



Berkshire Hathaway HomeServices is a leading real estate brokerage firm with nearly 1,800 Sales Executives in Connecticut, Massachusetts, New York, and Rhode Island.

Selectively chosen by Berkshire Hathaway HomeServices and HomeServices of America; the global reach, financial strength and fresh brand make Berkshire Hathaway HomeServices New England Properties, New York Properties, and Westchester Properties the premiere real estate firms in the Northeast. Whether residential, commercial, or corporate relocation, our company and REALTORS® are local market experts committed to providing exceptional service to our clients.

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.









LUXURY COLLECTION SPECIALIST

Let Beth help you on your journey in Connecticut's robust home market. Beth Saunders, a native New Yorker who has resided in Fairfield County for 2 decades, epitomizes integrity, creativity and unparalleled service in every detail of your real estate transaction. She has been recognized as a "Top Listing Agent" and member of the "Honor Circle", as well as the "CT Five Star Professional Realtor" award recipient. Beth has become one of Connecticut's "go-to" agents and is a consistent leader with a reputation for vigorously protecting her client's interests. She is well respected in the industry and is focused on delivering beyond her clients' expectations to ensure her clients' success.

Beth has a unique understanding of her clients' needs. As a wife and mother, and having lived abroad early in her career, Beth knows the enormous impact buying or selling a home has on a family. That opportunity provided her with firsthand experience as a corporate transferee, enabling

"She is well respected in the industry and is focused on delivering beyond her clients' expectations to ensure her clients' success." her to offer guidance to her clients, through their international moves. Beth has an innate ability to put herself in her client's shoes and be empathetic to their needs. The Hallmark of Beth's service includes cutting edge marketing strategies coupled with

uncompromising integrity. Through her hard work and attention to detail, she consistently satisfies her clients, and as a result, has a strong base of loyal, repeat clients. Simply stated, Beth is trusted! A well-respected icon in Connecticut's real estate community noted, "With Beth, you can't find anyone more passionate and responsible to all her clients".

The majority of Beth's days are spent working with clients who are so happy to be embarking on the next steps of their lives, prepping homes for marketing & showings, supervising shoots, working with attorneys, reading inspection reports, and negotiating transactions. But nothing gives Beth more joy than putting a SOLD sign on a lawn or passing keys over to an ecstatic new home owner of their lifestyle dream home!

National Association of Realtors (NAR®)

Connecticut Association of Realtors (CAR®)

Fairfield Board of Realtors

Fairfield Chapter, Over 40 Females. National Networking Group

CT Five Star Professional Realtor



Beth Saunders
Cell 203-913-2762
bethsaunders@bhhsne.com
Bethsaundersrealestate.com
bethsaunders.bhhsneproperties.com



"I had a wonderful experience working with Beth selling my home. Beth took careof EVERY detail, including bringing fresh cut flowers in for the open house and showings. She staged my home beautifully, supplying pieces that tied together every room. Beth worked tirelessly on my house, I would receive emails that she sent out late in the night. I knew Beth was 100% working for my best interests."

-Diana Louw

"She is one of the hardest workers I know. She made herself available to us regarding anything we needed or questioned. Her advise on prepping our home and her additional staging produced a winning photo shoot. After being on the market 30 days she had convinced us that a public open house was due (we were resistant to public opens). She planned it perfectly to attract and invite qualified buyers. It was a success! By that same evening Beth presented us with multiple offers! She handled the negotiations with expertise. She is always pleasant and handles situations calmly and rationally. I would highly recommend Beth as the best."

-Christy Menillo

"I have been a client of Beth Saunders for 5 years. My wife and I rented our first home in Westport through Beth and since have rented two other homes through her as well (we now live on Sylvan Rd). We were introduced to Beth by a friend who also used Beth as their broker when buying their first home in Westport. Beth is thorough, tenacious and caring. She scoured the market for us and kept us very well informed. She always made time to show us homes. Her tenacity in negotiating and finding homes is one of Beth's most outstanding traits as a broker. She also cares deeply about finding families the right home and deal and remains active with families after the transaction is done. A clear example- following Hurricane Sandy the house we were in was damaged, we found ourselves in a very difficult situation with a delinquent landlord. Beth helped us navigate through it. She went 'above and beyond'. I highly recommend Beth Saunders. She is a terrific broker and a very good person."

