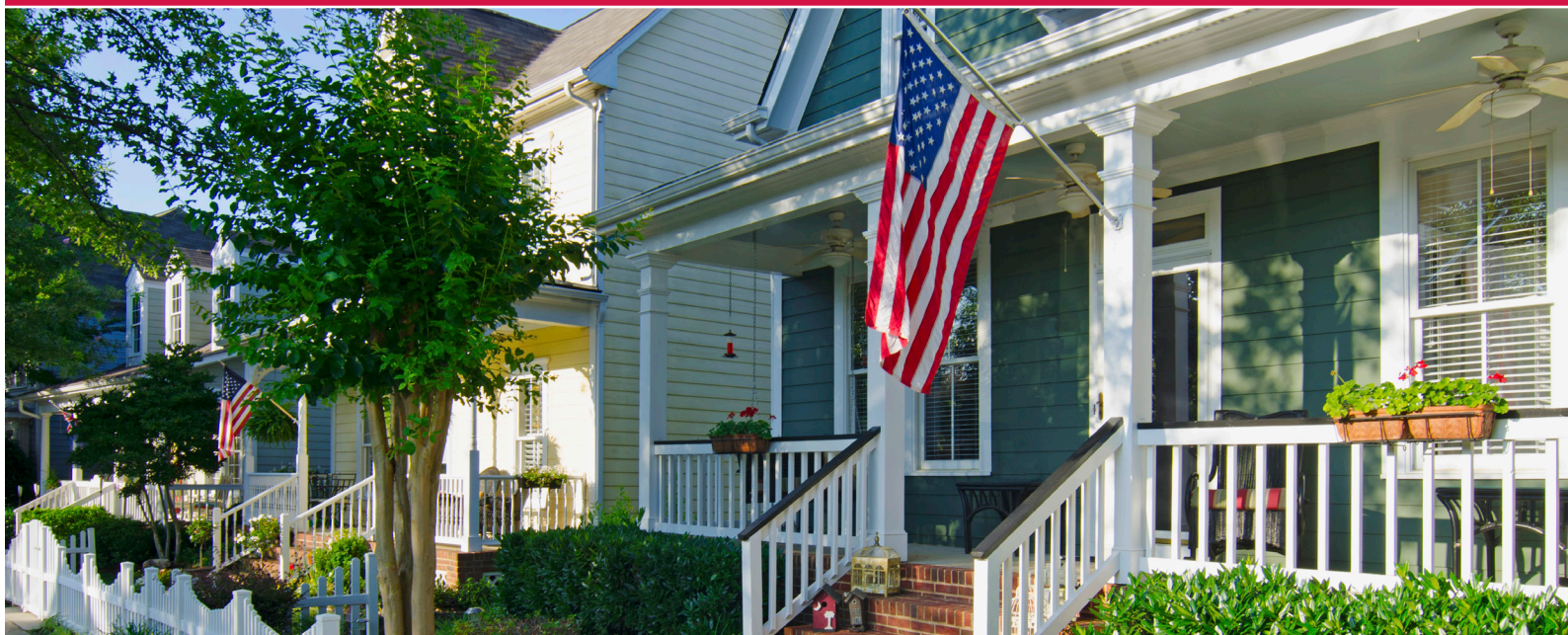


list to **Sell**



RealtySouthTM
A Berkshire Hathaway Affiliate

Thank you for taking time to meet with our RealtySouth agent and for reviewing this listing presentation designed to introduce you to the expertise of RealtySouth.

The power of RealtySouth is far greater than a sign in your front yard. It extends beyond our placing your home in the Multiple Listing Service. At RealtySouth, our agents are equipped with numerous tools and resources in an effort to sell your home in the shortest amount of time for the greatest amount of money. Our goal is to create a seamless process enabling you to focus on the next step in your journey.

If you can, imagine being represented by one of nearly 1,000 professionals. Professionals whose education, marketing, technology and support are of the highest caliber. Imagine the benefits of being marketed by the state's largest real estate company all while feeling the comforts of personal representation.

In the last 16 years, RealtySouth has sold 144,000 homes and created 44,000 jobs. The ripple effects of choosing to do business with RealtySouth are far reaching.

