



ALLIANCE

# ONBOARDING HANDBOOK

Updated April 2017



**PASSION**

To stimulate energy to a higher level of inspiration and emotion

**AUTHENTICITY**

Being exactly what we claim to be

**INCLUSION**

To embrace all people and ideas

**GROWTH**

To have increasing influence

**EXCELLENCE**

To consistently exceed expectations

**OUR CORE BUSINESS VALUES**

It is important for a brand to have at its foundation a set of core values. This helps ensure the brand remains on the right course for growth, including aligning with the right companies which also share its values. It enables the brand to prioritize effectively and hit and exceed goals. Most importantly, it serves as a blueprint for its service philosophies and practices. Better Homes and Gardens® Real Estate's core values are PAIGE: passion, authenticity, inclusion, growth and excellence.

## Introduction

Welcome to Better Homes and Gardens Real Estate Alliance!

We have designed this **Onboarding Handbook** to help you through the transitional process. The Handbook covers the following:

- ✔ A list of all training available for the new programs and services
- ✔ Suggestions to leverage the brand, including scripts and dialogues for active clients, sphere, inactive clients, and others
- ✔ Instructions for how to make a smooth transition: how to change over your email for your smart phone, update your voicemail, update your email signatures, and update your social networking profiles
- ✔ A list of Frequently Asked Questions about the transition

If you have any questions, or need help at any point in this process, please reach out to one of us. Thank you for your support, and for your trust in your management team.

|                       |                               |                         |
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Wichita, Kansas 67206  
(316) 688-0077

### West Office

6617 W Central Ave  
Wichita, Kansas 67212  
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## Company Website – BetterKS.com

We are proud to deliver a robust, intuitive, and user-friendly online experience to our agents and their clients through our company website, BetterKS.com, and free, easily customizable, agent websites. With advanced search options and a direct IDX feed from our MLS, consumers can always find the most up-to-date information with ease.

## Faxes

We use a digital fax system which sends an electronic copy of faxes directly to management via email. These emails are then forwarded along to agent. Our fax number is (316) 634-0089.

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## New Agent Onboarding Checklist

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### At Signing

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- Sign Contract
- Appointment with RSCK
- Transfer License to BHGRE Alliance
- Agent Profile Form
- Direct Deposit Form
- Policy & Procedure Manual
- Create @BetterKs.com personal email
- Create @BHGict.com accounting email

### With BHGRE Staff

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- Office Orientation
- Key to Office, Assign Alarm Code
- Bags and Schwag
- Set up first mentor meeting
- Basic Systems Training
- Zap Training
- Paperless Pipeline training
- Review lock box system
- Review yard sign system
- Review document center
- Review resource center
- Review BHGRE Alliance AHS warranties
- Exposio HDR camera orientation

### Self-guided

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- Social media
  - Update company on Facebook
  - Update company on LinkedIn Profile
  - Update Pinterest, Twitter, etc.
  - Like BHGRE Alliance on Facebook
  - Like Better GoGo on Facebook
  - Like All Things Real Estate BHGRE
- The Greenhouse
  - Complete Greenhouse profile (pg. 7)
  - New agent learning tract (pg. 10-11)
  - Watch training webinars, esp:
    - Navigating The Greenhouse
    - My Listings in The Greenhouse
  - Input clients in CRM
- Zap
- Pre-Launch Learning
- Post-Launch Learning
- Post-Launch Webex
- Real Satisfied
  - Real Satisfied Training (pg. 14)
  - Real Satisfied Profile (pg. 14)
- Review BHGRE Alliance Forms (pg. 14)
- Paperless Pipeline (pg. 15)
- Letters to SOI (pg. 14 & 24p)
- Order business cards  
(custom cards with Hayley)
- Order name badge

## Five Reasons Why Better Homes and Gardens Real Estate Alliance is the Place to Be!

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### 1. The power of the Better Homes and Gardens brand

Our market is stale with outdated value propositions. Our brand is focused on the consumer and in doing so, our company and brand is relevant 365 days a year. This truly is a "LIFESTYLE" brand. We have the ability to touch the consumer every day of the year, not just when they're ready to buy or sell. Being that familiar face (Better Homes and Gardens magazine is read by 40 million people monthly) and trusted provider will translate into more business for our team.

### 2. The Greenhouse

It's the best tool kit in the industry. End of story.

### 3. Training, education and support

We can all get better at what we do. Training is now available to us in a variety of forms - live, webinars, self-directed and on a variety of topics. Want to get better at social media? We can help. Want to refresh your sales approach? We can help. Need help in the Greenhouse? Live Chat to guide you. Need a 3 minute "Chunk" of learning? All at your fingertips.

### 4. Agent empowerment

Our culture and management philosophy at BHGRE Alliance, and maybe one of the main reasons you joined us, recognizes that you are independent contractors. We respect that. You're self-motivated and don't want to be burdened with formalities. That culture isn't changing for you. If you choose to have a career in this business, you provide the drive and we'll provide the tools. We have no desire to emulate some other company out there. Our goal is to establish our own personality and we expect the same from you. Empowerment isn't abandonment. Mentoring, guiding, coaching is all available when you need it.

### 5. Enthusiastic Leadership and cultural connectivity

You'll meet the leadership at Better Homes and Gardens Real Estate: enthusiastic real estate people who are creating a new and better real estate brand, and who are going to support our growth. We felt the vibe when we visited the home office in NJ. It was a very confident vibe that said "we know we're on to something here". By putting the consumer first, good things will happen. That's not a revolutionary idea in most industries, but it really is in ours.

