



PROFESSIONAL • KNOWLEDGEABLE • FOCUSED • EXPERIENCED

WE LIVE, GOLF & WORK IN LA QUINTA



GALLAUDET
PROPERTIES



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MISSION STATEMENT



GALLAUDET

PROPERTIES

Genuine, tested by experience and true to our commitments ... at Gallaudet Properties, our unparalleled knowledge of the area, and unique family-team approach is dedicated to ensuring that you have a positive and relaxed experience purchasing and/or selling your home in our desert resort community of La Quinta.



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OUR TEAM



GAIL H. GALLAUDET

Gail has been in real estate for over 20 years, with more than half of that time spent in the Coachella Valley. Having graduated from the University of Arizona, Gail was thrilled to move back to the west coast after raising her family in New England. Due to her professionalism, positive attitude, and unparalleled knowledge of the area she represents, she enjoys an excellent reputation within the real estate industry. Born and raised in Michigan, Gail has those famous Midwestern values and work ethics which helped her to become an excellent negotiator, getting the best results for her clients. Gail has consistently been a top producing agent throughout her successful tenure here in the desert.

THOMAS H. GALLAUDET III

Tom, who has provided behind-the-scenes support for Gail since the beginning of her real estate career, officially joined the team in 2005. In addition to his college degrees in both Engineering and Business Administration, he brings many years of business and technology experience to the table. His experience includes successful negotiation between multiple parties, years of computer technology experience, and much more. Tom also is a trustworthy Midwesterner and values working hard and making certain his clients get the best value under any market condition.



CHARLES J. BAUGHMAN

Charles J. Baughman was born and raised in Chicago and graduated with a BA in business from DePaul University. At that point he pursued a career in sales in the Chicago area. After 10 years a promotion took him to Seattle, where he won multiple sales and marketing awards. Charles brings to Gallaudet Properties his impeccable work ethic, his expertise in negotiating contracts, and his excellent communication skills, all of which go together to create a perfect mix for clients to feel comfortable and successful when Charles is on their team.

DANIEL SLONE

Daniel has been the team coordinator of Gallaudet Properties since 2009. Daniel leverages his outstanding organization skills to manage the systems and daily operations freeing the team to focus on their core strength: selling real estate. Once a property is under contract, he manages the transaction paperwork to ensure an effortless process for clients, whether in a digital or paper medium. A graduate from Arizona State University, and a Coachella Valley native, Daniel's friendliness and warmth is matched only by his positive attitude and competence.



OUR MARKETING PLAN

THE GALLAUDET'S FIVE STAGE MARKETING SYSTEM



1. Internet: At least 94% of home buyers start online. This is where we focus our marketing efforts. Our personal website, gallaudet.com, attracts double-digit visitors daily. Along with gallaudet.com, your home will be marketed on 30+ major websites including: zillow.com, google.com, trulia.com and yahoo.com.

2. Advertising: We advertise on a monthly and quarterly basis in a range of high-end real estate and non real estate publications.

3. Direct Mail: Our ongoing direct mail campaigns are just another method that we use to gain the most exposure for your listing. The more exposure our business has, the more able we are to successfully sell your property.

4. Email: Email has become a very important means of business communication in real estate today. We have developed a highly effective email campaign that relies on our website for real estate information and the best available new listings. This is a proven and tremendous asset in the marketing of your home.

5. Face-To-Face: We understand the importance of ongoing personal contact not only with our clients, but with all other agents within our real estate community. Agents tell us that they always look forward to showing our listings and working with our team. We work hard to maintain a positive reputation among our peers. We believe this reputation directly benefits our clients.

A PROVEN & PROFESSIONAL APPROACH MATTERS



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INTERNET MARKETING PLAN

GALLAUDET.COM

In 2017, over 94% of home buyers used the internet to search for real estate. So, we have spent considerable time and effort designing our website so that it's as easy as possible for buyer's to search for property online. If it's easy to use, we argue, they'll come back, and as they keep coming back, we will market, market, and market our listings to them.



We've built our website to include popular tools like:

- Map Based Property Search (including cities and communities)
- Aerial imagery and Google Street-View Capability
- Local, Real Estate Blog
- Buyer & Seller Libraries With Valuable Local Information
- Local News Library Built From Local & National Sources
- Comprehensive Service-Provider List

**WE'RE COMMITTED TO TECHNOLOGY BECAUSE
WE'RE COMMITTED TO SELLING YOUR HOME**



PROFESSIONAL • KNOWLEDGEABLE • FOCUSED • EXPERIENCED

A POWERFUL ALLIANCE

LOCAL FOCUS WITH A WORLDWIDE REACH



EXCLUSIVE AFFILIATE OF
CHRISTIE'S
INTERNATIONAL REAL ESTATE

Maximum Exposure Through Our Global Network

Gallaudet Properties & HK Lane Real Estate

Gallaudet Properties and their broker HK Lane Real Estate, a locally-owned real estate company focused on providing the highest standard of service and excellence, specialize exclusively in the Coachella Valley real estate market.

