



WILLIAM RAVEIS  
REAL ESTATE

## LET OUR FAMILY BRING YOU HOME

In 1974, we opened William Raveis Real Estate. Our strength is being a family-owned business with a reputation for unmatched passion to deliver the highest level of service to our customers across all their needs - real estate, mortgage and insurance. We are continually reinventing real estate with powerful tools and analytics to accelerate the client service excellence you expect from a leader in the industry.



**RYAN RAVEIS**

Co-President, William Raveis, Inc.  
President, William Raveis  
Mortgage, LLC



**WILLIAM M. RAVEIS, JR.**

Chairman and CEO  
William Raveis Real Estate,  
Mortgage & Insurance



**CHRIS RAVEIS**

Co-President, William Raveis, Inc.  
President of Residential Sales

## OUR BRAND VALUES



### **CANDOR**

Honesty with a straightforward approach to conveying information for simplicity and impact.



### **COMMITMENT**

An ambition to delight with a perfect service experience from start to finish.



### **COMMUNITY**

Being respectful of diversity and the communities in which we serve; belief in building and maintaining strong relationships.

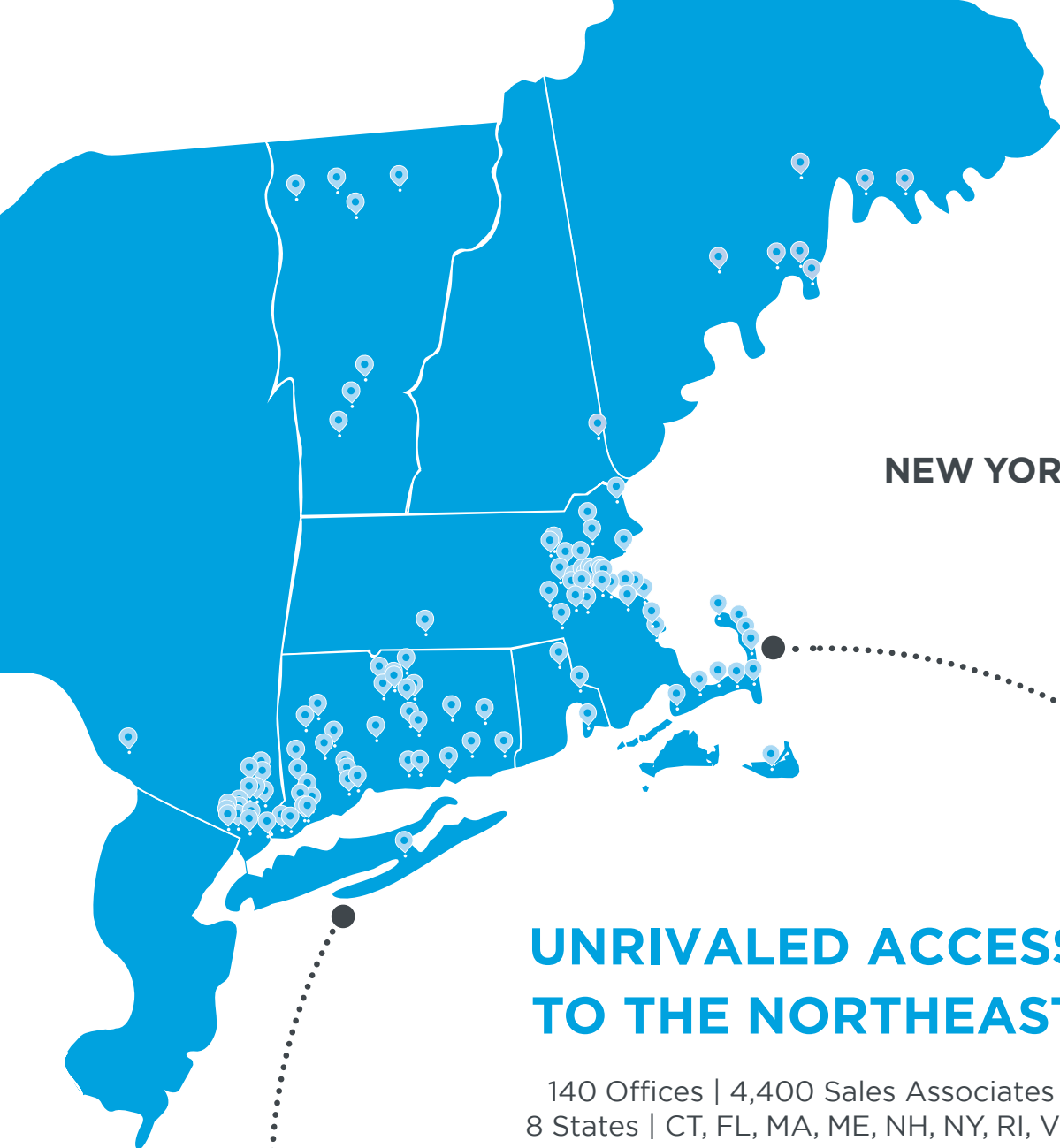


### **COURTESY**

Doing the right thing at every touch point; honoring promises, behaving with humanity.







**NEW YORK TO MAINE**

## **UNRIVALED ACCESS TO THE NORTHEAST**

140 Offices | 4,400 Sales Associates  
8 States | CT, FL, MA, ME, NH, NY, RI, VT

As the #1 family-owned real estate company in Florida and the Northeast, nobody connects luxury home buyers from the Northeast to Florida better than William Raveis Real Estate



**SOUTHWEST FLORIDA  
AND SOUTH FLORIDA**



## CONNECTICUT

Avon  
Branford  
Cheshire  
Colchester  
Danbury  
Darien  
Fairfield | Southport  
Farmington  
Glastonbury  
Greenwich | Old Greenwich  
