

BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION

BETH SAUNDERS

LUXURY COLLECTION SPECIALIST

Let Beth help you on your journey in Connecticut's robust home market. Beth Saunders, a native New Yorker who has resided in Fairfield County for 2 decades, epitomizes integrity, creativity and unparalleled service in every detail of your real estate transaction. She has been recognized as a "Top Listing Agent" and member of the "Honor Circle", as well as the "CT Five Star Professional Realtor" award recipient. Beth has become one of Connecticut's "go-to" agents and is a consistent leader with a reputation for vigorously protecting her client's interests. She is well respected in the industry and is focused on delivering beyond her clients' expectations to ensure her clients' success.

Beth has a unique understanding of her clients' needs. As a wife and mother, and having lived abroad early in her career, Beth knows the enormous impact buying or selling a home has on a family. That opportunity provided her with firsthand experience as a corporate transferee, enabling her to offer guidance to her clients, through their international moves. Beth has an innate ability to

"She is well respected in the industry and is focused on deliveriwng beyond her clients' expectations to ensure her clients' success."

put herself in her client's shoes and be empathetic to their needs. The Hallmark of Beth's service includes cutting edge marketing strategies coupled with uncompromising integrity. Through her hard work and attention to detail,

she consistently satisfies her clients, and as a result, has a strong base of loyal, repeat clients. Simply stated, Beth is trusted! A well-respected icon in Connecticut's real estate community noted, "With Beth, you can't find anyone more passionate and responsible to all her clients".

The majority of Beth's days are spent working with clients who are so happy to be embarking on the next steps of their lives, prepping homes for marketing & showings, supervising shoots, working with attorneys, reading inspection reports, and negotiating transactions. But nothing gives Beth more joy than putting a SOLD sign on a lawn or passing keys over to an ecstatic new home owner of their lifestyle dream home!

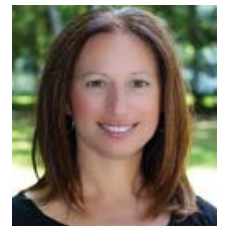
National Association of Realtors (NAR®)

Connecticut Association of Realtors (CAR®)

Fairfield Board of Realtors

Fairfield Chapter, Over 40 Females. National Networking Group

CT Five Star Professional Realtor



Beth Saunders

Cell 203-913-2762

bethsaunders@bhhsne.com

Bethsaundersrealestate.com

bethsaunders.bhhsneproperties.com



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TESTIMONIALS

"I had a wonderful experience working with Beth selling my home. Beth took care of EVERY detail, including bringing fresh cut flowers in for the open house and showings. She staged my home beautifully, supplying pieces that tied together every room. Beth worked tirelessly on my house, I would receive emails that she sent out late in the night. I knew Beth was 100% working for my best interests."

-Diana Louw

"She is one of the hardest workers I know. She made herself available to us regarding anything we needed or questioned. Her advise on prepping our home and her additional staging produced a winning photo shoot. After being on the market 30 days she had convinced us that a public open house was due (we were resistant to public opens). She planned it perfectly to attract and invite qualified buyers. It was a success! By that same evening Beth presented us with multiple offers! She handled the negotiations with expertise. She is always pleasant and handles situations calmly and rationally. I would highly recommend Beth as the best."

-Christy Menillo

"I have been a client of Beth Saunders for 5 years. My wife and I rented our first home in Westport through Beth and since have rented two other homes through her as well (we now live on Sylvan Rd). We were introduced to Beth by a friend who also used Beth as their broker when buying their first home in Westport. Beth is thorough, tenacious and caring. She scoured the market for us and kept us very well informed. She always made time to show us homes. Her tenacity in negotiating and finding homes is one of Beth's most outstanding traits as a broker. She also cares deeply about finding families the right home and deal and remains active with families after the transaction is done. A clear example- following Hurricane Sandy the house we were in was damaged, we found ourselves in a very difficult situation with a delinquent landlord. Beth helped us navigate through it. She went 'above and beyond'. I highly recommend Beth Saunders. She is a terrific broker and a very good person."

-Jeffrey Siskind

"You made the selling process for us a breeze. You were above and beyond supportive & helpful to us. Always a phone call away. You always made "a little bad" "a lot OK". Thank you for everything you have done for us."

