

A LETTER FROM ALLIE BETH

LET'S GET IT DONE



We live in the only major city in America not founded on a port or navigable river.

Dallas was founded by entrepreneurs who created a culture of opportunity.

Our company culture of trust, integrity, and entrepreneurship solidifies our third decade of luxury leadership. We sell more in Dallas' premier neighborhoods and in Dallas County than any competitor.

Our legendary local roots attracted acquisition by the largest provider of home ownership services in the nation, affiliated with Berkshire Hathaway, a world-respected brand. We are local and global. Our network is unsurpassed, including websites searched by more high-net-worth individuals.

Our new technology focus is access and comfort for clients. An algorithm can search for a 3BR/2B. *Only a real estate agent can find your home.* Data provides information. The complex, emotional homebuying process demands human intelligence, creativity, and connection.

A search for the right home is a search for the right relationship. Our team of entrepreneurs is known for accessibility, transparency, connection...and results.

For our clients, real estate is real life. A relationship is rare and real.

Allie Beth Allen

Founder and CEO



THE DEALS

TOP RESIDENTIAL
SALE IN DALLAS

THE SUCCESS

SECOND-LARGEST
RESIDENTIAL SALE
IN DALLAS

THE BRAND

YEAR AFTER YEAR,
SELLING MORE ESTATES
OVER \$5 MILLION

THE PEOPLE

100+ AGENTS
10 YEARS+
OVER 1,000 YEARS
OF TRUST

HOMESERVICES OF AMERICA

Who We Are

HomeServices of America, Inc., headquartered in Minneapolis, MN, is the nation's second-largest, full-service residential real estate brokerage firm and through its operating companies, is one of the largest settlement services providers in the U.S and is the majority owner of the Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks.

HomeServices is owned by Berkshire Hathaway Energy, a consolidated subsidiary of Berkshire Hathaway Inc., a company with unparalleled diversity and financial strength. As an affiliate of Berkshire Hathaway, HomeServices, through Berkshire Hathaway Energy, has access to significant financial and management resources.

Our Business Model

HomeServices' business model is centered on an ever expanding family of market-leading affiliate companies who share the common guiding principles of honesty, integrity and commitment to performance.

We identify, share and implement best practices across our enterprise to ensure that our companies continue to:

- Provide industry leading tools, technology and other resources to meet the changing needs of our customers, employees and REALTORS®.
- Maintain a culture that attracts, retains and develops the best people.
- Contribute their talents and resources to serve the communities in which they live and work.
- HomeServices' mission is to deliver an unparalleled experience throughout the home transaction process.

Our Guiding Principles

To preserve and further underscore our business standards, we abide by the following guiding principles:

- Adhere to the letter and the spirit of the law.
- Promote a highly trained, technologically sophisticated, diverse and contemporary workforce.

- Never take a single person for granted. In this business, the assets of the company go home each evening.
- Provide exceptional service to customers and REALTORS®.
- Create a learning environment—identify and share best practices with colleagues.
- People want to associate with winners—set a positive example.
- Recruit management and REALTORS® with a commitment to performance with integrity.
- Establish and monitor financial controls to ensure adherence.
- Provide honest and accurate disclosure of business facts and financial data.
- Respect and protect the reputation of HomeServices and its affiliated brands.

Growth Through Acquisition

HomeServices growth strategy has been and continues to be to acquire market-leading companies with great brands and experienced leaders, and welcome them into a family of companies where ideas, information and best practices are leveraged and shared. Brands are intentionally kept intact and leaders are empowered to make operational and strategic decisions based on their own unique market conditions.

(Continued on next page)

Allie Beth Allman
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

LUXURY LEADER

DEW SALES ABOVE \$2 MILLION

ALLIE BETH ALLMAN
& ASSOCIATES

\$618M

COMPETITOR 1

\$607M

COMPETITOR 2

\$315M

COMPETITOR 3

\$312M

Allie Beth Allman & Associates
A BERKSHIRE HATHAWAY AFFILIATE

Affiliates



A BEEKSHIRE HATHAWAY AFFILIATE

STRENGTH

TWO BRANDS THAT MEAN BUSINESS

When the Buffett leadership team was building the nation's largest provider of residential real estate services, its growing network of independent affiliates identified Texas as a key market. Their challenge was finding the right place to start.

"I wanted to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity," Berkshire Hathaway Chairman and CEO Warren Buffett said.

The Buffett team called a woman from a small West Texas town. Allie Beth Allman's brand exemplified the Dallas luxury market. Local business publications ranked the name tops in Dallas' premier residential areas. Its strength and respect mirrored the Buffett brand.

"Leading business publications consistently rate Berkshire Hathaway among the top five most respected brands in the world," Allie Beth Allman said. **"The Berkshire Hathaway approach is to acquire companies with a great brand, great products, and strong leadership."**

In 2015, the Buffett acquisition of Allie Beth Allman & Associates joined the Best with the Best. The two brands balance heritage, philosophy, and innovation. They will be here in the next century.