Gallaudet Properties and HK Lane's affiliation with Christie's International Real Estate create one of the largest international real estate networks in the world. Membership in ChristiesRealEstate.com, an exclusive online network for marketing luxury properties, elevates Gallaudet Properties to the best possible position for servicing the full range of their clients' buying and selling needs.

“Our sellers have the best of both worlds - they benefit from our global sales network and internet presence as well as our team's deeply rooted physical presence in the valley.”

~ Gail Gallaudet



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A POWERFUL ALLIANCE

OUR SALES NETWORK



While HK Lane is a newer name in The Coachella Valley, its collective history in the valley extends more than 30 years. HK Lane has been founded to leverage this experience to the benefit of its clients. Market knowledge and client care are at the heart of the company's core values and the very reason for its inception. HK Lane's mission is to bring a new level of service excellence never seen before in the Coachella Valley real estate market.

Harvey Katofsky, HK Lane's Founder, President & Chief Executive Officer is a highly respected leader in the real estate industry. Prior to opening the firm, Harvey served as Senior Vice President, COO for a division of Coldwell Banker, the largest real estate company in the nation. In this role, he oversaw operations of eight offices and nearly 550 sales associates in Palm Springs and surrounding communities. Previously, Katofsky was President and Owner of Fred Sands Desert Realty. Opening its first office in 1994, he expanded the operation in the years ahead to five offices, some 350 agents and estimated closed sales of nearly \$1 billion in 2003 – garnering a Number One position in the market for eight years.

Harvey's extensive experience, knowledge of the Coachella Valley marketplace and uncompromising values provide just the kind of leadership needed to position HK Lane at the top of the field.



Christie's International Real Estate recognizes that selling your home is not just about business. Putting your property on the market is a personal and emotional experience.

Every seller has an individual relationship with his or her home. Your home may be a statement of your personality, and embodies your life, aspirations, and memories. Amid excitement for the future, there will always be a touch of nostalgia and warm recollections, together with feelings of connection and attachment.

Christie's International Real Estate and Gail Gallaudet respect the complexity of your decision and will represent your property in the manner it deserves. You will benefit from incomparable cross-marketing abilities and powerful resources provided by our international network of leading brokers and our intimate relationship with Christie's auction house. Please read more about our Global Marketing Program and specialized Bespoke Marketing Program for extraordinary listings on our website.



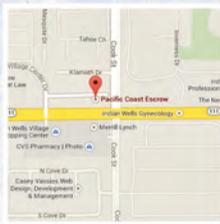
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OUR EXTENDED TEAM

Our job is not complete until you, the seller, have a check in hand for the sale of your home. To insure that you arrive at that point, we enjoy a great working relationship with an extended team of professionals to make the journey to that goal as easy as possible. Our extended team consists of a Transaction Coordinator, an Escrow company, a Title Company, as well as a list of service providers to help ensure a smooth and worry-free sales process.



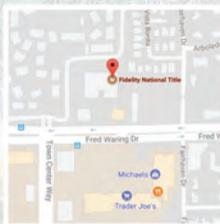
PACIFIC COAST ESCROW CORPORATION



Our preferred, local escrow corporation that has deep ties with the Desert community adding extended abilities to get even the most complex deals done quickly and efficiently.

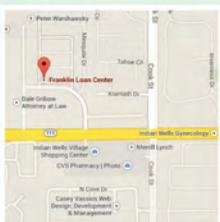


Fidelity National Title



Our preferred, local title office which guarantees that a clear title is delivered at closing. Their local presence ensures that any issues are resolved quickly and efficiently.

FRANKLIN LOAN CENTER



Franklin Loan Center is the Coachella Valley's largest independent funding mortgage broker. We work with Franklin Loan Center whenever we can to ensure that deals close on time and on budget.



CLIENT TESTIMONIALS

“Gail Gallaudet listed my home in the Citrus and she worked diligently to show, market and sell my house, which she accomplished with the highest level of professionalism. She was attentive to every detail and need and followed through with all aspects of the selling and closing process.

