



WILLIAM RAVEIS

— EXCEPTIONAL PROPERTIES —

New England's Largest Family-Owned Real Estate Company



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EXCEPTIONAL PROPERTIES

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### *Our Commitment to You*

In 1979, William Raveis Real Estate was the first real estate firm to engineer the concept of marketing exceptional properties. Our resume of distinctive clients includes: former governors; celebrities from television, theater and sports; radio personalities; authors; international personalities; ambassadors; and Fortune 500 CEOs.

Finding the right buyer for a waterfront or historical home, equestrian property or luxury estate requires a qualified specialist who is knowledgeable and experienced in marketing such unique properties. Our William Raveis Exceptional Properties Specialists are skilled and accomplished Sales Associates who produce customized marketing plans that extend beyond the boundaries of ordinary marketing proposals. Their expertise, combined with the William Raveis marketing power, successfully markets one-of-a-kind properties such as the Rockefeller, Vanderbilt, Dupont, Hilfiger, Martha Stewart and Trump properties.

William Raveis Exceptional Properties' standards have raised the bar to such an extent that our competitors simply cannot match our customer-oriented approach. Our reputation as a leader in this specialty market is underscored by sales of more than 20,000 luxury and historical homes.

Our Internet marketing is our latest innovation. We established the standards for property brochures in 1979 and now we are creating the standards for Internet marketing of luxury properties. Our driving force is to always find new and improved approaches to market your home.

Our international networking and innovative programs have helped us successfully market one-of-a-kind properties for more than 25 years and we invite you to join our thousands of satisfied clients and become part of the William Raveis experience.

Sincerely,

William Raveis, Jr.  
Chairman and CEO



The Martha Stewart Showhouse Sold by William Raveis Real Estate



**WILLIAM RAVEIS**

EXCEPTIONAL PROPERTIES

New England's Largest Family-Owned Real Estate Company

*Luxury Homes*

*Antique & Vintage Homes*

*Waterfront Properties*

*Equestrian Properties*

With a rich and unique heritage spanning over 30 years, William Raveis believes that its continued success is attributed to a consistent emphasis on integrity coupled with the highest level of service. Our Exceptional Properties Specialists offer the greatest concentration of experience and talent in New England. They are our greatest asset, and they enjoy the benefit of associating with a privately-held company that focuses on their success through technology, marketing and training.