-Ted & Caren Kemp

"John and I wanted to write to say what a fantastic job Beth Saunders did, both in helping us sell our cherished home at 4 Sylvan Road South in Westport, multiple offers in the first month and finding our new home in West Norwalk. It's always difficult to prepare to leave a house that you love where you have lived for twenty-three years and raised your children. Beth understood this, and listened to all the things that we had to tell her about what made our stone house the special, warm family house that it is. Beth also helped two pack rats to clear out the clutter so that the bones of this beautiful old house could shine. And it's not like we're easy people to convince to change! Beth worked tirelessly in helping us to get all the information, workmen, and a great house inspector for our new purchase at 145 Fillow Street in West Norwalk. Beth Saunders is truly a realtor who works 24/7! We much appreciate all the help and the extra steps that Beth took including the marketing approach. Thanks so much!"

-Cheryl Carlesimo and John McCally



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A REPUTATION BUILT ON TRUST

The integrity and reputation of Berkshire Hathaway, combined with the proven operational excellence of HomeServices of America, has led to the creation of the most respected and valued real estate company in the market: Berkshire Hathaway HomeServices. As a full service real estate company, our core values, service philosophy, innovative technology and, most importantly, our people, are what make us the leader in the areas we serve.

We utilize the elite Berkshire Hathaway HomeServices network of powerful relationships along a superior level of service to bring together buyers and sellers of luxury properties.



"We are committed to providing the highest quality real estate services possible and making each customer experience one that surpasses all expectations."

Candace Adams

Candace Adams
President and CEO

**BERKSHIRE
HATHAWAY**
HomeServices

New England Properties
New York Properties
Westchester Properties



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OUR COMPANY STORY

Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices is a real estate brokerage network built for a new era in residential real estate. The network, which is among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the market a definitive mark of trust, integrity, stability and longevity. Within its first year, Berkshire Hathaway HomeServices was named 3rd in “Real Estate Agency Brand of the Year” by consumers in the 29th annual Harris Poll EquiTrend study of the largest real estate networks.

HomeServices of America

HomeServices of America, Inc. is the second largest independent residential real estate brokerage firm in the United States and an affiliate of Berkshire Hathaway. HomeServices is comprised of an ever-expanding family of affiliate companies that are among the industry’s most respected real estate firms, most of which have an operating history of more than 54 years.

Berkshire Hathaway, Inc.

Berkshire Hathaway, Inc. a worldwide holding company based in Omaha, NE, is one of the most admired companies in the world. Its chairman and CEO Warren Buffett, is often referred to as the “Oracle of Omaha”. Berkshire Hathaway is the No. 2 company in Barron’s ranking of the world’s 100 Most Respected Companies; it ranks at No. 4 in Fortune magazine’s 50 Most Admired Companies survey; and is No. 4 in Forbes World’s Largest Public Companies.



“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity.”

-Warren Buffett,
Chairman and CEO,
Berkshire Hathaway, Inc.

SECOND IN THE NATION

REAL Trends 500 by Volume

Headquartered in Minneapolis MN, our parent company, HomeServices of America, a Berkshire Hathaway affiliate, is the nation's second largest, full-service real estate brokerage firm and through its operating companies is one of the largest providers of integrated real estate services, including brokerage, mortgage, franchising, title and escrow services, insurance and global relocation.

Brokerage

The HomeServices family of brokerage companies are market-leading, locally managed businesses that share a common vision for delivering an exceptional real estate experience throughout the home transaction process.

243,573 Transactions

\$86.5 Billion Sales Volume

539+ Offices

27,800+ Agents

Franchising

HomeServices of America expanded its business model to include real estate brokerage franchising in 2012 and through Irvine, California-based HSF Affiliates, offers its affiliate networks a comprehensive suite of tools, services and resources to support their growth and prosperity. The franchise brands under the HSF Affiliates umbrella are Berkshire Hathaway HomeServices, Real Living Real Estate and Prudential Real state.

46,400+ Agents

1,500 Offices

47 States

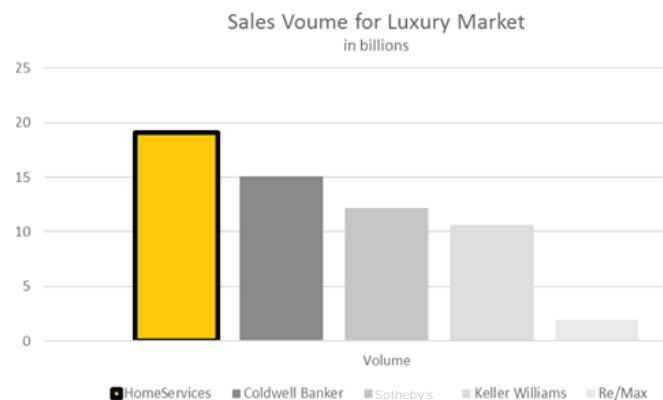
\$89.7 Billion+ Sales Volume

(Berkshire Hathaway
HomeServices only)