Most of all, she was always courteous, professional, and thorough in the entire process. She represents the highest ethical standards and works tirelessly to represent her clients. She has my vote for “best in the valley” for effective and excellent real estate sales!!! Whether you are buying or selling, Gail is quite simply ...the best!!!”

~Robert

“Gail, we can’t thank you enough for being our Realtor. You are the best! We think of you as a very dear trusted friend. You were always there for us with all of our calls and questions. You put us at ease with the ups and downs of selling our home!!!

Your son T.G. is such a sharp guy and has definitely followed in your footsteps. Together, you both make a fantastic team. We will recommend you both to all of our friends.”

*Wishing you both the best...
~Jack and Patty*

“Thank you for helping me buy my 1st home. You were so great to work with. And I’m so glad you were my Realtors!”

~Beth



CLIENT TESTIMONIALS

“We met Gail through an open house in September, and she was a welcome relief of professionalism and knowledge we hadn’t experienced in casually dealing with other realtors before. We told Gail we weren’t in a particular rush to purchase property in La Quinta, and she very much respected our thoughts. She, at our request, began to suggest properties and areas we might consider. Over the next several months, we returned to La Quinta on several occasions and Gail showed us several properties with our best interests, and financial resources in mind. She was not intrusive or pushy, but continued to present properties she thought would be of interest. We had some pretty definite ideas relative to views and floor plans we wanted to have, and Gail would actively screen out those that didn’t fit. We finally purchased a house in The Citrus in May and are very happy with it. Gail was thorough in her knowledge of the area, and handled all details of the transaction from offer to closing with ease and professionalism. Without hesitation we’d recommend Gail for purchasing a La Quinta property.”

*~Ken and Leslie
St. Louis, MO*

“Gallaudet Properties made our first home purchasing experience as effortless and pleasant as possible. The Gallaudets are on-top of every little detail, and willing to go out of their way to make sure you get what you want, and understand and agree to all of the terms. They were not pushy at all, and made us feel like good friends. I honestly feel we got the best deal on our purchase, and without the Gallaudet’s service, we would not have found or been able to purchase the quality of home we did. We strongly recommend the Gallaudets to anyone looking for a home or trying to sell one!”

*Satisfied Gallaudet clients & new homeowners,
~Jon and Marsha*



MORE INFORMATION ON



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OUR COMPANY



ABOUT HK LANE

While HK Lane is a new name in The Coachella Valley, our history here is over 30 years deep. HK Lane was founded to leverage this experience to the benefit of our clients and in a way no other firm can.

Market knowledge and client care are the core values of our company and the very reason for our existence. With this combination, it is HK Lane's mission to bring a level of service never before seen in the Coachella Valley real estate market – or any other market.

ABOUT BUYERS AND SELLERS

Our mission is not just buying and selling properties – it is satisfying our Coachella Valley clients along every step of every transaction. We have a proven command of all nine Valley cities as well as the High Desert Mountain communities in every type of property available, from a vacation retreat to the most opulent estate. That knowledge is only superseded by understanding and exceeding the needs of our clients, both buyers and sellers alike.

Not only do we focus on clients' needs, we use advanced, innovative marketing tools and traditional, hard-earned knowledge to achieve excellent results. At HK Lane, our expertise goes hand in hand with marketing; we are adept at combining the media vehicles, from broadcast and print to online, that will unite buyer and seller.

OUR ROOTS AND OUR FUTURE

HK Lane Real Estate is locally owned and managed. While the real estate landscape has changed dramatically in value and complexity over the past 30 years, we never lose sight of what we do best – understanding our clients' individual needs and helping to achieve them.

From Palm Springs to Coachella, from Desert Hot Springs to La Quinta, real estate has a new address. And it's HK Lane.

OUR LOCATIONS



**72-895 Fred Waring Dr.
Palm Desert, CA 92260**

Phone: 760.834.7500

Fax: 760.834.7575



**78-100 Main St. Suite 108
La Quinta, CA 92253**

Phone: 760.541.4800

Fax: 760.541.4899



**800 N Palm Canyon Dr. Suite D & E
Palm Springs, CA 92262**

Phone: 760.834.7500

Fax: 760.832.6203



**74-199 El Paseo, Suite 101 A
Palm Desert, CA 92260**

Phone: 760.834.7500

Fax: 760.340.3295

OUR MANAGEMENT



Harvey Katofsky *Founder, President & Chief Executive Officer*

A highly respected leader in the real estate industry, Harvey Katofsky created a dynamic new concept with HK Lane that combines unmatched marketing strengths, the most advanced technologies and an incomparable commitment to customer service.

