

## Tools



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## Diversity Marketing

- Advertising:
  - Expect Better<sup>SM</sup> video and radio script available in Spanish
  - Be Better Templates in Spanish



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# Original Video Content

## Branded Video Series

- Lifestyle Expert videos
- BuzzFeed-style videos
- Drip Email Campaigns



# Presentations



- Agent Tools
  - Spanish, Chinese & Russian Listing/Buyer Presentations



# Personalized Gift Subscriptions



**A Gift From:**  
Agent Name  
Agent Phone #

**Better Homes and Gardens**  
REAL ESTATE

Company Name 

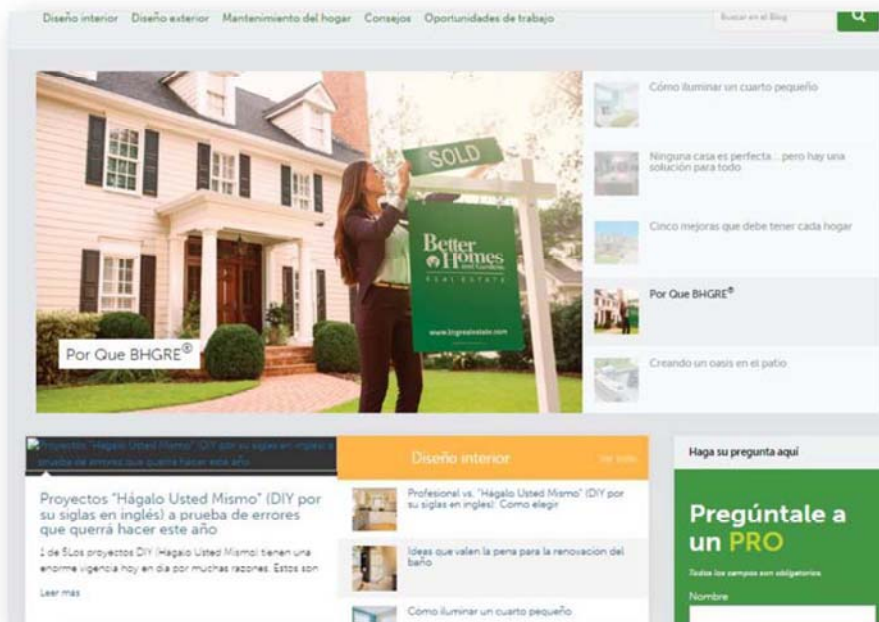
**Enjoy this courtesy 1-year subscription to Better Homes and Gardens magazine.**

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CITY, STATE ZIP+4  
ADDRESS LINE 2  
ADDRESS LINE 1  
RECIPIENT NAME  
#KFG500031 \*\*\*\*\*MIXED ADC 273  
BHGG987654321/4# BK 81832 55



# Blog



# Hispanic Marketing



**Revista Siempre Mujer**  
June 30 at 2:30pm · 0

¡Nada como disfrutar el verano en el patio de tu casa! Para que puedas convertir ese rincón tan especial de tu hogar en un oasis compartimos contigo algunos consejos que nos da Better Homes and Gardens® Real Estate en este fabuloso video.  
<http://espanol.bhgrealstate.com/siempre-mujer/>

See Translation

**Better Homes and Gardens Real Estate**  
Reciba consejos de decoración del hogar, diseño de exteriores, y de la compraventa del inmueble, ofrecidos por los expertos en estilo de vida y diseño de Better Homes and Gardens® Real Estate. Marlene Pratt Diseñadora...  
ESPANOL.BHGREALSTATE.COM

Like Comment Share

You and 12,106 others like this. Most Relevant

215 shares

**Better Homes and Gardens® Real Estate**  
September 13 at 10:47pm · 0

Proyectos "Hágalo Usted Mismo" (DIY por sus siglas en inglés) que puede hacer en su casa, sin tener que gastar una fortuna.

