

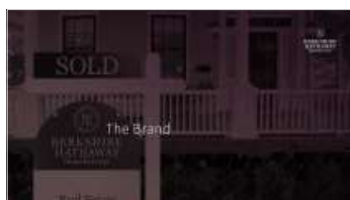


BERKSHIRE
HATHAWAY
HomeServices
Snyder & Company,
Realtors®



BERKSHIRE HATHAWAY
HomeServices

QUICK LINKS TO SECTIONS



The Brand



What Drives Us



Global Expansion



The Global Website



Resource Center



Marketing Resource



2020 Digital Marketing Campaign
Real Estates' Forever Brand
Forever Agent For Life



Luxury Collection



RISMedia Social Media Resource



Adwerx Digital Marketing



Mobile Ad Builder



Buyer Match



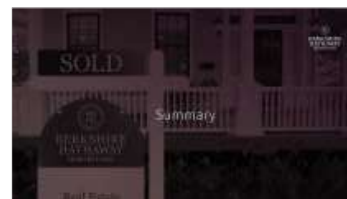
Video Creation with Videolicious



Global Learn Center Resource



Global Events



Summary



BERKSHIRE
HATHAWAY
HomeServices

SOLD



BERKSHIRE
HATHAWAY
HomeServices

The Brand

Real Estate



Berkshire Hathaway

*One of the most respected names
in business worldwide.*



BERKSHIRE HATHAWAY
HomeServices

Fortune Magazine

Ranked #5 on Fortune's 2020 list
of the World's Most Admired Companies

BERKSHIRE HATHAWAY HOMESERVICES GLOBAL FRANCHISE NETWORK



**BERKSHIRE
HATHAWAY**
HomeServices



BERKSHIRE HATHAWAY
HomeServices

THE WARREN BUFFETT/BERKSHIRE HATHAWAY HALO EFFECT & SHARE OF VOICE



BERKSHIRE
HATHAWAY
HomeServices

+



+

BERKSHIRE HATHAWAY INC.



BERKSHIRE
HATHAWAY
HomeServices

What Drives Us



BERKSHIRE HATHAWAY
HomeServices

Guided by the Berkshire Hathaway principles of trust, integrity,
stability and longevity,
we empower people to achieve their dreams.



BERKSHIRE HATHAWAY
HomeServices

We help people achieve their goals
faster than they would in our absence.



BERKSHIRE
HATHAWAY
HomeServices

Global Expansion



BERKSHIRE HATHAWAY
HomeServices

GLOBAL EXPANSION



Comprehensive Productivity Resources



BERKSHIRE
HATHAWAY
HomeServices

SOLD



BERKSHIRE
HATHAWAY
HomeServices

Real Estate

The Global Website

Over 26 million visits to Berkshire Hathaway HomeServices global website.

Top 20 visiting countries to berkshirehathawayhs.com:



OVER 26 MILLION VISITS TO
BERKSHIREHATHAWAYHS.COM*



PRESENTING YOUR HOME TO THE WORLD.

Top 20 visiting countries to berkshirehathawayhs.com:



*12 months ending 09/30/19 Source: Google Analytics

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 BERKSHIRE HATHAWAY
 HomeServices
 LUXURY
 COLLECTION



BERKSHIRE HATHAWAY
HomeServices

♥ SAVED PROPERTIES 🔍 SAVED SEARCHES SIGN IN USD ▼ US ▼



BERKSHIRE
HATHAWAY
HomeServices

BUY ▼ SELL ▼ AGENTS & OFFICES CONTACT US

Our network knows great homes.

HOMES AGENTS OFFICES

Enter City, Address, Zip/Postal Code, Neighborhood, School Or MLS# 

SEARCH



BERKSHIRE HATHAWAY
HomeServices

GLOBAL PROPERTY VISIBILITY

THE WALL STREET JOURNAL.

FINANCIAL TIMES



THE WALL STREET JOURNAL.

EUROPE



THE WALL STREET JOURNAL.

ASIA

berkshirehathawayhs.com

MANSION GLOBAL

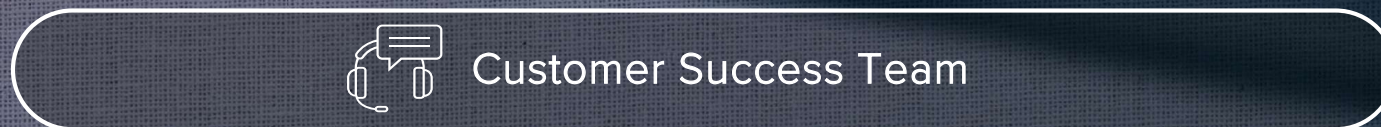
ONLY THE EXCEPTIONAL



BERKSHIRE
HATHAWAY
HomeServices

REsource Center

BHHS REsource Center



LEARNCENTER
2.0

MOBILE
REsource

MARKETING
REsource

THE SHOP
at BHHS

SOCIAL MEDIA
REsource

LUXURY
Collection

BUYER
Match

SAGE
CRM

Your Contact ID: 1122786

Welcome to Berkshire Hathaway HomeServices' REsource Center, your digital hub for network tools, resources and information.

Check out our list of upcoming events and live webinars!

August 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Message from
Chris Stuart | CEO

BERKSHIRE HATHAWAY
HomeServices



Awards & Recognition
Program

2020

BERKSHIRE HATHAWAY
HomeServices

audiogo

BERKSHIRE HATHAWAY
HomeServices

Advertise your Real Estate
Business on Digital Radio
Create an audio ad in minutes.

Learn more

 Active Groups



SUPPLIERS AND BENEFITS

CELLULAR



HOTELS



GIFTS

TIFFANY & Co.

SHIPPING



AUTOMOTIVE



OFFICE

STAPLES®

INSURANCE

Petplan®
the pet insurance people





BERKSHIRE
HATHAWAY
HomeServices

SAGE CRM

Welcome to Sage CRM!

A place where you can easily manage all of your contacts, events and tasks!



DASHBOARD

My Dashboard

As of Aug 2, 2019 10:53 AM Viewing as Wendy Owens

+ Follow



Refresh

Today's Tasks

First Name ↑	Last Name	Task Type	Contact: Business Phone	Email
Alice	McBerk	Drop-Off Visit (monthly pop-by, closing gift, etc)	(222) 222-2222	berk@mcberk.com
Elvis	Resdale	In-Person Meeting	(244) 806-7425	efloch13@clickbank.net
Grant	Howard	Initial Phone Call	(770) 678 9090	granthoward555@gmail.com

[View Report \(Today's Tasks\)](#)

Target # of Contacts

1.5k

[View Report \(Target # of Contacts\)](#)

My Total # of Contacts

83

[View Report \(My Total # of Contacts\)](#)

Target # of Conversations Needed

5.9k

[View Report \(Target # of Conversations Needed\)](#)

My Scheduled Conversations

60

[View Report \(My Scheduled Conversations\)](#)



BERKSHIRE HATHAWAY
HomeServices



HOME

CALENDAR

TASKS

LEADS

CONTACTS

OPPORTUNITIES

BUSINESS PLANS

SUBMIT FEEDBACK

New Business Plan



Business Plans

My Business Plans ▾

2 items • Sorted by Business Plan Name • Filtered by my business plans • Updated a few seconds ago

Search this list...



	BUSINESS PLAN NAME ↑	RECORD TYPE	START DATE	LAST MODIFIED DATE	
1	My Business Plan			/2019 2:46 PM	▾
2	My Business Plan 2			5/2019 10:15 AM	▾

New Business Plan

* Select Business Plan Type

- ☒ Gross Commission Income
- ☐ Gross Sales Volume
- ☐ Number of Transactions

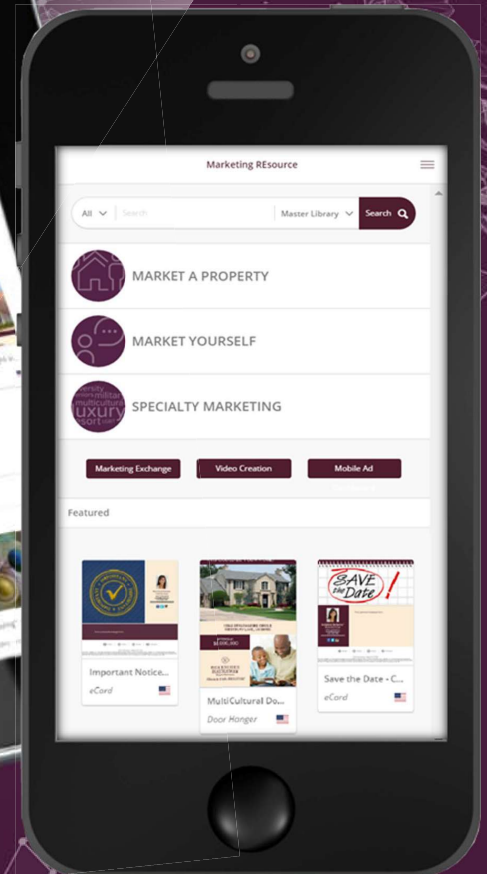
Next



BERKSHIRE
HATHAWAY
HomeServices

Marketing REsource

- eCards
- Flyers
- Brochures
- Postcards
- Documents
- Videos
- Mobile Ads
- Newsletters
- Social Media





BERKSHIRE HATHAWAY
HomeServices

PROPERTY LISTING MARKETING MATERIALS

Just Listed!