Prior to opening the firm, Harvey served as Senior Vice President, COO for a division of Coldwell Banker, the largest real estate company in the nation. In this role, he oversaw operations of eight offices and nearly 550 sales associates in Palm Springs and surrounding communities. Previously, Katofsky was President and Owner of Fred Sands Desert Realty. Opening its first office in 1994, he expanded the operation in the years ahead to five offices, some 350 agents and estimated closed sales of nearly \$1 billion in 2003 – garnering a Number One position in the market for eight years. Fred Sands Desert Realty was acquired by Coldwell Banker in 2004.

Before joining the real estate industry, Harvey was a successful businessman in the L.A. area owning over a dozen pharmacies for 20 years. He then moved to Palm Springs in the late '80s, where he opened several restaurants. During that time, he discovered a true passion for real estate and, before long, founded California Preferred Properties, which later merged with Tarbell Realty. He's also worked with developers on retail leasing and shopping-center operations.

Harvey's extensive experience, knowledge of the marketplace and uncompromising values provide just the kind of leadership needed to position HK Lane at the top of the field.



Ron Gerlich *Principal, Vice President & Chief Operating Officer*

Ron Gerlich brings to HK Lane tremendous insights and enduring expertise in the local real estate market. In fact, in the last two decades he has managed and trained over 1500 agents in the Coachella Valley, and he currently oversees all operations in HK Lane's Palm Springs and Palm Desert offices.

Instrumental in building and managing the Fred Sands Desert Realty offices from 1994 to 2003, Ron most recently served as Regional Vice President when the company was sold to Coldwell Banker Residential Brokerage.

His résumé prior to that is extensive and storied. From 1986 to 1994, Gerlich managed a national real estate firm in the Palm Springs area. He began his real estate career in 1975 in the resort community of Big Bear, where he was president of First Western Properties, Inc. – involved in real estate syndication groups and new home construction and land development – and Ron Gerlich and Associates.

Ron is a member of the Association of Realtors, California Association of Realtors, and Desert Association of Realtors, and is a keen investor himself with several properties in Southern California.



Todd Banks *Office Manager, El Paseo & La Quinta*

With over 23 years in real estate management and Administrative Services, Todd Banks is the Office Manager for the El Paseo and Palm Springs offices.

From 1997 through 2007, he was the General Manager for Dyson & Dyson, a regional real estate brokerage servicing the Las Vegas, San Diego and Desert Region markets. After that, he spent six years in the Administrative Services Division for Windermere Real Estate, servicing the Orange County, San Diego and Desert Region markets. During this time, he also oversaw a large International and Domestic referral program.

From 2014 through 2016, he was the Managing Director of the Desert Region for HOM Sotheby's International Realty, another regional real estate brokerage, where he oversaw the International and Domestic referral program.

Todd received his Bachelor's Degree in Business Administration from San Diego State University.



Rachel Arnold *Director of Marketing*

Rachel Arnold is responsible for maintaining the HK Lane brand identity and developing all new marketing and advertising programs- including public relations, internet marketing and social media related to real estate.

Before joining the HK Lane management team, Rachel served almost six years as Marketing Associate for the real estate sales office at The Vintage Club in Indian Wells, CA where she implemented effective marketing strategies to increase company recognition and drive sales. Rachel is also a licensed California Real Estate Agent.

Prior to that, she was a Management Assistant and Sales Representative for Enterprise Rent-A-Car where she directed daily operations for a rental branch and oversaw marketing, sales, inventory control, accounting, banking and customer service.

Rachel received her Bachelor's degree from San Diego State University.

INTERNET



In this technology-driven world, more and more buyers turn to the internet to look for a home. They simply don't have time to see the hundreds of homes on the market, and it's essential that these buyers see your home first.

It's now more important than ever to have a solid internet presence as part of your home's overall marketing plan. HK Lane understands the power of the internet in real estate marketing, and employs up-to-date strategies such as search engine marketing and optimization to expose your home where buyers search.

The National Association of Realtors® 2008 Profile of Home Buyers and Sellers that highlights the importance of the internet as a key resource in the home buying process:

INTERNET USAGE BY HOME BUYERS CONTINUES TO RISE

87% of purchasers use the internet as part of their home search (up from 28% in 2000).

More than 90% of home buyers 44 years of age or younger use the internet as a source of information during the home buying process.

INTERNET HOME PURCHASES HAVE SHORTER BUYING CYCLES

Purchasers using the internet as part of their home search spent an average of 4.8 weeks doing research on their new home purchase, whereas traditional purchasers spent only 1.7 weeks performing research.