**Bonitos, fáciles proyectos "Hágalo Usted Mismo"**  
Regístrate para guardar sus favoritos y búsquedas de propiedad. Unirse es gratis y fácil - sólo tiene que registrarse con su cuenta de Facebook o la dirección de correo electrónico.  
BHGORE.COM [Learn More](#)



# Research Studies

**LGBT**  
Findings show increasing appreciation of and plans toward homeownership.

**1840 BILLION**  
LGBT estimated buying power

**Top Motivations for Purchase:**  
- 76% Buy to Retire  
- 86% Buy to Upgrade

**Disparities:**  
- 61% of LGBT individuals feel more financially secure than non-LGBT individuals.  
- 73% of LGBT individuals have a home ownership goal.  
- 75% of LGBT individuals plan to purchase a home in the next 5 years.  
- 50% of LGBT individuals plan to purchase a home in the next 10 years.

**Homeownership is a Great Investment**  
89% of Hispanic American women say buying a home is the best investment they can make.  
75% of Hispanic American women say buying a home is the best investment they can make.

**91% OF HISPANIC AMERICAN WOMEN SAY THAT BUYING A HOME IS THE BEST INVESTMENT THEY CAN MAKE.**

**WE'RE GOING TO NEED A BIGGER HOUSE**  
THE MULTI-GENERATIONAL AMERICAN HOME IS PROLIFERATING

- 83% of Hispanics and 59% of African Americans will likely have parents, grandparents or other extended family living with them at some point.
- 43% of Caucasians share these sentiments.
- Nearly 80% of all ethnic groups who anticipate such living arrangements would look for features that could accommodate additional family members.

**FENG SHUI CHEAT SHEET**

Better Homes and Gardens® Real Estate, in conjunction with the Asian American Real Estate Association of America (AAREAA), conducted a study of Chinese-Americans to see how much the practice of feng shui factors into their daily lives and inspires their home buying decisions. The survey found that Chinese-Americans would pay 10% more for a home that follows feng shui principles over one that does not. While the entire home should be considered, feng shui is especially important in the "health money"—the kitchen, bedrooms, and bathrooms. Though not all homes will follow away feng shui principles, sellers should be aware of the key elements many Chinese-American buyers will look for when viewing a potential new home.

- 87%** of Chinese-Americans cite at least one essential feng shui element as a "must" in the kitchen:
  - Onguard and free of clutter (84%)
  - Colors complement each other (82%)
  - Stove is not located directly below the master bedroom (81%)
- 72%** of Chinese-Americans cite at least one essential feng shui element as a "must" for the bedroom:
  - The bed does not directly face the door (84%)
  - Mirrors are placed away from the bed (84%)
  - Clothing has a consistent hang with no slaps (82%)
- 62%** of Chinese-Americans cite at least one feng shui element as a "must" for the bathroom:
  - Bathroom is located away from the home's corner (82%)
  - Toilet is in a separate space within the bathroom (84%)
  - The room features a full-length mirror (82%)



Visit the Diversity Tab in the Greenhouse to  
access materials

THANK YOU!



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Brand Tools to Drive Your Business

Presented by: Chris Zoeller



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## Positioning Statement

For more than 90 years, Better Homes and Gardens has been the most trusted source of inspiration for all things related to the home. Better Homes and Gardens Real Estate continues this tradition by offering guidance before, during and after the home buying and selling process.

Equipped with exclusive Better Homes and Gardens resources, our agents have unique access to an unparalleled network of brand-loyal consumers and a vast collection of home-life insights, which gives them the ability to have authentic, collaborative relationships with their clients on an ongoing basis. Being represented by dedicated agents who are perpetually inspired to live up to the trusted reputation of the brand, every consumer can have peace of mind throughout the entire process.