\$504M

HSOA'S DAILY
VOLUME

\$5.6M

ABA'S DAILY
VOLUME

70%

OF \$3.5 MILLION—
PLUS HOMES IN DFW

THE ADVANTAGE

A global survey by Luxury Portfolio showed that luxury buyers prefer independent real estate companies. They demand the highest level of service, better selection, discretion, and thoughtful management of finances and resources. Allie Beth Allman & Associates specializes in the special. Our brand means innovation, excitement, resilience, and success.

OUR COMPANY

The Difference

Our company culture, our core values are the same as those ideas and ideals that formed our nation. We offer freedom to be enterprising. We share equality of opportunity. Equality of achievement depends on individual effort.

There is no select group of agents with special treatment. Titles? Compensation? Earned. We have expectations. Ethics. Industry guidelines. We respect personal skills and potential.

No agent, no transaction is unimportant.

Our professional team is an active and reliable network. All respond to agent needs, support open houses, share insight and information.

We are hometown. Founded and owned here. Our community involvement is an established tradition, widespread and effective. We give where we live.

Known for integrity, we enter into a trusting partnership with clients. We strive to create a lasting relationship. Nor do we shrink from the unusual, the untried. We have successfully handled extraordinary clients and properties requiring extensive and unusual research, negotiation, and discretion.

As the leading single-office residential firm in Dallas, we believe we are the Big D.



WE CARE | WE SHARE | WE DARE

Allie Beth Allman[™]
& Associates

A BERKSHIRE HATHAWAY AFFILIATE



About Nora Ling Lane....

NAMED D MAGAZINE "BEST REAL ESTATE AGENT and Top producer IN DALLAS" 2006 - 2022

When asked about the secret to her success in real estate, Nora Ling Lane will simply answer, "The Grace of God." As the daughter of Dallas real estate legend, Jennie Ling, Nora learned how a great work ethic and putting her clients above all else leads to results.

Home buyers and sellers find comfort in Nora's extraordinary customer service and care and enjoy the confidence that comes with having one of the nation's leading Realtors master minding every aspect of their transaction. She believes that honesty and integrity are the two ingredients that set market leaders apart. Her motto is, "say what you mean, and mean what you say." For more than 39 years, Nora has primarily sold homes in Preston Hollow, Bluffview, Greenway Parks, Devonshire, and Lakewood but specializes in the Park Cities, where she, along with her husband, Jody, raised all three of their daughters.

Consistently focusing on the goals and needs of her clients, she has risen to the top of the industry where she is recognized for superior service, advanced negotiation skills, innovative use of technology, and sophisticated online marketing strategies that include personalized newsletters, videos and extensive use of social media. Nora has a strong belief in handling every aspect of each transaction from start to finish. She will tell you, "My clients know when they call me, they get me. No assistant handles any details of my transactions." Simply put, Nora says "I want every client to be able to say 'job well done' and feel that they are my only client...they are too important to let anyone else handle any detail of their transactions."

In addition, Nora recognizes the importance of relationships, networking and staying abreast of the market...always on top of "coming soon" properties. She is a member of two exclusive network groups made up of the top Realtors in the area specializing in high-end luxury homes. These groups offer firsthand knowledge of properties coming on the market, brainstorming, sharing ideas and exposure of current and off market listings.

Nora's contributions to her community have been extensive throughout the years, including the National Charity League, the Junior League of Dallas, Scottish Rite Children's Hospital and Center of Hope. More recently, when she's not working, which is seldom, she is spending time with her grandchildren.

Hello Nora,

Now that things have settled down, I just wanted to let you know how appreciative I/we are for your Passion, Energy and Effort you displayed in the selling of our home. It was an Emotional Rollercoaster ride for us, but you kept us Focused with your Positive and Never give up attitude. I know there was nothing easy about this. I always felt we made the Right decision choosing you to Represent our home. Thanks again and you will Always be in our Hearts. We feel very Blessed that we met you on this Journey. Take Care and Be Good to Yourself....

"GO with GOD"

Harlan



Let me put my
Passion, Energy and
Effort into selling
your home or finding
your dream home!

Nora Ling Lane
214-244-4866

Allie Beth Allman & Associates
A BERKSHIRE HATHAWAY AFFILIATE

HEAR FROM MY CLIENTS

(JUST A SAMPLE OF WHAT OTHERS ARE SAYING.....)

Nora is an absolute joy to deal with...She is so personable and professional in her approach and extremely knowledgeable of the market. She's the best!

Nora Ling Lane is an amazing professional. She is simply the best at what she does. Possibly the most appreciated service is that she so willingly gives after-the-sale help.

Nora Ling Lane is an outstanding real estate broker!!! I can say that with authority because Nora has handled every significant residential transaction for my wife and me for the past thirty years. Nora blends professionalism and excellent market knowledge with an aggressive yet sensitive style to provide the best possible outcomes for her clients.