Purchasers using the internet as part of their home search bought a home after 2.2 weeks of working with an agent, whereas traditional purchasers spent an average of 7.1 weeks of working with an agent prior to purchasing a home.

INTERNET HOME PURCHASERS ARE MORE PREPARED

Internet purchasers have developed clear housing search criteria and are more prepared to buy when they visit your properties.

INTERNET HOME PURCHASERS DEMAND QUICK RESPONSE

Internet purchasers demand more immediate responses and rapid turnaround.

INTERNET RESOURCES



Not all buyers search the same websites when looking for a home, so it's important to have a strategy that casts the widest net. HK Lane Real Estate properties are featured on all of the most important real estate websites. This comprehensive coverage ensures that your home gets the competitive edge needed to give it the exposure needed in today's market.

NEWSPAPER & TELEVISION WEBSITES

Through its partnership with HomeFinder, HK Lane Real Estate's property listings are found on a network of over 130 national newspaper online real estate sites. This partnership provides unmatched listing exposure on one of the most trusted sources for local real estate – your newspaper's online real estate section. With over three million property listings, HomeFinder.com is able to deliver a full snapshot of your local market to home buyers and sellers. This includes major newspaper websites such as: *The Los Angeles Times*, *Chicago Tribune*, *The Times Herald*, *The Dallas Morning News*, *The Miami Herald*, *Kansas City Star*, and *Newsday*, among others.

HK Lane Real Estate property listings can also be searched on over 100 major television station websites throughout the country through our partnership with Realtor.com®. This is unparalleled exposure for your property listing, found on the real estate section of top broadcast markets throughout the U.S. in major and secondary TV markets such as Boston, Chicago, New York, Los Angeles and San Francisco.

INTERNET LISTING DISTRIBUTION PORTALS

Google Base is a search engine owned by Google and is the most used search engine on the web. Over 56% of all internet searches on "real estate" and related terms are conducted on Google and Google partner sites. The majority of those searchers are actively looking for listings or referrals to brokers and agents. With our HK Lane listings on Google Base, you can ensure that potential buyers will be able to find your properties right when they're most actively looking for them.

Yahoo! Real Estate was launched by Yahoo! with the mission to provide home buyers, sellers and renters with the most relevant and comprehensive set of information and tools. With access to over three million homes for sale and apartments for rent, Yahoo! Real estate provides one of the most comprehensive listings search experiences on the web. Beyond listings search, Yahoo! Real Estate also provides users with various real estate tools and products.

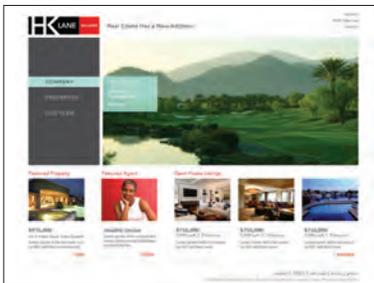




AOL real estate is a resource for home buyers and renters of all demographics offering consumers the necessary tools and resources to make a smart investment. The site is focused on delivering a customized experience for multiple audiences, including first-time home buyers, those buying a second property, renting, selling or undertaking home improvement.

REAL ESTATE WEB SITES

HK Lane.com Our company is leading the way in real estate innovation. Our company website is designed to showcase your home using the latest in web technologies. Video tours, search engine optimization, search engine marketing, mapping, open house schedules and mortgage calculators are just some of the tools found on our site.



Realtor.com HK Lane Real Estate has partnered with REALTOR.com® to showcase all of HK Lane's property listings. REALTOR.com represents itself as the internet's largest real estate marketplace and offers potential home buyers access to over four million property listings and growing. It updates data every 15 minutes from key Multiple Listing Services throughout the country and offers a plethora of information on homes, neighborhood and realtors. It also provides realtors and the home sellers they represent with the Internet's largest real estate marketplace, reaching more than 11.3 million consumers.



Zillow.com is one of the largest real estate websites, with more than 4.5 million monthly visitors. 70% of Zillow users are actively buying or selling a home, or plan to within the next 1-2 years. 87% of Zillow's customers are likely to recommend Zillow to someone they know. Consumers consider Zillow one of the most useful sites during the home-buying process. Zillow also powers real estate classifieds for more than 100 local newspaper websites.



Frontdoor.com is an online real estate listing and information service powered by HGTV, the number one source for home-related media content. The site currently offers more than 1.5 million listings of homes for sale and partners with top real estate brokerages throughout the U.S. Combined with a rich, video- and image-centric experience, FrontDoor.com reports to offer the best and latest in listings and real estate related information.



