

REAL ESTATE BRAND OF THE YEAR

BERKSHIRE HATHAWAY HOMESERVICES

Named “Most Trusted Real Estate Brand” and “Real Estate Agency Brand of the Year” in 2020 Harris Poll EquiTrend® Study.



Berkshire Hathaway HomeServices received the highest numerical Equity Score and the highest numerical score relating to Trust and Love among Real Estate Agency brands included in the 2020 Harris Poll EquiTrend® Study, which is based on opinions of 39,100 U.S. consumers ages 15 and over surveyed online between January 1 and January 30, 2020. “Highest Ranked” was determined by a pure ranking of a sample of Real Estate Agency brands.

Berkshire Hathaway HomeServices 2020 Harris Poll EquiTrend® Study

- Berkshire Hathaway HomeServices has been awarded “Real Estate Agency Brand of the Year” and “Highest Ranked in Trust and/Love” in the 32nd annual Harris Poll EquiTrend® Study.
- Marketing material templates will be available on Marketing Resource.
- Should you wish to create your own company or agent marketing or promotional materials, please refer to the “2020 Harris Poll EquiTrend® Broker Agreement and Guidelines” below for download.
- The Usage Guidelines and Brokerage User Agreement must be signed to utilize any assets. Please download, sign and send the agreement back to Debra Miller at debramiller@hsfranchise.com with email subject line: “HARRIS POLL BROKERAGE USER AGREEMENT”.
- All materials are subject to Harris Poll review and approval. PLEASE submit to: Debra Miller at debramiller@hsfranchise.com with the subject line: “FOR HARRIS POLL APPROVAL”
- Debra will then route to Harris Poll for their approval and provide you with proper approvals and any revisions. ALL materials are subject to Harris Poll review and approval.
- Please note our license for this award expires January 31, 2021.

THIS DISCLAIMER NEEDS TO BE FEATURED ON ALL PIECES:

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