We look forward to working with you!



Sincerely,

A handwritten signature in blue ink, appearing to read 'Richard Grimes', with a long horizontal flourish extending to the right.

Richard Grimes

President & CEO, RealtySouth

THE BRAND

RealtySouth is Number One

IN NAME RECOGNITION

Market leaders for more than 62 years

IN MARKET SHARE

We sell more homes than any company

IN NUMBER OF AGENTS

More than 800+ agents to network your property

IN BUYER POOL

Largest pool of buyers and sellers in Alabama. Let us introduce you!

IN WEBSITE VISITORS

More than 1.7 million visited www.realtysouth.com in 2016

IN RELOCATION BUSINESS

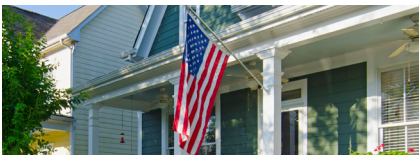
Largest relocation volume in Alabama

Vision

Caring People, Exceptional Service

Mission

To Lead our Industry and Serve Our Communities with a
Commitment to Integrity and Excellence

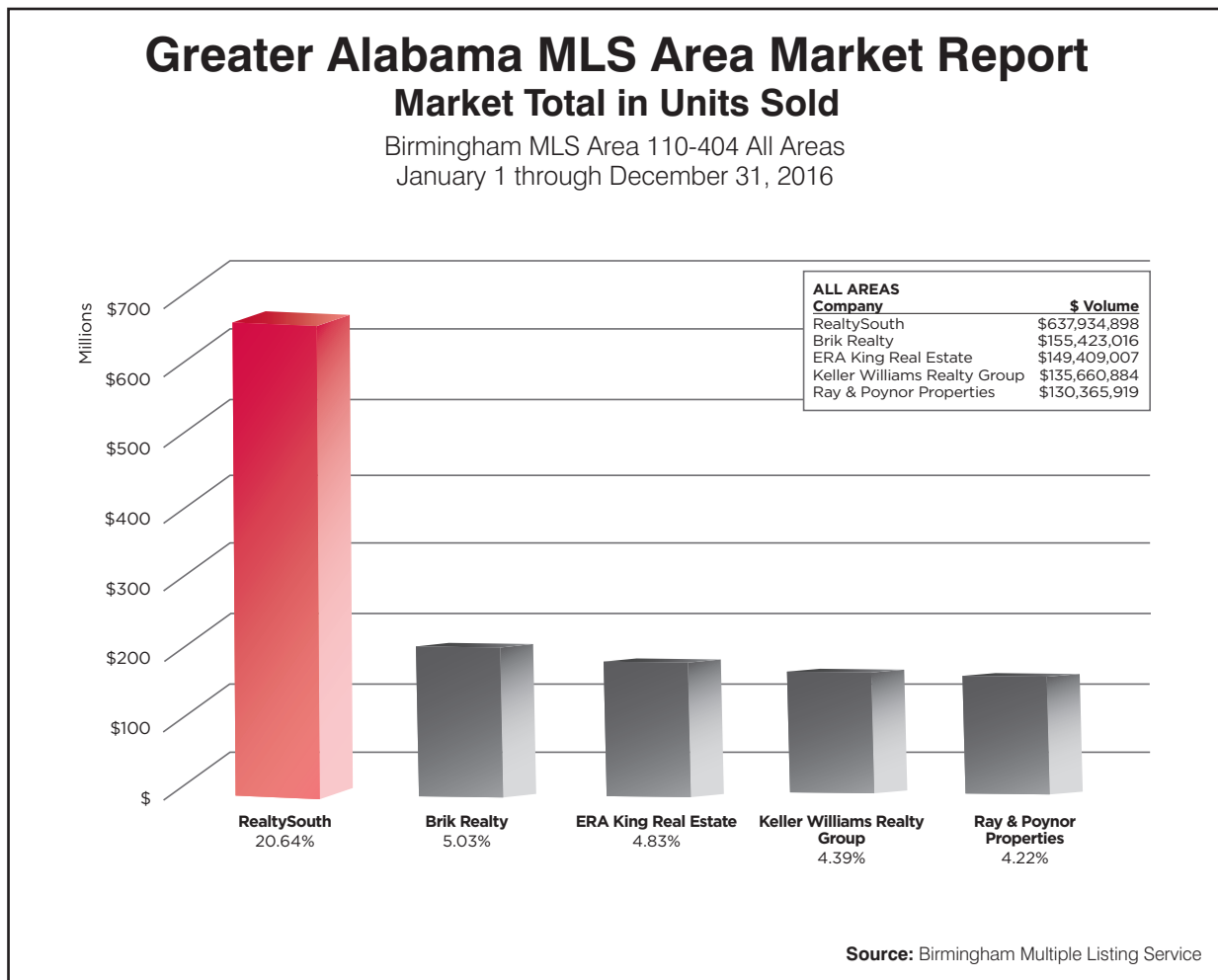


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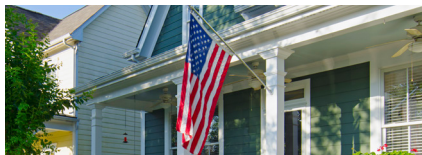
THE SALES

Number One in Sales Volume

With 1.78 billion in sales volume in 2016, RealtySouth sells more homes than the next four competitors combined.



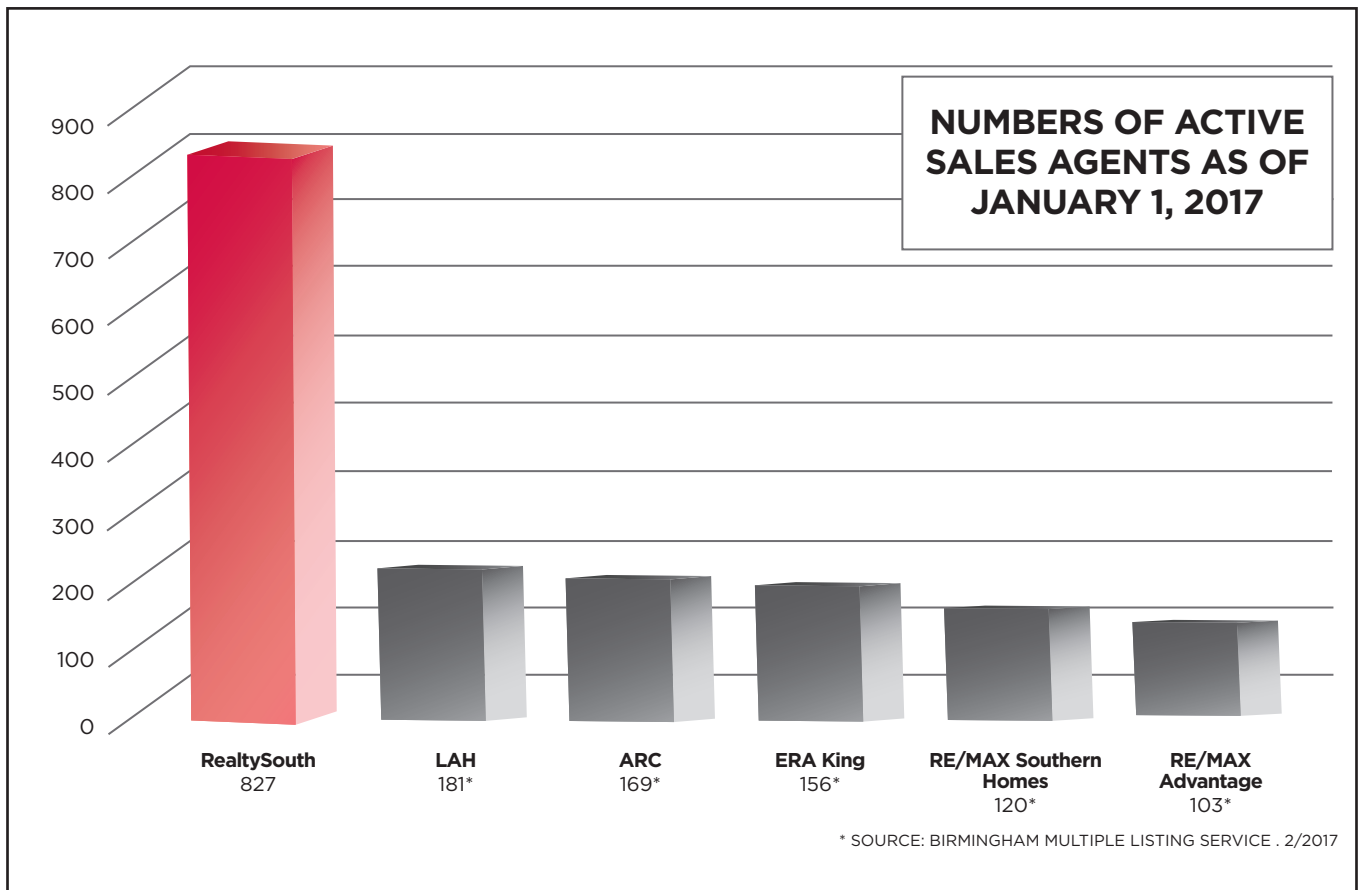
During 2016, 8,040 buyers and sellers purchased or sold a home through RealtySouth. That's 30 homes every business day, or one house every 16 minutes of an 8-hour business day.



