



BARBARA CLEARY'S

REALTY  
GUILD

INCORPORATED



THE SHOWCASE OF DREAMS



## WHAT MATTERS TO YOU?

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Your home is a Sanctuary. A testament to your lifestyle. It has its own story to tell. A story about the work you put into it, the lives lived within it and its role in the community. That unique narrative sets it apart from all else.

You want to work with a real estate professional, a brokerage firm, that understands the story your home tells. One who can artfully recount that tale and inspire the property to come alive for the next family who will embrace it as their own.

When it comes to listing and selling your very special property, you want a brokerage firm that understands the business of real estate. Experts with a tried and true method for matching the right home with the right homebuyer. And you want the most attentive service from the most recognized name in the industry. A brand with global reach that inspires prestige, innovation and excellence.

You need *Barbara Cleary's Realty Guild, the Showcase of Dreams*, an affiliate of the legendary Christie's International Real Estate.

## WELCOME TO THE REALTY GUILD



We have been showcasing and selling the most interesting homes in New Canaan, Darien, Wilton, and the surrounding area for over twenty-five years. You can rely on our boutique agency to serve you with a personal touch of refinement and dedicated professionalism. Our history of great success has been based on our skills for showcasing our clients' homes as unique residences with a compelling past and an irresistible future.

The Realty Guild dedicates itself not only to the art of selling your home, but to the science behind it. For years we have studied statistics to uncover market trends and predict shifting demand, yielding an innovative and systematic approach to marketing homes from one proud and delighted owner to another.



# THE REALTY GUILD ROAD MAP

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When you embark on any expedition, you should seek the guidance of those that know how to successfully navigate the terrain.

## **Building the Relationship**

Our partnership is forged early as we get to know you and your needs as an individual. This is how we give you the tailored care and attention you appreciate from your Realtor®. We will walk with you every step of the way providing advice and encouragement as we set out on our journey together.

## **The Realty Guild Assessment**

When working with the Realty Guild, we thoroughly assess your home's unique strengths and characteristics. By asking pointed questions designed to uncover the greater story behind the distinguished structure, we get a sense of what makes it special. When we understand your home's distinctive personality, we can portray it in the best light to future homeowners.

## **Intelligent Pricing**

The wisdom gained from years of compiling and analyzing market data has honed our uncanny skill for positioning our clients with the greatest competitive edge. Trust us to accurately reflect the value of your home with precision and confidence to every prospective buyer.

## **Presenting Your Home**

Once we craft the narrative surrounding your home, we begin to document your story by creating your home's own website. Professional photography and artfully written copy create a truly unique impression. That same spirit comes through in all initiatives we conduct for you, from online, to print brochures and advertisements, to high quality video tours.

## Implementing Innovative Marketing

Barbara Cleary's Realty Guild has always been renowned for its ground breaking, exclusive marketing strategies. Once we create the perfect materials depicting your home, we take your home through our rigorous marketing program, which includes:

- Utilizing the benefits of Christie's International Real Estate affiliate network
- Custom designed websites
- The creation of high quality color brochures
- Our 'heart of the village' location advantage for optimum showcasing of property brochures and videos
- Monthly display of properties via our exclusive sponsorship at the New Canaan Train Station Coffee Shop.
- Exposure through highly-esteemed and praised monthly market reports
- E-mail marketing to our exclusive client base and select agents
- Utilizing social media, including Facebook and Twitter, to generate property interest
- Internet advertising on Christies Real Estate, Christies, The Wall Street Journal, Robb Report, Country Life, Luxury Properties, Luxury Real Estate, Realtor, Trulia, Zillow, Google Homes and many more
- Featured top-of-the-page positioning on Realtor.com for property searches in your home's price range

- Reciprocity benefits of membership in multiple MLS services, insuring maximum exposure of your property
- Custom videos of New Canaan and Darien for out-of-town buyers
- The distribution of marketing materials at key points around the community
- Exposure of homes in premier local and national publications

Many of our innovative tactics for marketing your home are exclusive to Barbara Cleary's Realty Guild and are not available elsewhere. Count on us to always find new and inventive ways to effectively promote your home.

## Tracking Our Progress

Because every client has different needs, we constantly evolve our approach to meet your demands. As we work through the steps of our proprietary marketing plan, we continuously monitor the results, which tell us what is working best. This perspective allows us to tailor our approach based on what tactics yield the greatest results.

## Negotiating the Sale

We understand how important your home is to you. With that in mind, once we find the right owner for your home, you can rest assured that the Realty Guild's team of expert agents will assist you to achieve the best results possible.



## THE POWER OF CHRISTIE'S



EXCLUSIVE AFFILIATE OF  
**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

As an exclusive affiliate of Christie's International Real Estate, Barbara Cleary's Realty Guild provides you with distinct strategic advantages in the real estate market. As the only real estate company wholly owned by a fine art auction house, Christie's International Real Estate carries unrivaled patina, cache, and credentials with homebuyers. Only a select few brokerages can be included in the Christie's real estate world. As a result, our priceless association with Christie's opens exclusive doors and builds value in the minds of all.

### Affiliate Network

You can expect to draw upon the powerful connections made through the Christie's brand. Listings are distributed globally through a close-knit affiliate network, reaching thousands of highly qualified buyers around the world who believe in the value of the Christie's. This national and international reach translates into unparalleled local results.

### Web Presence

The Christie's International Real Estate website receives an extraordinary number of visitors from around the globe, making it one of the top destinations on the web for grand homes. Additionally, properties receive their own unique webpage, filled with picture galleries and other unique selling points to optimize their appeal.

### Publications

Distributed quarterly, Christie's International Real Estate Magazine highlights qualifying network listings in rich detail. With an estimated annual reach of one million readers, this magazine provides excellent exposure to interested buyers.

### Advertising & Public Relations

Seeking even more influential homebuyers, Christie's advertises properties in premier publications both nationally and internationally, such as The Wall Street Journal, Financial Times and International Herald Tribune.



## THE SHOWCASE OF DREAMS



Your home is an extension of you. A manifestation of your dreams. We understand that concept and have effectively translated those dreams from owner to owner since 1986. It's the foundation upon which our entire method begins.

Barbara Cleary's Realty Guild gives you the strength of a highly-recognized brand name, the power of a cutting-edge strategy, unmatched client service and a superior marketing platform all combined with a personal touch only a boutique agency can offer. We conduct our process with a high level of professionalism, confidence and dedication, ensuring the results our clients expect.

This is why Christie's International Real Estate has recognized us as one of only nine global Affiliates of the Year in 2010.

*Let us showcase your dreams.*



*“Barbara Cleary’s Realty Guild is a leader in its luxury marketplace, representing some of the most significant properties from Stamford to New Canaan.”*

-Kathleen Coumou, Vice President, Regional Manager  
Northeast Region, Christie’s International Real Estate

*“Without hesitation I would recommend this company to anybody looking to work with true professionals. Their expertise in the marketplace, worldwide affiliations and work ethic are what make this locally owned company a gem in the industry.”*

-Carl Bulgini, Owner  
Fenwick Mortgage, LLC

*“Your remarkable attention to customer sensitivities, your thoroughness of service, your appreciation of that all-important human element and your intrepid perseverance are hallmarks. As significant, is your ability to “read” the current market and diagnose accurately what will work and match this with the client’s needs and circumstances. It has been a delight working with you.”*

-Sidney & Josephine Staunton





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