Trulia.com is a residential real estate search engine that helps consumers search for homes for sale, trends, neighborhood insights and other real estate information directly from hundreds of thousands of real estate broker websites. Consumers can create their own custom search by price, number of bedrooms, neighborhood and more – without having to submit a lead form, provide personal information or wait to be contacted by a lead qualifier who may not handle the property listing. All traffic interested in more information on a property is directed to the content provider's website.



HomeFinder.com provides agents and brokers with unmatched listing exposure on one of the most trusted sources for local real estate – your newspaper's online real estate section. HomeFinder combines the strength and impact of a nationally branded site, with our network of 138 online newspaper real estate sites nationwide. With more than three million property listings, HomeFinder.com is able to deliver a full snapshot of the local market to home buyers and sellers, while delivering online advertising solutions to agents and brokers, with powerful results.



MyREALTY.com is a marketing and advertising portal with a worldwide reach and the home of GLS – the Global Listing Service – where consumers, agents, brokers, investors, banks and others come to market their homes for sale, land for sale, rentals, commercial properties and more in the fastest growing worldwide database of real property data.



HotPads.com is the internet's premier housing search engine, offering one-stop shopping for all types of housing, including rentals, for-sale listings and foreclosures. HotPads gets rave reviews for its innovative features, which include map-based searches.

Cyberhomes.com is a real estate information site that provides listing and foreclosure data, property evaluations and neighborhood analysis. Cyberhomes helps consumers monitor their most important investment – their home – while also marketing active listings.



OpenHouse.com allows home buyers to see schedules for open houses in their area, view detailed information about homes, print a route planner, request information or a private showing, and sign up for email alerts. OpenHouse.com consistently ranks among the top organic search results for "open houses" on the top web search engines.

ResortScape.com is a destination site for vacation homes and resort real estate. It has 400,000 properties from over 90 countries and gets visitors from 150 countries.

LandWatch.com is the number one online marketplace for land, farms and ranches, hunting land leases and country homes.

HK Lane Real Estate continually monitors and builds upon our list of progressive internet listing portals.



MORE INFORMATION ON

EXCLUSIVE AFFILIATE OF
CHRISTIE'S
INTERNATIONAL REAL ESTATE



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ABOUT CHRISTIE'S INTERNATIONAL REAL ESTATE

Drawing upon the success as one of the world's oldest art auction houses, Christie's implemented an innovative real estate venture in 1995. The marketing of fine art and high-end real estate proved to be a natural combination, driven by the passion and success of the Christie's name and the local connections and expertise of highly qualified brokers.

Today, Christie's International Real Estate commands recognition among discerning buyers and sellers worldwide and is the noted authority on the marketing of high-value properties.



GLOBAL LUXURY-HOME SPECIALISTS

Christie's International Real Estate is the only real estate network dedicated specifically to the marketing of luxury properties. Comprised of brokers who demonstrate success in luxury home sales and excellence in customer service, the network connects buyers and sellers throughout the world. Your property can be - marketed worldwide utilizing the targeted venues of Christie's auction house as well as the vast network of brokerages.

- 119 Affiliates and 1,070 brokerage offices
- Nearly 32,000 sales associates in 40 countries
- Headquarters in London, New York, and Hong Kong
- Regional offices in Palm Beach, Chicago, and Beverly Hills



Christie's King Street London headquarters



CHRISTIE'S
INTERNATIONAL REAL ESTATE

ADVERTISEMENTS IN RENOWNED PUBLICATIONS

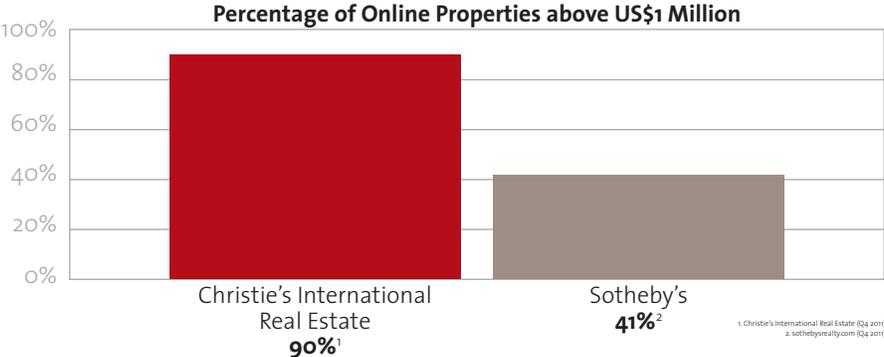
Strategic print advertising campaigns in respected publications reach the world's most qualified potential buyers. Property ads that appear under the Christie's International Real Estate banner are placed - prominently in prestigious venues and benefit from invaluable exposure and association with an admired brand renowned for quality service and expertise in luxury marketing.

