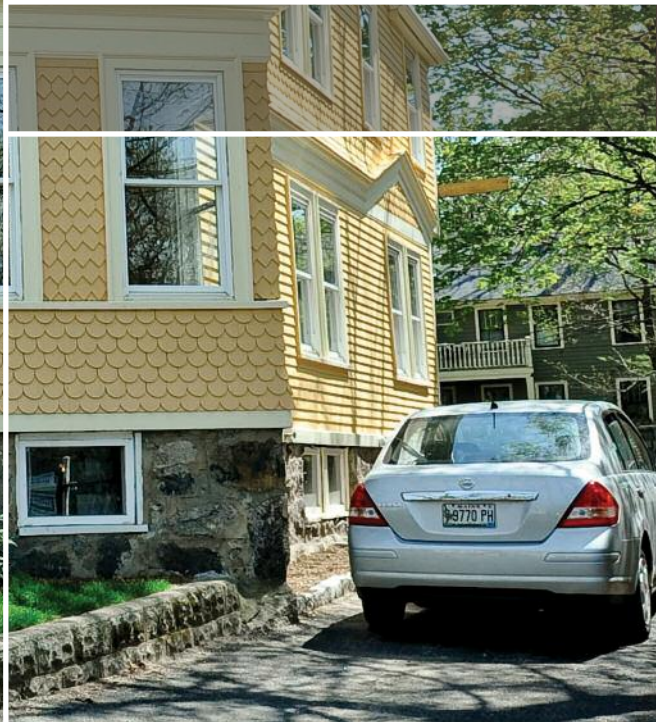


THE RESIDENTIAL
GROUP

THE DEVELOPERS BROKER



Thank you for considering The Residential Group for your next project. New construction and new renovation marketing and sales is what we do best. As a team, we have marketed and sold more than a quarter billion dollars worth of residential new construction and new renovation condominiums and single-family homes.

For our loyal developer and builder clients, past projects have included everything from brownstone condominium conversions, to new construction townhouse and single-family developments, to larger scale, multi-phase projects with on-site marketing facilities.

As a team, we cater to the unique needs and demands of developers and builders, and know how to build effective marketing and sales campaigns. Each client benefits from the individual attention of a dedicated staff, consistent feedback, an imaginative marketing and sales campaign, and the enthusiasm that comes from loving what we do.

YOU BUILD IT. WE SELL IT.

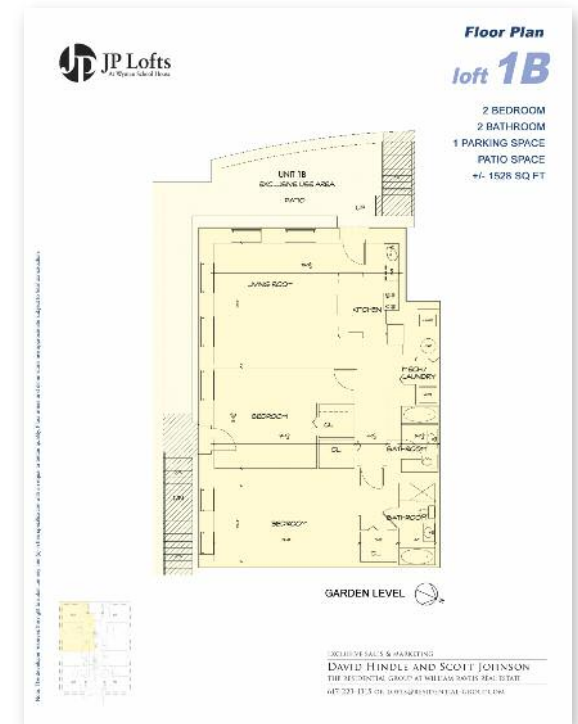
We understand that the broker you choose to sell your property is a reflection on your reputation, and we would be humbled by the opportunity.

A handwritten signature in black ink, appearing to read 'Scott Johnson', with a long horizontal line extending to the right.