*As of May 2016



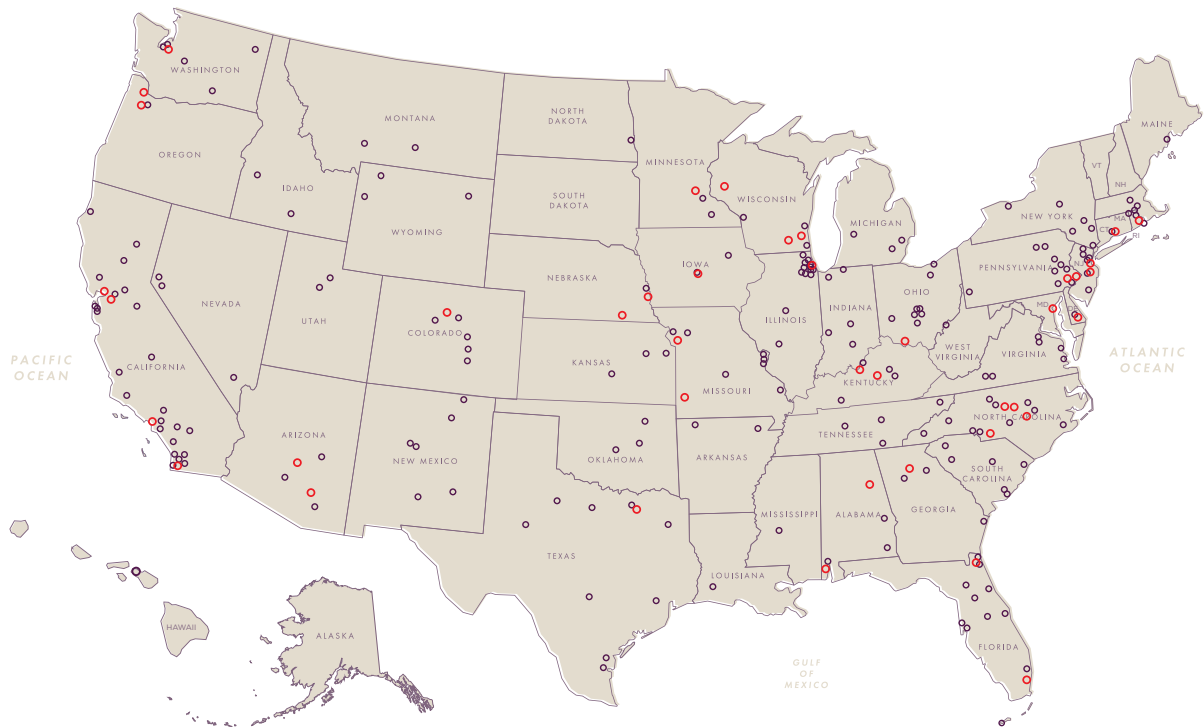
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EXCEPTIONAL REACH

Use our reach to reach your real estate goals

- **More than 46,400 agents**
- **1500 offices**
- **In 47 states**



- Berkshire Hathaway HomeServices Affiliate Companies
- HomeServices of America Family of Companies

*As of May 2017



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EXCELLENCE ACROSS THE COUNTRY

From the Hawaiian shoreline to the New York City skyline and everything in between.



Montecito, California \$48,500,000
Berkshire Hathaway HomeServices California Properties



Chicago, Illinois \$6,850,000
Berkshire Hathaway HomeServices KoenigRubloff



Avon, Colorado \$7,495,000
Berkshire Hathaway HomeServices Colorado Properties



Lahaina, Hawaii \$16,000,000
Berkshire Hathaway HomeServices Maui Properties



Key West, Florida \$15,850,000
Berkshire Hathaway HomeServices Knight & Gardner



Nantucket, Massachusetts \$8,950,000
Berkshire Hathaway HomeServices Island Properties



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*For sale as of June 1, 2017

REPRESENTING CLIENTS OF DISTINCTION



Selectively chosen by Berkshire Hathaway HomeServices and HomeServices of America; the global reach, financial strength and fresh brand make Berkshire Hathaway HomeServices New England, New York, and Westchester Properties the premiere real estate firm in the Northeast with nearly 1,800 agents in more than 55 offices.

With our expertise in the more rarefied echelons of real estate, we represent the finest properties the Northeast has to offer.