The media selection includes The Wall Street Journal, Financial Times, International Herald Tribune, Country Life, Luxury Properties, Robb Report Exceptional Properties, Robb Report Collection, Variety, and the Christie's Interiors auction catalog.

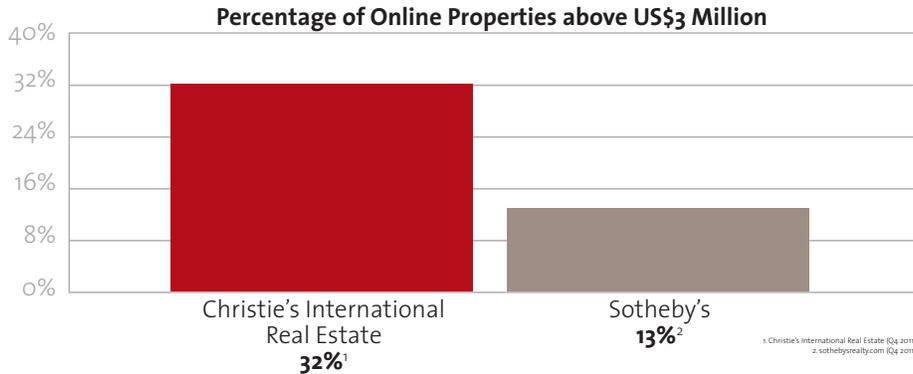


COMPARATIVE ANALYSIS

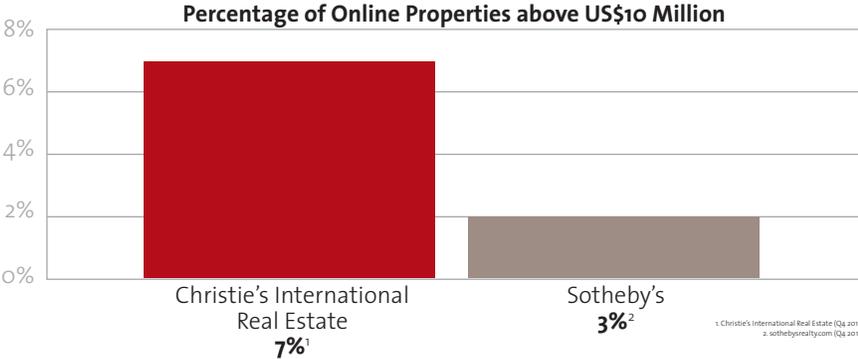
More than double the percentage of online properties over US\$1 million



More than double the percentage of online properties over US\$3 million



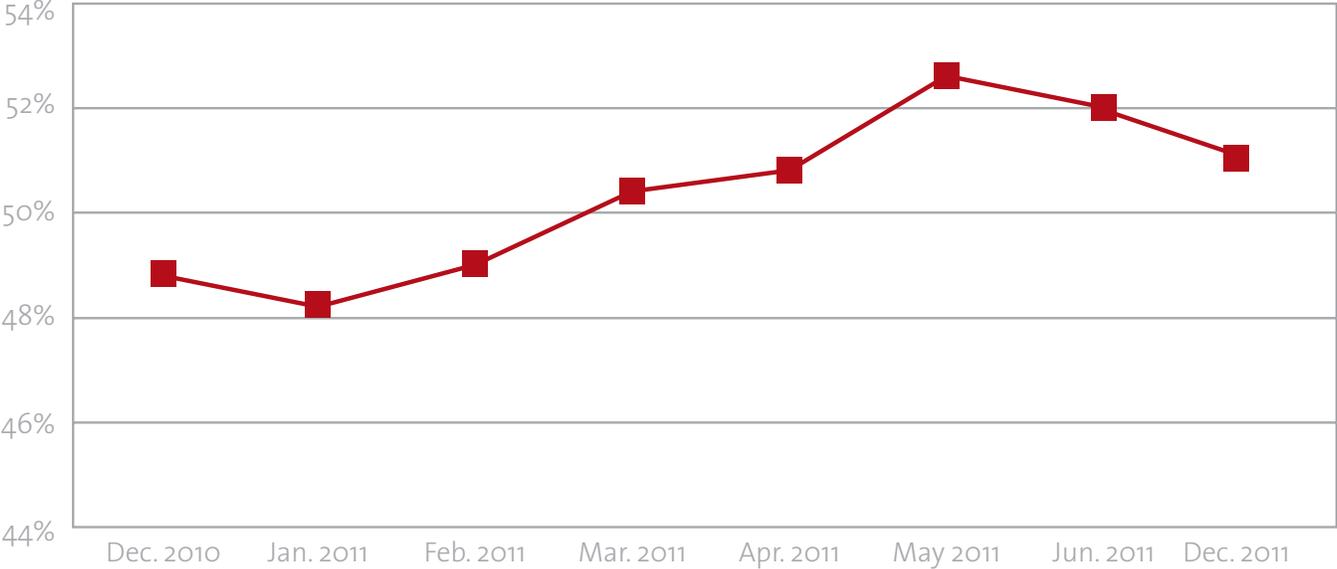
More than double the percentage of online properties over US\$10 million