Guilford  
Madison  
Middlefield  
Middletown  
Milford  
Mystic  
New Canaan  
New Milford  
Newtown  
Niantic  
Norwalk  
Norwich  
Old Saybrook  
Rowayton  
Shelton  
Southbury  
Stamford  
Trumbull | Nichols  
Washington Depot  
West Hartford  
Westport  
Wethersfield  
Wilton  
Windsor

## FLORIDA

Boca Raton  
Bonita Springs  
Bradenton | Lakewood Ranch  
Delray Beach  
Hobe Sound  
Jupiter Island  
Naples | 5th Avenue South  
Naples | 3rd Street South  
Naples | Olde Naples  
Naples | Grey Oaks  
Naples | Vanderbilt Beach  
Naples | Park Shore  
North Palm Beach  
Palm Beach  
Palm Beach Gardens  
Sarasota | Main Street  
Sarasota | Siesta Key

## MAINE

Bath  
Boothbay Harbor  
Brunswick  
Hallowell  
Rockland  
Waldoboro  
Windham

## MASSACHUSETTS

Andover  
Boston | Back Bay  
Boston | South End  
Brookline  
Cape Cod Rentals  
Chatham  
Cohasset  
Concord  
Duxbury  
Eastham  
Falmouth  
Franklin  
Harwich Port  
Hingham  
Hopkinton  
Lexington  
Longmeadow  
Lynnfield  
East Longmeadow  
Marblehead  
Medfield  
Milton  
Nantucket  
Natick  
Needham  
Newburyport  
Newton  
North Reading  
Norwell  
Orleans  
Osterville  
Plymouth  
Provincetown  
Quincy  
Rentals | Boston Area  
Scituate  
South Natick  
Sudbury  
Walpole  
Wellesley  
Wellfleet  
Westford | Mortgage  
Westport  
Yarmouth Port

## NEW HAMPSHIRE

Dover

## NEW YORK

Armonk  
Chappaqua  
Hamptons  
Katonah  
New York City  
Rye  
Scarsdale  
Somers  
Yorktown Heights

## RHODE ISLAND

Bristol  
Newport  
Providence

## VERMONT

Barre  
Ludlow  
Saint Johnsbury  
Stowe  
Stratton | Winhall  
Woodstock

## THE #1 FAMILY-OWNED REAL ESTATE COMPANY IN FLORIDA AND THE NORTHEAST

### WELCOME TO WELL-CONNECTED

William Raveis has the largest footprint of any family-owned real estate company throughout Florida and the Northeast.