Only sales professionals who meet our most exacting standards are considered for the highly prestigious designation of Luxury Collection Specialist.



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REGIONAL & GLOBAL RELOCATION NETWORK

Custom solutions for every objective.

BROOKFIELD RELOCATION

Brookfield Relocation is one of the largest and most financially viable relocation companies in the world. We provide relocation service to over 85,000 government and corporate employees annually in more than 125 countries.

RELOCATION SERVICES

We cover every phase of the relocation process, from selling and buying a home, to shipping household goods, settling in and adjusting to a new community anywhere in the world. Berkshire Hathaway HomeServices New England, New York, and Westchester Properties partners with every third-party relocation company and their transferees in our coverage area.



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THE LUXURY COLLECTION



The Berkshire Hathaway HomeServices Luxury Collection is a unique offering of exquisite homes, estates and properties currently on the market.



The Luxury Collection Division provides maximum exposure to qualified prospective buyers through a sophisticated integrated marketing program that highlights the unique qualities of your property.



LUXURY
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ANTIQUE & HISTORIC PROPERTIES



The Northeast is blessed with a wealth of historic real estate that represents desirable architectural styles from every era. We appreciate the timeless beauty and value of a distinctive historic property and will thoughtfully craft a marketing campaign that appeals to buyers who fully value vintage surroundings.



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COLLECTION

EQUESTRIAN PROPERTIES

The collection of barns, paddocks and riding rings that comprise a successful horse farm make each as unique as its potential buyer. Berkshire Hathaway HomeServices New England, New York, and Westchester Properties excels at finding the right buyer and then highlighting the significant attributes that make each property so valuable.



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WATERFRONT PROPERTIES



Valuing a specific waterfront property and targeting its ideal prospects requires the expertise of a seasoned expert. Your Berkshire Hathaway HomeServices Luxury Specialist offers unequalled experience, know-how and an intrinsic understanding of the marketing of the rarest properties in the Northeast.



MARKETING



To successfully promote your property to the market, the Luxury Collection Division will utilize a comprehensive plan of targeted multimedia marketing activities.

A designated marketing specialist, focused solely on Luxury Collection properties, will act as a concierge to aid in facilitating your property's unique marketing needs throughout the course of our relationship.

Your marketing specialist will help create a customized marketing plan and advertising schedule for your property as well as assist with the preparation of additional marketing methods including professional photography, custom copywriting, virtual tours, videos, brochures and postcards while leveraging press opportunities with shelter magazines and local publication editorials.



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PROFESSIONAL PHOTOGRAPHY



Exquisite professional still photographs are the foundation for successfully marketing your property. The difference between regular and professional photography can mean the difference between a quick sale or extended time on the market.

We work with top-rated photographers to ensure high-quality and sophisticated results that showcase your home through options such as twilight shots, aerial, drone and elevated photos.



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PROPERTY VIDEO TOURS

Online video is growing rapidly and is now over 50% of internet traffic. Video, maps, images, and news posts are growing search results for all the major search engines. We use an advanced network of video distribution for all listings that provide additional exposure and drives traffic for our clients.

When you list your home with Berkshire Hathaway HomeServices New England, New York and Westchester Properties, your listing will automatically generate a video that is posted online for maximum exposure to potential buyers.

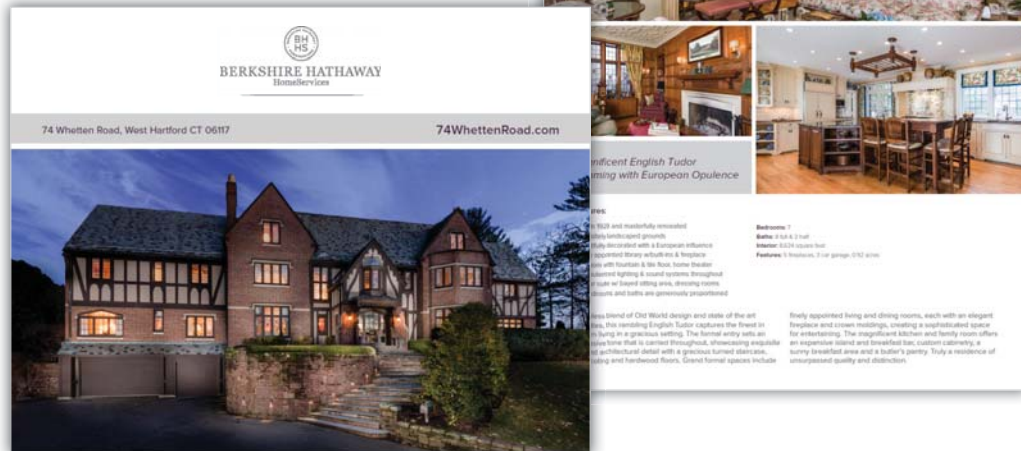
Additionally, we partner with talented video production companies who create stunning high-end video products including virtual tours, video walk-throughs, aerial videos, 3D tours and more.



