



BERKSHIRE
HATHAWAY

HomeServices

Gallo Realty

Career Opportunities

possibilities / pŏs' ə bĭl' ĩ tēz /, pl. n.

• capable of favorable development:

e.g., A position on our team opens up all kinds of rewarding possibilities.



Berkshire Hathaway HomeServices Gallo Realty

Our **vision** is crystal clear:

To be the most successful and highly respected real estate brokerage in our market.

Our **mission** is succinct:

Provide the service and support that exceeds our clients' expectations, and which will significantly increase the growth and profitability of our agents.

Our **objectives** are defined:

Empower our associates with the training, administrative assistance, and the latest technology and marketing tools necessary to enable them to become well-rounded and successful professionals.

Maintain the highest standards of professional and ethical business practices in our dealing with the public, our clients and with our fellow REALTORS®.

reputation / rĕp' yə' tā shən /, n.

• state of being held in high repute:

e.g., *Our sterling reputation offers tremendous credibility and professional pride.*



About Berkshire Hathaway HomeServices

Our Berkshire Hathaway HomeServices story starts with a sign: We call it like we see it. When one of the world's most admired companies puts its name on a real estate sign, that's a sign buyers and sellers want to see.

Berkshire Hathaway HomeServices is a brand-new real estate brokerage franchisee network built for a new era in residential real estate. The brand, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of stability, strength, quality and innovation.

“When people are making the decision of the magnitude of buying a home, it’s the biggest decision a great many families will ever make. They want to know who they’re working with and we think that Berkshire Hathaway name will be reassuring to many of those people.”

- Warren Buffett, Berkshire Hathaway Inc. chairman and CEO

Our franchisees are refreshingly real, whether they're operating in the high-end residential markets, in entry-level neighborhoods, in commercial real estate, or in the kind of middle-class, middle-market communities that are integral to society.

HSF Affiliates LLC, based in Irvine, CA, operates Berkshire Hathaway HomeServices. The company is a joint venture of which HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is a Berkshire Hathaway Inc. affiliate.

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

reputation / rĕp' yə' tā shən /, n.

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Ranked #3 on Fortune's list
of *World's Most Admired
Companies 2015* . . .

and #3 on Barron's list of
*World's Most Respected
Companies 2015*

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What distinguishes Gallo Realty from the others?

A Rich Heritage

Gallo Realty began as a two-person team in 1979, founded by current owners Sal and Bette Gallo. The husband-and-wife team opened their first office on Highway One between Lewes and Rehoboth. Due to the steady growth of the company, we expanded to our current, larger locations at 37230 Rehoboth Avenue Ext. at the entrance to Rehoboth Beach, at 16712 Kings Highway in Lewes, and most recently at 33292 Coastal Highway in Bethany Beach. After nearly 25 years in the Prudential Real Estate network, the company most recently affiliated with Berkshire Hathaway HomeServices in January 2014. The firm has flourished, growing to nearly 100 sales and rental associates and numerous support staff.

A Strong Local Presence

Our “Cabernet and Cream” yard sign is a familiar sight along our city streets, flanking our beaches, and dotting our rural roadways surrounding Rehoboth, Lewes, Dewey, Bethany Beach, Milton, Georgetown and Millsboro. Our presence is also strong in the commercial areas in our resort community, providing sales and rental expertise to restaurants and businesses. Berkshire Hathaway HomeServices Gallo Realty sold over \$300 million dollars worth of real estate in 2015, making us one of the largest firms in Sussex County.

A Connection to the Community

As exemplified by our growth since 1979, our responsibility to our community is a constant. The majority of our sales and rental associates have lived and worked in the area for quite some time . . . a lot of whom were raised here and others who are currently raising their children here! Our commitment to our community is visible through our financial contributions and personal activity in our local schools and associations, charities, the arts, churches and other organizations.

A Vision For the Future

Our strength in the local real estate industry has persisted due to our commitment to providing the best possible service to our clients and customers. Berkshire Hathaway HomeServices Gallo Realty continues to achieve this standard by operating as a responsive, family-run business; supporting both our agents and our staff, as well as our clients and customers, in a superior fashion. Because we are owner-operated, new technologies, trend predictions and market presence can be evaluated in a timely fashion and needed changes can be implemented quickly. Our website, GoToGallo.com, is state-of-the-art, allowing our agents and staff to keep ahead of the competition.

momentum / mō mən' təm /, n.