- **4 of the top 5 states** with the most residents migrating to Collier County are from the Northeast
- **4 of the top 6 counties** with the most residents migrating to Collier County are from the Northeast
- Our network of over 4,400 sales associates and over 140 offices collaborate to provide an unrivaled marketing network to promote your listing and attract local, out-of-state and international buyers

Source: IRS -Migration Data 2018-2019









## AWARD-WINNING



## #1 LUXURY BROKER AWARD WINNER

William Raveis Real Estate  
has been recognized as the  
#1 Luxury Brokerage by  
Luxury Portfolio International\*

150,000 sales associates  
550 premier real estate firms  
Over 70 countries  
**1 WINNER**

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

**LP** LUXURY  
PORTFOLIO  
INTERNATIONAL®

\*by Luxury Portfolio International, the luxury arm of Leading RE  
Companies of the World, 2018







## AWARD-WINNING

### Winner of the 2022 Luxury Lifestyle Awards for Best Luxury Real Estate Agency for Florida, Connecticut and Massachusetts

Luxury Lifestyle Awards is a global award selecting, recognizing, celebrating and promoting the best luxury goods and services all over the world.





## THE LEADER IN LUXURY NETWORKS



### [LeadingRE.com](https://www.leadingre.com)

William Raveis Real Estate and The Leading Real Estate Companies of the World® (Leading RE) sell more homes than any other real estate organization or franchise. Leading RE is the home of the world's market-leading independent residential brokerages. Our by-invitation-only network is based on the unparalleled performance and trusted relationships that result in exceptional client experiences. The Leading RE network is comprised of 550 companies, 4,600 offices and 150,000 sales associates in 70 countries.



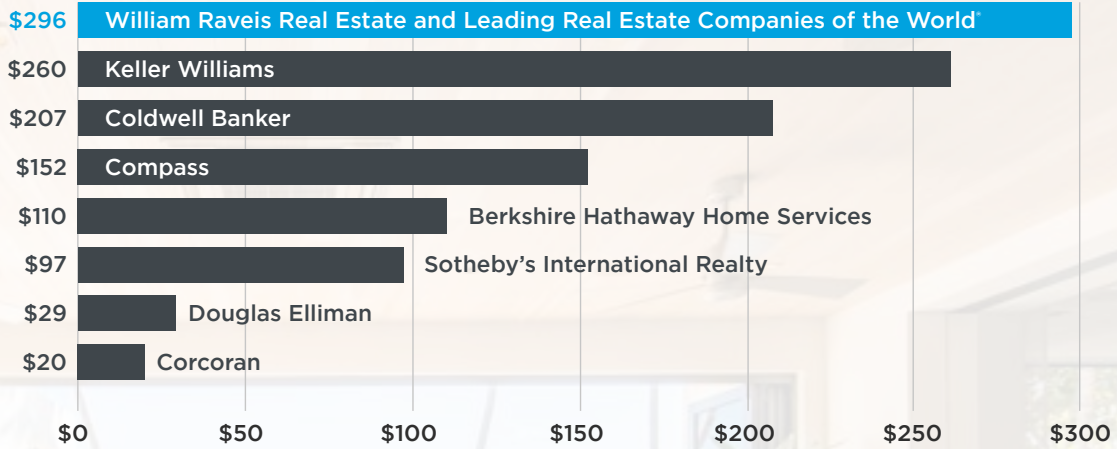
### [LuxuryPortfolio.com](https://www.luxuryportfolio.com)

Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World®. The company's portfolio is unparalleled in the global arena, with \$1 million plus residences in over 50 countries, and website visitors from over 200 countries/territories per month, site translation in multiple languages, conversion to multiple currencies and a total inventory of available properties totaling over \$55.8 billion.



## MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR BROKERAGE BRAND

VOLUME SHOWN IN BILLIONS OF DOLLARS



This bar chart is sourced from REAL Trends 500 for 2020, realtrends.com.





# THE LEADER IN LUXURY NETWORKS



## [LuxuryRealEstate.com](http://LuxuryRealEstate.com)

Ranking #1 on Google, Bing and Yahoo! for luxury real estate and multi-million-dollar searches, Who's Who in Luxury Real Estate provides the largest online compendium of elite homes.

Recognized worldwide by industry leaders and media alike the Who's Who in Luxury Real Estate brand continues to set the standard for extraordinary estates by offering a network of more than 1,500 brokerages with over 55,000 for-sale multi-million-dollar mansions and properties from around the world.









| RAVEIS.COM |

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

LP LUXURY  
PORTFOLIO  
INTERNATIONAL



UNIQUE  
HOMES  
THE INTERNATIONAL SOURCE FOR LUXURY REAL ESTATE

BARRON'S



THE  
WALL STREET  
JOURNAL



FINANCIAL TIMES

MANSION GLOBAL  
ONLY THE EXCEPTIONAL



COUNTRY LIFE



JAMES EDITION





## THE RAVEIS REACH



### RAVEIS.COM

With a suite of comprehensive real estate tools including local and international search tools, market data, agent search and closing services, raveis.com is a must-see website for any buyer or seller.