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# EXPECT BETTER<sup>SM</sup>



## Expect Better<sup>SM</sup> Agent Tools



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# Expect Better<sup>SM</sup> Templates



- Print Templates
- Billboard Templates
- Car Wraps
- Radio Scripts
- Video/TV Spot
- Online Templates



Located in [Advertising Section on the GH](#)

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and Gardens.  
REAL ESTATE



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## Use of the word Better

- Better Homes and Gardens® Real Estate has carefully crafted its marketing strategy to optimize market presence and maximize the strength of its trademarks and brand. Part of the brand's marketing strategy involves calculated use of the term BETTER in certain limited taglines which the brand and Meredith have approved.
- The term better should never be used in any marketing unless it's part of one of our approved taglines. **Be Better® and Expect Better<sup>SM</sup> may only be used as stand alone taglines, and may not be used as part of sentence.**
- Using alternate BETTER taglines or using the word BETTER in sentences outside approved usage will impact the effectiveness of the brand's overall marketing strategy and could negatively affect the strength and impact of the brand's trademarks.
- Better Homes and Gardens Real Estate is a licensee of Meredith, and every network member has to be very diligent about how they use and protect the licensed mark. Misuse of the term BETTER in any franchisee marketing could result in a breach of the license agreement.

Located in [Advertising Section](#) in the [Brand ID Guide on the GH](#)



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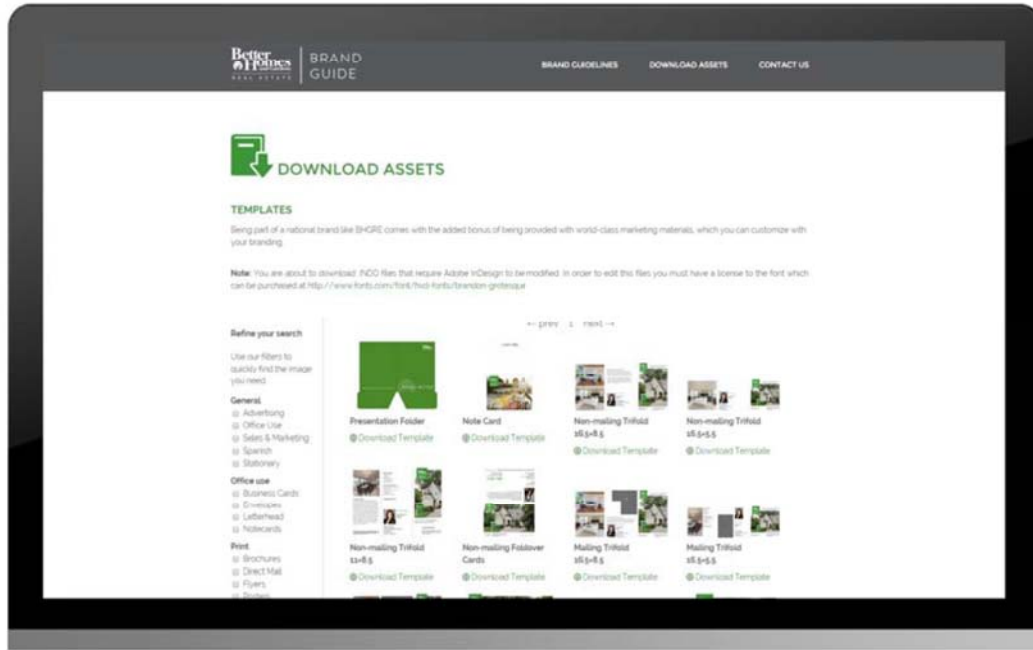
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# Strengthen and Protect



Located in [Advertising Section on the GH](#)

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# Listing/Buyer Presentations



- Multiple Languages



Located in [Presentation Section on the GH](#)



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## Pre Listing Video



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# Advertising/Marketing Resources

# Advertising Resources



Product	How To Use It	Contact
BHG Regional Advertising	Expect Better Agent Spotlight (Talent attraction/retention) Highlight Unique offerings	John Beard 515-284-302 John.Beard@meredith.com
Sky Advertising	Listing Ads/DC Online Banner Ads	Phil Kaminowitz 212-677-2713 Phil@skyad.com
AdWerx	Listing Ads Recruiting Ads Sphere Ads	Bhgre.adwerx.com

Located in [Advertising Section on the GH](#)



# Advertising Resources



- ANA Ask the Expert - Have an advertising/ marketing question? Let me know!
  - Can you send media usage trends for Millennials?
  - Do you have information on the demographics and behaviors of Chinese-Americans?
  - Do you have any case studies of marketing to Latina moms?
  - Does the direct mail channel turn off younger consumers (aged 30–50)?
  - What are some best practices and trends in marketing to LGBT consumers?
  - What are current trends in American family household living arrangements?
  - What are some examples of best-in-class digital integrated marketing?
- ANA Regional Events