• impetus or driving force:

e.g., *Unprecedented momentum like we're experiencing can really propel your career.*

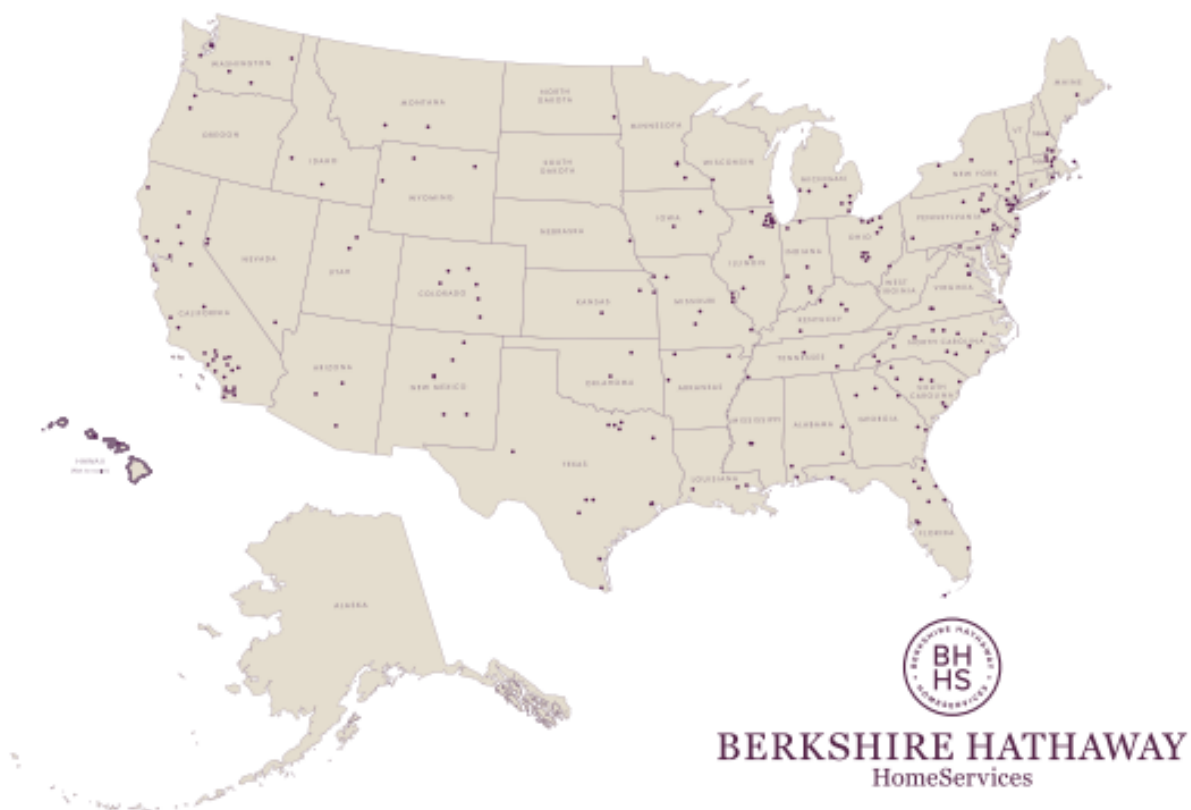


The fastest growing real estate franchise in the country

Agents:
more than
42000

Offices:
1200+

States:
47



With the first franchise opening in September of 2013, the Berkshire Hathaway network is already one of the top-ten largest real estate franchises in the country. With plans to absorb much of the Prudential network and expand internationally, the Berkshire Hathaway HomeServices real estate network is poised to be number one!

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International Expansion



- The first international franchises due to in 2017.
- Listings are displayed on over 70 international websites.
- berkshirehathawayhs.com is translated into 10 other languages, and shows all the listings from the MLS.

future / fyōō' chər /, n.

• prospective growth or advancement:

e.g., *Energizing momentum and advantages create great future potential here.*



Experienced Leadership

The foundation for the success of Berkshire Hathaway HomeServices Gallo Realty and its sales and rental associates begins with our management team. With over 120 years of real estate experience, the brokers, managers and consultants are always offering advice, assistance and motivation.



