

Depending upon the property, there are identifiable segments of potential buyers. These may include target segments like feeder neighborhoods, move-up buyers, international second-home buyers, investors, and more. We will identify the most likely segments and develop an appropriate marketing strategy.



Of course, we will comply with all real estate fair housing laws and guidelines. At Berkshire Hathaway, we don't take integrity lightly.

Marketing to International Buyers

Berkshire Hathaway's international appeal is second to none. As a brand, we are the number one most respected company in the world according to *Barron's* famed annual poll. Our network wraps around the globe and casts a wide net in terms of affiliate real estate networks and web platforms geared towards serving and reaching the most-active international markets.

International buyers know our name and are more likely to focus on your house as a result. Beyond the worldwide influence of our brand, we offer all the latest tools to market to foreign buyers and investors.

As a member of PROXIO, the International MLS and Global Real Estate Network, our ability to market your home extends to over 600,000 real estate agents in over 140 countries. Users of this advanced online platform can select from among 19 languages and can view your property details from anywhere in the world.

The Berkshire Hathaway *Prestige* Magazine is offered around the world at domestic and international airline lounges, partner brokerages, and is mailed to previous firm clients and affluent US consumers.

While international buyers have historically only accounted for less than 1% of marketplace buyers, we believe that our brand has the potential to attract buyers from around the world, who have heard of Warren Buffet and the world class offerings of Utah's pristine mountain landscape.



Proactive marketing.



MARKETING TO LOCAL BUYERS

Over 90% of the time, buyer's agents are responsible for bringing a buyer to a listed property. The role of the listing agent is to market and communicate the unique value of your property to all potential buyer's agents.

A Network of Buyer's Agents

With close to 500 agents, we have the largest brokerage network in the state. In our weekly sales meetings, we present each new listing to our attentive and vast network of agents. These productive gatherings provide the top agents in Utah with a comprehensive update of the past week's activity, new listing reports and updates, as well as business and industry news.

We are also highly regarded by other agents from neighboring brokerages and have relationships to ensure that your home will be on the radar of all local buyer's agents.

Multiple Listing Services

In addition, we are members of all relevant MLS systems in our areas of service and will ensure that your listing is properly enhanced with high-quality photography and captivating text descriptions in all systems.

E-Marketing

The new Berkshire Hathaway REsource center offers a sophisticated means for us to inform the local population of your listing. We are able to get immediate feedback on the success of e-marketing campaigns and capture the contact information of anyone who has shown an interest in your home. This platform, which was designed from ground up to provide the latest in electronic marketing solutions, is only available to Berkshire Hathaway agents.

Open House

BHHS Utah is part of a coordinated open house campaign that draws prospective buyers and buyer's agents to listings. We will make sure your home is a featured stop.



We respond.





REPORTS, FEEDBACK, & TRENDS

Online Showing Reports

Understanding your online showing activity is an important element in evaluating the performance of our value proposition and marketing. We provide statistics from a variety of sources including Realtor.com, Zillow, Trulia, and our BHHS Utah websites and mobile apps.

Property Showing Feedback

We will follow-up with the buyer's agent and potential buyers to gain feedback and insight, which help us to assess and reassess the competitiveness of your property.

Local Market Trends and Competitive Data

Information from the local multiple listing services shows market activity specific to your neighborhood and price range. These powerful tools enable me to see important market trends based upon actual sales.

Distribution of Listings





RELOCATION SERVICES

Berkshire Hathaway HomeServices Utah Properties' offers a full-service, nationally recognized relocation department that assists families and professionals moving to Utah. We provide relocating families and individuals with all of the transition support needed to ensure a smooth location change. Our services include relocation counseling, home purchase guidance, area orientation, neighborhood tours and assistance with the loan process. Berkshire Hathaway HomeServices Utah Properties helps buyers migrate to their perfect home.

A Sampling of our Clients

- › Adobe
- › American Express
- › E Bay
- › Energy Solutions
- › Fidelity Investments
- › Goldman Sachs
- › Home Depot Inc.
- › L3 Communications
- › Marriott
- › JP Morgan Chase & Company
- › Wells Fargo
- › USANA
- › Walmart
- › PacifiCorp
- › IM Flash Technology







BERKSHIRE HATHAWAY
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Utah Properties

Good to know.[™]

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