Contact: christine.zoeller@bhgrealestate.com





# The BHGRE® Brand Family





# Our Brand Family



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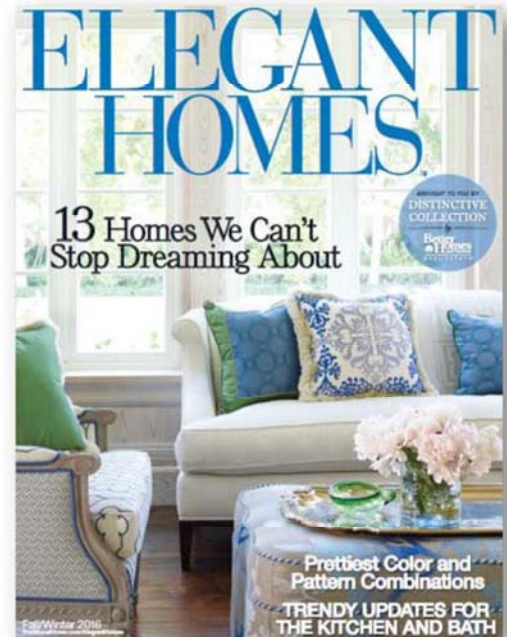
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# BHG Products & Tools

# Proposal: BHGRE Elegant Homes

- *Elegant Homes* with custom cover prominently featuring Distinctive Collection, IFC with welcome letter from Sherry Chris, IBC and BC for BHGRE custom ad pages)
- 40 listing page; 20 pages of home content (reduced by the number of listing pages sold)  
Distribution: 25,000 PinPoint names; 9,000 copies shipped to participating brokers/agents and corporate



## PinPoint

### • Direct Mail

#### • Pros

- Selective Audience
- Geographic Flexibility
- 90% of A25-54 consider DM a trustworthy source of info\*
- Emotional Connection - 60% enjoy checking mailbox\*
- Offers a tangible experience

#### • Uses

- Highlight in Talent Attraction efforts
- Tout broker stats
- Use as giveaway for top agents
- Take data to listing presentations

25 mile radius from ZIP code 07054

Market Segments *	Household Income	Current Home Value
First time home buyer (no kids)	<input type="checkbox"/> \$25,000 - \$49,999	<input type="checkbox"/> < \$99,999
First time home buyer (with kids)	<input type="checkbox"/> \$50,000 - \$74,999	<input type="checkbox"/> \$100,000 - \$149,999
Move up consumer	<input type="checkbox"/> \$75,000 - \$99,999	<input type="checkbox"/> \$150,000 - \$199,999
Empty nester	<input checked="" type="checkbox"/> \$100,000 - \$149,999	<input type="checkbox"/> \$200,000 - \$249,999
Mature consumer	<input type="checkbox"/> \$150,000 - \$249,999	<input type="checkbox"/> \$250,000 - \$299,999
Premier consumer	<input type="checkbox"/> \$250,000 - \$499,999	<input type="checkbox"/> \$300,000 - \$399,999
Second home buyer *	<input type="checkbox"/> > \$500,000	<input checked="" type="checkbox"/> \$400,000 - \$499,999
		<input type="checkbox"/> \$500,000 - \$749,999
		<input type="checkbox"/> \$750,000 - \$999,999
		<input type="checkbox"/> > \$1,000,000

\* Red asterisk denotes required fields  
\* Must select household income or Current Home Value

Get Count Reset

Name Your List:  Save Print Results

Recipient Count **2219** Click on your count to display by zip code.

Located in [Print Marketing Section on the GH](#)

\*Source: [The Impact of Direct Mail on the Consumer Buying Process](#), Cox Target, 1/26/16.