*The power of video
can bring a home “to
life” for the viewer.*

PROPERTY BROCHURES AND POSTCARDS

An eye-catching, professionally designed brochure can be one of the most effective tools to illustrate the distinctive qualities of your property. Luxury Collection branded brochures and postcards allow your home to stand out from the crowd.



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MARKETING TO LOCAL BUYERS' AGENTS

The role of the listing agent is to market and share the unique value of your property to all potential buyers' agents. These buyers' agents come from many different companies and locations. We utilize an eCard program built specifically for Berkshire Hathaway HomeServices to help expose your listings to more agents.

Broker eCampaigns

Exclusively for properties enrolled in the program, an e-card will be crafted and distributed to all active luxury real estate agents in the area.

Our targeted contact lists are grouped by sub-market, making it easy for us to specify exactly which agents should be kept informed when your property hits the market.

eCard blasts

Inform area agents of:

- New listings
- Broker open houses
- Pricing changes



LUXURY COLLECTION



JUST LISTED
16 Jerome Road
New London, CT

Relax and watch the sail boats from this luxuriously renovated antique home, set on 1.38 gently sloping acres overlooking Long Island Sound. This home boasts a perfect view of the Ledge Light Lighthouse. Offering year round hospitality with panoramic views of the ocean.

Extensively remodeled including a gourmet kitchen with double-ovens, granite countertops, custom master suite featuring walk-in closet, spa-shower and soaking tub overlooking the water. The antique charm and integrity of a turn of the century home has been fully restored with gleaming hardwoods, fireplaces, built-ins, storage nooks and stunning architectural details that simply cannot be replicated today.



Bedrooms: 5
Bathrooms: 3 Full, 1 Half
4,926sq. ft. on 1.38 acres

Live vicariously through yourself.





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Realtor®
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berkshire Hathaway.com



BERKSHIRE HATHAWAY
HomeServices
New England Properties
Westchester Properties

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**LUXURY
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ADVANCED DIGITAL MARKETING



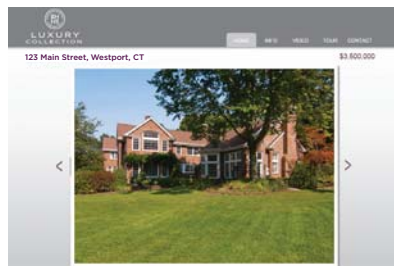
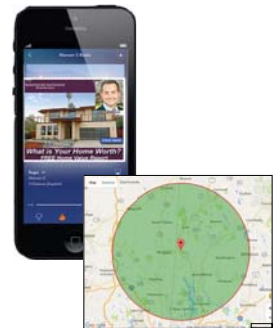
Social Media



Social media channels can be invaluable mediums for marketing your property to prospective buyers. Our in-house digital marketing team leverages the reach of our local and national Facebook, Instagram and Twitter accounts to highlight the Luxury Collection's most prestigious homes.

Mobile App Marketing

We can increase your property's visibility in the virtual market with our mobile advertising campaigns marketed towards a more responsive, targeted mobile audience. We publish mobile ads that appear on today's most popular and trending mobile apps, geared to users within a specified location.



Custom Property Microsites

Microsites are websites specifically created for all of our listings and contain all the information needed to effectively promote a property including a dedicated web address, large format photos, town information, custom copy, links and virtual tours.

The microsite may also be easily shared via social media channels and e-marketing blasts, giving your property the competitive edge.



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MOBILE APP



In 2016, 58% of buyers found their home using a mobile device*. Now, it's easier than ever to search for a new home with the Berkshire Hathaway HomeServices New England, New York, and Westchester Properties Agent Branded Mobile App¹.

The app features full IDX search capabilities², a map search, navigation feature, refined search criteria as well as the ability to search open houses and new listings. In addition, users can save their favorite properties, search preferences and share listings via text message, email or Facebook.