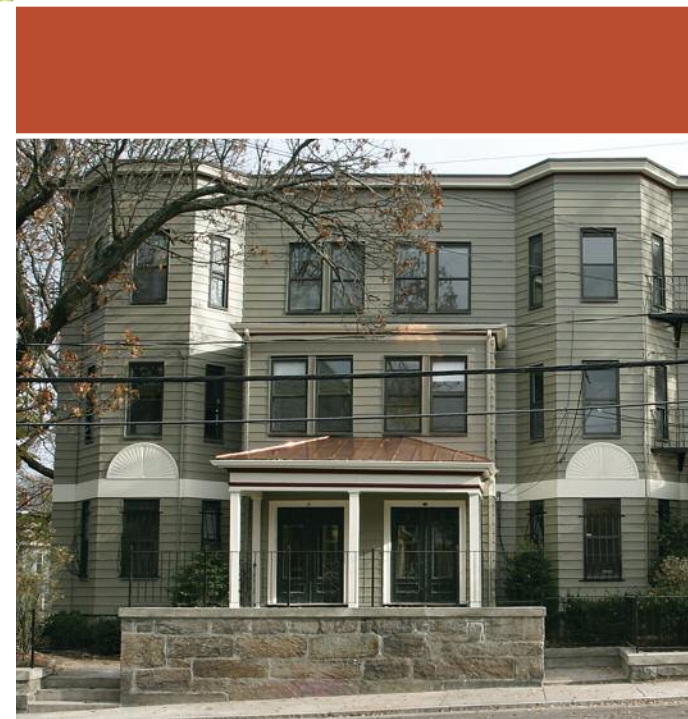
SCOTT JOHNSON

Managing Partner

scott.johnson@residentialgroup.com

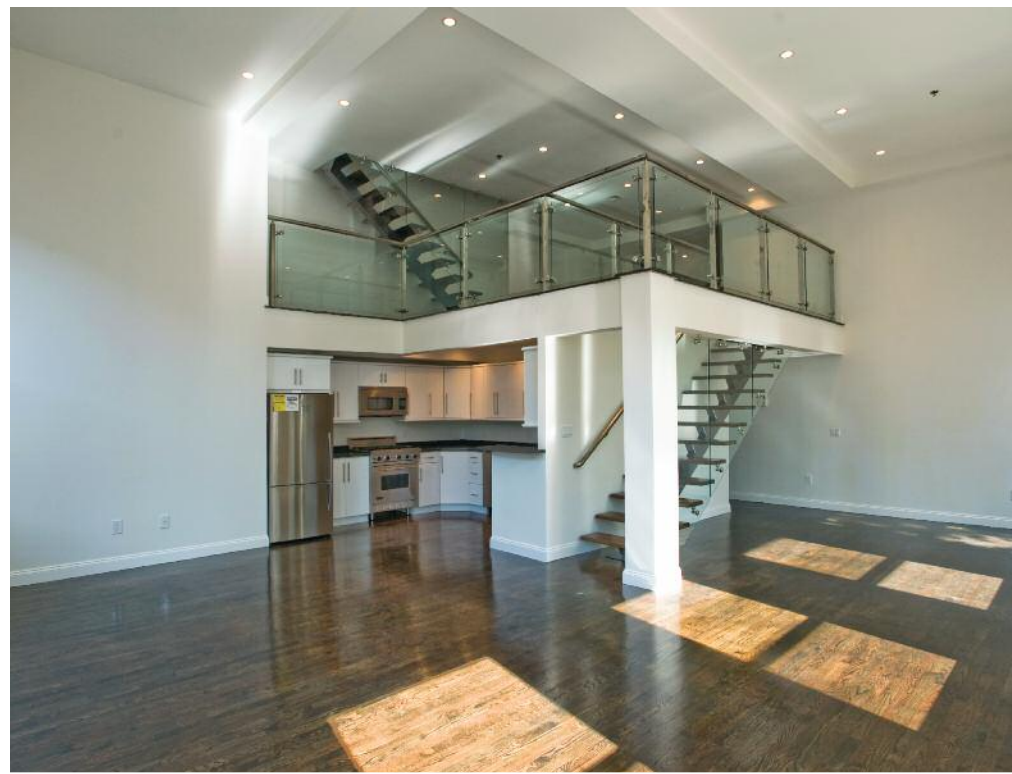


The Residential Group and William Raveis Real Estate have successfully represented numerous developers across New England in large-scale new construction and new renovation projects, and are well versed in the management, coordination and execution of large project marketing plans. Project managers and developers benefit from a team of sales agents who are experienced in dealing with the complexities of new project marketing. Additionally, The Residential Group opens up its marketing department to the developer for assistance in creating project brand identity and custom web and print marketing collateral. We also have on-site services available including establishment and staffing of a furnished model home, daily sales office hours, budgetary tracking and monitoring, and on-site loan officer hours.