## BHG Products

Branded Products	Use	Cost
Personalized Subs Shape, Traditional Home, Siempre Mujer, BHG	Talent Attraction Local Businesses Bonus for top agents	\$13.25/year
BHG/Shape/TH/SM/Family Fun/Rachel Ray/Parents/Eating Well Gift Subs	Office Open Houses Closing Gifts	\$4.95/year
BHG Books	Closing Gifts Giveaways	50% Off
BHG FTD Flowers	Agent /Client Anniversaries Local Business Partner	20% Off

Located in [Shopping Tab on the GH](#)

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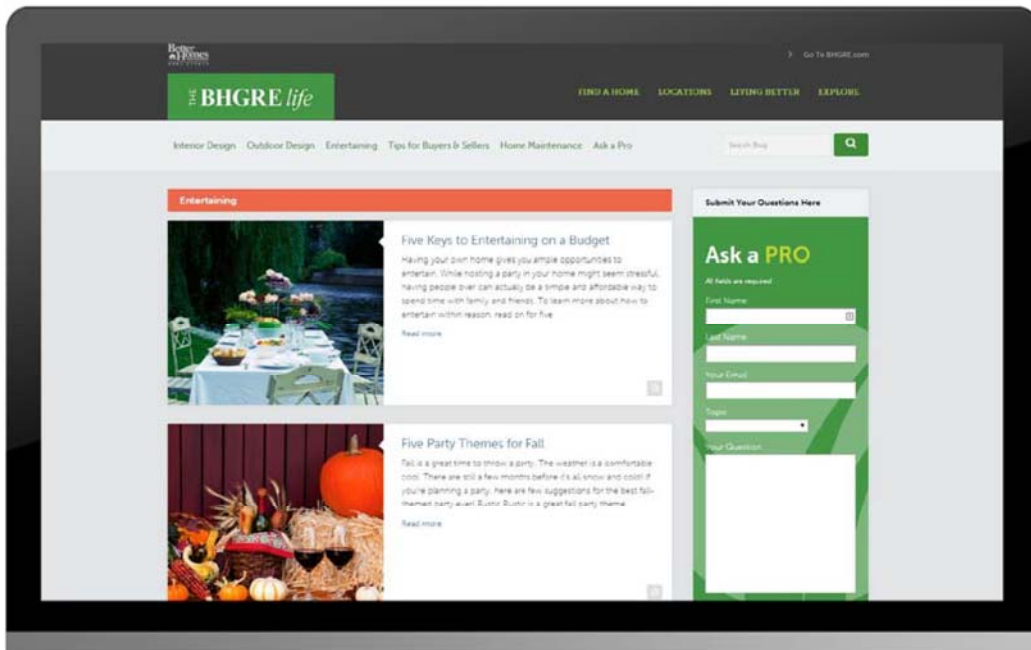
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# High Quality Content



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# Resources

Resource	How To Use
BHGRE Life Articles	Share from the blog
Ask A Pro	Promote Ask A Pro as a resource featuring Jennifer Adams/Carson Arthur
Videos	Share videos from YouTube or Brand Social Pages Access Drip Email Campaigns on DMC
Email Campaigns	Send out your own emails using templates featuring brand content on DMC

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# The Importance of Giving Back

## The Importance of Giving Back

- Consumers want to do business with companies that are committed to social and environmental impact.
- Top causes of concern include providing access to life's most basics needs.

TOP CAUSES OF EXTREME CONCERN	GLOBAL RESPONDENTS
INCREASING ACCESS TO CLEAN WATER	59%
IMPROVING ACCESS TO SANITATION	53%
ERADICATING EXTREME POVERTY AND HUNGER	53%
COMBATING NON-COMMUNICABLE DISEASES	51%
ENSURING ENVIRONMENTAL SUSTAINABILITY	50%

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2014



# newstory



Located in [Philanthropy Section in the GH](#)



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## New Story



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- Host fundraising events for local charity or New Story:
  - Auctions - consider staging services, coupons for local restaurants- host the event at local Ethan Allen
  - Giant garage sale where home sellers drop of their items to be sold for charity
  - Bingo night - sell cards - but prizes are donations from local businesses
  - Run social campaigns, piggyback on national campaign – Homes for the Holidays



## The Power of Better Homes and Gardens® Real Estate