Nora has been our agent for the purchase of three homes and the sale of two. She knows the market, gives her time unselfishly and has always been professional in her dealings. Most importantly, she has kept our best interest a priority! She cares!

Nora is a true professional and her friendly demeanor makes it very easy to work with her. She has always represented us with first class service making us feel as if we were her only client!

MARKETING TO SELL



Through digital ads, online searches, custom URLs, videos and social media, the Allman team puts your home in buyers' hands. We craft high-quality print ads, engaging advertorials, targeted emails, direct mail pieces, and luxury ads. We create the buzz and generate engaging conversations. Would-be buyers get fast facts from expanding providers in the new mass media universe. Our new listing plan instantly places your property prominently in multiple media sources.

PRINT

- Direct Mail
- ABA Magazine
- Dallas Morning News

DIGITAL

- EBlasts
- ENewsletters
- Website
- LeadingRE

SOCIAL MEDIA

- Facebook
- InstaGram
- LinkedIn
- Twitter

NORA LING LANE

Internet Presence

realtor.com®

trulia®

Linked in

Pinterest

twitter

facebook.

You Tube

my REALTYTIMES

Nora Ling Lane

REAL ESTATE UPDATE

Allie Beth Allman
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

NORA LING LANE

Internet Presence



Nora Ling Lane
WEBSITE

Allie Beth Allman[™]
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

NORA LING LANE

Internet Presence



YouTube

Allie Beth Allman
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

NORA LING LANE

Social Media



twitter

Allie Beth Allman
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

NORA LING LANE

Social Media



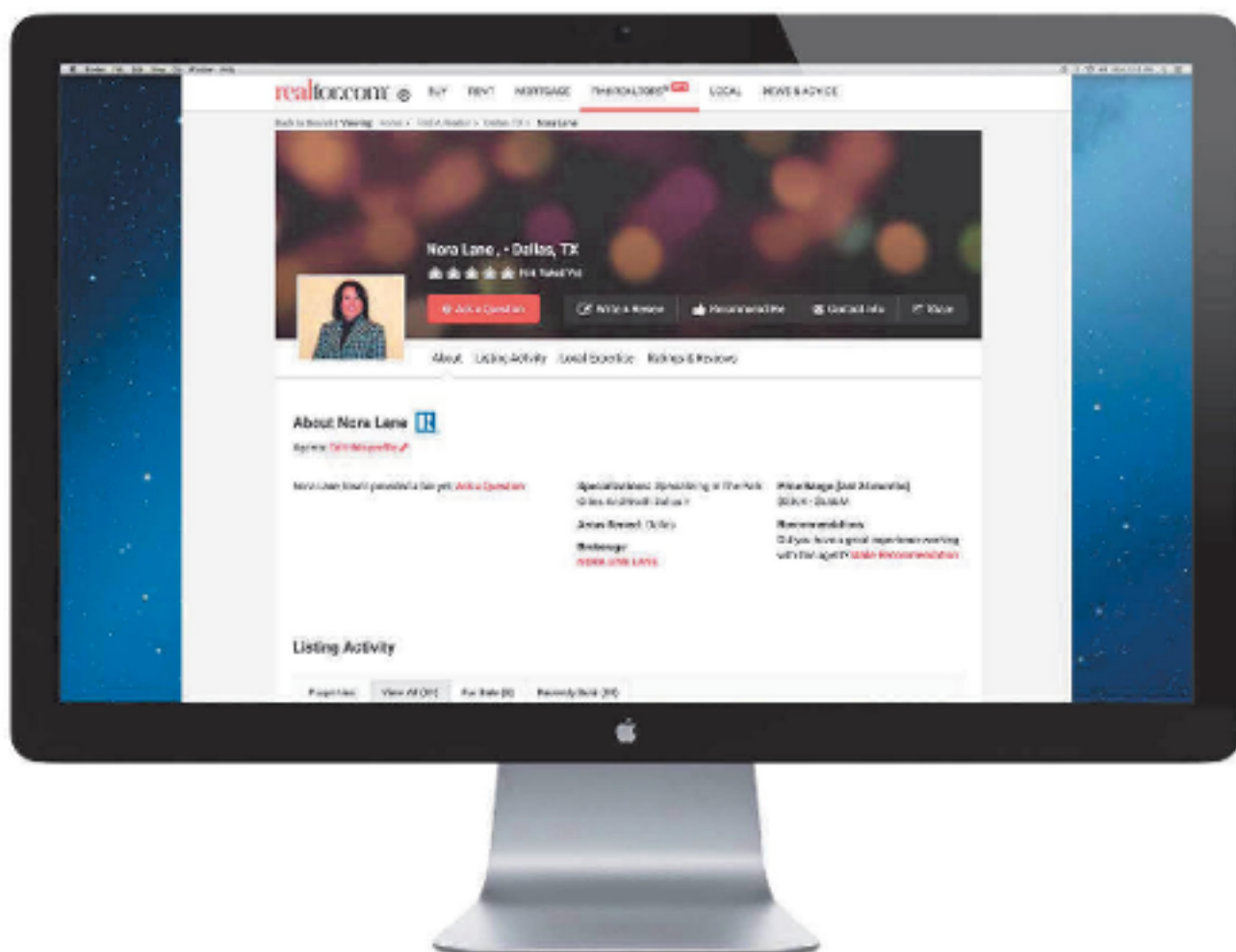
facebook.