Cozy family home on quiet cul-de-sac.



12345 Strathmore Circle
Westbury Lake, US 98765

Designed to capture the natural beauty of this iconic location within the shores of Westbury Lake, this exquisite property features golf course, orange grove and panoramic views in every direction. Graceful sweeping architectural lines provide for several walls of glass that open seamlessly to the magnificent, expansive pavilion where the outdoor environment is enjoyed year-round. Located just minutes from Westbury Lake Village for schools, shopping and entertainment.

Bedrooms: 5 | Bathrooms: 3.5
4,550 sq. ft. on 1.5 acres | Year Built: 2001

\$0,000,000 MLS# 123445



Berkshire Hathaway HomeServices
Sales Professional
myml@myml.com
(949) 794-7900
www.berkshirehathaway.com/



Just Listed!

Cozy family home on quiet cul-de-sac.



12345 Strathmore Circle
Westbury Lake, US 98765

Designed to capture the natural beauty of this iconic location within the shores of Westbury Lake, this exquisite property features golf course, orange grove and panoramic views in every direction. Graceful sweeping architectural lines provide for several walls of glass that open seamlessly to the magnificent, expansive pavilion where the outdoor environment is enjoyed year-round. Located just minutes from Westbury Lake Village for schools, shopping and entertainment.

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Berkshire Hathaway HomeServices
Sales Professional
myml@myml.com
(949) 794-7900
www.berkshirehathaway.com/



Agent Name
Sales Professional
myml@myml.com
(123) 456-7890
www.allisondoyle.com/agentname

Just Listed!

Cozy family home on quiet cul-de-sac.



12345 Strathmore Circle | Westbury Lake, US 98765

Designed to capture the natural beauty of this iconic location within the shores of Westbury Lake, this exquisite property features golf course, orange grove and panoramic views in every direction. Graceful sweeping architectural lines provide for several walls of glass that open seamlessly to the magnificent, expansive pavilion where the outdoor environment is enjoyed year-round.

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4,550 sq. ft. on 1.5 acres | Year Built: 2001

\$0,000,000 MLS# 123445

CONTACT ME FOR MORE INFORMATION:

Berkshire Hathaway HomeServices
Sales Professional
(949) 794-7900
myml@myml.com
www.berkshirehathaway.com/

DISCLOSURE: This is not an offer of insurance or any other financial product. It is only for informational purposes. Please contact your agent for more information.

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Just Listed



12345 Strathmore Circle | Westbury Lake, US 98765

BERKSHIRE HATHAWAY HomeServices
Allison & Doyle, REALTORS®

Just Listed!

Cozy family home on quiet cul-de-sac.



12345 Strathmore Circle | Westbury Lake, US 98765

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Allison & Doyle, REALTORS®

Offered by



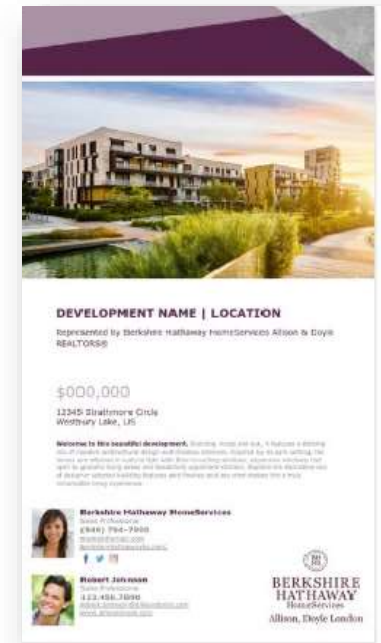
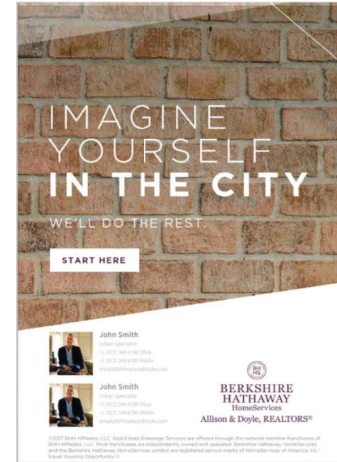
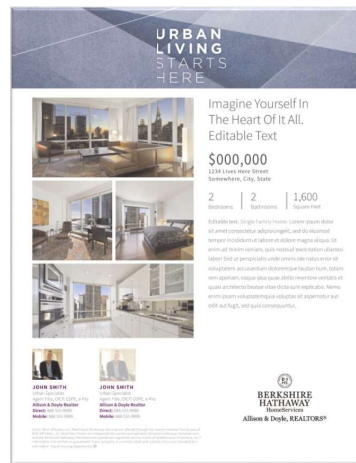
Berkshire Hathaway HomeServices

\$000,000



BERKSHIRE HATHAWAY
HomeServices

SPECIALIZED MARKETING BROCHURES AND ECARDS



FOREIGN LANGUAGE MARKETING

Language

- Chinese - Simplified
- Chinese - Traditional
- English
- Hindi
- Japanese
- Korean
- Spanish
- Vietnamese

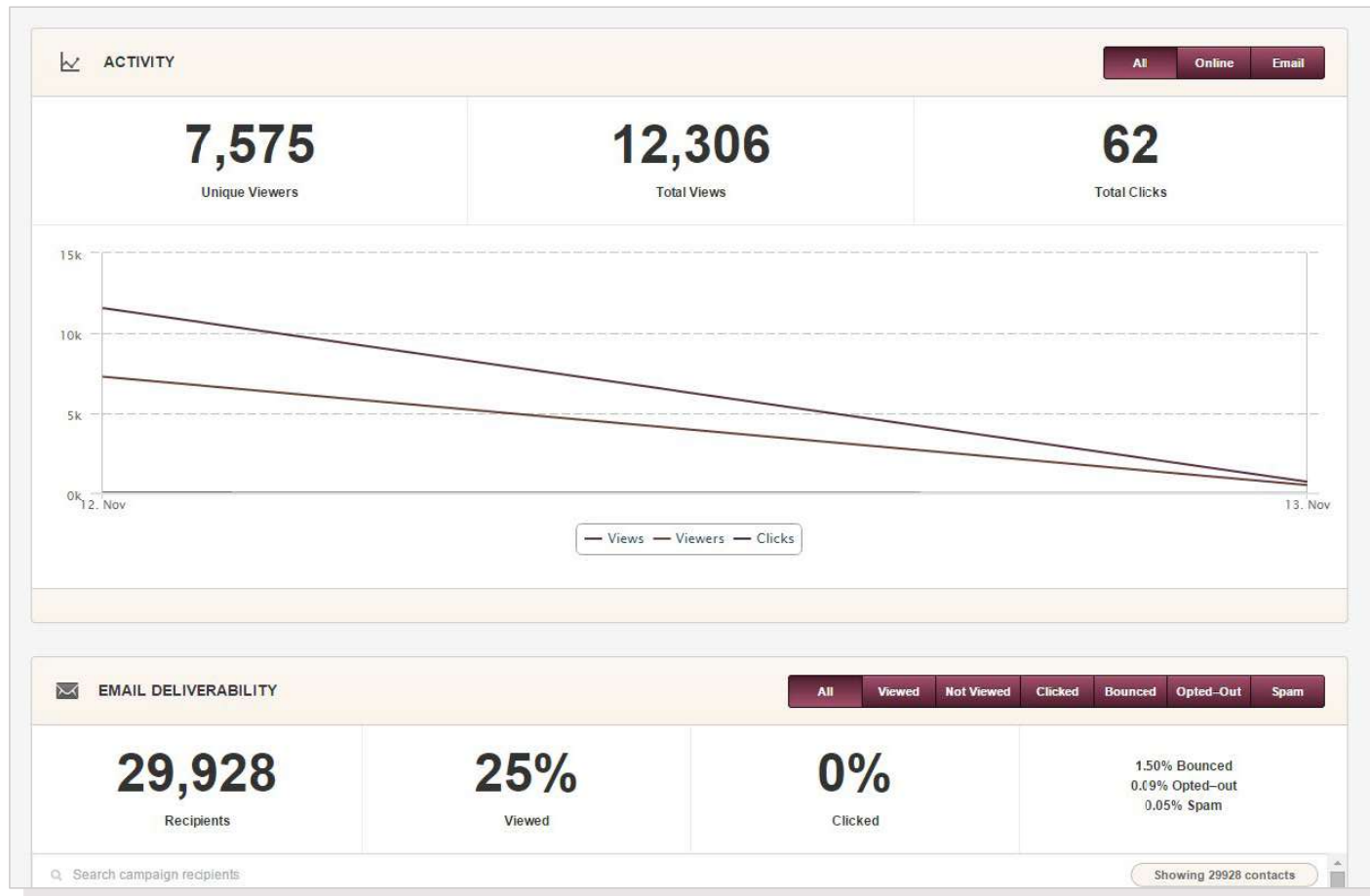
房屋開放展示
 現在正是出售的大好時機
 現在正是購買的大好時機
 新售價
 剛剛售出
 剛剛上市出售

