

TOP 7 REASONS to join BHGRE®

1 MOST RELEVANT BRAND IN REAL ESTATE

- A brand 40mm consumers know and trust 365 days a year
- Access to a database of 100mm consumers, including 72% of Millennials



5 BE BETTER®: Our Promise to You

Leading-edge education, tools, and resources to maximize productivity and growth



2 VALUES-DRIVEN BRAND

- Focused on next-generation consumers and real estate professionals
- A network with purpose, united by a compassionate culture



6 EXPECT BETTER™: Our Promise to Your Clients

Marketing that is laser-focused on tens of millions of brand-loyal consumers. The most powerful lifestyle brand brings you unique credibility and access.



3 THE ONLY LIFESTYLE BRAND IN REAL ESTATE

- Buyers are no longer buying a home, they are buying a lifestyle.
- Our unique tools help affiliated agents connect with consumers before, during and after the transaction.

7 OUR FOCUS IS ON YOU



Agent Productivity



Profitability



Guidance

4 LEAD GENERATION MACHINE

ZAP®, our lead generation website and CRM platform, enables agents to cultivate leads by predicting consumer behavior, connecting to tools and resources to guide consumers through the transaction, and providing data-driven intelligence to help the agent prioritize time and effort against those leads.



Networking and Collaboration



Hands-on Support