## Better Homes and Gardens® Real Estate

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The Better Homes and Gardens name, owned by Meredith Corporation, has been a staple in American life ever since first published in 1922. The brand represents a true passion for the home with a deep commitment to homeownership that builds quality of life for individuals, families and communities. Better Homes and Gardens Real Estate delivers a full-service value proposition that engages the best technologies to meet the needs of homebuyers and sellers of every generation. Today, the magazine boasts a circulation of 7.6 million, a readership of nearly 40 million and holds the largest database in the U.S. with 80 million consumers. The brand includes over 60 brokerages with over 300 offices in the US and Canada and over 10,000 agents and continues to expand at a rapid pace. The key differentiators of the Better Homes and Gardens Real Estate brand include:

- ✔ A unique team of industry experts available to support your business
- ✔ Access to one of the largest consumer databases in the world (the Meredith Consumer database)
- ✔ The latest online principals used to engage the online consumer
- ✔ Best in class systems and tools to help develop and manage your business
- ✔ Follow-up programs utilizing extensive Better Homes and Gardens' resources
- ✔ Online lead generation and management systems

## Realty Corporation

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Realty Corporation, a global provider of real estate services, has a diversified business model that includes real estate franchising, brokerage, relocation and title services.

Realty's world-renowned brands and business units include Better Homes and Gardens Real Estate®, CENTURY 21®, Coldwell Banker®, Coldwell Banker Commercial®, The Corcoran Group®, ERA®, Sotheby's International Realty®, NRT LLC, Cartus and Title Resource Group. Collectively, Realty's franchise systems have approximately 15,000 offices and 315,000 sales associates doing business in 87 countries around the world. Approximately one in four U.S. homes bought or sold in a brokerage-related transaction involves a Realty brand-affiliated brokerage.



## Getting Started with BHGRE Alliance

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**Congratulations on making the decision to join our team!!!** As owners and managers of this business we have a simple credo; Our only job is to serve our agents, so our agents can BETTER serve their customers.

Our orientation will include an overview of the Greenhouse intranet portal, our company policies and procedures and hopefully, a review of your business plan. The material in the Greenhouse is comprehensive so don't think you need to grasp everything on day 1. Its best to just get a basic understanding of how it operates then you can drill deeper on your own time.

After we knock out the necessary administrative tasks associated with moving your license to BHGRE Alliance we will focus on the items outlined on the following **New Agent Onboarding Checklist**. We can spend as much time on this as you need. There are a few hours of recommended webinars which you can watch in our media room or at home on your own if you prefer. After this session, you should have enough knowledge and understanding to reasonably (and somewhat efficiently!) navigate our system.

As we mentioned earlier, our responsibility is **to serve you** so we are at your beck and call to answer questions and provide guidance. We also have a tremendous resource called the Better Homes and Gardens Real Estate Client Services team which is available to provide help with any of the BHGRE tools.

### Contact the Better Homes and Gardens Real Estate Client Services team for technical support:

- 📞 Phone at 866.616.4BHG
- 📧 Email at [help@bhgrealestate.com](mailto:help@bhgrealestate.com)

Support requests are answered 5:00 am to 11:00 pm central time.

We hope this training helps you hit the ground running!

## How to Login to the Greenhouse

Visit [www.greehousebhgre.com](http://www.greehousebhgre.com) and upon first login, enter the username in the format [firstname.lastname@bhgrealestate.com](mailto:firstname.lastname@bhgrealestate.com). If you have characters such as apostrophes or dashes in your name, do not include them. By this time, you should have received two emails from the brand; one includes your username and the other, includes your initial password. Please follow the directions included in these two emails to log in to The Greenhouse for the first time. Once your user name and initial password are entered, you will be asked to create your personalized password. If you have any questions or issues logging in, please contact the BHGRE Client Services Team who can assist you. Please note that although you will have access to the Greenhouse as of today, many of the tools within the Greenhouse will take a few days to go Live.

On the Home tab, click on either blue 'Click Here' button to update your profile.

**Note:** when asked to enter your betteragents.com email address, please use the following format:  
FirstnameLastname@betteragents.com

The screenshot displays the Greenhouse user interface. At the top, there is a navigation bar with tabs for 'Home', 'My Business', 'Marketing', 'Shopping', and 'Leads'. Below the navigation bar, the breadcrumb trail reads 'Greenhouse > Home'. The main content area is divided into several sections:

- My Business Dashboard:** This section contains a 'My LeadRouter' widget with four metrics: 'Total Leads (0)', 'Active Leads(0)', 'Update Required (0)', and 'Out of Compliance (0)'. Below this widget is a blue 'Click Here' button with a play icon. A green arrow points to this button. Below the button is a text prompt: 'Activate your BHGRE Contact Manager, Digital Marketing Center and other tools!' and a small thumbnail image of a dashboard.
- Listings:** This section also features a blue 'Click Here' button with a play icon, which is pointed to by a green arrow. Below the button is the same text prompt and thumbnail image as seen in the 'My Business Dashboard' section.

Other visible sections include 'Market Leads' with a 'Click here' link and 'Latest Video' featuring a video player with the BHGRE logo.

## THE GREENHOUSE RESOURCE GUIDE

Tools & Systems to Grow Your Business  
www.mybhggreenhouse.com

### HOME PAGE

**My Business Dashboard** – Gives you a glimpse and access to your LeadRouter leads and your contacts in the BHGRE® Contact Manager.

**Listings Dashboard** – Provides a count of your active listings, new listings and your office listings as well as access to the Listings section where you can review and edit listings, identify a listing as a Distinctive Collection, as well as access the print and digital marketing centers to create marketing materials.

**My Favorites** – Create links to your favorite Greenhouse pages to minimize clicks and have quick access to your most utilized brand tools.

**Upcoming Events** – Lists upcoming national and local events, including future brand training classes. Click on an event to access additional information or register. Click on “See Calendar” to access the Event Calendar.