-Jeffrey Siskind

"You made the selling process for us a breeze. You were above and beyond supportive & helpful to us. Always a phone call away. You always made "a little bad" "a lot OK". Thank you for everything you have done for us."

-Ted & Caren Kemp

"John and I wanted to write to say what a fantastic job Beth Saunders did, both in helping us sell our cherished home at 4 Sylvan Road South in Westport, multiple offers in the first month and finding our new home in West Norwalk. It's always difficult to prepare to leave a house that you love where you have lived for twenty-three years and raised your children. Beth understood this, and listened to all the things that we had to tell her about what made our stone house the special, warm family house that it is. Beth also helped two pack rats to clear out the clutter so that the bones of this beautiful old house could shine. And it's not like we're easy people to convince to change! Beth worked tirelessly in helping us to get all the information, workmen, and a great house inspector for our new purchase at 145 Fillow Street in West Norwalk. Beth Saunders is truly a realtor who works 24/7! We much appreciate all the help and the extra steps that Beth took including the marketing approach. Thanks so much!



A REPUTATION BUILT ON TRUST

We are committed to delivering the highest quality real estate services possible and making each customer experience one that surpasses all expectations.

At Berkshire Hathaway HomeServices New England, New York and Westchester Properties, we are passionate about what we do and strive to be the best real estate service provider in the Northeast.

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. Our company is one of the largest in the Northeast, ensuring that your property reaches a broad audience of real estate professionals and buyers. 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 an experience that is effective, efficient and enjoyable.

We are grateful for the opportunity to represent you.



Candace Adams

Candace Adams

President & CEO

Berkshire Hathaway HomeServices

New England Properties

New York Properties

Westchester Properties



OUR COMPANY STORY

BERKSHIRE HATHAWAY HOMESERVICES

Berkshire Hathaway HomeServices is a 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 market a definitive mark of trust, integrity, stability and longevity. Within its first year, Berkshire Hathaway HomeServices was named 3rd in "Real Estate Agency Brand of the Year" by consumers in the 29th annual Harris Poll EquiTrend study of the largest real estate networks.

HOMESERVICES OF AMERICA

HomeServices of America, Inc. is the second largest independent residential real estate brokerage firm in the United States and an affiliate of Berkshire Hathaway. HomeServices is comprised of an ever-expanding family of affiliate companies that are among the industry's most respected real estate firms, most of which have an operating history of more than 54 years.

BERKSHIRE HATHAWAY, INC.

Berkshire Hathaway, Inc. a worldwide holding company based in Omaha, NE, is one of the most admired companies in the world. Its chairman and CEO Warren Buffett, is often referred to as the "Oracle of Omaha". Berkshire Hathaway is the No. 2 company in Barron's ranking of the world's 100 Most Respected Companies; it ranks at No. 4 in Fortune magazine's 50 Most Admired Companies survey; and is No. 4 in Forbes World's Largest Public Companies.



"I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity."

-Warren Buffett,

Chairman and CEO, Berkshire Hathaway, Inc.



SECOND IN THE NATION

REAL TRENDS 500 BY VOLUME

Headquartered in Minneapolis MN, our parent company, HomeServices of America, a Berkshire Hathaway affiliate, is the nation's second largest, full-service real estate brokerage firm and through its operating companies is one of the largest providers of integrated real estate services, including brokerage, mortgage, franchising, title and escrow services, insurance and global relocation.

BROKERAGE

The HomeServices family of brokerage companies are market-leading, locally managed businesses that share a common vision for delivering an exceptional real estate experience throughout the home transaction process.

243,573 Transactions*

539+ Offices*

27,800+ Agents*

\$86.5 Billion Sales Volume*

FRANCHISING

HomeServices of America expanded its business model to include real estate brokerage franchising in 2012 and through Irvine, California-based HSF Affiliates, offers its affiliate networks a comprehensive suite of tools, services and resources to support their growth and prosperity. The franchise brands under the HSF Affiliates umbrella are Berkshire Hathaway HomeServices, Real Living Real Estate and Prudential Real state.