**Allie Beth Allman™
& Associates**

A BERKSHIRE HATHAWAY AFFILIATE

NORA LING LANE

Internet Presence



realtor.com®

Allie Beth Allman
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

THE KEY TO SUCCESS IS *relationships*

What others are saying...



"Nora is an absolute joy to deal with. She is so personable and professional in her approach and extremely knowledgeable of the market. She is the best!"

"Nora Ling Lane is an amazing professional. She is simply the best at what she does. Possibly the most appreciated service is that she so willingly gives after-the-sale help."

"Nora Ling Lane is an outstanding real estate broker!!! I can say that with authority because Nora has handled every significant residential transaction for my wife and me for the past thirty years. Nora blends professionalism and excellent market knowledge with an aggressive yet sensitive style to provide the best possible outcomes for her clients."

"Nora is the consummate professional. She helped us find a home that we love, and then she checked on every detail of negotiations, inspection and closing. She was always available to answer any questions and concerns. Because we had confidence that Nora was handling the details as well as the big issues, our move was much less stressful than many of our previous moves."

"Nora has been our agent for the purchase of three homes and the sale of two. She knows the market, gives her time unselfishly and has always been professional in her dealings. Most importantly, she has kept our best interest a priority!"

"To purchase our last home, we used the services of Nora Lane. She helped us by giving us honest, professional advice which enabled us to make one of the best decisions we have ever made! From start to finish, Nora was on top of the details, and we knew we could trust her advice. Dealing with Nora was a pleasure and when the time comes again, we will certainly be giving her a call."

"Nora was the ultimate professional when she handled the purchase of our new home. She wasn't just responsive to our questions, she anticipated and was proactive in her communication. I think her many years of experience must give her a "sixth sense" about the apprehension and confusion most new home owners experience at one time or another. She cares!"

"Nora is a true professional and her friendly demeanor makes it very easy to work with her. She has always represented us with first class service making us feel as if we were her only client!"

Nora Ling Lane

Executive Vice President

214.244.4866 | nora.lane@alliebeth.com

www.noralane.com

**Allie Beth Allman™
& Associates**

A BERKSHIRE HATHAWAY AFFILIATE

alliebeth.com

THE KEY TO SUCCESS IS *relationships*

...GUIDED BY FAITH, INTEGRITY AND WORK ETHIC TO GET THE JOB DONE FOR **YOU!**



1

DEDICATION

Hands on every aspect from start to finish...you're too important to delegate to anyone else! You feel as if you were her only client and **part of her family!**

2

COMMITMENT

Being in the mainstream of real estate. Always abreast of current trends that affect market conditions. In depth knowledge of the market.

3

EXPERIENCE

2nd generation Realtor and company top achiever for over 30+ years! Recognized by D Magazine consistently for being a top producer. Established trust among peers, brokers and life-long clients.

4

SERVICE

Sophisticated, leading edge technology and social media skills. Active member of multiple Real Estate network groups. First to have inside knowledge of homes before the general market. Listens and works with you to get the job done! Puts your best interest above all else!

“

Nora was the ultimate professional when she handled the purchase of our new home. She wasn't just responsive to our questions, she anticipated and was proactive in her communication. I think her many years of experience must give her a "sixth sense" about the apprehension and confusion most new home owners experience at one time or another. She cares!

”



SOLD

1318 Fairfax



SOLD

5707 Stanford



SOLD

4501 Normandy

Nora Ling Lane

Executive Vice President

214.244.4866 | nora.lane@alliebeth.com | www.noralane.com

Allie Beth Allman[™]
& Associates

A BERKSHIRE HATHAWAY AFFILIATE

Client Focused... Results Driven.



"I'm humbled and blessed to serve your real estate needs. It's a joy to get up each morning and get to do what I love doing...selling homes!"



3828 Greenbrier Drive, University Park / \$3,500,000



DREAM HOME!



Nora Ling Lane

214.244.4866

nora.lane@alliebeth.com



3633 Southwestern Boulevard, University Park
\$1,499,000

ALLIEBETH.COM / 1

**Allie Beth Allman™
& Associates**

A BERKSHIRE HATHAWAY AFFILIATE



**IF THE THOUGHT OF BUYING OR SELLING A
HOUSE GIVES YOU A HEADACHE.....**

TAKE TWO ASPIRIN

AND CALL ME IN THE MORNING!