- 10M+ unique visitors per year
- Property websites
- Personalized agent websites
- Real-time, direct information

### HIGH PROFILE PARTNER WEBSITES

William Raveis does more. Our best-in-class luxury global networks and affiliated digital media sites give our listings the power of persuasion.

When it comes to getting your property the most digital exposure, we leave no stone unturned. And, you can count on the same professional photography and data accuracy we use across all of our marketing and media, so your properties will be presented in their best light.

When it comes to digital media, William Raveis has you well-covered.







## EXCLUSIVE ONLINE ADVERTISING

# Naples Daily News

PART OF THE USA TODAY NETWORK

### [NaplesNews.com/business/real-estate](https://www.naplesnews.com/business/real-estate)

As the exclusive online advertiser of the NaplesNews.com Real Estate page, your property gets better exposure.

With more and more sellers and buyers making naplesnews.com part of their daily routine to search homes for sale, open houses, virtual tours and luxury rentals, we now offer a better way to promote your property.

When you sell your home with William Raveis, your listing will be featured in our exclusive advertising on the NaplesNews.com Real Estate page.

Being better is simply in our DNA, if there's a better way to sell homes, you can trust us to find it.





# REACH THE RIGHT PEOPLE WITH TARGETING TECHNOLOGY



## ONLINE AND SOCIAL MEDIA DIGITAL RETARGETING ADVERTISING

Boost by HomeSpotter automatically creates digital ad campaigns across various channels including Facebook, Instagram and thousands of high trafficked websites. Algorithms detect important features from your property and use them to target quality leads.



## GOOGLE BEHAVIORAL TARGETING

Target potential buyers using Google data about users' browsing history: websites they've visited and products they have clicked on. Behavioral targeting identifies consumers with an expressed interest in buying a home and targets your ad exclusively to this audience. Target behaviors such as 'home hunters' and your ad will run wherever those targeted users are online.







## TAKING SOCIAL MEDIA SERIOUSLY



Social media provides authenticity to the marketing effort, engaging audiences with sharable content. Leveraging all major platforms, our social media experts seed stories, share information and generate interest to keep your property top-of-mind with targeted buyers.













# PROMOTING PROPERTY THROUGH PRINT

## LOCAL, NATIONAL AND GLOBAL PUBLICATIONS

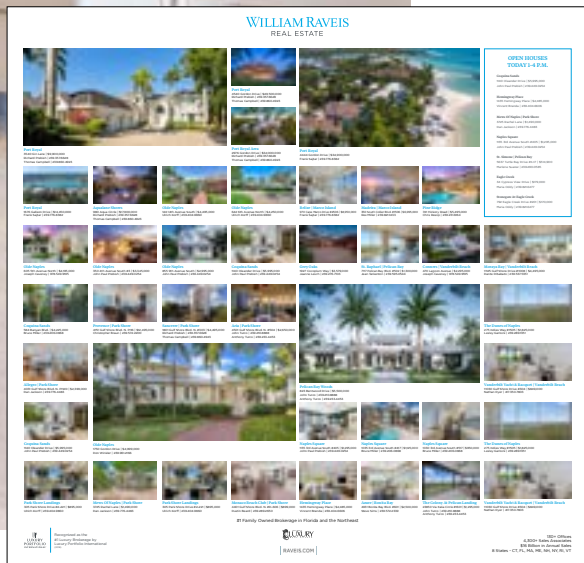
Our listings are featured in over 550 reputable publications across the US, including *Naples Daily News*, *Naples Illustrated Magazine*, *The Wall Street Journal*, *The New York Times* and *duPont Registry*.

## RAVEIS COLLECTION INTERNATIONAL EDITION

Printed annually and featuring properties over \$1 million, the Collection is distributed throughout the William Raveis footprint and our global luxury network of 550 companies and 70 countries.

## RAVEIS SHOWCASE REGIONAL EDITION

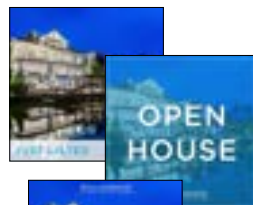
Printed annually, the Showcase features local properties and is distributed throughout the William Raveis footprint of over 140 offices and including over 4,400 sales associates.