46,400+ Agents*

1,500 Offices*

47 States*

\$89.7 Billion+ Sales Volume (Berkshire Hathaway HomeServices only)*





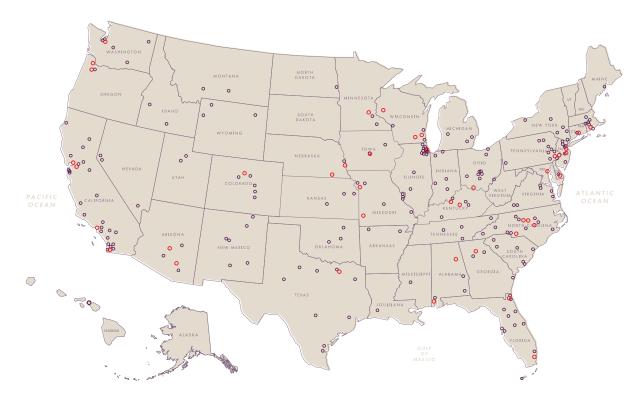


FROM THE HAWAIIAN SHORELINE TO THE NEW YORK CITY SKYLINE



AND EVERYTHING IN BETWEEN

With 46,000+ agents in 1,500 offices*, Berkshire Hathaway HomeServices is the fastest-growing real estate company in the United States.



- Berkshire Hathaway HomeServices Affiliate Companies
- HomeServices of America Family of Companies



SPECIALTY PROPERTIES

LUXURY COLLECTION

The Berkshire Hathaway HomeServices Luxury Collection is a unique offering of exquisite homes, estates and properties on the market. Representing the finest real estate the Northeast has to offer, the Luxury Collection Division provides maximum exposure to qualified prospective buyers through a sophisticated integrated marketing program that highlights the unique qualities of your property.

WATERFRONT

Valuing a specific waterfront property and targeting its ideal prospects requires the expertise of a seasoned expert. Berkshire Hathaway HomeServices offers unequaled experience, know-how and an intrinsic understanding of the marketing of these, the rarest of properties.

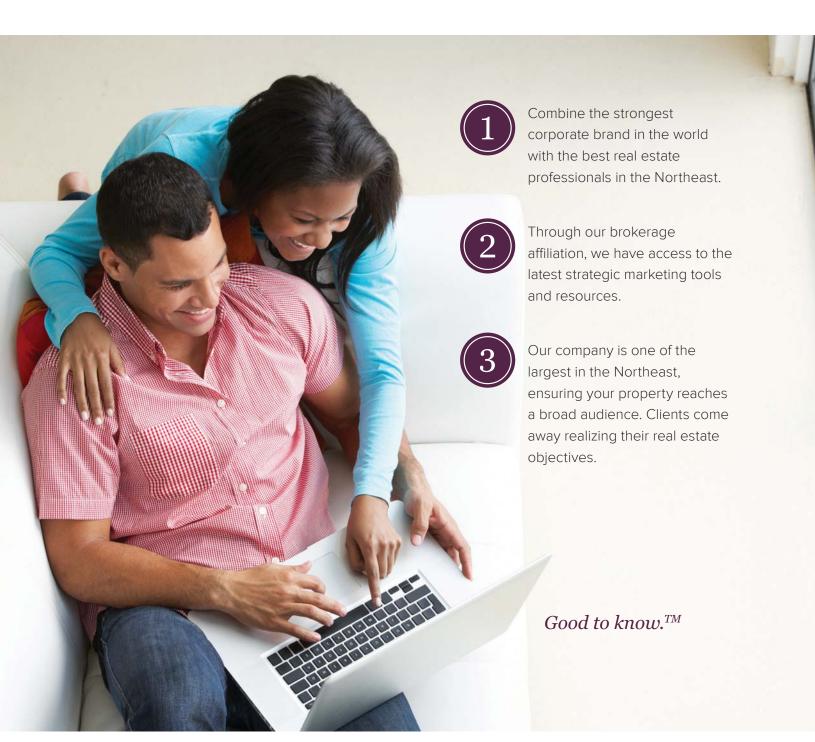
EQUESTRIAN

The collection of barns, paddocks and riding rings that comprise a successful horse farm make each as unique as its potential buyer. We excel at finding the right buyer and then highlighting the significant attributes that make each equestrian property so valuable.