214-244-4866



SOLD 3840 Marquette \$2,640,000



FOR SALE 3337 Bryn Mawr \$1,399,000

**WITH OVER 30+ YEARS OF SELLING REAL ESTATE, LET MY
EXPERTISE GO TO WORK FOR YOU! THE KEY TO MY SUCCESS HAS
BEEN RELATIONSHIPS; GUIDED BY FAITH, INTEGRITY AND A STRONG**

Nora Ling Lane

Executive Vice President

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AllieBethAllman & Associates
A BERKSHIRE HATHAWAY AFFILIATE



INDUSTRY-
LEADING
SALES.
**WORLD-CLASS
SERVICE.**

1.1 MILLION
GLOBAL TRANSACTIONS

550
COMPANIES

4,600
OFFICES

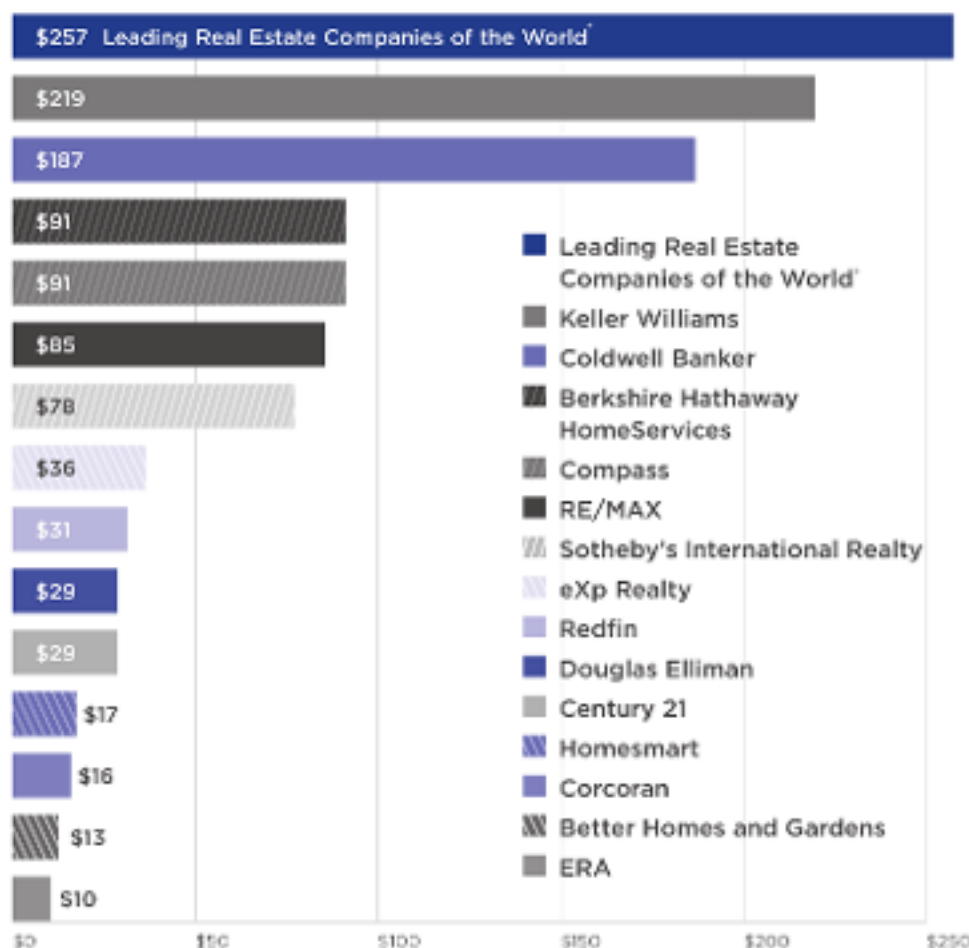
135,000
SALES ASSOCIATES

70
COUNTRIES

Leading
REAL ESTATE COMPANIES
OF THE WORLD

MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR BROKERAGE BRAND. \$257 BILLION IN U.S. HOME SALES VOLUME.

As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



Volume shown in billions of dollars.
This bar chart is sourced from REA, Trends 500 for 2019, realtrends.com.

REASONS WHY

TOP 10 ADVANTAGES OF LISTING WITH US

1 LEADERSHIP

It's not about our legendary CEO—it is about her ability to develop relationships.

2 STRENGTH

We bring teams groomed with integrity and success to lift every property.

3 MARKET KNOWLEDGE

The wisdom to know it's not just numbers—it's what you don't see that can make the difference.

4 PACKAGED TO SELL

The most powerful part of creating a plan for success is packaging the home for the buyer.

5 SMARKETING

The word is funny, but the combination of sales and marketing is what works for buyers and sellers.