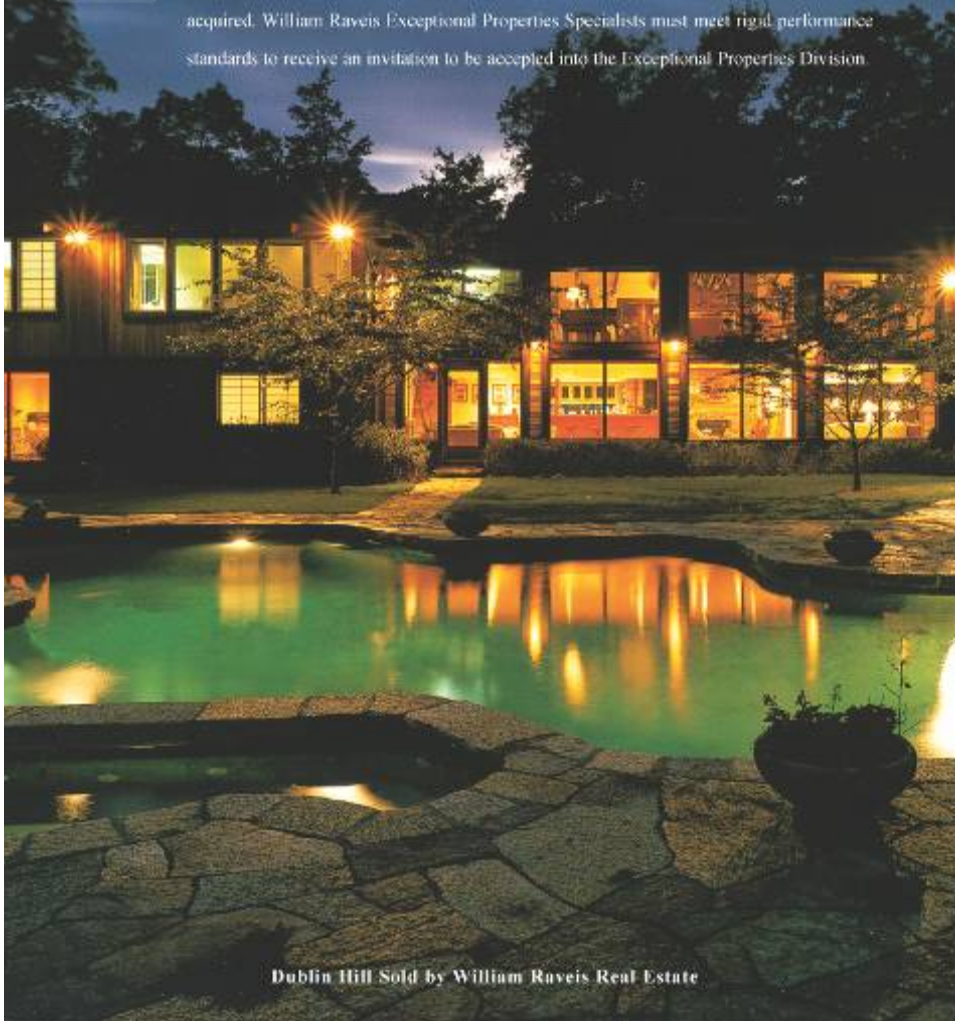
Our cutting-edge technology is unsurpassed in the industry. In 1980, we were the first real estate firm in the nation to use networked computers for real estate. In 1992, our Realtors were trained in the use of laptops. In 2005, we pioneered on-line services never before used in our marketplace: a 24-hour on-line home evaluation and neighborhood mapping. Consumers worldwide can access pertinent and up-to-date information on new listings, sold data and neighborhood information... all through [raveis.com](http://raveis.com).

Our objectives today are the same as 30 years ago... to uphold the values we prize — a commitment to unparalleled service and the highest caliber standards in the industry.