**Billboard** – A scrolling section that provides brand announcements.

**Latest Videos** – Watch to stay up-to-date on the latest brand information.

**Latest News** – Read the latest brand press releases and “Be Better” newsletters announcing new companies, tools and initiatives.

**Search** – Can’t find what you are looking for? Use “Search” to access information on the topic.

**Social Media Icons** – Click on any of the icons to follow the brand on social media – Facebook, Twitter, Google+, YouTube or our Clean Slate blog.

**Preference Bar** – Located at the top of each Greenhouse page.

- **Mark as Favorite** – When you find a page within the Greenhouse that you frequently visit, click “Mark as Favorite” and a link to that page will appear in the “My Favorites” section.
- **Live Chat** – Click on this link to chat with our Client Services team during normal business hours if you have a question on any tools within The Greenhouse.
- **Client Services** – Looking to contact our Client Services team? Click here for our contact information.
- **Profiles** – You want to make sure that your online presence is consistent and up-to-date. Click here to manage your profiles, Greenhouse password and security question.



### MAIN MENU

#### My Business

*Find useful tools specific to your business – from your listings and contacts, to listing distribution reports, referral tools, brand awards and recognition levels.*

#### My Listings

– See an inventory of your current listings as well as listings from your office. The Listings section allows you to create listing-specific digital marketing materials that are automatically populated with photos, prices, addresses and additional listing details.

#### GoListIt/ListHub

– ListHub manages listing distribution to 3rd party websites for many BHGRE companies and also offers the option for paid branded reporting that can be provided to sellers to demonstrate traffic on these sites.

#### LeadRouter

– Access your LeadRouter account, your online lead management system that not only converts Internet leads into voice messages sent to agent cell phones, but also facilitates the management of leads from any source – phone calls, walk-ins, referrals, etc. In addition, access the mobile site or download the iPhone app.

#### BHGRE Contact Manager

– Your very own contact manager (CRM) allows you to accept leads from LeadRouter, manage your contacts, manage emails, post listings to Craigslist, create and set up campaigns for one or multiple contacts, email listings to buyers, create digital marketing materials, and manage your BHGRE agent website as well as access reporting.

#### Agent and Team Awards & Recognition

– Learn more about the brand’s annual awards and recognition program.

#### Referrals

– Access the tools necessary to place a referral with one of your fellow BHGRE agents/brokers or a REALOGY sister brand.



## MARKETING

**Print Marketing** – Find tools and resources for you to manage your print marketing needs. The tools include: Pinpoint, and the Print Marketing Center powered by Xpressdocs.

**Digital Marketing** – Offers a variety of digital marketing options for personal and property promotion on demand with 24/7 access, including our Free Image Library with hundreds of royalty-free images.

**Brand Tiers** – To enhance your marketing endeavors, we created three additional tiers for marketing your listings in the luxury, urban and commercial markets – Distinctive Collection by Better Homes and Gardens Real Estate®, Better Homes and Gardens Real Estate® Urban Properties, BHGRE Commercial®, Better Homes and Gardens® Real Estate Waterfront Collection and Better Homes and Gardens® Real Estate Ranch & Resort.

**Presentations** – Find fully scripted and customizable branded presentation tools you can use before, during or after an initial meeting with potential prospects.

**Videos** – Access branded videos you can use before, during or after an initial meeting with potential prospects.

**Signage** – Find the resources to order signs that fully comply with our brand standards.

**Online and Social** – Learn about our social media efforts and take a look at other online tools that you can use.

**Advertising and Promotions** – Tools and templates for online, television and print marketing, along with access to deep discounts on unique media opportunities.

## SHOPPING

This is your one-stop-shop for finding those solutions for both business and personal purchases.

**Marketing Tools and Products** – Review a wide array of products and tools that can help you build and streamline your business.

**High-end Closing Gifts** – Looking for that perfect gift for your clients? Take a look at our suggested closing gifts to ensure you continue your relationship with your buyers and sellers after the sale.

**Better Homes and Gardens' Products** – As a result of our partnership with Meredith Corporation, the publishers of *Better Homes and Gardens* magazine, we can extend special discounts to many BHG products such as magazines, books, flowers and more.

**Discounts for Clients** – Learn more about discounts that you can pass on to your buyers and sellers.

**Approved Suppliers** – Download a flyer summarizing all of the approved suppliers.

## EDUCATION AND TRAINING

Your source for all online brand training. The BHGRE® Learning Center provides highly targeted, highly customizable training and contains a Transcript Page where past, present and future training is accessible to agents and office staff. Users can also track their training progress and access their training needs and view a calendar summarizing all future classes.

BHGRE Learning Center Training Topics:

- **BHGRE Product and Tools Learning**
- **Real Estate Skill Development**
- **New Agent Training**
- **Social Media/Technology Training**
- **Designations and Certifications**
- **Business Skills/Microsoft Office – Self-Paced**

## OFFICE DOCUMENTS

This section allows your broker, manager and office staff to upload documents, including all Microsoft Office files such as Word, Excel, PowerPoint as well as PDFs, and JPGs and videos that you can access, view and download. Websites that your office management believes you would find useful can also be linked for easy access. Sort by file name, category, description, file size, date, or by who uploaded the file.

## NEWS

**Press Releases** – Keep up-to-date on the latest industry and brand press releases. Search our archives for previous press release materials.

**News** – Whether you want to keep up-to-date with the latest trends, or learn about new techniques that will help you reach your business goals in the year ahead, this section provides the news, ideas and inspiration to power your business.

**Events** – Stay current on the latest events to help grow your professional network. Learn more about the latest happenings.