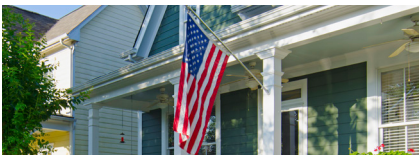
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THE BUYER POOL

Number One in Pool of Buyers



With more than 800+ active sales associates statewide, RealtySouth has the largest pool of buyers in Alabama by nature of clients they serve.



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A Berkshire Hathaway Affiliate

THE INTERNET

Most Important Form of Advertising Today

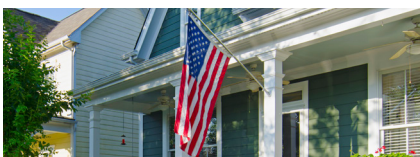


NAR Source Chart

INFORMATION SOURCES USED IN HOME SEARCH, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

BUYERS OF

	All Buyers	First-time Buyers	Repeat Buyers	New Homes	Previously Owned Homes
Online website	95%	95%	93%	90%	94%
Real estate agent	92	88	88	76	89
Mobile or tablet search device	72	78	66	63	71
Open house	50	48	50	51	49
Yard sign	49	46	50	29	50
Online video site	36	32	38	34	36
Print newspaper advertisement	16	15	18	16	17
Home builder	14	13	20	65	10
Home book or magazine	12	11	12	16	11
Billboard	4	6	4	16	4
Television	3	4	3	7	3
Relocation company	3	3	3	5	3