6 THE POWER OF ENGAGEMENT

An integrated marketing approach is strategy to bring buyers from social, digital, print, and all sources.

7 WHITE GLOVE SERVICE

Our ordinary is extraordinary.
At all levels.

8 LUXURY LEADER

We sell more estates over \$5 million; yet luxury, we believe, is not a price point but a state of mind.

9 GLOBAL

While most homes are sold to local neighbors, we have the strongest global partners.

10 GIVE WHERE YOU LIVE

Our community commitment is renewed daily.

LEADERSHIP

OUR VALUES GUIDE OUR LEADERS

Leading a team of powerful, brilliant, motivated people requires strategic vision for the future and a willingness to innovate. That vision fosters a culture that helps everyone be everything they aspire to be. What follows is a respected cadre of trusted advisors to the influencers of Dallas.

The Allman culture is built on core values which mirror those of our nation's founders. We celebrate free enterprise that spawns entrepreneurship. We nurture individualism that radiates responsibility and accountability.

And we are driven by equal opportunity that fosters teamwork.

Following basic beliefs, the Buffett organization is building the nation's largest provider of home ownership services. And the Allman firm, Berkshire Hathaway's first Texas real estate affiliate, is Dallas' luxury leader.

We Care. We Share. We Dare.

THE ADVANTAGE

Our legacy of leadership is in its third decade of trust, integrity, and results. Locally founded and managed, we are a major independent broker with premier national and global support. For us, quality is not a luxury. It is a necessity.

30 YEARS OF LEGENDARY ENTREPRENEURSHIP

1981

Allie Beth Allman makes first-ever home sale with Alicia and Tom Landry

1982

Allman decides to turn her knack for selling into a career and becomes a Realtor with Hank Dickerson & Co.

1985

Allman decides to start her own company, with help from husband Pierce Allman. Thus, Allie Beth Allman Real Estate was formed

1995

In an expansion move, Allman sells company to Henry S. Miller

2001

The Miller company merges with Coldwell Banker

2004

Allman decides to reopen as an independent company. Allie Beth Allman & Associates

2012

Allie Beth Allman & Associates becomes the first single-office residential firm in Dallas history to achieve \$1 billion in sales

2015

Allie Beth Allman & Associates completes the biggest single residential transaction in Dallas and Texas history

2015

Warren Buffett's real estate affiliate makes its first Texas acquisition, Allie Beth Allman & Associates

2016

Allie Beth Allman & Associates, a Berkshire Hathaway Affiliate, completes the second-biggest single residential transaction in Dallas history

2018

Allie Beth Allman & Associates closes year with \$2 billion in sales, a first for the company.

PACKAGED TO SELL

CREATING A HOME THAT SELLS



Creating a space where buyers come in and feel like sitting down and living is what we do best.



READY TO SELL

Packaging your property to sell is not interior decorating. It's attracting buyers and convincing them they want to live there. Listen to your advisor and you will sell for top dollar.



WALK-UP APPEAL

First impressions form before the buyer walks in the door. Stand across the street with your Allman advisor. Would you want to go inside? Start with the front of the house and envision it through a buyer's eyes.



PHOTOGRAPHY

Great photos can lead to a great showing. For 97% of buyers, their first look at your home is the online photo submitted to MLS. That's why your Allman advisor uses top-rated photographers to gain the visual advantage.



STAGING

The average buyer takes 90 seconds to decide if they like a home. Details such as proper lighting and furniture placement are critical. Your Allman advisor knows how to dress your home for success.



DE-CLUTTER

When clutter dominates space, buyers can't see the room. Surveys show most people feel anxious and overwhelmed when surrounded by clutter. Clean space sparks imagination and visions of potential.



NECESSARY REPAIRS

An unkempt exterior implies your home has been poorly maintained, but kitchen and bathroom improvements can swing deals. Your Allman advisor will help develop a winning maintenance strategy.

THE ADVANTAGE

According to the National Association of Realtors, every \$100 invested in staging yields \$400 in potential returns. At Allie Beth Allman & Associates, we want your home to create that indefinable buzz that makes buyers stop and look. And then buy.

THE POWER OF ENGAGEMENT

WE SEND YOUR HOME THROUGH ALL MEANINGFUL CHANNELS

Through digital ads, online searches, custom URLs, videos and social media, the Allman team puts your home in buyers' hands. We craft high-quality print ads, engaging advertorials, targeted emails, direct mail pieces, and luxury ads. We create the buzz and generate engaging conversations. Would-be buyers get fast facts from expanding providers in the new mass media universe. Our new listing plan instantly places your property prominently in multiple media sources.

PRINT NICHE MARKETING

We target our buyers and reach over 42 million readers per year.

Dallas Morning News
Park Cities People
Preston Hollow People
Dallas Business Journal
Colleyville Charm
Society Life
Bell Tower
Simply Westlake
Southlake Style
Lakewood Advocate
D Magazine - D Best
D CEO
PaperCity
Patron
Architectural Digest
Wall Street Journal
Luxury Portfolio International

DIRECT MAIL

We target the right address and send out the word to 18,000 a month.