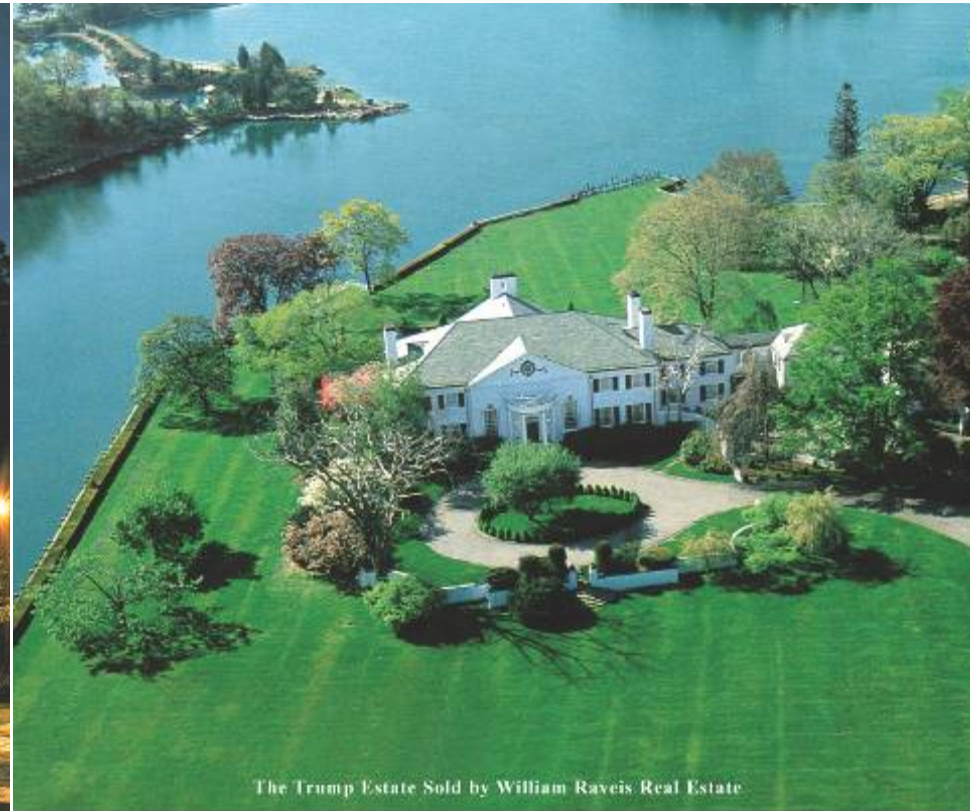


## Luxury Homes

The Exceptional Properties Division was formed to provide owners of New England's distinctive homes with a level of service that exceeds their expectations. Marketing luxury properties requires special skills that only experienced Sales Associates have acquired. William Raveis Exceptional Properties Specialists must meet rigid performance standards to receive an invitation to be accepted into the Exceptional Properties Division.



Dublin Hill Sold by William Raveis Real Estate

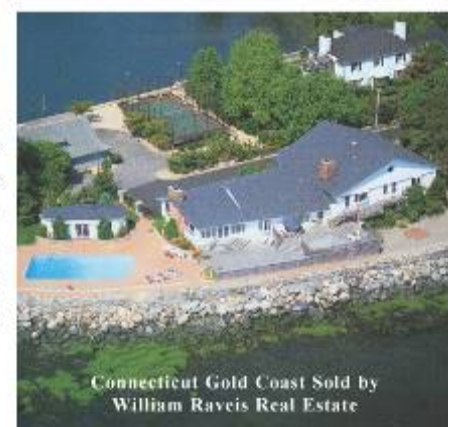


The Trump Estate Sold by William Raveis Real Estate

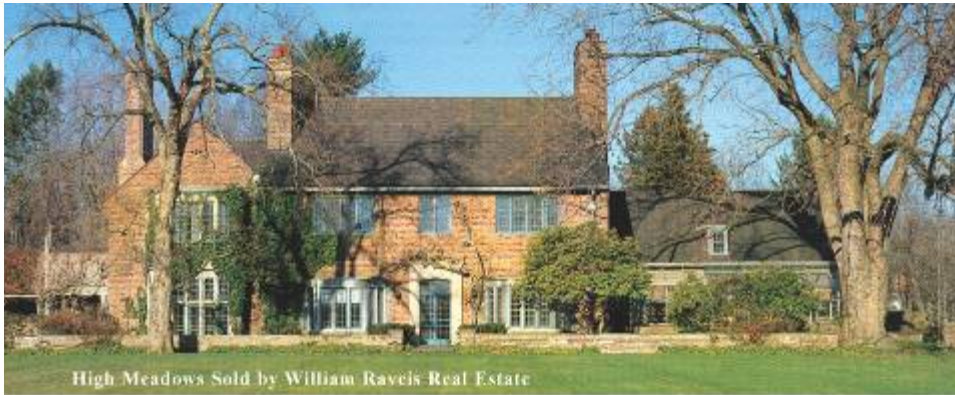
## Waterfront Properties



The discriminating buyer of waterfront property purchases not only a home but a lifestyle as well... a community where nature's scenery provides an ever changing setting for luxurious living. Our Exceptional Properties Specialists, many of whom also live on the water, are familiar with the special interests of waterfront buyers. They not only market the property but the community and lifestyle as well.



Connecticut Gold Coast Sold by William Raveis Real Estate



High Meadows Sold by William Raveis Real Estate



### *Antique & Vintage*

An antique home is a cultural treasure that can never be replaced, nor can it easily be compared to other homes on the market. It is a timeless masterpiece that preserves the historic charm of the past. Buyers and sellers of such special properties have concerns and interests quite different from those of newer homes. Our Exceptional Properties Specialists understand and appreciate this fact and will design a marketing program specifically for historic homes.