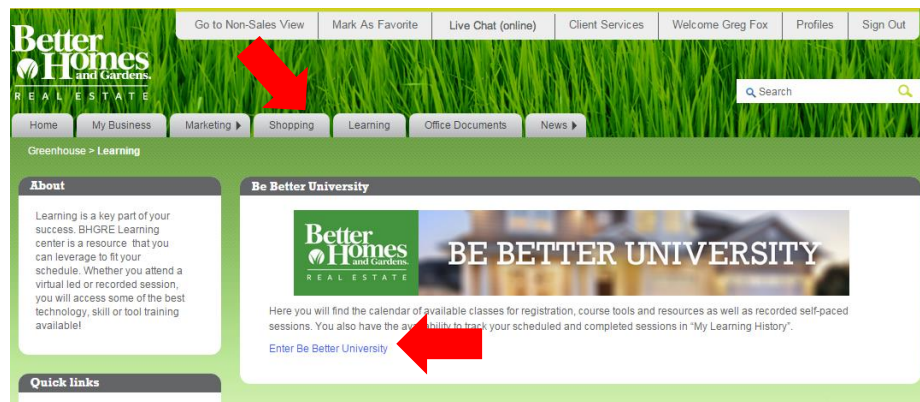
## CLIENT SERVICES CONTACT INFORMATION:

**Phone:** 1.866.616.4BHG (4244)  
**Email:** help@bhgrealestate.com  
**Fax:** 866.477.3006

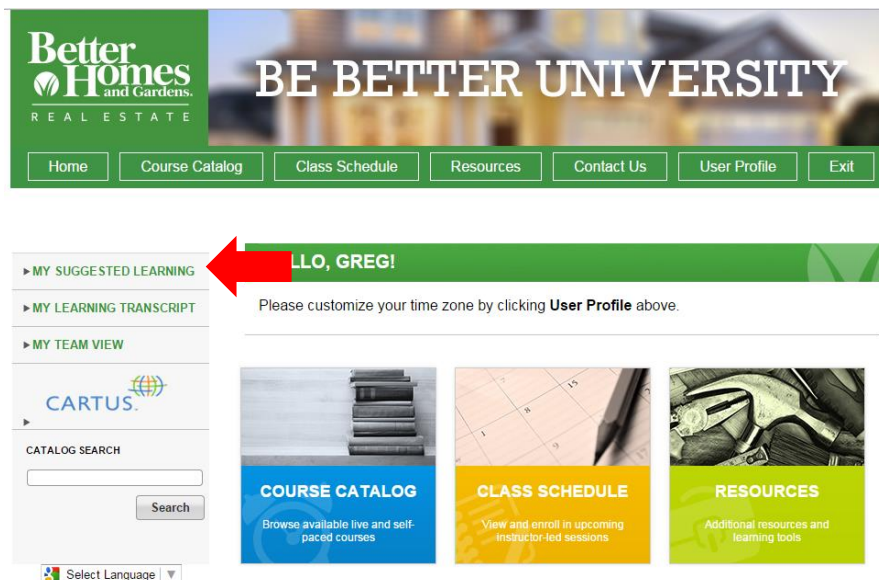
## Better Homes and Gardens Real Estate Greenhouse Virtual Training Classes

We will be asking you to sign up for multiple virtual training classes. Please sign up for these classes that will take a deeper dive into the BHGRE tools and services and provide suggestions on how to incorporate these tools into your everyday sales cycle. If you don't sign up during the training, you can register by clicking on the events calendar on the homepage of the Greenhouse or by clicking on the "Learning" tab.

Click on the "Learning" tab, then click on "Enter the Be Better University".






































Click on "My Suggested Learning"



Click the  to the left “New Associate Greenhouse Learning Plan” to expand the list of recommended starting classes.

Clicking on the  to the right registers you for the Learning Plans, and activates the links associated with that class.

|    |   | workbook.   |  |   |  |
|----|---|---|--|---|--|
| 6  |    | New Associate Greenhouse Learning Plan              | An introduction to the core tools and systems offered via the Greenhouse | N/A   | Incomplete  |
|    |   | <b>Mapped Item Name</b>                             | <b>Mapped Item Status</b>  | <b>Actions</b>  |  |
| 1  |    | New Welcome to Better Homes and Gardens Real Estate | Not Attempted  |       |  |
| 2  |    | Navigating the BHGRE Greenhouse                     | Completed  |       |  |
| 3  |    | Your BHGRE Profile Page                             | Not Attempted  |       |  |
| 4  |    | Leveraging Your BHGRE CRM                           | Completed  |       |  |
| 5  |    | Importing Contacts into the BHGRE Contact Manager   | Completed  |       |  |
| 6  |    | Mastering Your Digital Marketing Center -Class One  | Completed  |       |  |
| 7  |    | Mastering Your Digital Marketing Center -Class Two  | Completed  |       |  |
| 8  |    | BHGRE Print Marketing Center                        | Completed  |       |  |
| 9  |   | BHGRE PinPoint Marketing                            | Completed  |     |  |
| 10 |  | Mobile CRM  | Not Attempted  |   |  |
| 11 |  | My Listings in the Greenhouse                       | Completed  |   |  |

[Show Legend](#)

There are also a number of relevant self-paced classes on The Greenhouse. These classes will provide prerecorded tutorials on various topics and tools such as how to edit your agent profile, how to leverage the PinPoint database, how to enhance your new BHGRE agent profile and more. All self-paced classes and other helpful tips can be found by navigating to the “Learning” section of The Greenhouse, then select “Visit BHGRE Learning center”, then “Course Catalog”, then “DIY Learning.”

Continuing education classes are also available at a discount through The Greenhouse. Just go to the “Learning” section and select “The CE Shop” link. Once you set up your account, you will be able to select from available classes by state.