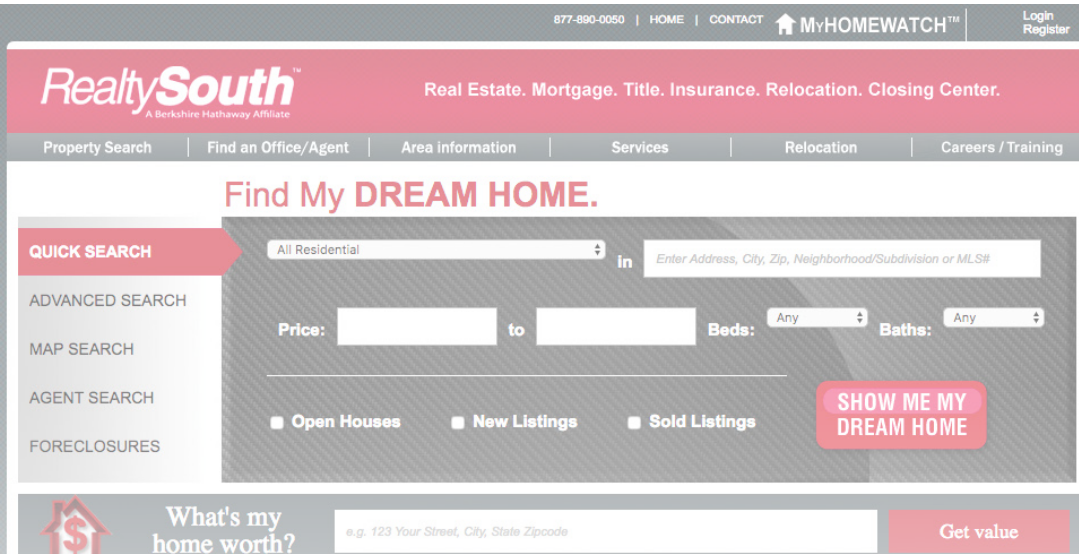


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PAGE VIEWS

www.realtysouth.com

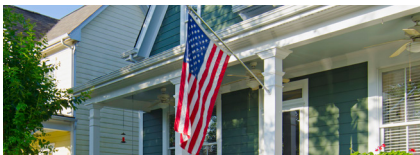
In case you wondered which Real Estate site reigns supreme in Alabama... www.realtysouth.com is the place to be. Out ranking other area sites by leaps and bounds, there is no better site to search for homes, find an agent, get pre-approved and more! Log on today and join the party!



22,497,189

2016 Pageviews

www.realtysouth.com



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THE PUBLICITY

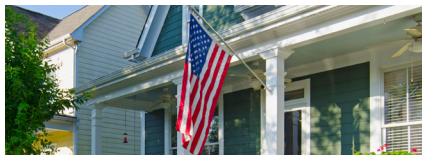
RealtySouth...Where Buyers Are Looking



The Magazine of Metro Birmingham Living



We could place your home on hundreds of sites, but we've chosen the most successful buyer sites.



THE NETWORK

Access to Global Buyer Pool



Leading Real Estate Companies of the World® is a global real estate network comprised of more than 500 of the best-known local and regional real estate firms.



The luxury network now markets more than 50,000 of the world's most remarkable homes annually and attracts more than 3 million high-net-worth visitors a year.



The Realty Alliance is a network of North America's elite real estate firms. The members serve most every major market on the continent.

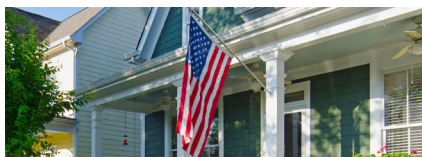


With eight dedicated team members and hundreds of millions in annual volume, we are the largest relocation division in Alabama.



A Berkshire Hathaway Affiliate

HomeServices of America, Inc., a Berkshire Hathaway affiliate is the second largest, full-service independent residential real estate brokerage firm and the largest brokerage-owned settlement services.



THE SERVICES

Top-Notch Service and Convenience

Creating a seamless transaction.

Every consumer study of buyers and sellers we've ever seen shows that people prefer one-stop shopping when it comes to things like mortgage, title and insurance. So we give it to them with convenience and peace of mind, from the name they trust.

FIVE-STAR SERVICE

- HomeServices Lending of Alabama: a wide array of mortgage solutions at competitive rates
- TitleSouth: title insurance and closing services from a respected name in the Alabama title industry
- InsuranceSouth: multiple providers, the right coverage for your clients, competitive premiums, coordination with your loan officer.
- American Home Shield Warranty: from the time of listing until they reach the closing table, your clients are covered free of charge.
- Relocation: currently representing a network of more than 500 real estate companies. We can assist with your move anywhere in the world.

RealtySouth[™]
A Berkshire Hathaway Affiliate

TitleSouth[™]
TITLE INSURANCE & CLOSING SERVICES

InsuranceSouth

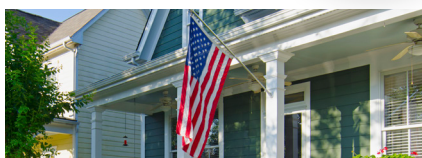
American
Home Shield

Worry less. Live more.



RealtySouth[™]
Relocation Services

HomeServicesLending^{LLC}



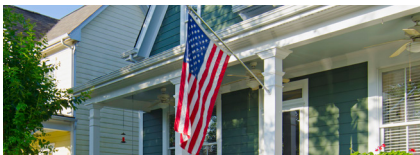
RealtySouth[™]
A Berkshire Hathaway Affiliate

THE INCENTIVE

10-K Incentive Program

RealtySouth's 10-K Program is a selling incentive designed to produce a remarkable increase in showings for your listing.