### *Equestrian Properties*

Home to one of the largest concentrations of horses per square mile found anywhere in the country, New England's landscape contains an abundance of gentlemen farms, country estates and hunting stables. Our Exceptional Properties Division also caters to a unique population of horse lovers. Our custom-designed marketing plan is developed by Equestrian Specialists who are familiar with the special interests of equestrians through their own activities as owners, exhibitors, trainers and judges.



Ward Street Horse Farm in Hingham Sold by William Raveis Real Estate



Applewood Sold by William Raveis Real Estate



## Our Credentials

### Regional, National & Worldwide Affiliations

Our affiliations with a select network of world-class industry leaders increase the exposure of our properties to the largest possible pool of buyers locally and from around the world.

#### Coverage in New England

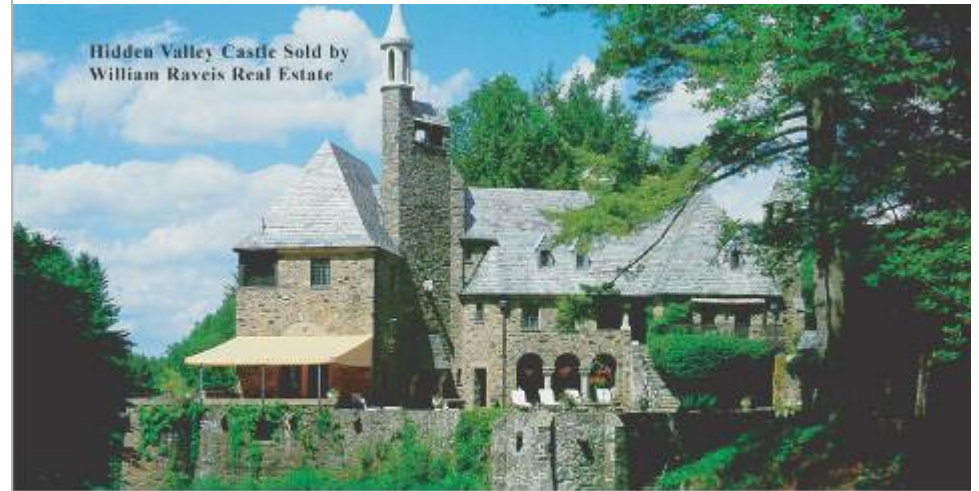
- More than 48 Sales Offices throughout New England with Exceptional Properties Specialists in all offices
- More than 1400 Sales Associates - Networking to sell your home
- Multiple Listing Services - We participate in MLS systems in Connecticut, Massachusetts and Rhode Island

#### Regional Affiliations

- Tri-State Marketing Alliance - An association of metropolitan Manhattan's premier real estate firms:
  - Halstead Properties - servicing Manhattan
  - Houlihan/Lawrence - servicing Westchester, Dutchess, Orange and Putnam counties
  - Daniel Gale Real Estate - servicing Long Island
  - Turpin Realtors - servicing North Central New Jersey
- MAR (Massachusetts Association of REALTORS®) Professional trade organization with a current membership of approximately 18,500 real estate licensees
- CAR (Connecticut Association of REALTORS®) Connecticut's largest professional trade association representing over 12,000 real estate professionals

#### National & Worldwide Affiliations

- NAR (National Association of REALTORS®) This 1,000,000-member organization has alliances with 62 national and regional cooperating associations around the globe, 54 state associations (including Guam, Puerto Rico, and the Virgin Islands) and more than 1,500 local associations
- NAHB (National Association of Home Builders) Considered the voice of the housing industry with more than 200,000 building and marketing professionals nationwide



Hidden Valley Castle Sold by William Raveis Real Estate

## Our Credentials

### Who's Who in Luxury Real Estate

Membership is limited to the top 500 luxury brokers in the world. Each member is recognized as a leader in the marketing of distinctive properties.

### LuxuryHomes.com

An on-line portfolio of properties selected nationwide showcasing the world's most exclusive estates and finest luxury homes.