Andrew Ratner (*Vice President and Broker of the Rehoboth Beach office*)

Andrew has been licensed since 1995 and became a Broker in 2000. He is a current Director for SCAOR, as well as serving on the MLS task force committee. Andrew runs the day-to-day operations of the company and has been the driving force behind the company's technological advances.



Sandy Wright (*Broker/Sales Manager of the Lewes office*)

Sandy has been licensed since 1983 and obtained her broker's license in 1989. She became the broker of Record in Lewes in 2007. She currently serves on the Professional Standards Committee at SCAOR. Sandy has also managed many new construction projects for the company.



Mary Cerami (*Broker/Sales Manager of the Bethany Beach office*)

Mary has been a licensed REALTOR for over 25 years, with experience in Pennsylvania, Maryland and Delaware. Mary has owned her own brokerage in the past and currently holds a Maryland brokerage license in addition to her Delaware license.



Michelle Esposito (*Rental Manager of the Rehoboth Beach office*)

Michelle has been a licensed rental agent since 1983, and took over as Rental Manager in the Rehoboth office in 2003. She is a strong leader and her vast experience in the rental market has helped the company become a leader in the resort rental market. Michelle currently serves on the Grievance Committee for SCAOR.



Adriane Gallagher (*Rental Manager of the Lewes office*)

Adriane has been a licensed rental agent since 1992 and became the Rental Manager of the Lewes office in 2006. She currently serves on the Professional Standards Committee for SCAOR. Adriane was also one of the driving forces behind the start of the SCAOR Community Service Foundation.



Martha Smith (*Rental Manager of the Bethany Beach office*)

Martha has been a licensed real estate agent since 1988, specializing in the Bethany Beach/Fenwick Island resort rental market. In 2003 she became one of the first real estate agents in Delaware to earn her associate broker's license based solely on her rental experience. Martha currently is the chair of the Rental Affairs Committee for SCAOR.

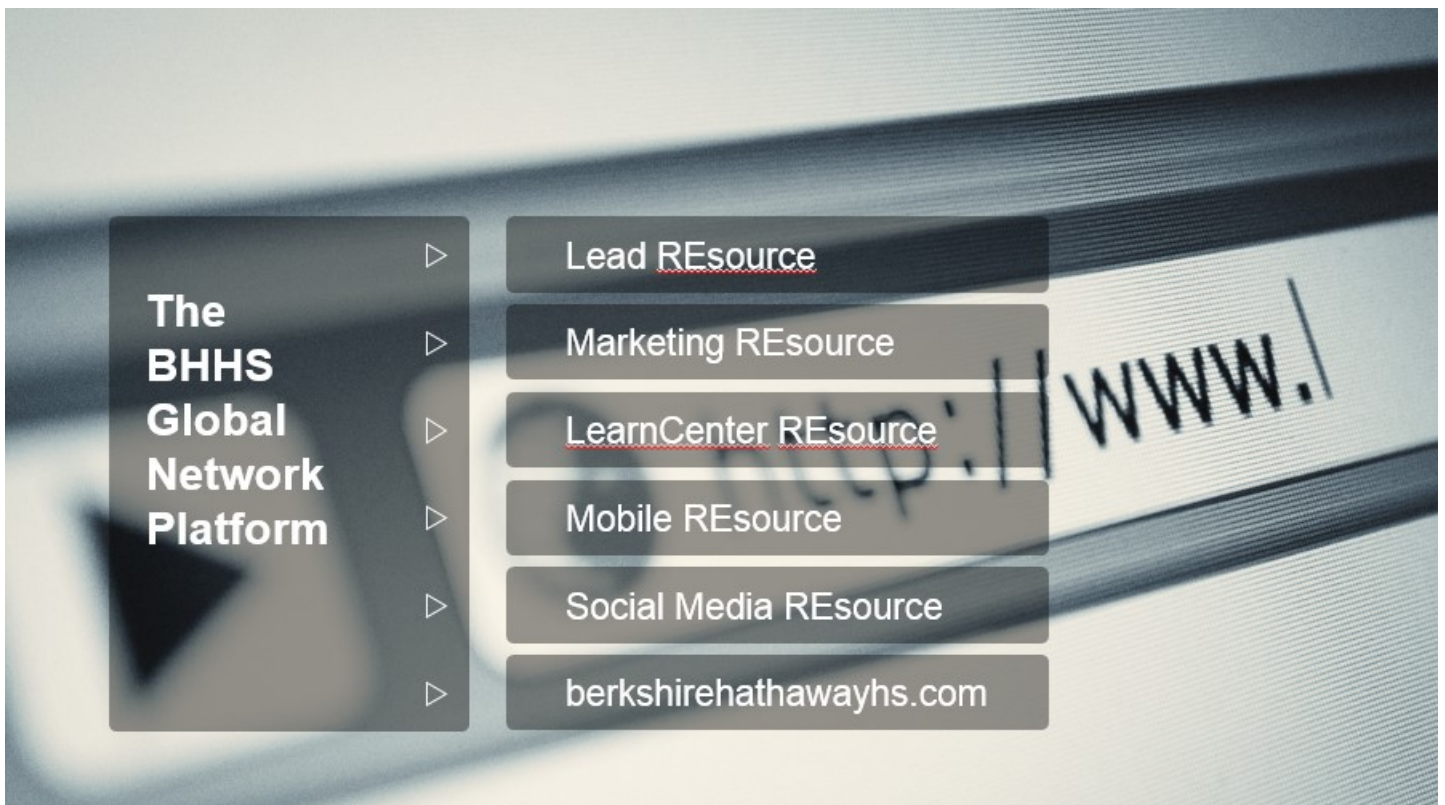
resources / rē' sôr sěz /, pl. n.