## BHGRE Alliance Greenhouse Reference Section

In the Greenhouse, a tab labeled “Office Documents” includes links and documents specific to BHGRE Alliance. Included in these:

- ✔ Office links page, programs, links and more (see below)
- ✔ Our logo Clothing store for shirts, caps, bags, etc.
- ✔ Paperless Pipeline “Getting Started” videos
- ✔ Office documents uploaded by staff
- ✔ Real Satisfied Training

You can view and click on everything in this section, but cannot edit or delete an item. Please check periodically as this section will be updated as needed.

| File | Category | Description                  | File Size | Uploaded by           | Date |
|------|----------|------------------------------|-----------|-----------------------|------|
|      |          | Greenhouse Reference Section |           | Hayley Holloway-Utter |      |

## Electronic Signatures

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BHGRE Alliance uses Instanet forms product called Authentisign and our own product called Paperless Pipeline for electronic/email signatures. We choose Authentisign because it integrates with the RSCK Board provided Instanet Forms program. Once the docs are placed in Paperless Pipeline, it's easier to use their signature program.

## Paperless Pipeline

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When paperwork is completed for a transaction, it should be submitted to the office staff, within the applicable legal time constraints, via the company's online document portal – Paperless Pipeline ([www.Paperless Pipeline.com](http://www.Paperless Pipeline.com)).

It can, and does, serve as a file drop box, cloud storage, a document organizational system, an interoffice communication system, and much more. There are two ways to upload documents: email and direct upload from a computer. Many agents choose to scan their paper copies and upload them via email. This can be done at either office or any home scanner with an internet connection.

A welcome email with login credentials will be sent to each sales associate from Paperless Pipeline. To use the document portal, log in at [www.Paperless Pipeline.com](http://www.Paperless Pipeline.com). Each sales associate will meet with management for formal Paperless Pipeline training.

The open help section ([help.Paperless Pipeline.com](http://help.Paperless Pipeline.com)) has step-by-step instructions, FAQ, and tutorials. However, sales associates are always welcome to contact office staff for additional assistance.

## Dizzle Vendor Recommendation List

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Ever wonder who the best plumber in town is? How about what inspectors are most reliable? With our Dizzle vendor recommendation list, you can find the right service provider in no time. All of the vendors have been recommended by at least one BHGRE Alliance agent for exceptional work in the past. The list is accessible online and on-the-go.

### Online

Simply visit [BHGict.com](http://BHGict.com) to view the list.

### Apple and Android Apps

Open the app store, then search for “BHG ICT”.



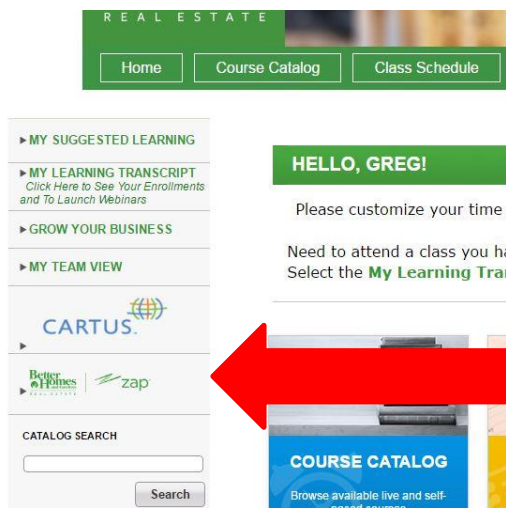
# Zap CRM and Website



Zap is a Powerful Customer Relation Management (CRM) tool developed and owned by Realogy. BHGERE is a Realogy company, so it is a tool we have access to.

Zap will become the center of your digital marketing tools incorporating Big Data, predictive marketing, customer for life, and more.

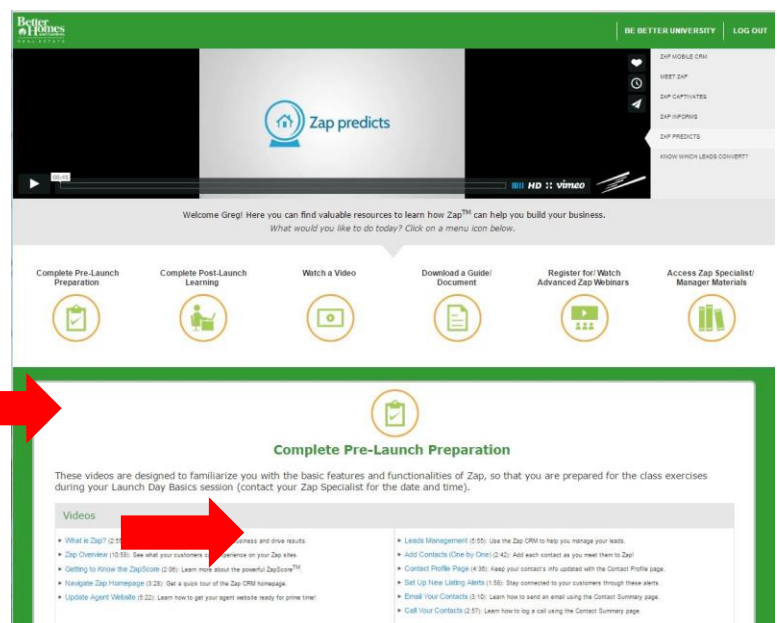
Today, Zap is a website and CRM with drip marketing and consumer analytics. More to come with this powerful tool.



Prior to your first meeting with our Zap Specialist, you'll need to do your homework. To access the Zap learning center, go to the Greenhouse, open the Learning tab, click on "Enter Be Better University". On the Left Tab, you'll see the link for EZ Zap:

The Zap Education page opens. On this page you see a variety of videos, updates, releases and more.

Before you meet with the Zap Specialist to be activated in the Zap system, you'll need to complete the Pre-Launch activities. The 2 red arrows to the right indicate where to click. See our Zap Specialist if you have any questions.