CASA ABIERTA AL PUBLICO
 AHORA ES UN MOMENTO IDEAL PARA VENDER
 AHORA ES UN MOMENTO IDEAL PARA COMPRAR
 NUEVO PRECIO
 RECIÉN VENDIDA

感謝您
 為您著想
 新年快樂

123456789101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

ROBUST ANALYTICS



2020 Digital Marketing Campaign

Real Estates' Forever Brand
Forever Agent For Life



REALESTATE

The Leader in Real Estate Information

www.ricordi.it

August 2014

\$699

REAL ESTATE'S FOREVER BRAND

Gaining New Insight
Into Berkshire Hathaway
HomeServices

Geo Barlett, President & CEO, Berkshire Hathaway HomeServices, on location at an exclusive Berkshire Hathaway HomeServices Maui Properties listing—the Kona Peninsula Residence—at Kailua-Kona, Hawaii.



around them and work to achieve a kind of synchronicity that's almost poetic in its perfection."

Biegan, with more than 30 years of industry experience, is no stranger to navigating waters both smooth and choppy. His many write ups for a golf course in winning real estate founded Silver Interiors Real Estate became one of

of real estate. At Berkshire Hathaway HomeServices, he's a hands-on leader, fostering a culture of outstanding performance and accountability by leveraging his operational expertise and experience.

Every Thursday evening, tens of thousands receive Bilezikian's "Thoughts on Leadership," a rundown of his weekly travels and inspiration they bring. A voracious reader and podcast listener, Bilezikian

has taken his leadership lessons from the Bible and implemented an entire method of organization that every team member at the organization follows. Framed after

The original Mavericks group, which is made up of nine Berkshire Hathaway HomeServices network brokers, (there are plans to expand to a second Mavericks group) will be the first to achieve new levels of success.

We are the

in tremendous growth. Biefani is the first to admit it's still a work in progress, but tremendous strides have been made, especially in sales.

Top-quality brokerages work with a regular rhythm, network firms acquire and merge with market leaders to expand their reach, and through careful consultation, Berkshire Hathaway HomeServices network brokerages are increasing productivity at impressive rates.

With a sharp focus on growth, farl has for two years mentored a group of Berkshire Hathaway Ho-

The original Mavericks group, which is made up of nine Berkshire Hathaway HomeServices network brokerages, (there are plans to expand to a second Mavericks group) will have a total of 159

e the

in profit; followed by the company corresponding to 328 percent growth in profit; 3.3 times, corresponding to 230 percent growth in profit; 3.3 times, corresponding to 164 percent growth in profit; and 2.5 times, corresponding to 127 percent growth in profit.

"I don't think there are very companies that can say in two years 'I've more than doubled or I've more than tripled or I've more than quadrupled,'" says

*And keep in mind, these broke

were all good operators to begin with, but can now say that they've done just that."

Executing a Forever Vision

Growth at Berkshire Hathaway HomeServices isn't just a result of more diligently operated network brokerages. It's also empowered by the tools and systems Berkshire Hathaway HomeServices provides. Leading technology and marketing charge. Stuart, who understands that fore means being the most innovative and integrative brand in the industry, says, "We do not need to be obsessed with disruption," he explains. "We need to be preemptive regarding erosion of our value and creating an environment where network agents can serve their clients in a way no online search ever can."

Stuart helms these initiatives with a strong tech and growth background. Previously, he was part of the executive leadership team at Internet Estate Services, and prior to that at Interco, co-founded a mortgage brokerage firm that grew to become one of the largest in Northern California. He also built and oversaw Silicon Valley-based teams at Oracle, and is responsible for creating some of the very first Internet-based applications in areas ranging from

Forever

way HomeServices is
with some of the mos
ing companies in the
force, Adobe and Vay
enhance the brokerage
unmatched technologi
sophisticated

First, there's a new
underway that combi
of an industry-leadi
agement system, a f
velopment experie

property search tools and responsive design to offer, as Stuart describes, "a solution for everyone."



"Our new website utilizes artificial intelligence to deliver content specific to a user's interests and persona type. An investor needs to know different information from a luxury buyer or first-time buyer, and our website will use machine learning to serve a user exactly the content he

within the system—vendors and apps can be added or removed in the plug-and-play environment—while still maintaining the Berkshire Hathaway HomeServices brand identity.

"Being a forever browser is creating an online experience that's dynamic and valuable," says Stuart, who is also at the forefront of a project that will create more transparency and data portability among industry and systems.

"We're creating a central data hub that allows Berkshire Hathaway HomeServices, our vendors and franchisee's vendors to retrieve data from other platforms and understand the cause-and-effect relationships."

It's a philosophy Stuart staunchly abides by: Every system, tool or program must speak to one audience and be measured, then analyzed, with a data-driven approach to growth.

Even if you're not a fan of the new ad partner, VaynerMedia is meticulously examined by an objective, experienced team to determine what's working and what's not, and figure out why.

media guru Gary Vayner, widely regarded as one of the cutting-edge marketing minds on the planet. In conjunction with Berkshire Hathaway Home Services, VaynerMedia executed the previous campaign.

and.”

our team be more flexible and more open to what we would be with traditional TV or print," says Layne. "The brand is reaching more people than ever before."

work brokers, of-
nts will have the
own experience

32 August 2018 **ISI Media's REAL ESTATE**

PISMedia's REAL ESTATE August 2018 33



BERKSHIRE HATHAWAY
HomeServices

LIFESTYLE PLANNING GUIDE

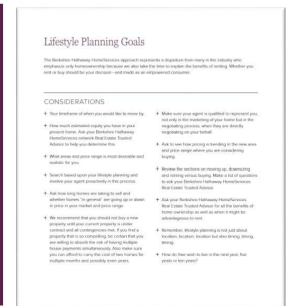
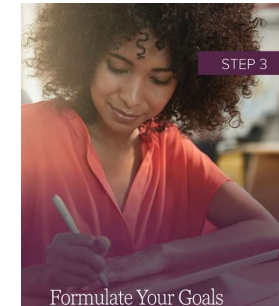
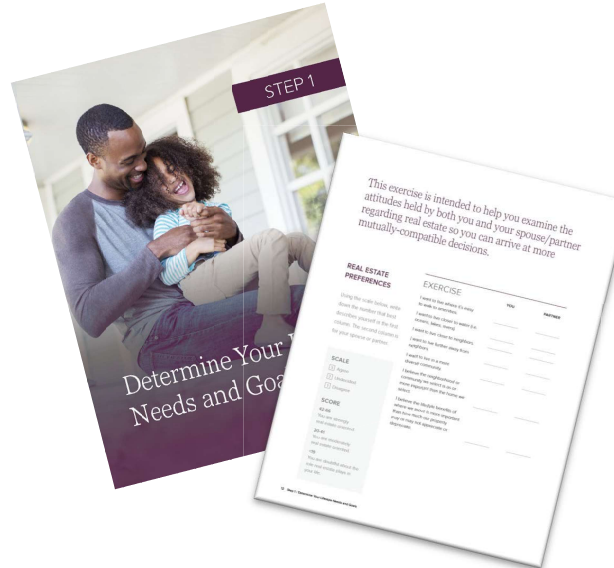