Allie Beth Allman & Assoc. Magazine
Trifolds - Neighborhood Mailers
Postcards

SOCIAL SELLING

Our reach shows 100,000 a month love our content.

Channels:	Content:
Facebook	Posts
Instagram	Videos
Twitter	
LinkedIn	
YouTube	
Pinterest	
Google Plus	

PARTNER SITES

Zillow.com
Trulia.com
Realtor.com

DIGITAL PLATFORMS & DRIVERS

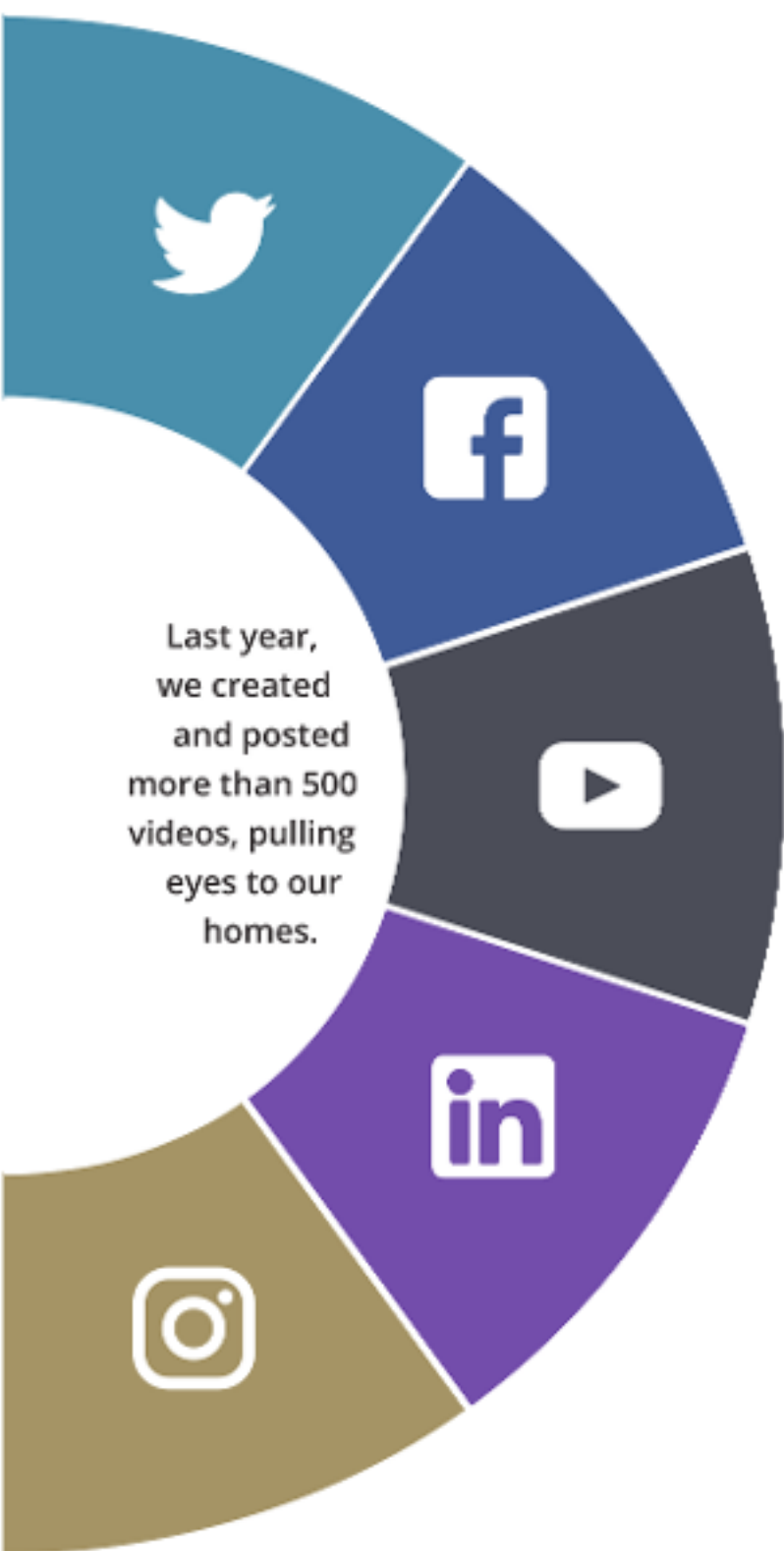
Reach and retain. Your home at a touch is on premier websites. Our content-rich daily drivers are both need-to-know and nice-to-know.