### International Real Estate Federation (FIABCI-USA)

Our affiliation with 57 member nations gives access to 1.5 million potential clients - brokers with specific expertise in various regions throughout the world who assist in finding the right buyer for your home.

### Certified International Property Specialist Network (CIPS)

The CIPS Network is comprised of 1,500 real estate professionals with one common element: they are focused specifically on the international market.

### The Realty Alliance

Comprised of 50 of the world's top real estate companies, this elite professional organization shares information and ideas that encourage higher standards of practice and service.

### RELO

The dominant luxury real estate organization comprised of the most prestigious independent residential brokers in the nation. No other real estate organization sold more homes priced at \$1 million or more. RELO's Luxury Portfolio Fine Broker Collection features the largest on-line collection of exclusive homes in the country.

### Cendant® Relocation Awards

*The Best Overall Relocation Division in the Nation - Cendant broker network*  
*Platinum Designation for Outstanding Performance and Service - Cendant Relocation*  
*Best of the Best in the Nation on two occasions - Cendant Relocation*

\* Cendant is the Corporate Owner of Coldwell Banker, Century 21, ERA and Sotheby's.





Applewood Sold by William Raveis Real Estate

## Our Commitment to Ultimate Service

### Customer Service

For more than 20 years, we have surveyed over 100,000 customers who have continually awarded us with a 98% or higher customer satisfaction rating as a result of our commitment to outstanding performance and service in the marketplace. Some examples of services for our distinctive clients are as follows:

### • Private Banking Services

William Raveis Mortgage has established a Private Banking Program that provides a high-level service where qualified Executive Mortgage Bankers guide you through a broad range of custom-tailored financing from across the industry.

### • Relocation

One of the most motivated buyers is a relocating executive. Our Relocation Division offers special services to the executive on the move. Throughout the years we have moved tens of thousands of corporate executives from Fortune 500 and Fortune 100 companies.

### Commitment

We realize that the marketing of a high-end home needs exceptional attention and service. Our Exceptional Properties Specialists are specifically trained in the marketing of luxury homes and are skilled and experienced in the negotiating of such specialized properties.

## Marketing Your Exceptional Home

### Through Media Campaigns

Our Exceptional Properties Specialists prepare a customized marketing plan tailored specifically to your home to sell it for the highest price in the shortest amount of time through Advertising, Direct Marketing and the Internet.

### Print Advertising: Newspapers and Magazines

William Raveis Exceptional Properties utilizes a variety of upscale publications that cater to high net-worth consumers. A representative list is as follows:

- New York Times Homes Magazine
- New York Living Magazine
- Wall Street Journal
- Luxury Portfolio Fine Broker Collection
- Town & Country; Departures; Veranda; The Robb Report
- Boston Globe
- New York Times Sunday Magazine (Luxury Homes & Estates)
- New York Observer
- Pinnacle
- duPont Registry
- Avenue
- Panache Magazine
- Greenwich Magazine
- Westport Magazine
- New Canaan / Darien Magazine
- Connecticut Cottages & Gardens
- New England Antiques Journal
- Antique and Arts Weekly
- Antique Homes Magazine
- Chronicle of the Horse
- Horsemen's Yankee Pedlar
- Steed Read Horseman's Magazine
- Soundings