Your Real Estate and Lifestyle Planning Guide



BERKSHIRE HATHAWAY
HomeServices

REAL ESTATE'S FOREVER BRAND





BERKSHIRE HATHAWAY
HomeServices

NEIGHBORS KNOW BEST

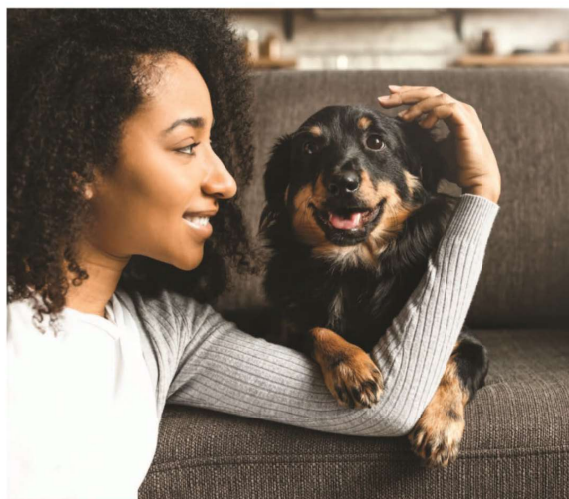


A practical guide to
moving with children



BERKSHIRE HATHAWAY
HomeServices

REAL ESTATE'S FOREVER BRAND



Making sure your pets aren't
peeved when moving



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REAL ESTATE'S FOREVER BRAND



"Neighbors Know Best"



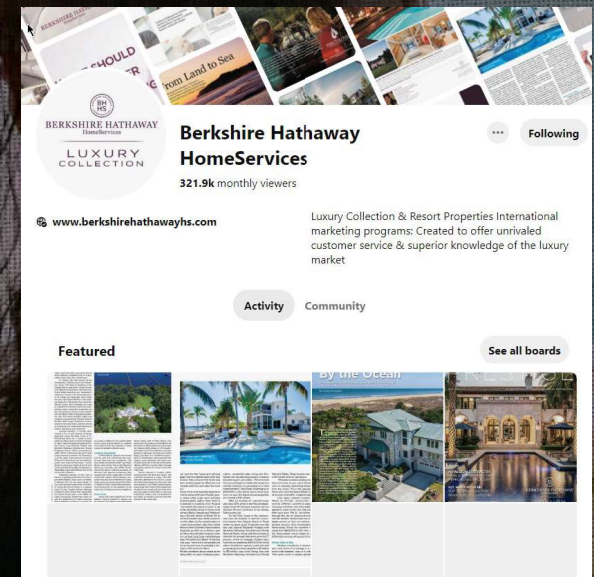
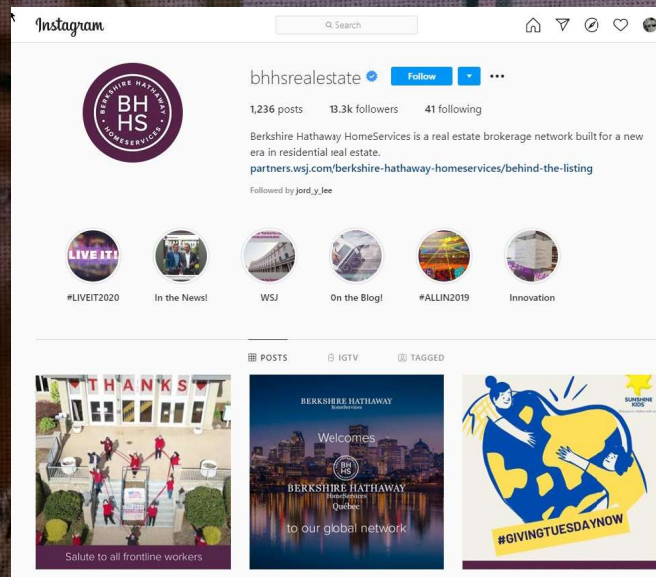
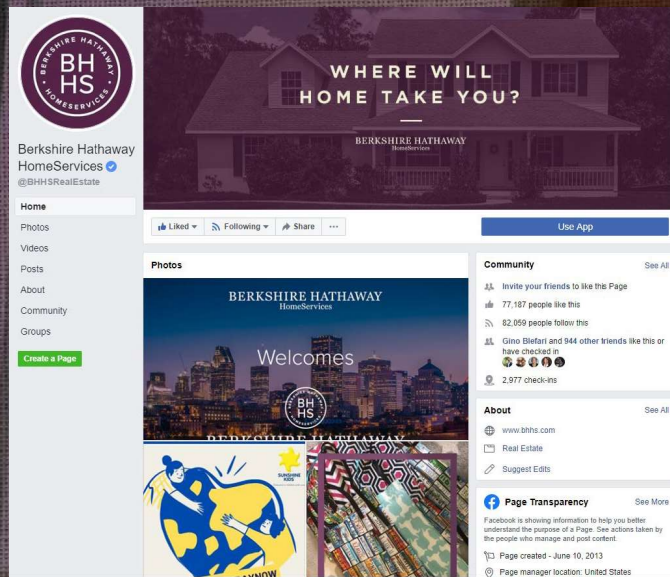
BERKSHIRE HATHAWAY
HomeServices

REAL ESTATE'S FOREVER BRAND



BERKSHIRE HATHAWAY
HomeServices

SOCIAL PLATFORMS





BERKSHIRE HATHAWAY
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SOCIAL COMMUNITIES ON FACEBOOK

BEST PRACTICES | BERKSHIRE HATHAWAY HomeServices

Joined ▾ Notifications ▾ Share ▾ More ▾

Write Post Photo/Video Live Video More

Write something...

Photo/Video Tag Friends Ask for Reco... ▾

3 people want to join this group

Announcements See All (4)

Robert Watson Admin · February 22 · Community Guidelines

Our Best Practices Group is a private group for Berkshire Hathaway HomeServices network brokers and agents to exchange ideas and real estate best practices.

Community Rules

Prospective members must request membership themselves, please. ... See More

David Yegenian, Keryl Duke Whelstone and 67 others 3 Comments

GROUP BY Chris Stuart 1,152 like this Learn More

POPULAR TOPICS IN POSTS Manage X

- Technology (18)
- Listings (10)
- Events (9)
- Marketing (8)
- Social Media (7)
- Training (5)
- Productivity (4)
- Sellers (4)
- Open Houses (4)

INVOKE MEMBERS Embed Invite

+ Enter name or email address...

MEMBERS 7,110 members

You have 30 new members this week. Write a post to welcome them.

Write Post

LUXURY COLLECTION | BERKSHIRE HATHAWAY HomeServices

Joined ▾ Notifications ▾ Share ▾ More ▾

Write Post Photo/Video Live Video More

Write something...

Photo/Video Tag Friends Ask for Reco... ▾

2,029 members

NEW ACTIVITY ▾

Nate Hall shared a link. 6 hrs

New Luxury Home In East Vail, Colorado. Check It Out!

INVOKE MEMBERS

+ Enter name or email address...

MEMBERS 2,029 members

SUGGESTED MEMBERS Friends

- Renee Shepherd Invite Member
- Mary Lee Blaylock Invite Member
- Susan Ireland Invite Member

See More

RECENT GROUP PHOTOS See All

RESORT PROPERTIES INTERNATIONAL | BERKSHIRE HATHAWAY HomeServices

Joined ▾ Notifications ▾ Share ▾ More ▾

Write Post Photo/Video Live Video More

Write something...

Photo/Video Tag Friends Ask for Reco... ▾

290 members

NEW ACTIVITY ▾

Kevin Dickenson is at Downtown Miami. February 25

New Miami tower from \$320K to \$805K. Click> <https://www.dropbox.com/s/2ogb.../MWC%20Paramount%20Video.mov...>

INVOKE MEMBERS

+ Enter name or email address...

MEMBERS 290 members

SUGGESTED MEMBERS Friends

- Jimmy Burgess Invite Member
- Brian McKenna Invite Member
- Sandi Riccio Healy Invite Member


See More

RECENT GROUP PHOTOS See All



BERKSHIRE HATHAWAY
HomeServices

SOCIAL COMMUNITIES ON FACEBOOK



OWNERS & SENIOR LEADERS | BERKSHIRE HATHAWAY HomeServices

Joined ▾ ✓ Notifications ⬆ Share ⋮ More

Write Post Photo/Video Live Video More

Write something...