ANTIQUE & HISTORICAL

We are blessed with a wealth of historical real estate that represents desirable architectural styles from every era. We appreciate the timeless beauty and value of a distinctive historical property and will thoughtfully craft a marketing campaign that appeals to buyers who fully value vintage surroundings.





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
- Branded yard signs
- Professional photography and videography
- Virtual tours
- Custom property flyers and brochures
- Direct mail campaigns

- Local, national and international advertising
- Open house promotion
- Mobile marketing
- Agent-to-agent outreach
- Cutting edge online marketing
- Social media



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 an assortment of 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.
- We monitor web hits
 generated to your listing
 on bhhsNEproperties.com,
 bhhsNYproperties.com,
 bhhsWestchester.com, Realtor,
 Zillow and Trulia to identify
 trends in web traffic and keep
 you updated on your property's
 online exposure.





CONNECTING BUYERS + SELLERS

The Art and Science of Home Valuation and Buyer Connection

Berkshire Hathaway HomeServices offers their exclusive Home Valuation System and Buyer Connect program, tools that combine sophisticated predictive analytics with our agents' local expertise. It delivers real-time, comprehensive data to more effectively match qualified home buyers and sellers within our family of companies.

At a glance, the Home Valuation System provides:

- Estimated value of your home based on three sources, including Zestimates
- Number of buyers who are in the market for a home like yours
- Buyer trends in your market, including price ranges, home size and showings
- Market intelligence, including homes sold, median price and change in activity

Most importantly, through Berkshire Hathaway HomeService's proprietary Buyer Connect platform and 24/7 service database, our agents are able to market your home internationally and connect with agents who have registered buyers looking for a home with attributes like yours.





ASSESSING THE PROPERTY, THE MARKET AND THE COMPETITION

Real estate is local – every market is different.

First, we thoroughly assess the subject property to understand what is unique and appealing to prospective buyers. We also identify any potential obstacles. Then we will provide you the most relevant market trends so you know exactly what is happening in your area. Finally, we identify the competitive properties to determine what qualified buyers will be evaluating versus your property.

PROPERTY INFORMATION TO CONSIDER

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





PROPERTY CONDITION & STAGING

We will 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.



*2016



VISUAL MARKETING

We'll bring your story to life.

The quality of photos and other media is critical for effective property marketing. We have access to the best tools and innovations available. We work with top-rated photographers to showcase your home through options such as twilight shots, aerial, drone and elevated photos.

FULL-SCREEN HD VIEWS CAPTURE ATTENTION

Traditional virtual tours are obsolete. Real estate websites now have high quality photo slideshows, so the virtual tour needs to deliver a better consumer experience. We recommend the use of full-screen HD images for photo slideshows and virtual tours.

VIDEO LISTING

Berkshire Hathaway HomeServices utilizes branded YouTube channels making it easier than ever for buyers to find your home. When you list your home with me, a video of your property will automatically be generated and posted online for maximum exposure to potential buyers.

Listings with virtual media are 40% more likely to get viewed online than those without.













ONLINE MARKETING PARTNERSHIPS

According to the NAR 2016 Profile of Home Buyers and Sellers, 44% of buyers' first step in the home-buying process is searching online. Berkshire Hathaway HomeServices has partnerships to maximize your listing's exposure with the top real estate websites including:



New England Properties New York Properties Westchester Properties

bhhsNEproperties.com, bhhsNYproperties.com & bhhsWestchester.com, a unique website address for your home with compelling information about your listing and the area.



Trulia.com is an all-in-one real estate listing site that receives over 55 million monthly visits.

nytimes.com

NYTimes.com is one of the top 150 sites in the world. Of the 575 million total monthly page views, 16% are international.



HomeFinder.com connects homebuyers, sellers and real estate professionals by powering local real estate search for over 375 newspapers across the country.



Homesnap is the highest-rated mobile real estate app, used by millions of consumers to explore homes and search listings.



Zillow.com is a real estate marketplace dedicated to help find and share vital information about homes and receives over 86 million monthly visits.

realtor.com

Realtor.com is the official site of the National Association of REALTORS®, with over 30 million people visiting the site every month.

THE WALL STREET JOURNAL

WSJ.com is one of the top 250 websites in the world. Of the 381 million total monthly page views on WSJ.com, 30% are international.