• assets; things looked to for support or aid:

e.g., Superior resources provide an invaluable advantage for our agents.



Technology Unleashed—The Global Network Platform



- These resources are all tied together and incorporated with the franchise website—berkshirehathawayhs.com.
- Agents have the ability to have their own website within the framework of the corporate site, enabling them to take advantage of all the advanced technologies encompassed within the site.
- Imagine having one system for all your database management, lead generation, marketing, and training resources.

resources / rē' sôr sěz /, pl. n.

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A powerful contact management system

The Lead REsource CRM offers our agents some of the deepest lead management, incubation and marketing capabilities available in the industry. The CRM solution is built around the idea that not every client is ready to purchase immediately and by providing the agent with important information - properties a client is saving, where they have set up saved searches, how frequently the customer is logging in, and more - the agent can tailor their marketing efforts to match the client's readiness to engage with the agent.

BERKSHIRE HATHAWAY
HomeServices

Dashboard

Contacts

Seller Advantage

Reports

Calendar

Contract Manager

Email

Marketing

Tools

Favorites

Services

Administration

Activity Snapshot: 03/01/2014 to 03/01/2014 Today All Go Total(0)

Complete Selected Delete Selected Add Activity Selected(0)

Priority Date Type Category Subject Name

No data available in table

Tasks(0) Appts(0) Events(0) Past Due(0) First Previous Next Last

Buyer Advantage

Review my customers and contacts, set up Action Plans, add calendar entries, monitor search activities, and access additional buyer related features.

Manage My Buyers

Seller Advantage

Run a Listing Presentation Report, set up a seller to receive a Listing Activity Report, set up a prospect to receive a Market Activity Report.

Manage My Sellers

Weather

Rehoboth Beach, Currently 37° F, Cloudy, Cool.
Forecasted Low: 31° Hi: 54°
48-hour forecast | 7-day forecast

Calendar

March 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Priority: Normal Low

Lead Snapshot

0 My Leads 0 Broker Leads

Schedule

Today 3/1/2014
No Schedule

Local Real Estate News

- Fantastic Custom Built Home in Cape Shores
Saturday, March 01, 2014 7:36 PM
- Ken Wolfe joins Coldwell Banker Resort Realty
Saturday, March 01, 2014 7:30 AM
- Coldwell Banker names January top producers
Saturday, March 01, 2014 7:30 AM
- Suzanne Landon, giving back and smiling
Tuesday, February 25, 2014 12:16 PM
- Coldwell Banker Resort Realty Welcomes Ken Wolfe
Tuesday, February 25, 2014 12:13 PM

Local News

- Gallery One to offer Watercolor Journaling March 15
Saturday, March 01, 2014 8:40 AM
- Snow slows Route 28 construction
Sunday, February 23, 2014 9:43 PM
- Phillips to join Cole a maybe for Sussex council
Friday, February 21, 2014 9:39 AM
- Gallery One to debut - it's Not Easy being Green
Friday, February 21, 2014 12:25 AM
- Loquillo named new principal at Lord Baltimore
Thursday, February 20, 2014 8:15 PM

Action Plan Report

Action Plans

Name	Participants
BHHS Buyer Prospect Campaign	4

Only plans with pending activities shown.