Photo/Video Tag Friends Ask for Reco... ⋮

1 person wants to join this group

Announcements

Hector G. Diaz created a private event for the group. Admin · April 9 at 12:17 PM

BERKSHIRE HATHAWAY HomeServices

Join **CHRIS STUART LIVE** Tuesday, April 14, 10:30a PDT

GROUP BY **Chris Stuart** 1,152 like this [Learn More](#)

INVITE MEMBERS Embed Invite

+ Enter name or email address...

MEMBERS 332 members


You have 3 new members this week. Write a post to welcome them.

SUGGESTED MEMBERS Friends

Brian McKenna [Invite Member](#)

Sandi Riccio Healy [Invite Member](#)

Jane Lippman [Invite Member](#)



RECRUITING & RETENTION | BERKSHIRE HATHAWAY HomeServices

Joined ▾ ✓ Notifications ⬆ Share ⋮ More

Write Post Photo/Video Live Video More

Write something...

Photo/Video Tag Friends Ask for Reco... ⋮

POPULAR TOPICS IN POSTS Manage X

Recruiting Experi...

NEW ACTIVITY ▾

Susan Ireland Admin · 21 hrs

Important reminder. Our Recruiting Group is a private group for Berkshire Hathaway HomeServices network owners and managers to exchange ideas and recruiting and retention best practices.

Community Rules

Prospective members must request membership themselves, please. If you have a manager in your company that you feel would make a great member, please ask them to go to this page and "request to join..." See More

Amanda Wernick, Kelli Wascom and 2 others

Like Comment

GROUP BY **Chris Stuart** 1,152 like this [Learn More](#)

INVITE MEMBERS Embed Invite


+ Enter name or email address...

MEMBERS 1,224 members

You have 11 new members this week. Write a post to welcome them.

SUGGESTED MEMBERS Friends

Laurie Duspner-Hillner [Invite Member](#)



TRAINER EXCHANGE | BERKSHIRE HATHAWAY HomeServices

Joined ▾ ✓ Notifications ⬆ Share ⋮ More

Write Post Photo/Video Live Video More

Write something...

Photo/Video Tag Friends Ask for Reco... ⋮

POPULAR TOPICS IN POSTS Manage X

LearnCenter (1) Resource Center (1) Trainers Forum (1)

Embed Invite

INVITE MEMBERS

+ Enter name or email address...

MEMBERS 854 members

You have 5 new members this week. Write a post to welcome them.

SUGGESTED MEMBERS Friends

Jimmy Burgess [Invite Member](#)

Guy Elazar [Invite Member](#)

Chris McNells [Invite Member](#)

See More

NEW ACTIVITY ▾

Hector G. Diaz shared a link. Admin · April 10 at 6:28 PM

The bridge between talent and success is GRITI ~ Chris Stuart

BHSHMARKETINGRESOURCE.COM

Chris Stuart Update April 10

Chris Stuart



BERKSHIRE
HATHAWAY
HomeServices

Luxury Collection



BERKSHIRE HATHAWAY
HomeServices



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION



BERKSHIRE HATHAWAY
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LUXURY COLLECTION SPECIALIST DESIGNATION



BERKSHIRE HATHAWAY
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LUXURY
COLLECTION

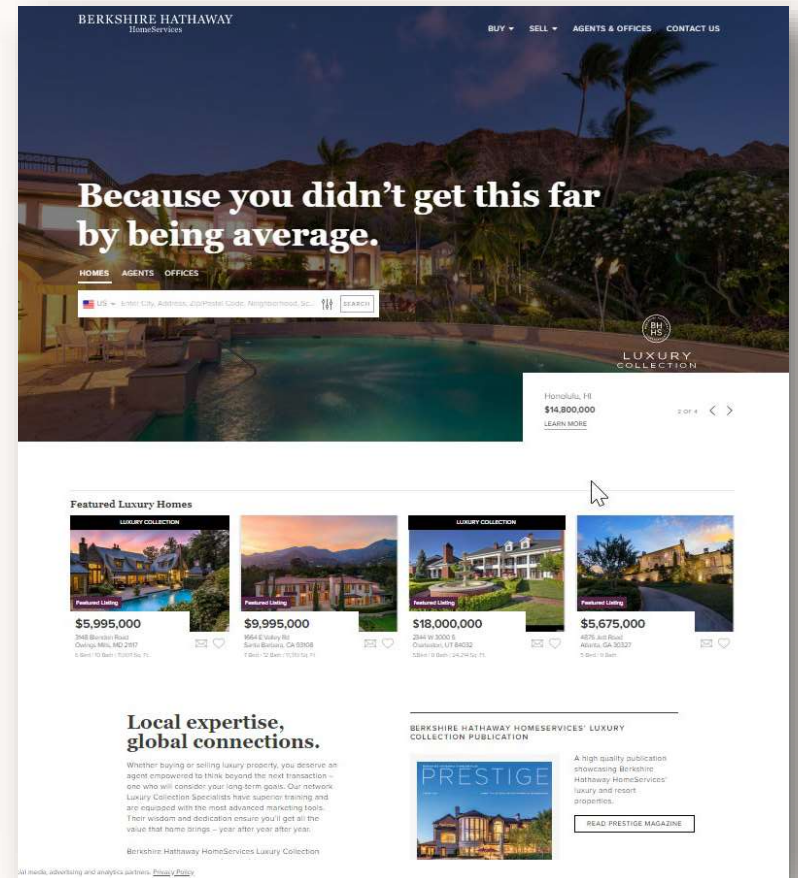
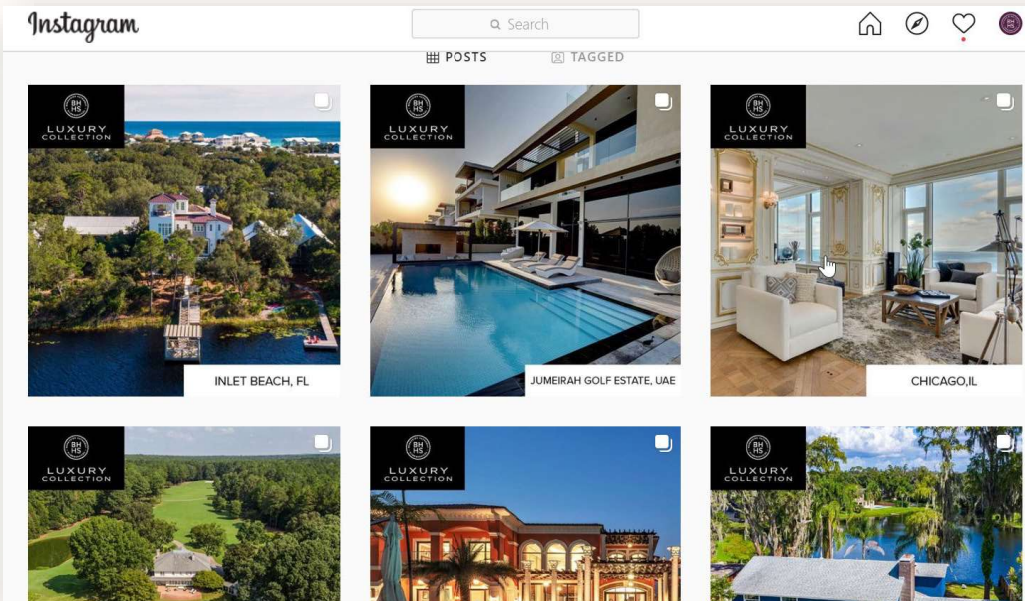
3 qualifying luxury sides within past 2 years.

Designation is valid for 2 years.

To renew the designation, Luxury Specialist must close at least one luxury transaction during the 2nd year & actively participates in the Berkshire Hathaway HomeServices Luxury Collection marketing programs.

