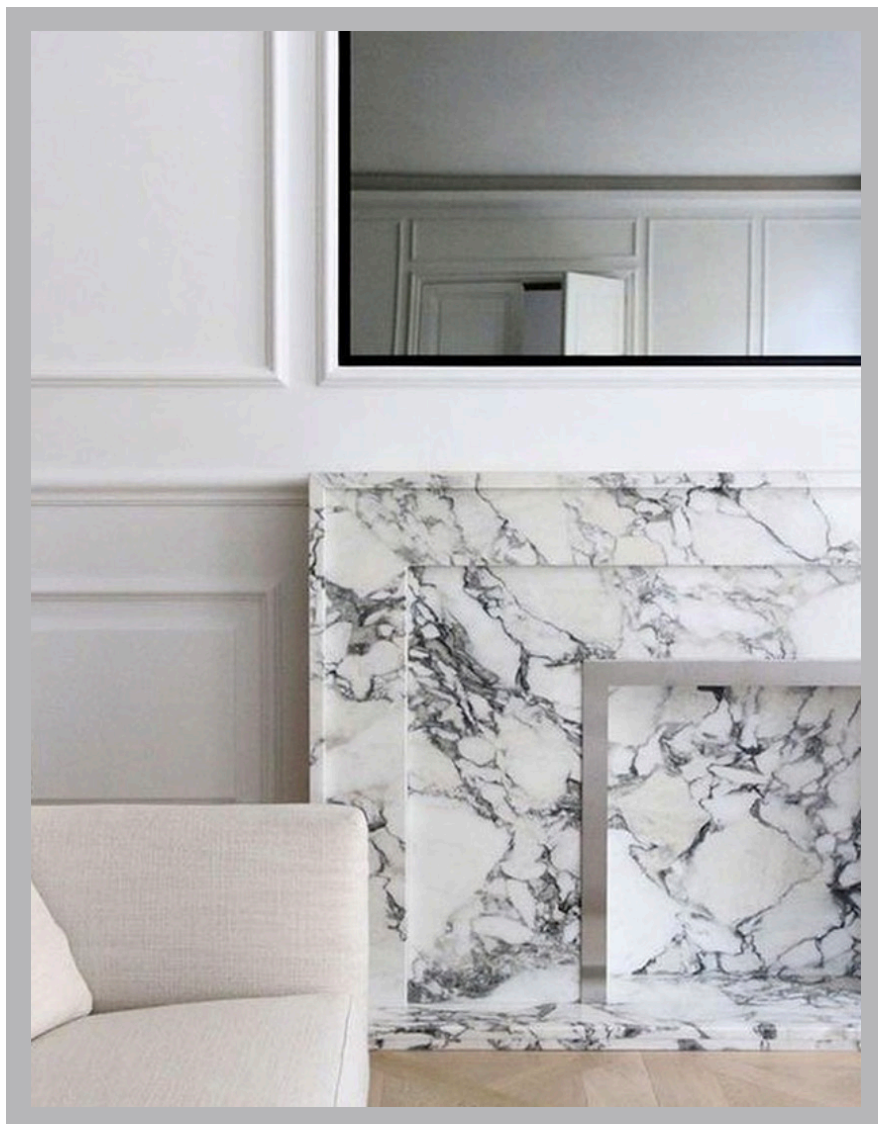


THE ART OF STRATEGY

NEW HOMES SALES & MARKETING



NEW HOMES DIVISION
CONDOS • SINGLE FAMILY • TOWNHOMES

BERKSHIRE HATHAWAY
HomeServices

Georgia
Properties



THE POWER OF A LARGE COMPANY

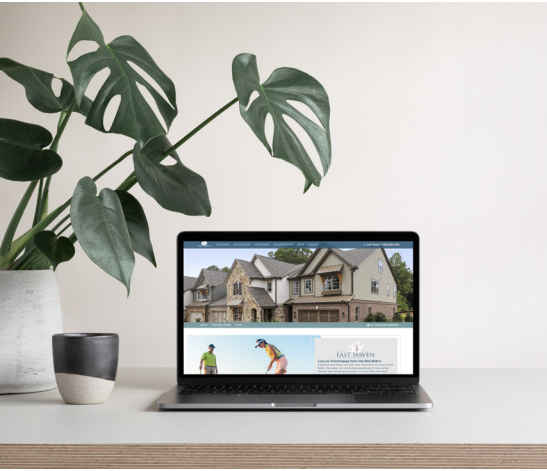
As an affiliate of Berkshire Hathaway HomeServices, our clients and their communities receive the extensive range of benefits and resources that are available exclusively through Berkshire Hathaway. All New Homes Division listings are syndicated through our umbrella of local agents, national franchises, and international partners. Georgia Properties is also the Broker of choice for many Fortune 500 companies and is ranked number one for corporate relocation.