Homes.com is visited by over 14 million people a month searching for homes and all things home-related.



TARGETED GLOBAL MARKETING

The internet has dramatically changed the way real estate is found and purchased around the world. It is true that real estate is becoming part of the global economy. Berkshire Hathaway's international appeal is second to none. Our network circles the globe and casts a wide net in terms of affiliate real estate networks and web platforms geared toward serving and reaching the most active international markets.

MAXIMIZING REACH AND INFLUENCE

Our national website, BerkshireHathawayHS.com has set the standard for international real estate search as *the first and only brokerage* to share the complete U.S. database of listings. The site can be translated in 12 different languages and broadcasts your property to more than 80 websites worldwide attracting over 15.6 million visitors to the site in 37 countries across five continents.

JUWAI PARTNERSHIP

Berkshire Hathaway HomeServices continues to refine its global listing-syndication program to bring the most value to its agents and their clients based on international buying activity and search patterns. Our strategic marketing alliance with Juwai.com, China's largest international property portal, offers access to a large audience of high-net-worth Chinese looking to buy property in the United States.







INTERNATIONAL LISTING DISTRIBUTION

As part of our brand's global expansion, Berkshire Hathaway HomeServices has partnered with ListGlobally to the network's residential listings to over 80 global websites serving consumers in 37 countries on 5 continents. Your property will experience the full breadth and reach of our rapidly expanding international network.

EUROPE
Bulgaria
Imot.bg
Cyprus
101evler.com
Czech Republic
Realcitycz.com

Czech Republic Realcitycz.com Denmark Boliga.dk Estonia City24.ee

France
Acheter-Louer.fr
CoteLittoral.fr
Simply-Move.fr
Explorimmo.com
Surfaceprivee.com
Corsematin.com
Laprovence.com

Bienpublic.com Ledauphine.com

Leprogres.fr Midilibre.fr Nicematin.com Varmatin.com

Lejsl.com

GreeceSpiti24.gr
Spitogatos.gr
Tospitimou.gr

Italy Idealista.it Latvia City24.lv Lithuania

City24.lt **Luxembourg** Immotop.lu

Monaco
Montecarlo-realestate.com

Poland
Oferty.net
Domy.pl
Morizon.pl
Portugal
Kamicasa.pt
Imovirtual.com
Idealista.pt
Romania

MagazinulDeCase.ro

Serbia Imovina.net Spain

Globaliza.com Idealista.com Kamicasa.com **AMERICAS**

Brazil

Imoveisesol.com.br Todobrasilimobiliaria.com

Canada Kangalou.com Publimaison.ca

Chile Icasas.cl Colombia Icasas.co

Dominican Republic Venren.com

Mexico lcasas.mx

ASIA & PACIFIC

China MLS.cn

French Polynesia Immopf.com

Macau Go853.com New Caledonia

Immonc.com

Papua New Guinea Hausples.com.pg

PhilippinesPerSquare.com.ph

Thailand

Asiapropertyworld.com

MIDDLE EAST & AFRICA

Algeria

Lkeria.com

Hebdoimmobilier-dz.com

Morocco Mubawab.ma

Royaume-immobilier.com

Logicimmo.ma **South Africa**

Persquare.co.za

Turkey

Emlaktown.com

United Arab Emirates

Bavut.com

WORLD

Goplaceit.com Listaproperty.com Edenway.co.uk

Best Properties Overseas. co. uk

Zezoomglobal.com Realtyindexer.com

BestPropertiesOverseas.com

Homeglobally.com



ADVANCED DIGITAL MARKETING











Social media channels can be invaluable mediums for marketing your property to prospective buyers. Our in-house digital marketing team leverages the reach of our local and national Facebook, Instagram and Twitter accounts to help reach and create relationships with potential buyers.

Custom Property Microsites

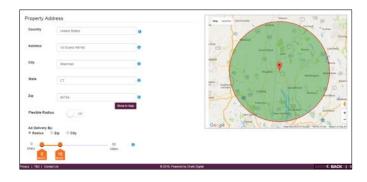
Microsites are websites specifically created for all of our listings and contain all the information needed to effectively promote the property. Your property's microsite may also be easily shared via social media channels and e-marketing blasts, giving your property the competitive edge.