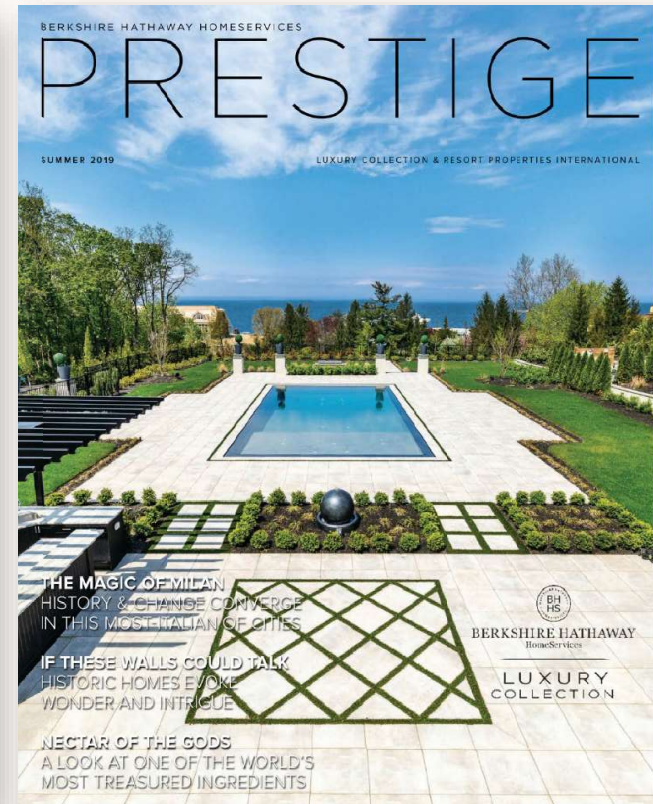
Luxury Specialist receive access to the Luxury Specialist Networking Group on REsource Center and receive an invitation to the Luxury Collection Specialist networking reception at Sales Convention.

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THE FINE ART OF FINE LIVING

▲ **Virginia Beach, Virginia**
\$5,750,000
See Page 27

▶ **Islamorada, Florida**
\$4,500,000
See Page 37

▼ **Bend, Oregon**
\$2,375,000
See Page 38




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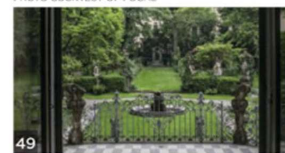
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If These Walls Could Talk Camilla McLaughlin
Historic homes evoke wonder and intrigue for those passionate about the past.



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Hear This Alyssa Gautieri
Designer headphones call to all audiophiles and music lovers.



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The Magic of Milan Kristen Ordenez
This most Italian of cities relies on both its customs and change.



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Nectar of the Gods Roger Grody
One of the world's most treasured culinary ingredients, olive oil is a Mediterranean staple whose influence touches every continent.

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Made in Italy Marlene Ridgway
Italian brands are a mainstay on red carpets and runways. But, the streets of Milan and other cities continue to bring forth chic interpretations and inspired styles.



On The Cover

Ultra-Luxury Custom Home Sands Point, Long Island, New York
Panoramic water views, a double-island kitchen, custom pool and entertainment area just hint at the luxury and features found at this bespoke home. For more, see page 10.

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Cover Home: 48 Sterling Lane, Sands Point, Long Island, NY

Ultra luxury, brand new custom home by Cara Builders. The panoramic water views from every room, finest materials and finishes have made this a bespoke home. Features include a double center-isle chef's kitchen, over-the-top master suite with a double walk-in closet, oversized professional 3-car garage with central vac and interior car wash, plus 1,000 square feet of living space with a full bath and custom kitchen. The resort-style yard boasts an outdoor fireplace, custom pool and entertainment, and a barbecue area. \$8,495,000. www.48Sterling.com



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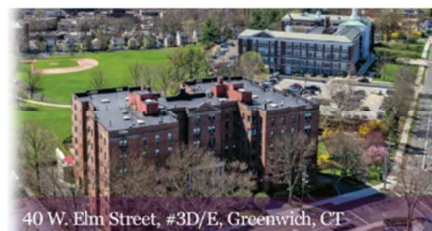
734 Sasco Hill Road, Fairfield, CT

Buy a lifestyle in this fantastic 1928 Sasco Hill home, rooted in the modern era with attractive vestiges of its early 20th-century heritage. MLS# 170161090. \$5,250,000. Lis Reed • T: 203.526.5106



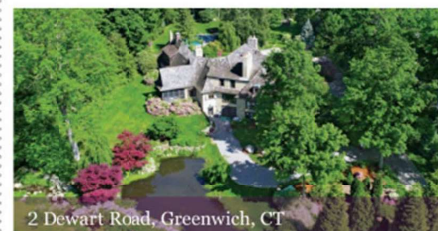
21 Binney Lane, Old Greenwich, CT

Custom built, this home blends traditional style with every state-of-the-art luxury. Close to beach, town, train and schools. MLS# 105915. \$4,950,000. Alison Farn Leigh • T: 203.667.7832



40 W. Elm Street, #3D/E, Greenwich, CT

Luxury in-town 3-bedroom, 3.5-bath, double-property condominium in prestigious Harbor View with stunning views of Long Island Sound from most rooms. MLS# 105960. \$3,395,000. JoAnn McCarthy • T: 203.561.5160



2 Dewart Road, Greenwich, CT

Custom home on 2.79 gated acres with pool and pond. 9,000-square-foot home with a 1st-floor master. Close to town. MLS# 105519. \$2,995,000. Julianne C. Ward • T: 203.231.1064



253 Dolphin Cove Quay, Stamford, CT

Direct waterfront home with sublime sunsets and western views of Long Island Sound. Club amenities include beach, pool, tennis and marina. MLS# 105702. \$2,599,000. Barbara Lusk • T: 203.321.6688



40 Mott Avenue, New London, CT

An elegant, beachfront, custom-built home facing the Long Island Sound. Amenities include a heated indoor pool, elevator, and 3-car garage. MLS# 170157495. \$2,550,000. Cheryl Auerbach • T: 860.235.9099



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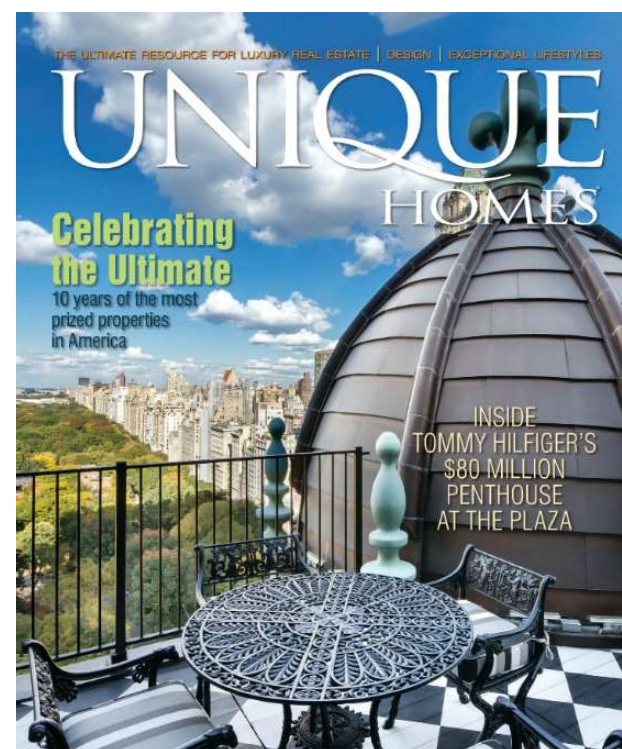
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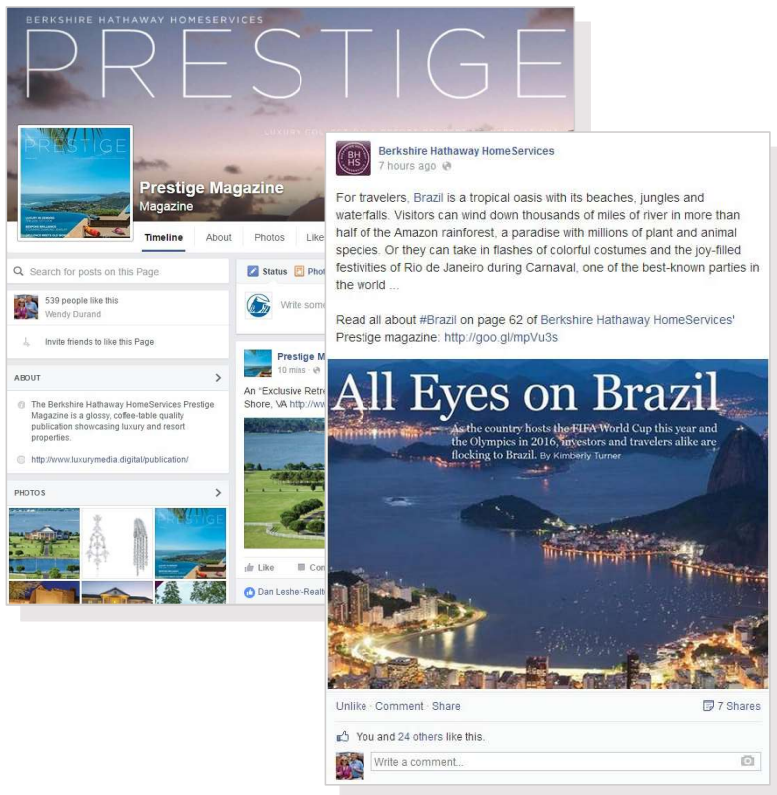
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spotlight

ALL ABOUT THE CHILDREN

Celebrating its 20th anniversary, the Naples Children & Education Foundation has built one of America's most successful philanthropic programs, combining a boldface winter festival with on-the-ground support for the region's at-risk youths.