## BHGRE Alliance Mentoring Program

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BHGRE Alliance offers a Mentoring Program. Our program is based on years of experience, specially trained mentors who are veteran REALTORS®, carefully designed BHGRE corporate programs, and adoption of best practices for our local market.

The BHGRE Alliance Mentoring Program was designed with the New Agent, or student, in mind; whether serving agents who want to jump start their career or those who need help with specific areas of their business.

Mentors have a written guide to share with their students. The Mentoring Guide has classroom, homework, and client-based activities. All activities are attended by and/or shared with your mentor.

While all included subjects can be covered, we encourage mentors to evaluate each student's experiences and proficiencies to customize training to best serve their needs. Some students will only be mentored through a single buyer and seller transaction. Other students will have three to four of each transaction type to reach proficiency.

While the BHGRE Alliance Mentoring Program is a free service, mentors do receive a portion of the student's commission during the mentoring period as payment for the time and effort they contribute.

If you're interested in learning more, even if you are a veteran REALTOR®, please let us know so we can get you started right away!

## Exposio HDR Camera

We've invested in advanced photography camera, program, and processing to enhance your interior and exterior photos of listed homes. The camera is equipped with a wide-angle lens and programming that takes 9 different exposures for each scene, and the photos are melded together via processing. We have a company account for processing. You may check out the camera and we will process the photos for you. We charge \$1.50 for every photo you save and use for the listing. There is no charge if you don't save a photo. See Hayley or DeDe for camera training and check out.



## The How to Guide for Your Transition

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We have created this “How To” Guide to help you with all the little things that have to be done to help you maintain a smooth transition. In this section, we cover:

- ✔ How to update your voicemail
- ✔ How to update/create your email signature
- ✔ How to update your personal webpage
- ✔ How to update your social networking profiles
- ✔ How to update/create your personal marketing
- ✔ How to update your new profile displaying on bhgrealestate.com
- ✔ How to order new print marketing materials
- ✔ How to create new online marketing materials
- ✔ How to order BHG magazine subscriptions or other BHG related gifts for clients
- ✔ How to access Approved Supplier discounts
- ✔ How to market luxury homes
- ✔ How to find images to include in my new marketing materials
- ✔ How to get help with Better Homes and Gardens Real Estate Tools

### How to Update Your Voicemail

Remember to update your voicemail greeting. Every phone is different, but if you call into your voicemail you should be prompted to go to “Message Options” or “Record Your Voicemail.” Once you’ve gotten to the point of recording your voicemail, you should record it in a quiet place, without using a headset, but instead speaking directly into the phone for ideal transmission. Here is the suggested message:

*You have reached the voicemail for [Name], licensed real estate salesperson with Better Homes and Gardens Real Estate Alliance. Please note that my new email is firstname.lastname@BetterKS.com, and our website is now www.BetterKs.com. Please leave a message at the tone.*

### How to Update Your Email Signature

A lot of you use an email signature for your outgoing emails; and those of you who are not should probably do so. It’s a great way to brand your outgoing email. There are many different email programs; please refer to the “Help” section on your email program and search for “signature” to find instructions.

## How to Update Your Personal Webpage

If you currently have a personal website, at minimum, we ask that you update the company logo and any reference to the old company name. We would prefer that if you can revise some of the background colors to the site, you do so as well and convert to green (Hex #669933). We also suggest you access The Greenhouse as soon as possible to update your profiles so you can begin the Zap Learning Journey to set up your new FREE fully-integrated agent website and CRM.

## How to Update Your Social Networking Profiles (Facebook, LinkedIn)

For those of you on social networking sites, you'll want to update your online profiles. It's simple to do so. Please be sure to check each of these accounts to update:

- ✔ Facebook
- ✔ Twitter
- ✔ Instagram
- ✔ LinkedIn
- ✔ Pinterest
- ✔ Google

**Here are three examples; other formats follow closely.**

### Facebook

1. Log into Facebook.com.
2. Click on the "Profile" link at the top.
3. Click on "Edit Profile" under your name in the top left corner.
4. You can now edit the Work and Education sections
5. Edit the information that refers to the old company name in the "Work and Education" sections.
6. Edit your login email information under "Contact Information"
7. While you're on Facebook stay up-to-date on current industry news and brand events by searching for "All Things Real Estate BHGRE" and "Like" us!
8. Please search "Better Homes and Gardens Real Estate Alliance" and "Like" us!

### LinkedIn

1. Log into linkedin.com.
2. Click on the "Profile" link at the top
3. Click "Edit Profile"
4. Click on the "Pencil icon" next to the relevant position
5. Edit the information that refers to the old company name. You don't need to "add current position," because you're not changing your position.
6. To be in the know join Better Homes and Gardens Real Estate LinkedIn Group!

### Twitter

1. Follow us at @AllThingsBHGRE
2. Follow us at @BHGRealEstate

## How to Update Your Personal Marketing Pieces with New Branding

If you are doing personal marketing pieces, you will need to contact your vendor and let them know that you have a new company name, with new contact information. This applies mostly to newsletters and postcards that you are sending. Especially if you are in the middle of a long contract period and the details are fuzzy for you.

Before you send your next batch of emails or post your next mailer, please use the new logos and other artwork for use in your personal ads. Better Homes and Gardens also offers both a Digital Marketing Center and a Print Marketing Center through The Greenhouse. These are populated with our company logo allowing you to create postcards, listing brochures, virtual tours, eCard, eNewsletter and much more starting today!