Websites:

ABA Website
Dallas Morning News
Leading Real Estate Companies of the World
Luxury Portfolio International
D Magazine
Live Love
Lakewood Advocate
Candy's Dirt
Dallas Business Journal
DBJ - Relocation

Drivers:

Fresh on the Market
Allmanac eBlast
Open House eBlast
eCards
Geo and Behavioral Re-targeting



SOCIAL SELLING

THE “IN-CIRCLE” OF SELLING

The Allie Beth agent family knows your neighborhood and its people. Our social media team takes valuable neighborhood knowledge to a higher level. For example, our Facebook interaction with followers is 100 times greater weekly than our closest competitor.

With a solid visual foundation, we adapt the latest technological tools to create relevant engaging posts. Our weekly Fresh on the Market directed email/video package reaches more than 23,000 actual viewers through our multichannel database. Follow-up of single property posts on our exclusive Live Love websites targets your neighborhood.

Our social media marketing quintet tracks trends daily, and we adjust strategy every day to maximize reach and engagement.

We ENGAGE:

Facebook

Engagement: 1 million

Reach: 400K monthly

Video views: 2K weekly

Instagram

Reach: 30K monthly

Video views: 500 weekly

We harness hashtag power with #HomeOfTheDay, #MansionMonday, and #OpenHouse to sustain interest in your home. Our professional team of more than 350 agents engages daily with posts enhancing your home's 24-hour exposure.

THE
ADVANTAGE

Every day, we reinforce our brand trust in your neighborhood. Using tested technology and directed social media, we connect 24 hours daily with buyers local and global. Our professional content-driven social posts link thousands of qualified buyers to property pages for agent response.

DIGITAL MARKETING

DIGITAL CAMPAIGNS THAT OPEN DOORS

The moment your listing debuts on alliebeth.com, we start bringing the buyers. Now that anyone can tap a smartphone screen and access unlimited information, we put your home at their fingertips. Our team creates compelling stories with high-end photography, graphics, and videos that demand buyers' attention—and drive them to your home.

Each month, our digital marketing strategy directs more than 2,500 potential buyers to property pages on alliebeth.com.



THE ADVANTAGE

We reach qualified buyers. Our digital market investment enables us to reach potential buyers locally and in population centers like New York, Los Angeles, and Chicago. Each homeowner working with Allie Beth Allman & Associates receives a multilevel digital marketing plan designed to drive potential buyers to their home online. Our most effective online drivers—strategic search, social media, and email campaigns—generate more than 83,000 listing views each month.

hAllman™
ociates
HAWAY AFFILIATE

Allie Beth Allman™
& Associates
A BERKSHIRE HATHAWAY AFFILIATE



REAL RESULTS.....SOLDS!

3840 Marquette	3849 Greenbrier	3632 Greenbrier
3208 Greenbrier	3909 Greenbrier(3 times)	3829 Greenbrier
3804 Greenbrier (twice)	3828 Greenbrier	3104 Bryn Mawr
4128 Greenbrier	4312 Greenbrier	3832 Greenbrier
4348 Fairfax	4301 Belclaire	5106 Stanford
4501 Normandy	4028 Windsor	3366 Blackburn
7806 Stanford	8849 McCraw (twice)	6621 Lange Circle
5707 Stanford (twice)	4528 Normandy	6231 Woodland (twice)
3801 Beverly	2632 Westminster (twice)	3801 Colgate
5738 Stanford	3304 Marquette	4361 Edmondson
4404 Edmondson	3421 Purdue	5418 W. University
4325 Shady Bend (twice)	3604 Edgewater	3305 Centenary
5811 Marquita	5254 Vanderbilt	3312 Centenary
7019 Clemson	4116 Hanover	3515 Haynie (twice)
7510 Villanova (twice)	4420 Amherst	5347 Surrey Circle
5419 Boca Raton	4121 Windsor Plwy	3905 Bryn Mawr
5532 Drane	4348 Fairfax (twice)	4723 Purdue
5714 Stanford	7738 Southwestern (twice)	6330 Joyce Way
5738 Stanford	6701 Golf Drive	4272 Bordeaux
5929 St. Andrews	3008 Stanford	6637 Golf Drive
5323 Morningside	6143 Del Norte	7839 Marquette
4211 Windsor	6143 Ellsworth	3329 Amherst
6318 Westchester	7419 Centenary	7208 Colgate
4437 Hyer	6731 Pemberton	4432 Larchmont
3947 Fairfax	6723 Pemberton	5534 W. Amherst
5515 Southwestern	4444 McFarlin	3420 Potomac
4528 Belclaire	4253 Potomac	3633 Southwestern
4313 Grassmere	3537 Southwestern	4312 Mill Creek



“
*It's a privilege to work
with my clients. I am
humbled and blessed
to serve their real estate
needs, and take
them very seriously!
It's a joy to wake up
each morning and get
to do what I love
doing...selling homes!*
”

~ Nora



*Named in D Magazine
Best Real Estate
Agents in Dallas
2006-2022
Top Residential
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