By Matt Bokor



Naples is one of America's most appealing communities, a small, prosperous enclave in coastal southwest Florida that, thanks to winter with seasonal residents and visitors, is known for pristine beaches spilling into the Gulf of Mexico, remarkable resorts and exclusive golf course communities, and a busy atmosphere (population: circa 20,000; median property value: \$853,000).

But another world exists only 30 miles inland, where migrant farmworkers harvest the olive fruit, tomatoes, and bell peppers that drive in the rich soil and subtropical climate. In stark contrast to the privileged lifestyles near the coast, working-class families in Collier County struggle for basic



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LUXURY LANDSCAPE REPORT 2020



The 'Jewel Box' Home Is Poised to Overtake the Megamansion

LUXURY LANDSCAPE 2020: WEALTH TRENDS

LUXURY HOME BUYERS MAY MAKE A local, opting to purchase smaller homes, even in effort something sprawling. So-called jewel box-end and relatively petite properties... as the style of choice in the luxury... Empty nesters looking to downsize are... in, but so are younger single people and... don't want to deal with the upkeep of a huge... investment-minded homeowners of any... a house with a smaller carbon footprint... ing buyers are drifting away from the grander... designs of the past to a minimalist style, pa-... rade footage—a trend our Berkshire Hathaway... is network has witnessed and expects to see... 20 and beyond.

last, president and chief executive of... thaway HomeServices EWM Realty in South... the most expensive homes 10 to 15 years... to be very ornate with lots of architectural... set of the high-end buyers want a minimalist... ly few moldings, rather than the Mediterranean... Even part of the fabric of South Florida for so... phed last... ed buyers, especially younger generations... beyond the house front, prioritizing quality... (greenwood's) walkability and access to parks... g to sacrifice square footage for living in the... in area. Within the property, high-net-worth... to see amenities like screening rooms, fitness... rooms and garages with lifts to accommodate... singly expected that high-end homes be... technology that allows owners to control... ing, cooling and other systems from their... ing homes now with smart-home tech for... when it starts raining, a sensor goes that... (off the sprinkler. There's tech for security, like... area that monitor when coming and going... in features that can be controlled by phone... ie conveniences will get ever more niche... ing, as buyers shift their home investment... square feet to these high-end innovations... a willing to pay a premium to get something... and more in today... Buyers still want the Carrera marble and nice... 3 Master Hall, an agent with Berkshire... (redesigned) Chrysler Properties in San Francisco... necessarily want that ostentatious foyer, but... ct homes that look well-designed."

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LUXURY LANDSCAPE 2020: WEALTH TRENDS

Wellness to Shift From a Few Habits to Full Habitat



WHILE ALMOST ALL AFFLUENT consumers practice some form of wellness every day, they are realizing that habit isn't enough. A weekly yoga class? A daily organic dinner? While each practice retains its value and appeal—nearly every person in this market engages in at least one daily act of wellness—wealthy home buyers will settle upon habitat as a way to foster even greater healthfulness.

The Miami-based Global Wellness Institute has projected the wellness real estate market worldwide will expand 8% annually through 2022 to reach US\$197 billion, led by the U.S. and some segments of Asia-Pacific and European markets. People are seeking to build and thrive in spaces that, moment by moment, improve their well-being.

Many of the emerging elements sought by high-end homeowners mimic or even improve on Mother Nature. Circadian lighting systems use LED bulbs to aid residents' internal clocks, shifting to a bluish light during the daytime and to a yellow light during the evening to encourage the release of

melatonin at the appropriate time.

In urban environments, airsoft homes dramatically reduce energy use while filtering out air pollutants and make one's home mercifully quiet even in a bustling metropolis. And while water purity continues to grow in appeal, its next iteration will be showers with infusions, such as Vitamin C to supposedly help hair and skin. Other alternative-medicine amenities are being built into the very floors and walls of buildings. The former can respond to the reflexology of a foot and the latter can emit aromatherapy by way of remote control. Meanwhile, some standard home amenities will be recontextualized. Views of and proximity to nature will be balanced with desires for community. Swimming pools now use saline and limit chemical and eye irritation.

The Global Wellness Institute reports that misusage to affluent homeowners will pay a 10%-to-25% premium for homes equipped with such wellness perks, as the market evolves to meet consumer demands.

Drink or Collect, Spirits Will Be Good Investments in 2020

IT CAN BE ESPECIALLY LUCRATIVE to have good taste nowadays. In recent years, rare spirits have fetched record prices—and auction houses regularly beat their annual sales bids. Last April, a 17000-bottle private wine collection sold for nearly US\$30 million via auction, a new top mark. In October, there was a single bottle of Scotch whisky—Macallan 60-Year Old 1926—that sold for almost US\$1.9 million, another record and nearly four times its estimated value. In 2020, it's expected that a life businessman's collection of more than 3,000 whiskeys, including another Macallan Fine & Rare 60-Year Old 1926, will reach the US\$50 million mark. But when to sell, and when to drink? That is the real question posed by good taste. Ian McClune, founder of Whisky Auctioneer, the online

auction platform responsible for the 3,000-bottle sale, notes that collectors today have an abundance of information that should help them protect the value of a bottle. Then they have to balance whether the enjoyment is worth that price. "For those who are excited about whiskey, the temptation to open a prized bottle, share and experience it with friends will always be there," Mr. McClune said.

Mr. McClune lists three characteristics of high-value whiskey. First is rarity. "An older release from the early- to mid-20th century, many of which will have been drunk over the intervening years leaving only a few examples behind, will be scarce," Mr. McClune said. That's especially true of such bottles that also possess the second trait: quality. He points to review sites such

as whiskyfun.com and whiskybase.com as indicators of what's best. Finally, there is reputation. Here, he points unsurprisingly to Macallan and distilleries like it.

That said, lesser-known producers will receive more attention, too, as the secondary market for spirits grows in the coming year. Smaller-scale producers of unique spirits offer alternatives to mainstream makers, sometimes made all the more special by their older vintage. They also come at a more palatable price point.

US\$1.9M

In October 2019, a single bottle of Macallan 60-Year Old 1926 whisky sold for a record of nearly US\$1.9 million.