¹ App services are offered by Smarter Agent

² Must be a member of the MLS

* NAR 2016 Profile of Home Buyers and Sellers

NATIONAL LISTING DISTRIBUTION

According to the NAR 2016 Profile of Home Buyers and Sellers, 44% of buyers' first step in the home-buying process is searching online. Berkshire Hathaway HomeServices New England, New York, and Westchester Properties has partnerships to maximize your listing's exposure with the top real estate websites including:



bhhsNEproperties.com, bhhsNYproperties.com & bhhsWestchester.com, a unique website address for your home with compelling information about your listing and the area.



Trulia.com is an all-in-one real estate listing site that receives over 55 million monthly visits.



NYTimes.com is one of the top 150 sites in the world. Of the 575 million total monthly page views, 16% are international.



HomeFinder.com connects homebuyers, sellers and real estate professionals by powering local real estate search for over 375 newspapers across the country.



Zillow.com is a real estate marketplace dedicated to help find and share vital information about homes and receives over 86 million monthly visits.



Realtor.com is the official site of the National Association of REALTORS®, with over 30 million people visiting the site every month.



WSJ.com is one of the top 250 websites in the world. Of the 381 million total monthly page views on WSJ.com, 30% are international.



Homes.com is visited by over 14 million people a month searching for homes and all things home-related.



Homesnap is the highest-rated mobile real estate app, used by millions of consumers to explore homes and search listings.



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TARGETED GLOBAL MARKETING

The internet has dramatically changed the way real estate is found and purchased around the world. It is true that real estate is becoming part of the global economy. Berkshire Hathaway's international appeal is second to none. Our network wraps around the globe and casts a wide net in terms of affiliate real estate networks and web platforms geared toward serving and reaching the most active international markets.

Maximizing Reach and Influence

Our national website, BerkshireHathawayHS.com has set the standard for international real estate search as ***the first and only brokerage*** to share the complete U.S. database of listings. The site can be translated in 12 different languages and broadcasts your property to more than 80 websites worldwide attracting over 15.6 million visitors to the site in 37 countries across five continents.

Juwai Partnership

Berkshire Hathaway HomeServices continues to refine its global listing syndication program to bring the most value to its agents and their clients based on international buying activity and search patterns. Our strategic marketing alliance with Juwai.com, China's largest international property portal, offers access to a large audience of high-net-worth Chinese looking to buy property in the United States.



INTERNATIONAL LISTING DISTRIBUTION

As part of our brand's global expansion, Berkshire Hathaway HomeServices has partnered with ListGlobally to syndicate the network's residential listings to over 80 global websites serving consumers in 37 countries on 5 continents. Your property will experience the full breadth and reach of our rapidly expanding international network.