# CUSTOM COMMUNICATIONS

Eye-catching, effective communications are essential for every property. With a wide range of designs for direct mail, brochures, email marketing, social media content and more, your property is sure to stand out in a crowd.













## VISUALS THAT BRING YOUR HOME TO LIFE

### **2D + 3D VIRTUAL STAGING**

Virtual staging allows buyers to visualize each room's potential. Our virtual staging artists can decorate an empty room, declutter or reimagine an existing room, or even structurally stage a room right from the studs.

### **DRONE PHOTOGRAPHY**

Our airborne division has been deploying drone technology since its inception in 2015, providing a dynamic perspective on a property and its surroundings that really help bring its location to life.

### **TWILIGHT PHOTOGRAPHY**

Twilight photographs add to the appeal and beauty of a home. They portray drama and tend to make the home stand out from the competition in all marketing. It can showcase landscaping, property lighting, pool lighting, firepits, sunset views and more.

### **VISUAL TOUR**

97% of consumers surveyed prefer home listings with virtual tours and multiple photos. Raveis visual tours receive an average of 19,000 views per week.





## THE LEADER IN LUXURY SALES AND MARKETING

### WILLIAM RAVEIS LUXURY PROPERTIES

William Raveis' Luxury Properties division has raised the bar for white glove client service.

William Raveis Luxury Properties Specialists are trained in marketing luxury homes using innovative technology and various advertising channels. Our reputation as a leader in the premium market is underscored by the sale of more than 30,000 luxury properties.







## WELCOME TO JUST RENTED

# WILLIAM RAVEIS RENTALS

Serving the Florida vacation and seasonal rental community for over two decades has been a distinct privilege for the Rental Division of William Raveis—an honor that consistently gives back in the form of enduring relationships nurtured through a family-serving-family approach to business.

We cordially invite you to connect with one of our Rental Professionals to see first-hand how William Raveis Rentals exceeds owner and renter expectation delivering an extraordinary experience with every transaction.

**For more information visit  
[raveisfloridarentals.com](http://raveisfloridarentals.com) or call 877.BAY.GULF**

**ONLINE PRESENCE AND HIGH PROFILE  
PARTNER WEBSITES**

| [RAVEISFLORIDARENTALS.COM](http://RAVEISFLORIDARENTALS.COM) |



# Real Astute mortgages from the Real Estate people

We know real estate and we know mortgages. Wise up to savvy home financing.

Get a mortgage from the family that knows real estate.

✉ [hello@raveismortgage.com](mailto:hello@raveismortgage.com)

📱 866.988.0171

🌐 [raveismortgage.com](http://raveismortgage.com)

**WILLIAM RAVEIS**  
MORTGAGE







William Raveis Mortgage, LLC 7 Trap Falls Road, Shelton, CT 06484 NMLS ID 2630, CT Mortgage Lender ML-2630, FL Mortgage Lender MLD1388, MA Mortgage Broker/Lender MC2630, NH Mortgage Banker 11083-MB, NJ Residential Mortgage Lender 2630, NY Licensed Mortgage Banker-NYS Banking Department of Financial Services LMBC 106535/B500898, RI Mortgage Lender & Broker # 20051918LL & 20051919LB, VT Lender & Mortgage Broker #6952 & #1297MB









## You took a lifetime to build it, now protect it with Raveis Insurance.

Everywhere you go, your insurance coverage goes with you. So, why take a chance shopping the internet when you can get all your insurance portfolio needs met with a helpful human touch?

Your trusted partner for personal service and policies tailored to fit your every insurance need.

Contact us at 866.603.1192 | [Insure@Raveis.com](mailto:Insure@Raveis.com)

**WILLIAM RAVEIS**  
INSURANCE

Home | Auto | Antiques | Boat | Collections | Jewelry | Life | Flood  
Investment Property | Mortgage Protection | Renters | Wine | Valuables



## CLOSING WITH CONFIDENCE



### **BRYANT TITLE**

Our preferred title partner does everything you would expect from an experienced title company. They search the title, complete the paperwork, issue title commitments and insurance policies promptly, and conduct settlements at the convenience of the parties. They strive to take the hassle out of the closing process.

**FOR MORE INFORMATION CALL 239.566.1001**













WILLIAM RAVEIS  
REAL ESTATE

| RAVEIS.COM |