With a \$250 contribution from the Seller, any agent who sells a property enrolled in the 10-K program earns a 1-in-50 chance at a drawing for a \$10,000 bonus! Selling agents are motivated to show your home when it is a 10-K Program listing.



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THE PROTECTION

American
Home Shield



Worry less. Live more.

Every RealtySouth listing receives the advantage of complimentary coverage from American Home Shield to make the home more appealing to buyers and to help protect the covered systems in the home, for up to 18 months, during the listing period.

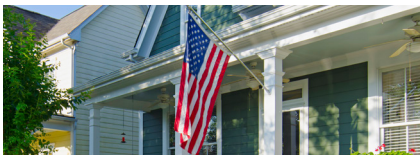
In the past five years, American Home Shield has spent more than \$2 billion fulfilling service requests. In 2016, AHS spent hundreds of thousands of dollars honoring their service commitment to RealtySouth.

An AHS Home Warranty can help you sell your home by giving buyers additional confidence in the real estate transaction... they'll know that AHS stands behind the covered systems or appliances in the house.

American Home Shield was founded in 1971 and is recommended as the leading home warranty company by 71% of real estate agents, nearly twice as often as the nearest competitor. Over 1 million homes are protected by AHS.

AHS solves 70% of claims within 24 hours and follows up with their clients to ensure their satisfaction with the service received.

**With an American Home Shield Home Warranty,
you can rest assured knowing that you are getting the
quality service you deserve!**



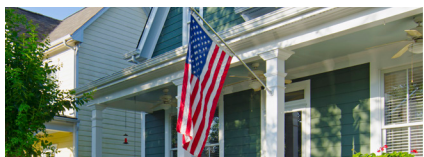
RealtySouthTM
A Berkshire Hathaway Affiliate

THE EXPOSURE

Open houses open more doors to potential buyers.

**Last year, we took 5,207 listings and
RealtySouth agents held them open.**

- Via realtysouth.com, buyers can specifically search for homes open each week.
- We have highly publicized Open House Extravaganza events throughout the year to drive more buyers to your home.
- If your agent isn't available to hold an open house, one of his or her colleagues can fill in so you don't miss out on a particular weekend you'd like your home open.



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THE APP

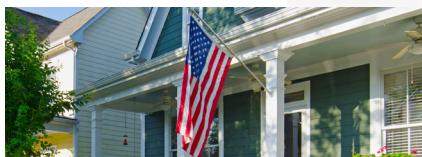
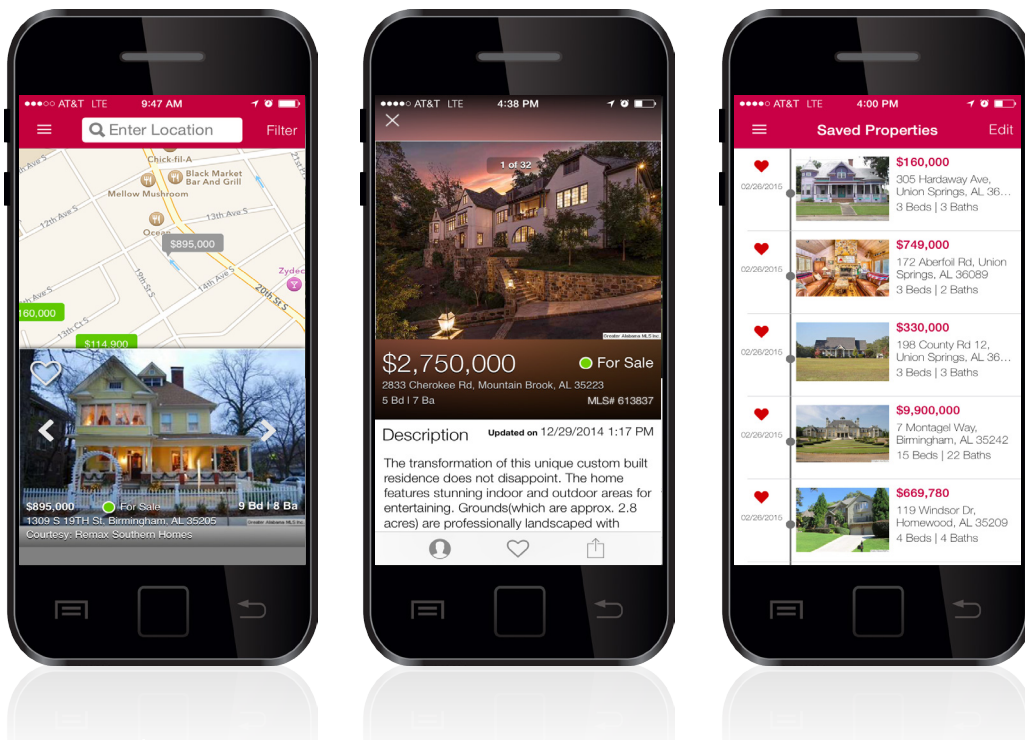
Time to Download