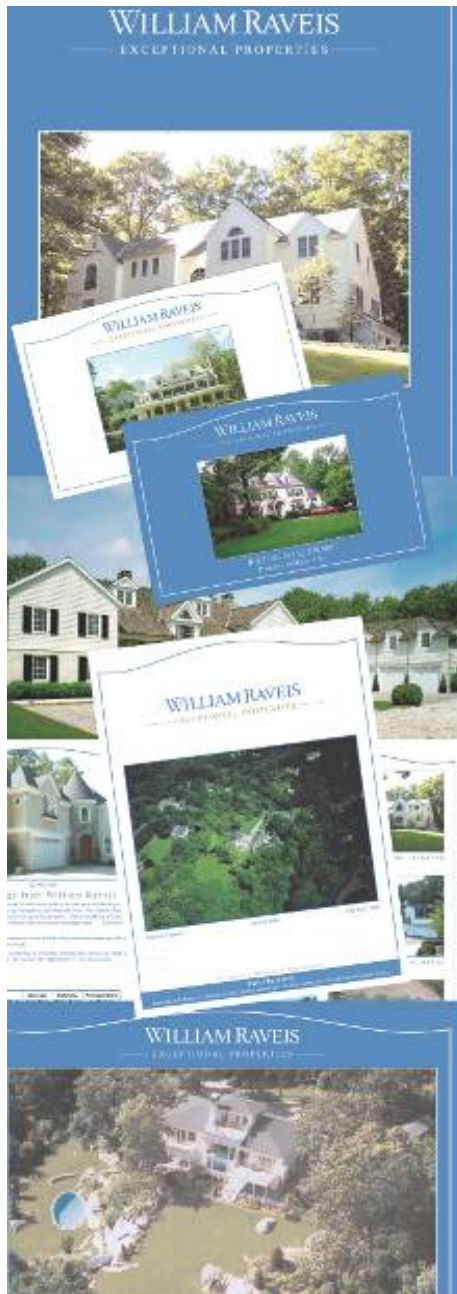
### TV and Radio

William Raveis Real Estate purchases prime time media spots on TV and radio to drive customers to our Exceptional Properties Specialists.

### Full-time Staff Photographer

Our professional photographer, who has photographed more than 20,000 luxury homes, captures multiple interior and exterior photographs of each property to be showcased in elegant collateral pieces.





WILLIAM RAVEIS  
EXCEPTIONAL PROPERTIES

## Marketing Through Direct Mail...

### Exceptional Properties Portfolio

Our Exceptional Properties Portfolio, a beautifully designed 4-6 page publication of upscale homes, is circulated four times per year to more than 80,000 discriminating buyers of luxury homes in Massachusetts, Connecticut, New York and other selected demographics.

### Bullseye Marketing

Our exclusive Bullseye Marketing research system provides us with an extensive data collection of key demographics, both locally and nationally, which allows us to mail to specific income and economic localities.

### Brochures

William Raveis has a long-standing tradition of excellence in marketing. Your property will be featured in beautifully-designed brochures, feature sheets and high quality postcards which will be strategically mailed to targeted buyer groups representing some of the most affluent and influential people in the world.

## and Additional Avenues...

### Luxury Portfolio Retreats

Networking events with some of the most prestigious brokers in the world provide additional opportunities to market your property.

### Exceptional Properties Specialists

- **Sphere of Influence** - Our Exceptional Properties Specialists maintain communication with past customers of luxury homes through our Raveis Advantage Direct Marketing Program. According to the National Association of REALTORS® (NAR) 42% of an Associates' buyers and sellers come from their Sphere of Influence which includes past clients, friends and family.
- **Business Development Area** - Our Specialists market consistently to specific demographic areas to reach homeowners of luxury properties who may be thinking of moving.



## Marketing Through the Internet... raveis.com

In today's information age more than 90% of home buyers begin their home search on the Internet.

Over 60,000 unique visitors from throughout the world visit raveis.com each month. Highlighted on our home page is our Featured Gallery of Exceptional Properties.

### Raveis.com Features Premium Positioning for Exceptional Properties

Our Exceptional Properties receive top billing at raveis.com. The first is on our home page with a gallery of rotating luxury homes that gives direct access to a personalized home page.

Our second featured spot is the entry page to the luxury homes selection. One home is featured here and in order to give all exceptional homes constant exposure, the entry page rotates properties each time the consumer visits this page.

### An Exclusive Personalized Home Page Just For Your Home

Your personalized home page provides details of your property, a print out of a specially designed brochure of your home and a photo gallery of up to 20 pictures highlighting the interior and grounds of your home.

### E-Marketing

Announcements promoting your property are automatically e-mailed to an expansive list of registered buyers who are searching for homes in your price range. More than 35,000 buyers have registered to receive these announcements.