MARKETING & OTHER SERVICES AVAILABLE INCLUDE

- Support and assistance with neighborhood, zoning board & variance hearings
- Extensive market research and reporting before and during the construction and marketing phases
- Pre-construction marketing strategy and planning
- Extensive launch, marketing and execution planning and meetings with development personnel
- Pricing and phasing strategy
- Professional photography and/or virtual tours and renderings
- Custom signage
- Project branding and identity development
- Eye-catching marketing materials
- Customized project website (www.yourproject.com) with specifics, pictures and floorplans



LARGE PROJECT MARKETING



LARGE PROJECT BRANDING, MARKETING & PUBLIC RELATIONS

For the large project developer, our team will work with you to devise a brand identity for your development. Taking an integrated communications approach, marketing services will include logo creating, custom signage, and website and marketing collateral. These elements work in unison to promote the project and sell the “lifestyle” that living at your development will afford the buyer. Additionally, through public relations campaigns, we have successfully placed editorial content in print publications, including the *Boston Globe*, *Boston Herald*, the *Metro* and *Boston Homes Publications*.



The Residential Group has extensive experience representing developers and builders in the planning, marketing and sales of new construction condominiums, townhouses and single-family homes. Your dedicated agent can assist from the planning stage, with analysis of consumer housing trends and preferences, through the construction and brokerage stages. Your agent will provide what ever assistance you might like with finish and materials suggestions, and is a master at “creating a buzz” around your property in the weeks leading up to completion, and as a jump-off to the successful brokerage and sale of your project.



MARKETING & OTHER SERVICES AVAILABLE INCLUDE

- Support and assistance with neighborhood, zoning board and variance hearings
- Extensive market research and reporting before and during the construction and marketing phases
- Pre-construction marketing strategy and planning
- Marketing and execution planning
- Pricing strategy
- Professional photography and/or virtual tours and renderings
- Custom signage
- Project branding and identity development
- Eye-catching marketing materials
- Customized project web page with specifics, pictures and floorplans
- Print and online advertising campaign, tailored to the project and its target buyer pool



NEW CONSTRUCTION MARKETING

boston.com

Zillow.com
Your Edge in Real Estate

raveis.com

FRONTDOOR
POWERED BY HETV

hotpads.com
The place to find your place

The Boston
Courant

Vast



HomeFinder.com

Boston
magazine

Massachusetts
REAL ESTATE.COM

DISTINCTIVE
HOMES

REALTOR.com
REALTOR

trulia
real estate search

HOMES.COM

ONLINE MARKETING

According to recent data from the National Association of REALTORS®, 90% of buyers use the Internet to search for homes. To capitalize on this, every property listed by The Residential Group at William Raveis Real Estate is rigorously promoted online. Your property will be searchable through literally thousands of real estate websites, including popular destinations such as frontdoor.com, realtor.com, trulia.com, zillow.com and our company website, raveis.com. Additionally, your property will be promoted through our enhanced presence on boston.com. For our new construction clients, we can also construct a dedicated property website, complete with photos, descriptions and a bio of the builder.



If your project is targeted toward buyers seeking distinctive & luxury homes, The Residential Group and William Raveis Real Estate are proud to offer our Exceptional Properties Marketing Program. In 1979, William Raveis Real Estate was the first real estate firm to engineer the concept of marketing exceptional properties. Our resume of notable clients have included former governors, celebrities, authors and Fortune 500 CEO's. Successfully marketed properties have included those owned by Martha Stewart, Tommy Hilfiger, the Rockefellers, Jack Welch and Donald Trump. Our reputation as a leader in this specialized market is underscored by the sale of more than 30,000 luxury homes, in all categories including estate homes, waterfront properties and luxury condominiums.