EUROPE

Bulgaria

Imot.bg

Cyprus

101evler.com

Czech Republic

Realcitycz.com

Denmark

Boliga.dk

Estonia

City24.ee

France

Acheter-Louer.fr

CoteLittoral.fr

Simply-Move.fr

Explorimmo.com

Surfaceprivee.com

Corsematin.com

Laprovence.com

Bienpublic.com

Ledauphine.com

Lejsl.com

Leprogres.fr

Midilibre.fr

Nicematin.com

Varmatin.com

Greece

Spiti24.gr

Spitogatos.gr

Tospitimou.gr

Tospitimou.gr

Italy

Idealista.it

Latvia

City24.lv

Lithuania

City24.lt

Luxembourg

Immotop.lu

Monaco

Montecarlo-realestate.com

Poland

Oferty.net

Domy.pl

Morizon.pl

Portugal

Kamicasa.pt

Imovirtual.com

Idealista.pt

Romania

MagazinulDeCase.ro

Serbia

Imovina.net

Spain

Globaliza.com

Idealista.com

Kamicasa.com

AMERICAS

Brazil

Imoveisesol.com.br

Todobrasilimobiliaria.com

Canada

Kangalou.com

Publimaison.ca

Chile

Icasas.cl

Colombia

Icasas.co

Dominican Republic

Venren.com

Mexico

Icasas.mx

ASIA & PACIFIC

China

MLS.cn

French Polynesia

Immopf.com

Macau

Go853.com

New Caledonia

Immonc.com

Papua New Guinea

Hausples.com.pg

Philippines

PerSquare.com.ph

iProperty.com.ph

Thailand

Asiapropertyworld.com

MIDDLE EAST & AFRICA

Algeria

Lkeria.com

Hebdoimmobilier-dz.com

Morocco

Mubawab.ma

Royaume-immobilier.com

Logicimmo.ma

South Africa

Persquare.co.za

Turkey

Emlaktown.com

United Arab Emirates

Bayut.com

WORLD

Goplaceit.com

Listaproperty.com

Edenway.co.uk

BestPropertiesOverseas.co.uk

Zezoomglobal.com

Realtyindexer.com

BestPropertiesOverseas.com

Homeglobally.com

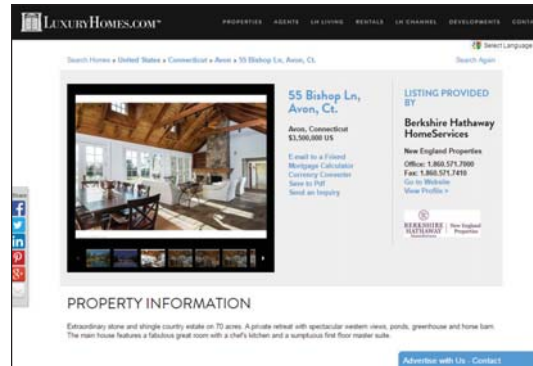


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SPECIALTY LUXURY REAL ESTATE WEBSITES

LuxuryHomes.com

A high ranking luxury home site with over 12.6 million page views a year. Nearly 50% of all monthly visitors are international. Enrolled Luxury Collection listings are directly fed to the site.



duPontREGISTRY.com

The #1 ranked* luxury real estate marketplace with 550,000 unique visitors a month from 300 countries. The site receives over 1 million property searches a month and has 60,000+ luxury property listings.

*According to Alexa, Quantcast and Compete.



THE WALL STREET JOURNAL

Berkshire Hathaway HomeServices' integrated marketing partnership with The Wall Street Journal and Mansion Global delivers to an international audience.

THE WALL STREET JOURNAL

ONLINE

All Berkshire Hathaway HomeServices residential listings will appear on globally searchable wsj.com, asia.wsj.com and Europe.wsj.com.

PRINT

In addition to our national Luxury Collection advertising campaign in the Wall Street Journal Mansion section, we participate in global full page co-op listing ads in the Distinctive Properties section.

Listing in The Wall Street Journal reaches 6,128,301 of the most affluent and smart buyers in the world with readership across the U.S., Europe and Asia via wsj.com, [asai.wsj.com](http://asia.wsj.com) and europe.wsj.com. In addition, advertised listings receive a 30-day Featured Upgrade placement on WSJ.com (and MansionGlobal.com if property is above \$1 million).



MANSION GLOBAL

All Berkshire Hathaway HomeServices listings above \$1 million are featured on this luxury website, 100% dedicated to real estate news, data and property listings with original reporting for the global real estate industry. 70% international audience.



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UNIQUE HOMES MAGAZINE & PRESTIGE MAGAZINE



Unique Homes

The most recognized magazine of its kind worldwide with a readership of over 100,000 that spans all 50 states and more than 80 countries across the globe. Published bi-monthly in print and online, the publication is sold by subscription and at newsstands both domestically and internationally.

AUDIENCE

- Average Household Net Worth: \$4,525,000
- 70% own two properties or more
- 7 of 10 are actively in the market to buy or sell
- 67% own two or more luxury automobiles
- 5 of 5 have yet to select an agent/broker
- Employment background: 81% top management

Prestige

Berkshire Hathaway HomeServices' publication offering a minimum print distribution of 20,000, with copies direct-mailed to affluent U.S. consumers, including individuals with a net worth of \$25 million and higher. Distribution also includes domestic and international airline lounges and 2,500 luxury collection specialists nationwide.

Prestige is inserted in its entirety into the full run of Unique Homes magazine.

Digital versions of both Prestige and Unique Homes are created and distributed online as well.



NATIONAL PRINT ADVERTISING



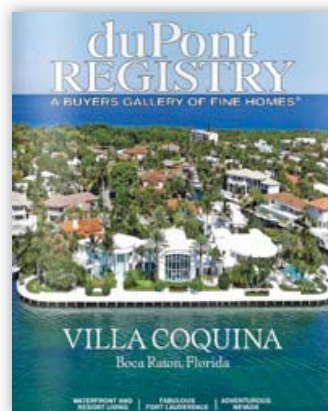
Soundings is the news and feature publication for pleasure boaters with coverage of major national and international boating and yachting events, reaching 155,000 dedicated boaters with each issue.



Ocean Homes is sent to 50,000 high-net-worth households and 30,000 online subscribers with in-room distribution at top boutique hotels and resorts through the U.S. and is distributed in top U.S. private jet terminals.



New York Times Homes Book features fine homes to an affluent audience in Fairfield & New Haven Counties, CT & Westchester, Putnam & Hudson Valley Counties, NY. 50,000 circulation.