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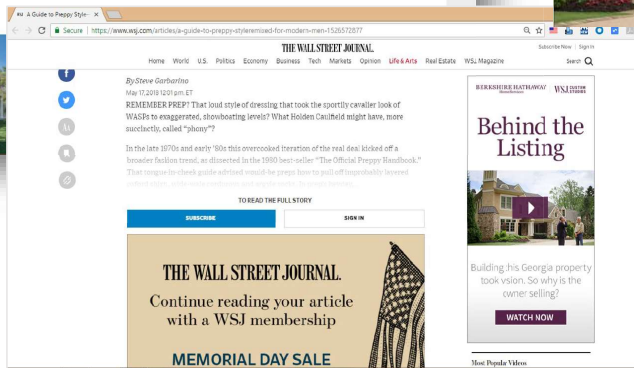
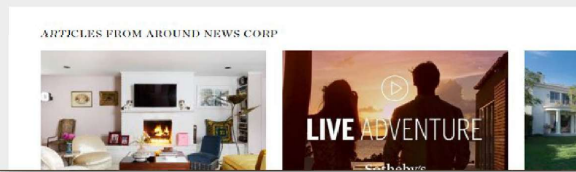
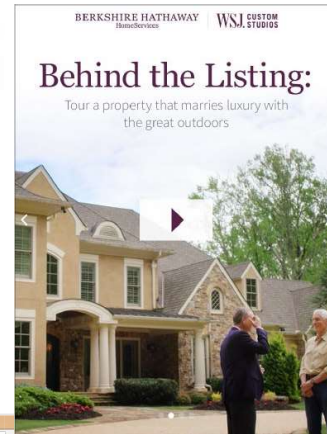
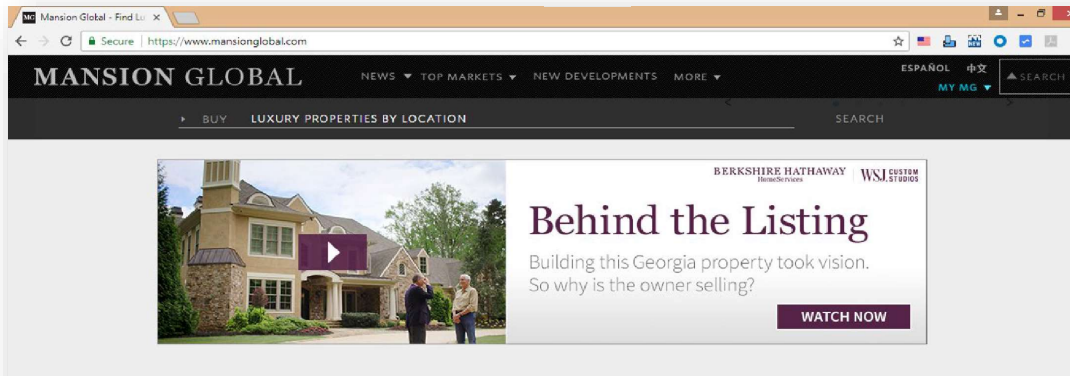
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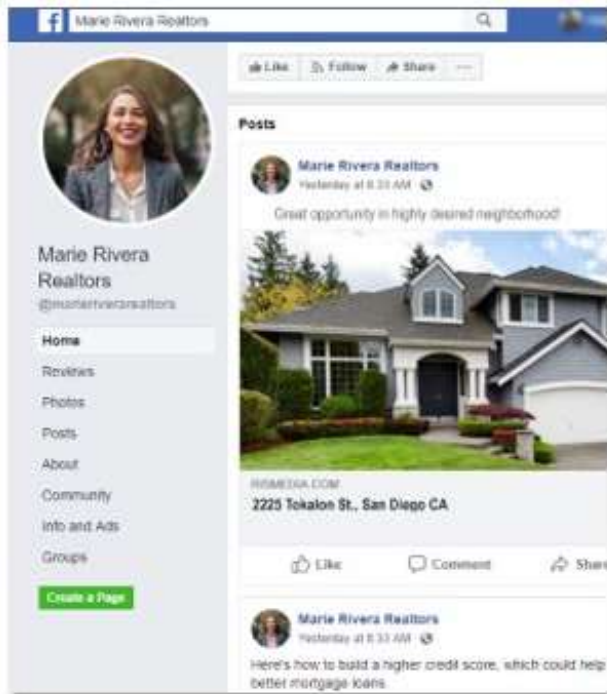
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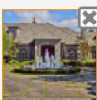
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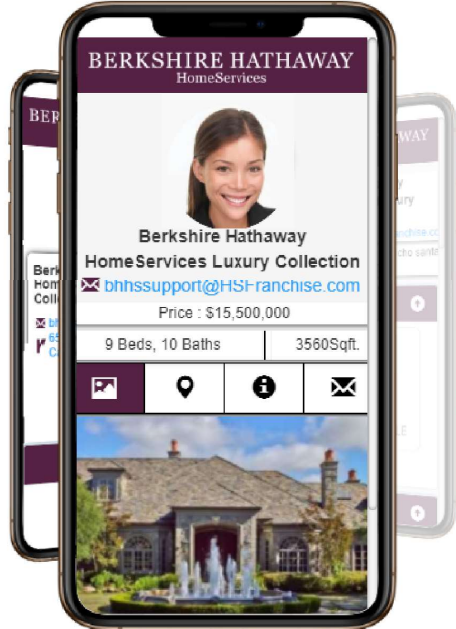
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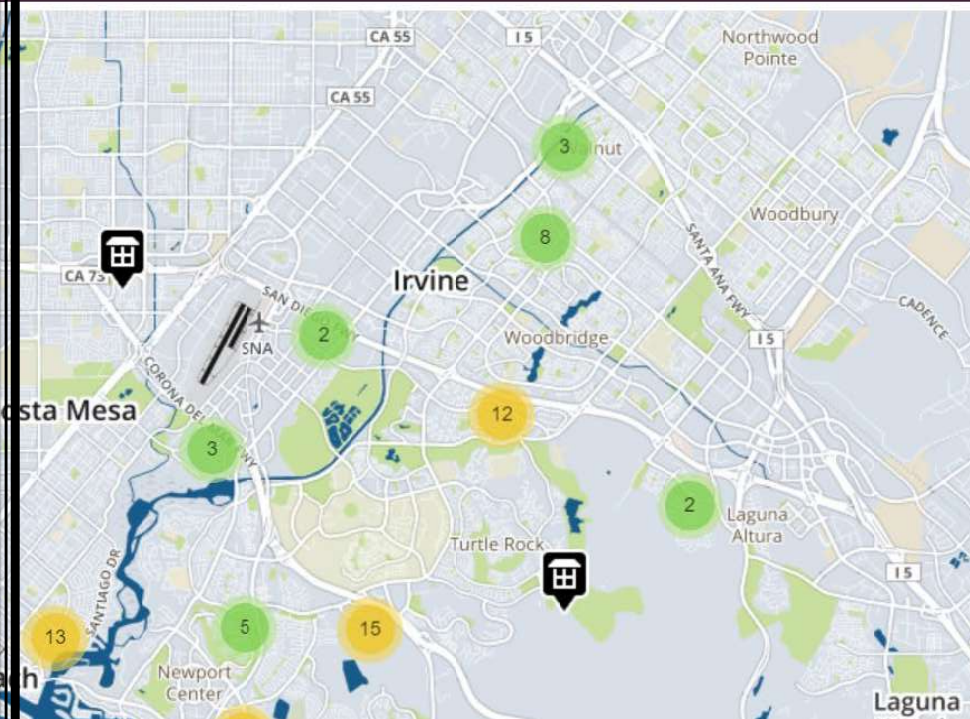


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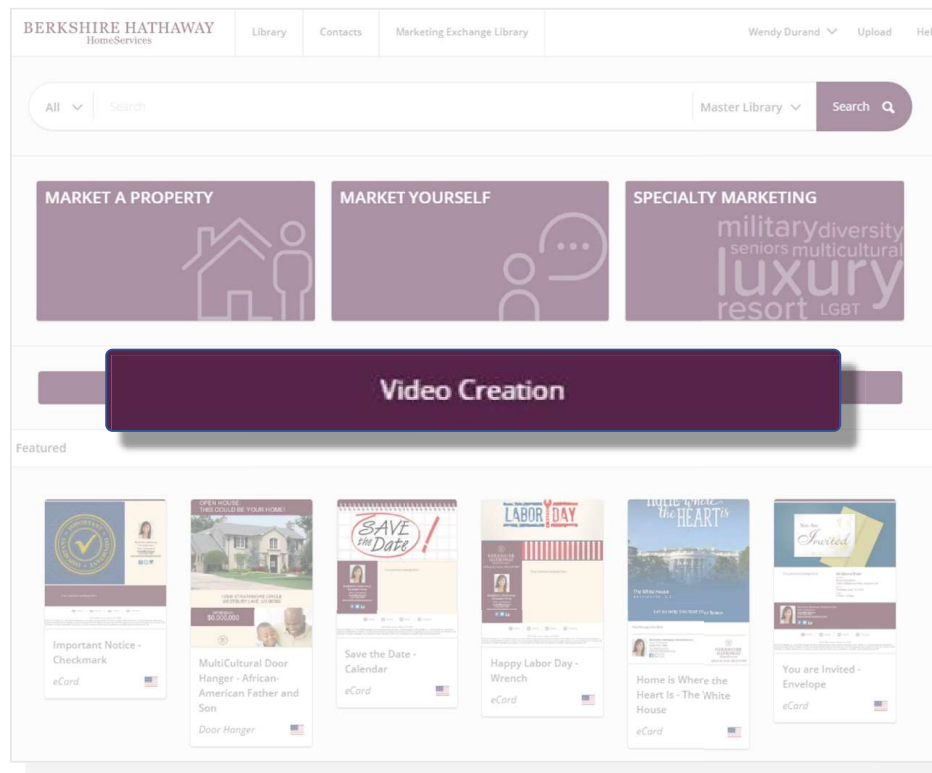


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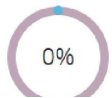
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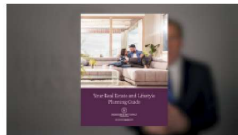
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Real Estate and Lifestyle Planning



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