With our app, potential buyers can:

- Search for a home
- Schedule an appointment
- Find an agent

And when they use it near your home, they'll see your listing. Our mobile app is just one more way we provide extra exposure for our home.

Go to www.realtysouth.com/mobile to download our app today!



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THE EDUCATION

It's not only what we have... It's how we teach our agents to use it in order to benefit their clients.

WHO is training our agents...

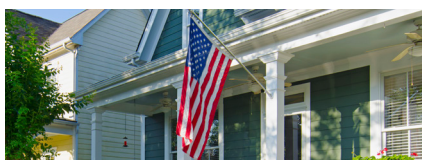
- Experienced trainers
- In-house legal department
- In-house mortgage, title and insurance companies
- Marketing professionals
- Technology experts

WHAT they're teaching our agents...

- Marketing strategies
- Business planning
- Technology
- Prospecting
- Website design
- Lead generation
- Contact management
- Market intelligence

HOW they're teaching our agents...

- Workshops
- In-branch training
- Technology help desk
- In-depth coaching program
- Classroom
- Online tutorials
- CRSA (Certified RealtySouth Associate) program for new agents



RealtySouthTM
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144,000 homes sold since 2000



40,000 jobs created



860 agents building our local economy



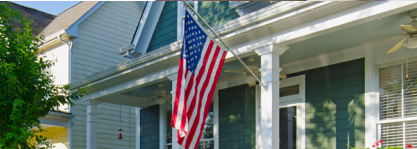
Contributed \$5 Billion GDP in Alabama

A BUSINESS BUILT FOR THE GREATER GOOD.



At RealtySouth, we understand the value of positive ripple effects. With every home we list and sell, every agent that joins our family, every roofer or landscaper who engages our process, we are building a stronger Alabama.

WHAT WE DO, WE DO FOR EVERYONE.



RealtySouthTM
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THE PROMISE

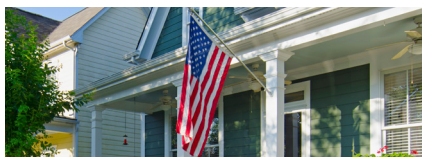
Our Promise to You

RealtySouth is committed to providing the best possible service to you, the seller. If at any time you are not completely satisfied with the way we are marketing your home, or if we are not living up to our stated guidelines, please identify the problem to your RealtySouth Associate or his/her Broker. We request that you give us the opportunity to correct the problem. If the situation is not resolved to your satisfaction, we will release you from the listing agreement. RealtySouth wants you to be satisfied and we will do what it takes to see that you are.



Associate: _____ Date _____

Seller: _____ Date: _____



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Do you have real estate needs outside of the local area?

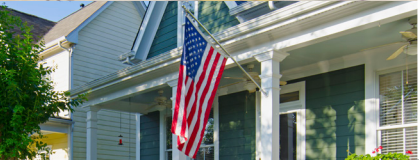
If so, RealtySouth can assist as we are members of the **largest real estate broker network in the world.**

This network is committed to its Agents and their Clients **LOCALLY, NATIONALLY** and **INTERNATIONALLY.**

All real estate brokers are monitored for performance including client satisfaction.

Ask your RealtySouth Agent about our referral program. We are ready to assist you and will ensure your client satisfaction all the way through.

In addition to contacting your Agent, you may contact Ann Dickinson by email at adickinson@realtysouth.com or call 205-325-1382.



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