The duPont REGISTRY is published every month with a distribution of 220,000 in the U.S. and 54 countries. It is a targeted marketplace to reach ultra-affluent, serious real estate buyers.



Million Air is distributed in private jet terminals, private jets and first-class lounges. Each day, hundreds of jets take off from the 27 Million Air jet terminals in North America.



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REGIONAL PRINT ADVERTISING



Equine Journal is the premier resource for all-breed, all-discipline news for the Northeast equine community and beyond. 25,000 copies are distributed monthly.



Antique Homes is the print & online magazine for the promotion, marketing and selling of antique and historic properties. Free distribution of 30,000 copies throughout New England.



New York Times Sunday newspaper is delivered weekly to 269,509 home delivery subscribers in Connecticut, Westchester County and Manhattan.

Cottages & Gardens CT and NY Magazines present the best in architecture, design, art and real estate to the most affluent communities. Connecticut, New York & Hamptons distribution is 120,000 plus newsstands.



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PRINT ADVERTISING BY STATE

Connecticut



Moffly Media provides the communities it serves with lifestyle resources and insight to help make the most of living in Fairfield County, chronicling world-renowned artists, business leaders, politicians, designers and more.



Real Estate of Coastal Connecticut prints 10 times annually with 20,000 copies distributed along the shoreline from Greenwich to Stonington, to over 450 prominent locations.

Westchester County, NY



Westchester Magazine is a sophisticated monthly lifestyle publication providing its affluent readership with information on living in Westchester County. 55,000 circulation.

Rhode Island



South County Life Magazine focuses on home, style, dining, the arts and family fun. It is the community's indispensable monthly guide to the good life. 18,000 circulation.



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DOYLE NEW YORK AUCTION HOUSE

A Manhattan Connection

For more than 45 years, Doyle New York has focused on the strategic marketing and successful sale of property from estates and collections to a global audience of buyers. Doyle is considered one of the world's foremost auctioneers and appraisers of fine art, jewelry, furniture, decorations and a variety of other categories.



Berkshire Hathaway HomeServices New England, New York, and Westchester Properties enjoys an exclusive partnership with this premier auction house, and in return, is able to extend valuable services to our Luxury Collection clients.

Sales representatives from Doyle New York are available to assess the value of your rare or precious personal items as a complimentary service and take valuable items under consignment for auction.

Selected 'estate-like' listings are chosen to be featured in one of Doyle's catalogs that are distributed to their worldwide audience of buyers of fine art and collectibles.



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THE IMPACT OF PRICING

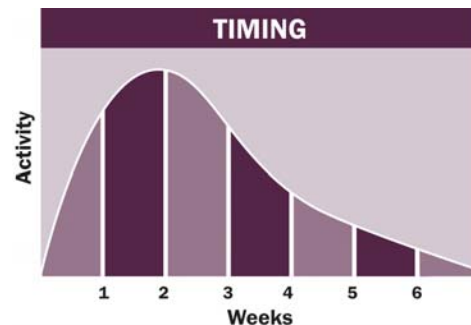
Along with an effective marketing plan, pricing dramatically impacts the attraction of acceptable offers from qualified buyers. The price should be high enough to ensure that you receive a maximum return on your investment, yet enticing enough to pique the interest of informed buyers with access to comparable sales information. The existing pool of prospective buyers, along with the following conditions, determine the value of a high-end property.

- The property's condition, design, and amenities
- The availability of competing existing properties
- The availability of competing properties new to the market
- Economic conditions relevant to upper-tier real property transactions
- Your timeline for selling your home

The Risks of Overpricing

Overpricing can damage the chances for a successful home sale. It may:

- Prolong the time a property is on the market
- Diminish the impact of the marketing plan
- Reduce the pool of prospective buyers
- Result in a lower sales price



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MY COMMITMENT TO YOU, FROM OFFER TO COMPLETED SALE

When an offer is presented, I will:

Negotiate the offer to ensure the maximum return on your investment

- Review the offer with you
- Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you
- Negotiate and handle possible counter-offers to reach a final agreement that is acceptable to you

Manage the transaction process

- Explain in detail all the steps that may occur during the contract process and answer any questions that may arise
- Work with your attorney to help coordinate their activities and keep the transaction moving forward
- Monitor progress of inspections, the buyer's mortgage and other contingencies as agreed upon in the purchase contract.
- Resolve problems and respond to questions to ensure a timely closing
- Confirm that all your real estate-related needs have been met and provide information on service providers you may need



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