PROGRAM FEATURES INCLUDE

- Featured positioning on the raveis.com home page
- Exceptional properties portfolio distribution to luxury home buyers throughout New England
- Customized media plan including a blend of print advertising in publications such as New England Home & the duPont Registry
- Private banking services available through William Raveis Mortgage
- Regional, national and worldwide agency affiliations
- Global customer service center for international buyers
- Specialization in equestrian properties, antique homes, waterfront properties and of course, new construction luxury homes



EXCEPTIONAL PROPERTIES PROGRAM



EXCEPTIONAL PROPERTIES MARKETING PROGRAM

Properties enrolled in the William Raveis Real Estate Exceptional Properties program are advertised locally, nationally and internationally through various newspapers and magazines. Extensive research is completed on all publications to ensure they reach the demographic that has the means to purchase an exceptional home. Additionally, through our global affiliation with Luxury Portfolio,TM your exceptional property will be advertised in the largest online collection of premier homes in the world.



With both personal and professional experience developing condominium and multi-family properties, The Residential Group understands the ins-and-outs of condominium conversion and renovation. With many successfully developed and marketed projects under their belts, and having represented both seasoned and first time developers, The Residential Group is fully equipped to spearhead all marketing and sales components, and can even assist with layouts, finish selections and condominium documents.



MARKETING & OTHER SERVICES AVAILABLE INCLUDE

- Contractor, legal and architecture/surveyor referrals
- Support and assistance with permitting, material and finish selection
- Extensive market research and reporting before and during the construction and marketing phases
- Marketing and execution planning
- Pricing strategy
- Professional photography
- Eye-catching marketing materials
- Customized project web page with specifics, pictures and floorplans
- Print and online advertising campaign, tailored to the project and its target buyer pool
- Handling of mortgage related issues, including the FHA approval process



CONDOMINIUM CONVERSION MARKETING



PROFESSIONAL PHOTOGRAPHY & MARKETING MATERIALS

Whether it's a two-family condo conversion or a 20 unit subdivision, every property listed by The Residential Group is professionally photographed. These photos are translated into online and print marketing campaigns, and are distributed to buyers and local agents. We take a great deal of pride in having the best photographed properties. Great photos spark buyer interest when viewed online, and are the predominant feature in the property brochures that buyers take home to friends and family.



THE RESIDENTIAL
GROUP



WILLIAM RAVEIS
— REAL ESTATE • MORTGAGE • INSURANCE —
New England's Largest Family-Owned Real Estate Company

In January 1974, William Raveis Real Estate opened its doors above a grocery store in Fairfield, Connecticut. It consisted of one room and one agent. Today, William Raveis Real Estate, Mortgage & Insurance has a network of over 100 sales offices and over 2,000 sales associates, and ranks in size as the #1 family-owned real estate company in the Northeast and the 10th largest real estate company in the nation.

A proud member of this family, The Residential Group is a team of agents who specialize in the marketing and sales of new construction & new renovation properties in the metropolitan Boston area. As a team, The Residential Group has career sales in excess of \$250 million, and are the “#1 William Raveis Real Estate Sales Team in Massachusetts.” They differentiate themselves from their competition by providing creative, innovative brokerage and marketing services, tailored to the unique needs of developers and builders.

THE RESIDENTIAL GROUP & WILLIAM RAVEIS

CORPORATE RELOCATION

William Raveis Real Estate is a member of the Leading Real Estate Companies of the World, a global relocation network comprising 600 of the best-known national and international real estate companies in the world. This important affiliation gives us access to the clientele of more than 150,000 agents in the United States, and local offices in 30 countries abroad.

William Raveis also operates the #1 corporate relocation business in New England, having relocated more than 100,000 families over the past 30 years. Clients include General Electric, IBM, Pfizer and many of the world's top relocation intermediaries. For the property developer, this translates into more qualified, motivated buyers viewing your properties.



THE RESIDENTIAL
GROUP

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info@residentialgroup.com
Online at www.thedevelopersbroker.com

William Raveis offices throughout the state
include Boston, Chestnut Hill,
Newton, Wellesley, Lexington, Hingham,
Marblehead and the Cape.