Page 1 of 1

Lead Source Report

Viewing results for the last 180 days.

Legend:
Broker Website/Inside Access(2)
Desk Manual Input(2)
PruREHome/Internet Ad(1)

The system offers a fully customizable marketing tool that allows the agent to provide customers with personalized "Action Plans" that helps the agent stay in constant communication. If the agent wants to set up a personal phone call with the customer, this is easily accomplished via the system's calendaring capability and can even be done automatically with an "Action Plan."

Regardless of the agent or company's methodology for incubating and marketing to prospects and customers, the Lead REsource system has the ability to satisfy everyone's requirement.

*Lead
REsource*

resources / rē' sôr sēz / , pl. n.

• assets; things looked to for support or aid:
e.g., *Superior resources provide an invaluable advantage for our agents.*



The Marketing Resource is your one-stop, online location for highly effective, personalized marketing materials:

- Video
- Audio
- Print
- eCards
- eNewsletters
- Online presentations
- Social media
- Online Presentations
- Social Media

Need to market a property? The Marketing Resource is integrated with the MLS Simply select a listing and the eCard, flyer, postcard or door hanger is automatically populated with the property information. Literally in seconds.

All content is automatically personalized and branded. Materials are template based and allow a high degree of customization, all the while maintaining the Berkshire Hathaway HomeServices branding and messaging.

The Marketing Resource puts those materials right at your fingertips. And it doubles as a great internal communication and recruiting tool as well.

- Property/listing information
- Seller/buyer help/information
- Door hangers
- Announcements
- Special event announcements and invitations
- Market updates
- Business-building
- Farming/prospecting
- Agent self-promotion
- Affiliate promotion
- Recruiting
- Training

Content is easily searched, accessed, customized and shared via a broad range of publishing channels:

- eCards
- Online viewing
- Post to social media
- Embed codes for websites and blogs
- Downloadable PDFs
- Print-on-Demand



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ONLINE AND VIRTUAL TRAINING COURSES THAT SUPPORT YOUR PROFESSIONAL GROWTH AND BUSINESS GOALS

The LearnCenter REsource management courses provide you with the skills and tools to build and enhance your management career, as well as manage your sales professionals' learning activities.

LearnCenter REsource is your tool for real estate best practices and educational training that will help you reach your professional goals. Peruse a wide array of Web-Based Training (WBT), Virtual Instructor-Led Training (VILT), recorded sessions, training videos and downloadable resources designed to meet the needs of all audiences at all levels of production and experience.



- Web-Based Training (WBT) courses are available anytime you want to login and learn. Browse the course catalog and select a training path that fits your business needs.
- Virtual Instructor-Led Training (VILT) sessions are scheduled on the LearnCenter almost daily. Browse the training calendar and enroll in the sessions you want to attend. Engage with a live instructor and other participants through your internet enabled computer or tablet.
- The Resource Library contains an array of training resources available to download and print directly from your computer. In addition, explore the library of training videos and recorded sessions to enhance your learning experience.

In addition to building a LearnCenter platform compatible with current web browsers, the system is also as mobile as you are. Visit LearnCenter on your tablet device and take advantage of our mobile learning options. With enhanced mobility and compatibility, LearnCenter makes expanding your real estate knowledge easy.



*LearnCenter
REsource*

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Mobile App

Customers can SEARCH for a home:

- Full IDX search capabilities
- Map search
- Refine search criteria
- Search open houses and new listings
- Customers can save their favorite properties and search preferences.

You can share your app with past, present and future clients via your own personalized text code and URL. 'Share App' button sends your App to social sites, text messages and emails.

- You can have your own personalized app for a low monthly fee, branded to you with your contact information
- Leads on all listings go to you.
- Search includes all IDX listings from your MLS.
- Leads will also appear on your Mobile REsource dashboard via REsource Center.



