

## THE GREENHOUSE RESOURCE GUIDE

Tools & Systems to Grow Your Business  
Greenhouse.BHGRE.com

**THE GREENHOUSE HOMEPAGE** will have pages visible to the public. This page includes overviews of tools that can be found within the Greenhouse and information about the Better Homes and Gardens® Real Estate brand. Feel free to share these pages with your clients, on social media, and for talent attraction purposes.

Upon logging into the Greenhouse, you will have access to several new features, many of which can be personalized to suit your needs.

**Newsfeed** - A Facebook-style news and information feed providing content relevant to you. Three filters are available on the newsfeed.

- **All News:** See when any new article, newsletter, page or tool is added. You will also be notified if your brokers, managers or fellow agents have shared content with you.
- **Tags:** Find information relevant to tags you have selected to follow. For example, if you follow 'Marketing', tools and updates related only to Marketing, will populate in your newsfeed.
- **Events:** BHGRE® brand & industry events, learning, and local events that have been added by your company.

**Notifications** - Upon logging in to the Greenhouse, you will be automatically notified anytime a document, tool, page or link has been shared with you. In addition, keep an eye out for brand announcements regarding new services, events and other important messages.

**Search** for pages, articles, tools, events, tags and documents through the search bar located at the top of each page in the Greenhouse. The search bar features an autocomplete function allowing users to choose from a suggested list. Click to view all matches or hit enter for a full list of relevant search results, which can then be filtered.

**Tools & Resources** - Use for quick access to all BHGRE marketing, learning, shopping and business resources.

**Document Library** - Brokers and managers can use the Document Library to upload documents for all within their company to view. Additionally, brand-provided documents, including presentations, FAQs, quick start guides and more, can be found here.

**Agent Tools** - A collection of important agent tools, including agent and client discounts, closing gifts, reputation management and planning tools.

**Office Tools** - Access the office calendar as well as company and office-specific materials for tools such as LeadRouter and dash.



**My Tools** - Save time by adding quick links to your favorite tools directly to your homepage. Simply navigate the Tools & Resources page and click the favorite star icon next to any tool you wish to save.

**My Pages** - Save pages you are interested in by clicking the favorite star icon at the top of any page. The page will be saved to your profile and can now be found on the Greenhouse homepage every time you log in.

**Tags** are used widely throughout the Greenhouse on pages, articles, documents and events. 'Follow' tags related to subjects you are interested in to receive updates on your personalized newsfeed or search using the 'Explore Tags' option.

**Favorites & Sharing** - Every user has the ability to share and favorite tools, documents, pages and links throughout the Greenhouse.

- To favorite, select the star icon next to any tool, resource or page.
- To share, click the share button at the bottom of any item to bring up the share dialog, then type the name of the office colleague with whom you wish to share. You can also add a personalized message to each. For other ways to share, select the 'send an email notification' option or 'copy URL to clipboard'.



## 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 flyers, postcards, brochures, and email campaigns.

**Brand Tiers** – To enhance your marketing endeavors, we created additional tiers for marketing your listings – 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 presentations in multiple languages that you can use before, during or after an initial meeting with potential prospects.

**Videos** – Get access to high quality, branded videos in English and Spanish on topics such as buyer and seller tips, interior design, outdoor design, and more. Leverage these videos by emailing to your sphere of influence or by sharing on social media sites.

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

**Online and Social** – Our consumer social media pages make it easy to follow and share our content with prospective clients. Affiliated brokers and agents can be on top of their game when they follow and engage with the brand online through our industry-focused social media platforms.

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

**Brand ID Guide and Free Image** – An online brand identity guide and free image library is available to agents to access Expect Better<sup>SM</sup> photos, marketing assets, and brand identity standards. Save time and money, and put your company's best marketing foot forward with this valuable tool of curated lifestyle and real estate images.

## SHOPPING

This is your one-stop-shop for finding 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 & Gardens' Products** – As a result of our partnership with Meredith Corporation the publishers of *Better Homes & 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**
- **Zap Training**

## ZAP

Access your Zap CRM and website. Learn about and explore important links, including the Zap Community and Zap Knowledge Base. Learn about special Zap training programs and events, such as Get Zapped, EZ Zap, and Zap TV. Receive help and support for Zap-specific issues via self-service guides and the BHGRE Help Desk.

## COMMUNICATIONS & PR

Stay up to date with the latest brand news, thought leadership articles, blogs and press releases. For helpful PR resources and templates, download the toolkit here.

## EVENTS

BHGRE events offer a sophisticated learning experience to enhance the business of our network leaders and affiliated sales associates.

## CUSTOMER SUPPORT CONTACT INFORMATION:

The BHGRE Customer Support team is available on an expanded schedule into the evenings and weekends:

- 6:00 AM - 11:59 PM EST Monday - Friday
- 7:00 AM - 11:59 PM EST Saturday and Sunday
- Coverage on major holidays

**Phone:** 1-866-616-4BHG (4244)

**Email:** [help@bhgrealestate.com](mailto:help@bhgrealestate.com)  
(email inquiries will be addressed Monday-Friday)