## How to Update Your New Profile Displaying On Bhgrealestate.com

When an online buyer or seller searches for agents on bhgrealestate.com, they can access an online profile. The profile currently includes limited information but can be enhanced to include multiple photos, an “about me” section, designations and awards, up to 5 additional website links, as well as link to your new/social media account, such as Facebook and Twitter. To enhance your profile, log into The Greenhouse and click on “Profile” in the upper navigation then click the link within the BHGRE.com Profile Editor; you will then be able to update your profile. Please keep in mind there are a few specific fields, such as cell number, business number, fax and email address that you will need to contact your manager to revise.

## How Do I Order New Print Marketing Materials

The Better Homes and Gardens Real Estate Print Marketing Center provides access to various branded postcards, brochures, presentation folders and stationary items, as well as closing gifts. Log into The Greenhouse and click on the Marketing Tab, then select “Print Marketing” and then select ‘Go to Print Marketing center.’ Also available in the Print marketing section is PinPoint, a tool that allows agents to access the Meredith database, select demographic criteria, and then mail customized postcards to members of the database. This is an exclusive tool only available to Better Homes and Gardens Real Estate agents.

## How to Create New Digital Marketing Materials

The Better Homes and Gardens Real Estate Digital Marketing Center provides access to hundreds of electronic marketing items that you can customize and email to current, past and future buyers and sellers. The creation of these items and the hosting is of no charge and is integrated into your BHGRE CRM. Click on Marketing in the Greenhouse and then Digital Marketing to create a marketing piece from scratch. Or, if you are creating a listing specific flyers or ePostcard, navigate to the listings section of The Greenhouse and click then click DMC from the action column. Please note it may take approximately 1 week for your active listings to populate the Greenhouse.

## How to order BHG Magazine Subscription or Other BHG-Related Gifts

For about \$1 per month, you can purchase a one-year (12 issues) subscription to the Better Homes and Gardens magazine, a one-year (8 issue) subscription to Traditional Home magazine or a two-year (12 issue) subscription to Siempre Mujer Magazine or Fitness Magazine for your clients. The Personalized BHG Magazine Closing Gift Program includes a personalized label on the cover of each magazine with your contact information, headshot, company logo and personal message. To order subscriptions today log into The Greenhouse and go to the “Shopping” section and then click on the Better Homes and Gardens’ products section then select Personalized BHG Magazine Gift Subscription. You will also find other valuable discounts on BHG books like the well-known BHG Cookbook or discounts through BHG’s signature flower series offered by FTD.com

## How to Access Approved Supplier Discounts

Better Homes and Gardens offers various discounts on products and services through the Approved Supplier Program. These discounts include services such as moving services for clients to discounts on agent wireless plans through companies such as AT&T and Sprint! To access these discounts, log into The Greenhouse and navigate to the “Shopping”. Each Approved Supplier is listed in the sections such as marketing tools, closing gifts, and client discounts.

## How to Market Luxury Homes

Distinctive Collection is the Better Homes and Gardens Real Estate luxury sub-brand. Properties must be a minimum of \$300,000 and have a 6 month listing. Distinctive Collection yard signs are available as well as a line of postcards, brochures and stationary in the Print Marketing Center, in addition to Distinctive Collection templates in the Digital Marketing Center. For more information on Distinctive Collection, including info on special designations available, visit “Marketing” in The Greenhouse and click on the “Brand Tiers” section.

Distinctive Collection listings are also marketed on BHGREcollection.com. In order to ensure your Distinctive Collection listings are displaying on the site they will need to be marked as Distinctive Collection listings. Please report to your Manager when you wish to designate a property as Distinctive. We must notify BHGRE for listing review.

## Are there Additional Tier Marketing Programs?

Better Homes and Gardens Real Estate offers additional “tiers” allowing you to ensure signs - as well as print and digital marketing materials - fit your market and listings. We provide Waterfront collection signs, and have some generic BHGRE Commercial signs. If our standard marketing just doesn't cut it for your listing, we offer BHGRE Commercial, Urban Properties, and Ranch 7 Resort marketing programs. Unique signs have been developed by our Approved Suppliers as well as unique marketing materials that are available in both the Digital and Print Marketing Centers in The Greenhouse. For more information on these branded tiers, please go to “Marketing” in The Greenhouse and click on the “Brand Tiers” section.

## How to Find Images to Include in My New Marketing Materials

Better Homes and Gardens Real Estate offers a variety of royalty free photos which can be used for any and all marketing purposes. These photos can be downloaded in formats for both print and web use. Photos can be found by navigating to the Marketing section of The Greenhouse, Digital Marketing, Free Image Library. BHG logos are also available for download in the library. Additional photos are always being added.



## How to Leverage the Brand

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A great way to jumpstart your business is to use this transition as a reason to get in touch with everyone you know. This is a great opportunity for you to reconnect with your clients, your sphere, and your inactive clients to see if you can generate some direct business and referrals.

### Here's what you can do:

- ✔ Blow up your social media!!
- ✔ Call your inactive leads.
- ✔ Email your entire database a Digital Marketing Center item such as an eCard.
- ✔ Send out a direct mail postcard from the Print Marketing Center or PinPoint.

## Zillow Group Partnership

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Realty Corporation has partnered with Zillow Group to provide special benefits to our agents, just for being part of Better Homes and Gardens Real Estate®. As an agent at BHGRE Alliance, your listings automatically sync to Zillow and Trulia, meaning you get immediate exposure with no extra work. You also get priority contact privileges on your listings. Anyone inquiries about your properties will be sent directly to you every time. Your listings are just that – yours – and we'd like to keep it that way!

## Referral and Relocation Department

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BHGRE Alliance has a relocation department. Our department is growing, and closely related to Cartus (a Realty Brand). This department has dedicated software, staff, and rules. We have a process to send outgoing referrals, as well as the ability to reserve a client in your SOI that may become a referral. Our Greenhouse Reference Section, plus the links below allow you to send notify us of referral clients.