*Mobile
REsource*

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Social Media

We use social media to let others know about the great work our company and agents are doing, as well as a vehicle to showcase our properties and the fantastic area in which we live and work.

Our robust and ever-growing social presence continues to attract prospective talent, customers, existing clients and colleagues; giving them a chance to connect and share their enthusiasm with our firm.

The **Social Media REsource** provides agents with the ability to manage multiple social pages simultaneously using a single platform. Using this resource, agents receive pertinent, timely real estate-specific content from various sources.



*Social Media
REsource*

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Here are several of the benefits available to our sales professionals:

GoToGallo.com—Our full-featured company website allows consumers to search MLS listings, vacation rentals, commercial properties, and much more. Leads are generated and forwarded to sales agents. The agents have access to an on-line document center, company listing inventory and updates, inter-office news and messaging, and many other features.

Virtual Tours—Gallo Realty provides virtual tours for all of our listings. Our virtual tours are syndicated to several real estate websites, and the system allows agents to post their tours on realtor.com and several social media sites.

REALTOR.com—All of our agents can have their listings “enhanced” on *realtor.com*, which allows them to add headlines, additional photos, descriptions and personal contact information.

ToolkitCMA—A listing presentation program that incorporates CMA’s from the MLS system into a customizable, professional presentation.

Market Activity Reports—Agents can stay in touch with past clients and prospective customers by sending them an automated report on their local real estate market that is customized to their needs.

HomeFinding Guide—A professional presentation, customized with the agent’s contact information, that demonstrated to prospective buyers the services to be provided during their home search.

ListHub—Gallo Realty agents have access to the reporting features in ListHub, the web syndication platform for our MLS.

Market Statistics—Gallo Realty produces a monthly newsletter which analyzes current market conditions. This is available to all agents to provide to their clients.

ShowingDesk—Our centralized appointment system that provides automated agent feedback, listing agent alerts and custom reports.

DocuSign—Each agent is provided a DocuSign account where they can send out contracts for electronic signatures. The account also provides a Transaction/Document Management System for the agents.

Luxury Collection—Our unique marketing program targeting the luxury market, featuring professional photography, distinctive branding and exquisite print media.

90-Day Success Plan—A comprehensive training program designed for newer agents.

Referral Network—Being a member of Berkshire Hathaway HomeServices provides us with many referral opportunities from one of the largest real estate networks in the country.

Marketing Department—Gallo Realty has a full-scale marketing department that helps agents with brochures, postcards, ads, press releases, websites, and much more.

Rental Division—We manage over 700 properties (seasonal and year-round), providing both buyer and seller lead opportunities to our sales agents.

Commercial Division—A team of agents dedicated to the selling and leasing of commercial real estate.