Each Custom Property Website features a dedicated web address, large format photos, town information and social sharing capabilities. Further enhancements include custom copy, links, virtual tours and the addition of professional photographs.

Mobile Marketing

We can increase your property's visibility in the virtual market with our mobile advertising campaigns marketed towards a more responsive, targeted mobile audience. We can publish mobile ads that appear on today's most popular and trending mobile apps.





Geo-target your ads to reach consumers in a specific location.



MULTI-CHANNEL ADVERTISING AND BRANDING

WALL STREET JOURNAL More ways to find properties than ever.

The New york Times

In 2017, Berkshire Hathaway HomeServices continued their comprehensive brand awareness campaign to position the company as the trusted source for real estate information and services. Regionally, Berkshire Hathaway HomeServices New England, New York, and Westchester Properties tapped the creative energy of a Stamford-based agency for its ad campaign to drive traffic directly to our listings. Both campaigns leverage traditional and digital media and appear in various media outlets.



PRINT ADVERTISING



We advertise widely in the leading local newspapers and magazines. These branded ads and campaigns are intended to create awareness for our company and our listings. Our national brand also does extensive advertising in national and global print mediums including the Wall Street Journal, Robb Report and Unique Homes Magazine.



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!



TELEVISION AND PARTNERSHIPS

Robb Report.

Our 2017 television campaign called "Places" features vignettes of people in locations near and far from where they live, acknowledging no matter where life takes you, there truly is no place like home. Our message captures the emotional journey of home selling and demonstrates the value of our knowledgeable agents. The commercial aired on Scripps Network's channels including HGTV and Food Network. We also partnered with HGTV to create the "Love Your Home Sweepstakes" with Karen Laine and Mina Starsiak from "Good Bones". The \$50,000 sweepstakes was promoted during HGTV shows, on HGTV.com and cross-promoted through all Berkshire Hathaway HomeServices platforms.





Custom solutions for every business objective.

BROOKFIELD RELOCATION

Brookfield Relocation is one of the largest and most financially viable relocation companies in the world. We provide relocation service to over 85,000 government and corporate employees annually in more than 125 countries.

RELOCATION ADVANTAGE

At Relocation Advantage, we deliver relocation solutions to handle your personal move or your corporate mobility strategy. We understand that any type of relocation, whether it's domestic or international, can be confusing and stressful for employees. Working as your partner, we can provide as much support as you need. We listen and ask questions until every issue is understood and defined. You can depend on us to give impartial, practical and experienced advice.

RELOCATION SERVICES

We cover every phase of the relocation process, from selling and buying a home, to shipping household goods, settling in and adjusting to a new community anywhere in the world. Berkshire Hathaway HomeServices partners with every third-party relocation company and their transferees in our coverage area.





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, Zillow, Trulia and our Berkshire Hathaway HomeServices websites and mobile app.

ONLINE SELLER ADVANTAGE

Seller Advantage was created to help distinguish your listing from competing properties and maximize exposure to qualified buyers.

- Listing Presentation Report highlights the number of registered buyers who are looking for property in your area and who have requested to be notified when a property like yours goes on the market.
- Seller Activity Report gives you detailed information about online buyer activity for your home and neighborhood in addition to information on new listings in your area, price and status changes.

PROPERTY SHOWING FEEDBACK

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

LOCAL MARKET TRENDS AND COMPETITIVE DATA

Information from Collateral Analytics, rated as one of the most accurate sources for home values, along with the local multiple listing services, shows market activity specific to your neighborhood and price range. These powerful tools enable you to see important market trends based upon actual sales activity.



MANAGING YOUR SALE TO CLOSE

dotloop Transaction Management

dotloop enables Berkshire Hathaway HomeServices Sales Executives to work with their clients in an online 'loop' where they can share documents, send messages, complete tasks and collaborate through the entire real estate transaction. It's safe and secure, from offer to close, on any device and from any location, allowing us to complete your transaction quicker than ever before.





I will apply my knowledge and expertise to achieve the successful sale of your property.

HERE IS WHAT YOU CAN EXPECT FROM ME:

- I will work with you at every stage of the home selling process, from the development and implementation of a marketing plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- We will want to agree to a system of regular communication so that you can be kept informed at all times.
- I will give you reliable information and solid advice so that you can make informed decisions.
- It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.