Outgoing Referral

<https://www.erelocation.net/b2bagr3/250/8c10ebe6/0>



Incoming Reservation

<https://www.erelocation.net/b2bagr/250/8c10ebe6/98>



## Letters to SOI

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Introducing your new job or company to your Sphere of Influence is an important first step in your marketing plan. These letters can be formal, or warm/friendly depending on your personality and relationship with your SOI.

In our GH, on the “Office Document” tab, find “Office Links Page” and click on the link. Under “Other Training” box, you’ll find “DeDorked Letter”. This is a series of letters written by Jennifer Allan (Sell with Soul) with warm/friendly “DeDorked” intro letters (in Word Format). Please pick an intro letter you’d like to use (or adjust to represent your personality/relationship). We’ll assist you with the initial mailing.

### For those wanting the more formal letter:

*I wanted to write to thank you for giving me the opportunity to work with you, and to let you know how much I value the trust you have placed in me to represent you for your real estate needs. I also am delighted to inform you that I’ve now become part of the Better Homes and Gardens Real Estate network, one of the legendary franchise systems in the industry. We believe that Better Homes and Gardens Real Estate is the future of this industry, and we are excited to be a part of it.*

*Although my company name has changed, my service is still the same. Better Homes and Gardens Alliance has successfully represented buyers and sellers in South Central Kansas for the past 20 years and plan to for many, many more!!*

*Moreover, I am still the same. I will still be acting as your agent, with the same resources and tools that I have always had. I will now have access to a whole new palette of programs that will help me service your real estate needs. I am very excited about these new opportunities, and I look forward to discussing it with you.*

*My new office address is listed below as well as the office phone number. My cell has stayed the same xxx-xxx-xxxx, but please note to change your address book and bookmarks to reflect our new website [www.BetterKs.com](http://www.BetterKs.com) and my email address is now [First.Lastname@BetterKs.com](mailto:First.Lastname@BetterKs.com). Everything else is the same.*

*Thank you again for giving me the opportunity to work with you.*

## Suggested Scripts and Dialogues

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**Head's up!!!** These are scripts. Make sure to make them your own and fit the type of communication to your audience. These are templates to get you thinking, but put your spin on them.

### Buyer Clients

*Hi, \_\_\_\_\_, this is [Name]. The reason I'm calling is to let you know that I just affiliated with Better Homes and Gardens Real Estate Alliance. I've now have a lot of great new tools to help Buyers like you. You've heard of Better Homes and Gardens, right? Terrific!*

*Our website is now [www.BetterKs.com](http://www.BetterKs.com) and my email address is [first.last@BetterKs.com](mailto:first.last@BetterKs.com). You got all that? Great!*

*Everything else is the same. You're still getting the same great personal service from me. Do you have any questions? Great!*

### Sphere of Influence (SOI)

*Hi \_\_\_\_\_, this is [Name]. Do you have a moment for a business call? Great! The reason I'm calling is to let you know that I just affiliated with Better Homes and Gardens Real Estate. We're now Better Homes and Gardens Real Estate Alliance, which gives us a lot of great new tools to help buyers and sellers. You've heard of Better Homes and Gardens, right? Terrific!*

*We're very excited about the change, which we think gives us an opportunity to change the way people think about real estate. We want to be a different kind of real estate company, providing services to people even when they're not actually buying or selling real estate.*

*If you want to see our new website, it's at [www.BetterKs.com](http://www.BetterKs.com). And if you want to email me, my email is [first.last@BetterKs.com](mailto:first.last@BetterKs.com).*

*While I have you on the phone, do you need anything from me? Remember that I'm never too busy for you, and if you ever have any real estate questions, feel free to give me a call. By the way, do you know anyone who might need my services, anyone in your family, your neighbors, anyone from work? No? Great! Well, if you ever know anyone who needs my help, just let me know.*

## Inactive Leads

*Hi \_\_\_\_\_, this is [Name] from Better Homes and Gardens Alliance. Do you have a moment for a business call? Great! The reason I'm calling is to let you know that I just affiliated with Better Homes and Gardens Real Estate. We're now Better Homes and Gardens Real Estate Alliance, which gives us a lot of great new tools to help buyers and sellers. You've heard of Better Homes and Gardens, right? Terrific!*

*If you want to see our new website, it's at [www.BetterKs.com](http://www.BetterKs.com). And, if you want to email me, my email is [First.LastName@BetterKs.com](mailto:First.LastName@BetterKs.com).*

*I also wanted to call because we talked a few months ago about what was happening in the market. [Current Local Stats]. There's a lot happening in the market, so I wanted to check to see if you had any questions. What are you thinking at this point?*

## Emails – Clients

*I wanted to write to let you know that I just affiliated with Better Homes and Gardens Real Estate. We're now Better Homes and Gardens Real Estate Alliance, which gives us a lot of great new tools to help buyers and sellers.*

*We're very excited about the change, which we think gives us an opportunity to change the way people think about real estate. We want to be a different kind of real estate company, providing services to people even when they're not actually buying or selling real estate.*

*If you want to see our new website, it's at [www.BetterKs.com](http://www.BetterKs.com). And if you want to email me, my email is [First.LastName@BetterKs.com](mailto:First.LastName@BetterKs.com). I will be calling you soon to discuss this, but I wanted to make sure you could find me.*

*Everything else is the same. Better Homes and Gardens Real Estate Alliance is far and away the brokerage of choice in the our area; and we provide the best online and personal service available in the industry.*

*If you have any questions, let me know.*

## We're Here for YOU

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Please do not hesitate to ask for help at any step along the way. We work hard to serve our agents so they can better serve their clients and build their business in a way that fits their lifestyle. See the Introduction page for contact information. Welcome!