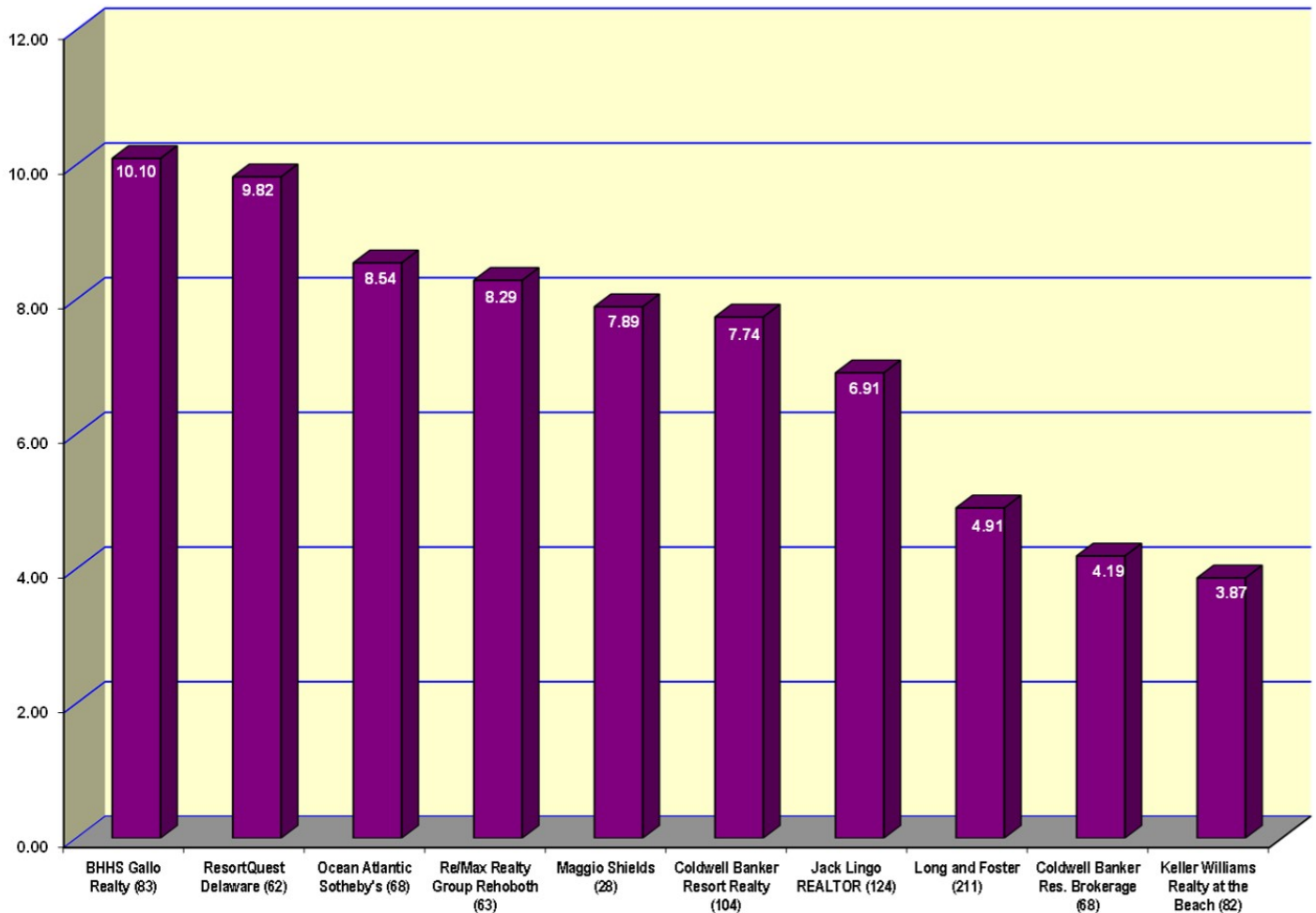
advantage / ăd văn' tīj /, n.

• benefit; a factor conducive to success:

e.g., *Our phenomenal growth and resources give you a strong professional advantage.*



Units Sold Per Agent in 2015



Data Table Company	Closed Units	Sales Agents in MLS	Units Sold Per Agent
BHHS Gallo Realty	838	83	10.10
ResortQuest Delaware	609	62	9.82
Ocean Atlantic Sotheby's	581	68	8.54
Re/Max Realty Group Rehoboth	522	63	8.29
Maggio Shields	221	28	7.89
Coldwell Banker Resort Realty	805	104	7.74
Jack Lingo REALTOR	857	124	6.91
Long and Foster	1,035	211	4.91
Coldwell Banker Res. Brokerage	285	68	4.19
Keller Williams Realty at the Beach	317	82	3.87

Data taken from the Sussex County Association of REALTORS® Multiple Listing Service on January 4, 2016, and includes all property (improved and unimproved) sold in Sussex County in 2015. "Sales Agents in MLS" includes all agents (rental agents excluded) who were active in the MLS. Rankings based on the top 10 companies in Closed Sales Volume in 2015.

advantage / ăd văn' tīj /, n.