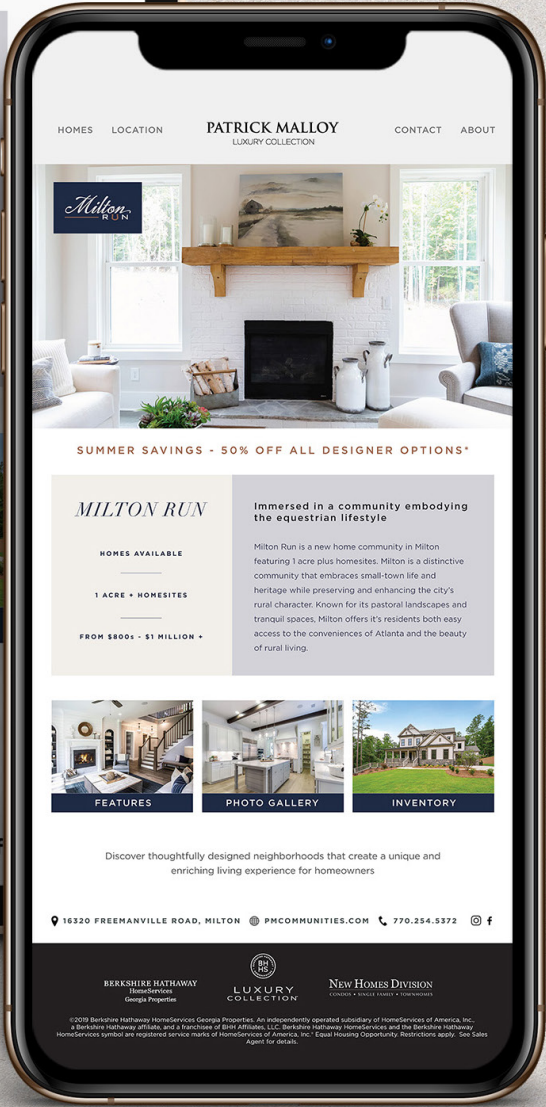
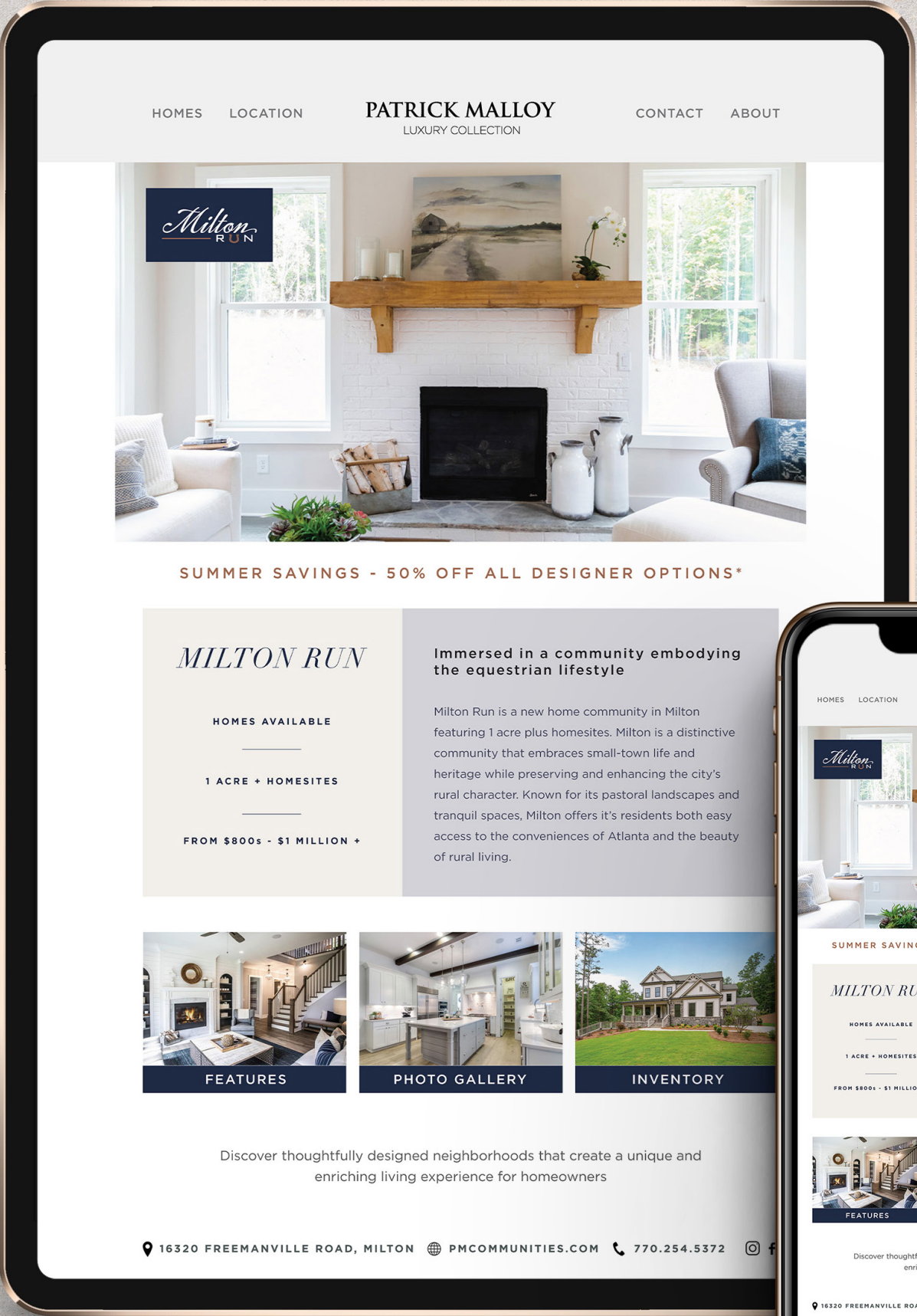
PERSONALITY OF A BOUTIQUE

Our specialized New Homes Division is structured to act as a full-service, in-house sales and marketing team. Each of our clients receive curated strategies and tactics that focus on capitalizing on each community's value proposition to ensure maximum success for our builder clients.

- SALES MANAGEMENT
- REPORTING
- CRM PROGRAM
- MARKET ANALYSIS
- MARKETING PLANS
- BRANDING & CREATIVE
- E-FLYER PROGRAM
- DIGITAL CAMPAIGNS

& MORE...





*Take your New Home
Communities to the Next Level*

AN INDUSTRY LEADER

Since its start in 2006, the New Homes Division has represented some of the most respected and recognized builders and developers across the Greater Atlanta area. The comprehensive sales and marketing team combines years of experience with creative vision to generate unprecedented success for each of their clients. Led by Lori Lane, Sr. Vice President and Managing Broker, the New Homes Division has experienced more growth, profitability, and has won hundreds of awards for their extensive client list.

Lori Lane
SR VICE PRESIDENT

BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES
770-315-3645
LORI.LANE@BHHSGEORGIA.COM



“

Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and HomeServices of America will be around 100 years from now. A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust.”

-Warren Buffett

CHAIRMAN, BERKSHIRE HATHAWAY

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