### Neighborhood Mapping

Consumers from around the world are able to "see" and understand Connecticut and Massachusetts neighborhoods through our exclusive raveis.com mapping feature. The home buyer can find all homes for sale in a specific neighborhood as well as all sold homes with their prices and even places of interest such as day care centers, schools, golf courses, restaurants, shopping centers, grocery stores and much more.



## *Global Internet Activity* *...raveis.com*

**Last year, more than 3,000,000 visitors viewed our web site, *raveis.com*, from around the world.**

### *Links and Placements on High Profile Web Sites*

Our distinctive properties are featured on prestigious web sites such as:

- [luxuryrealestate.com](http://luxuryrealestate.com)
- [RELO.com](http://RELO.com)
- [Luxuryportfolio.com](http://Luxuryportfolio.com)

### *Additional links and placements include:*

- [Realtor.com](http://Realtor.com)
- [Excite](http://Excite)
- [google.com](http://google.com)
- [AltaVista](http://AltaVista)
- [yahoo.com](http://yahoo.com)
- [About](http://About)
- [aol.com](http://aol.com)
- [Lycos](http://Lycos)
- [MSN.com](http://MSN.com)
- [HotBot](http://HotBot)
- [NBCI - Snap](http://NBCI - Snap)
- [WebCrawler](http://WebCrawler)
- [Overture](http://Overture)
- [AllTheWeb](http://AllTheWeb)
- [Ask Jeeves](http://Ask Jeeves)
- [LookSmart](http://LookSmart)

*Raveis.com* also interacts with real estate web sites of premier regional real estate firms in New York and New Jersey giving your home additional exposure for more regional buyers.

- Halstead Properties
- Houlihan/Lawrence
- Daniel Gale Real Estate
- Turpin Realtors

## *The Global Customer Service Center*

The global luxury market is growing at an unprecedented rate, with 10% of the wealthiest consumers purchasing a home each year and many of them owning multiple homes.

The William Raveis Global Customer Service Center provides an immediate response to support and to service this affluent customer.

## *World Class Service*

### *Exceptional Clients Deserve Special Treatment*

Customer inquiries to our Global Customer Service Center on one of our Exceptional Properties listings are referred to your Exceptional Properties Specialist who is most qualified to promote your home.

Our Internet Customer Service Department is a centralized location with full time employees available to assist our Internet visitors 7 days a week. When an on-line inquiry or a call is received regarding one of the luxury homes available at *raveis.com*, our Customer Service Representative immediately qualifies and directs the potential buyer to the William Raveis Exceptional Properties Listing Associate.

If the Associate is unavailable, the lead is directed to another available Exceptional Properties Specialist who is specifically trained for E-Commerce customers. In addition to fielding questions, our Internet Customer Service Representative schedules appointments to preview your home.

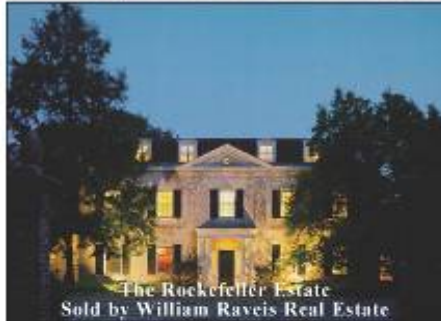
A dedicated 800 number is available for inquiries on any of our luxury homes in the Exceptional Properties Division.



## A Collection of Our High Profile Sales

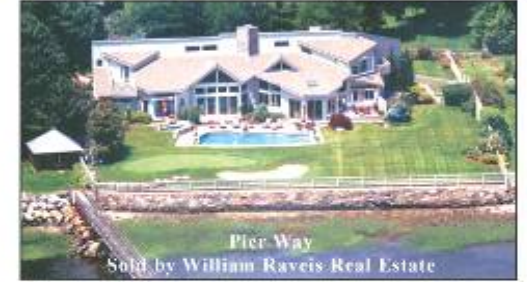
In the past 3 years, the Exceptional Properties Division has marketed more than \$1.1 Billion in luxury homes.