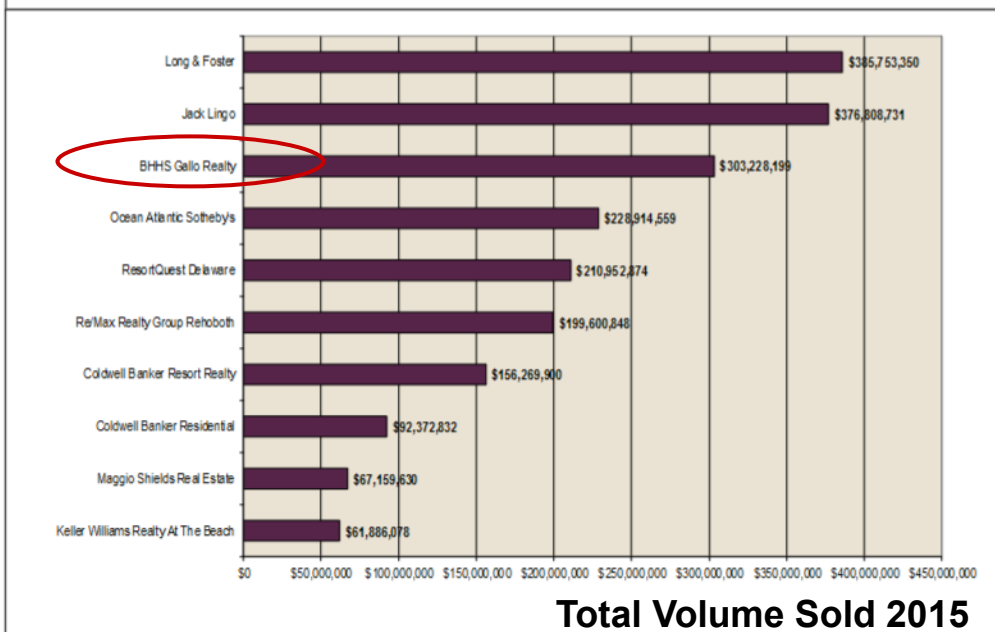
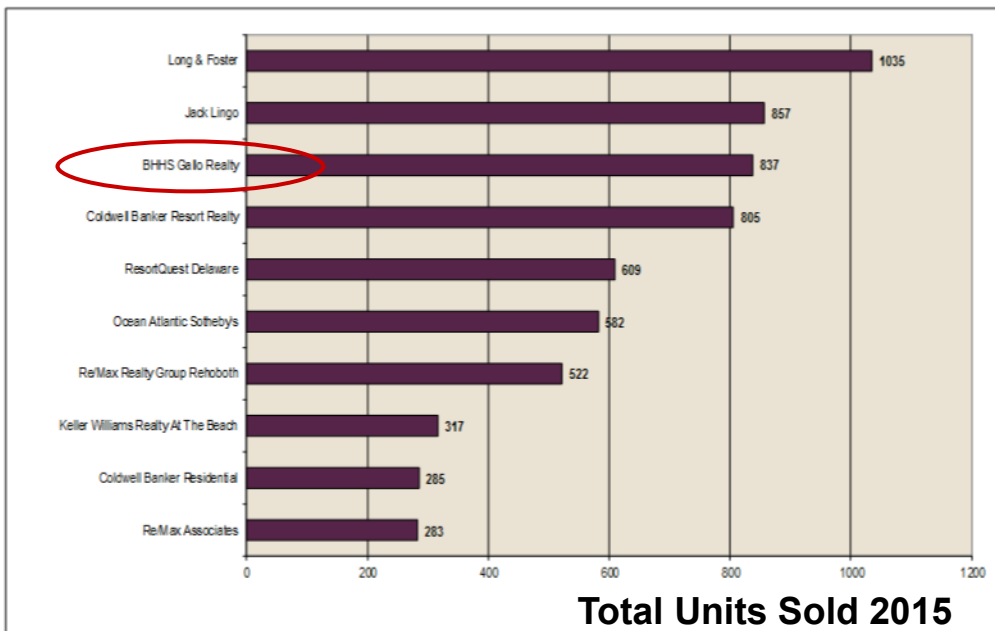
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Market Share in 2015

Over the past several years, Berkshire Hathaway HomeServices Gallo Realty has ranked in the top three firms in both Units Sold and Volume Sold in all of Sussex County, Delaware.



DISCLAIMER: Information taken from the Sussex County

Association of REALTORS® Multiple Listing Service for Closed Sales of properties in all of Sussex County, Delaware for the period 01/01/2015 – 12/31/2015. Statistics taken on January 4, 2016.

re_think / rē thīngk' /, vt.

• reassess, esp. with the idea of making change:

e.g., *Rethink what you want your future to look like – with a closer look at our fast-growing company.*



Are you ready for the next step in
your real estate career?

*“When one of the world’s most
admired companies entrusts you with
its brand, it’s paying you the ultimate
compliment.”*



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