We have consistently been entrusted by the world's most influential clientele. A representative list of homes we have sold are shown on these pages. Other high profile homes sold by the William Raveis Exceptional Properties Division are featured throughout this presentation.



## A Sampling of Listed / Sold Homes by William Raveis

|              |                       |
|--------------|-----------------------|
| \$25,000,000 | Indian Point Lane     |
| \$22,000,000 | Fleming Lane          |
| \$16,900,000 | Round Hill Road Bynum |
| \$16,400,000 | Shore Road            |
| \$15,125,000 | Vista Drive           |
| \$15,000,000 | Indian Point Lane     |
| \$15,000,000 | Oneda Court           |
| \$13,500,000 | Round Hill Road       |
| \$11,000,000 | Round Hill Road       |
| \$10,800,000 | Pier Way Landing      |
| \$9,950,000  | Lighthouse Lane       |
| \$9,695,000  | Richmond Hill Road    |
| \$9,650,000  | Quail Road            |
| \$9,500,000  | Pecksland Road        |
| \$9,200,000  | Pier Way Landing      |
| \$8,950,000  | Calhoun Drive         |
| \$8,500,000  | Wapan Road            |
| \$8,500,000  | Round Hill Road       |
| \$8,500,000  | Riversville           |
| \$8,390,000  | Pear Tree Point       |
| \$8,000,000  | Butternut Hollow Road |
| \$7,500,000  | Midwood Road          |
| \$7,500,000  | Laurel Lane           |
| \$7,500,000  | Marchant Road         |
| \$7,450,000  | Cedarwood Drive       |
| \$7,300,000  | Shorehaven Road       |
| \$7,300,000  | Beachside Avenue      |
| \$7,000,000  | Hornward Lane         |
| \$7,000,000  | Compo Road South      |
| \$6,995,000  | Calhoun Drive         |
| \$6,900,000  | Riverbank Road        |
| \$6,850,000  | Pecksland Road        |
| \$6,800,000  | Flager Drive          |
| \$6,785,000  | Lake Avenue           |
| \$6,750,000  | Sterling Road         |
| \$6,525,000  | Round Hill Road       |
| \$6,500,000  | Cedarwood Drive       |
| \$6,450,000  | Sterling Road         |
| \$6,400,000  | Wycham Hill           |
| \$6,300,000  | Beachside Common      |
| \$6,295,000  | North Street          |
| \$6,225,000  | Sterling Road         |
| \$6,000,000  | Summer Road           |
| \$5,985,000  | Round Hill Road       |
| \$5,925,000  | Castle Road           |
| \$5,725,000  | Cedarwood Drive       |
| \$5,700,000  | Stanwich Road         |
| \$5,550,000  | Lauder Way            |
| \$5,500,000  | Rocky Point Road      |
| \$5,500,000  | Mayfair Lane          |
| \$5,475,000  | Sterling Road         |



# William Raveis Breast Cancer Research Fund

A portion of every company commission is donated to breast cancer research.



At Boston, MA Wine Tasting Fundraiser, from l. to r., Bill Raveis, Carolyn Deal, Amy Montalto, Assistant Director for Special Events, Dana-Farber Cancer Institute, Lynn Cohen, Chris Raveis.

## Community Involvement

Our chairman, William Raveis, his family and our company, are deeply committed to the communities we serve. Presently, through the William Raveis Breast Cancer Research Fund, we are committed to raising funds for breast cancer research and to support those who have been touched with this terrible disease.

Last year, William Raveis Management and Sales Associates raised more than \$200,000 through six fundraisers held throughout Connecticut and Massachusetts.



Chatting with Bill at West Hartford event is Rae Reiback, Director, Annual Giving, UConn Health Center. Dr. Carolyn Burroskie, President-Elect, American Cancer Society.



At Stamford, CT Wine Tasting Fundraiser, left to right, Beckie Hanley, Bill Raveis, May Ann Henry, Executive Director, Breast Cancer Alliance; Carolyn Deal; Tracy Holton, Board of Directors, Breast Cancer Alliance; Carol Santos, President, Breast Cancer Alliance.