RISE IN INTERNATIONAL TRAFFIC

International traffic to www.christiesrealestate.com rose to a 51 percent share in 2011, up from 46 percent in 2010 for an increase of 11 percent.

International Share of Traffic



BENEFITS OF THE BESPOKE MARKETING PROGRAM

Selling a luxury home requires a unique approach. Selling an ultra-luxury home, however, requires an even more focused tactical plan. The Bespoke Marketing Program, available only through a Christie's International Real Estate Affiliate, delivers a highly customized strategy to selling your ultra-luxury home to the right buyer at the right price.

Program benefits may include:

- A range of professionally produced marketing pieces sent to desired contacts
- Property introduction to Christie's auction house clients through senior management
- Property microsite featuring dynamic media presentations
- Exposure at international auctions
- Exclusive Christie's events to showcase your estate



SUPPORTING INFORMATION

For supporting information and samples on the Gallaudet Family Team approach to marketing your home, please review the following materials:

> *Property Flyer Examples*

Property flyers from past listings that have sold.

> *Contact Information & Note Paper*

All of our contact information, including cell phone numbers, and a place for you to take notes if you wish.

> *Other Supporting Documents*

Other miscellaneous documents that may be insightful.





THE PROPERTY

Spectacular! This very popular Tesoro Plan 2 open floor plan with southern mountain views, on one of the most desirable streets in The Citrus community, exudes elegance and at the same time allows for a comfortable desert lifestyle living experience! What more could you ask for? There is a detached casita for the comfort of your guests, a formal living/dining area, a centrally located wet bar, a gourmet kitchen with informal eating areas adjacent a large family room, and floor to ceiling glass doors and windows with views that will take your breath away. The back patio has all been recently upgraded in a beautiful tile, and includes a large custom pool/spa, built-in BBQ, and sitting areas from which to enjoy the magnificent views of the golf course and the Santa Rosa Mountains. Inside the upgrades are many and include new window treatments, electric blinds on the south side for those sunny afternoons, and custom cabinetry throughout. Offered designer furnished per inventory list.

OFFERED AT \$1,148,000!

PRESENTED BY
GAIL GALLAUDET
(760) 203-2621



EXCLUSIVE SELLER BY
CHRISTIE'S
INTERNATIONAL REAL ESTATE

GAIL GALLAUDET

OFFICE: 760.203.2621

CELL: 760.485.0568

GAIL@GALLAUDET.COM • GALLAUDET.COM

CALBRE# 01309488



GALLAUDET
PROPERTIES



- > 3890 Sq. Ft.; 4 BD; 4.5 BA.
- > Built in 2000.
- > Lot Size: 11,326 Sq. Ft.
- > HOA Dues \$425.00/mo.
- > Spectacular Southern Mountain Views.
- > Large Custom Pool and Spa.
- > Electric Shades.
- > Custom Cabinetry Throughout.
- > Offered Designer Furnished Per Inventory.



Scan this QR code to view
property details on your phone



HK LANE REAL ESTATE
78100 MAIN ST. #108
LA QUINTA, CA 92253

(760) 203-2621

THIS INFORMATION DEEMED RELIABLE BUT NOT GUARANTEED.



THE GALLAUDET'S CONTACT INFORMATION

The office phone will always be answered during business hours. If you get a message prompt, that means that we're on the phone. Please leave a message and we'll call you back promptly.

Gail Gallaudet

cell: 760.485.0568

email: gail@gallaudet.com

CALBRE# 01309488

Tom Gallaudet

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email: tom@gallaudet.com

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Gallaudet Properties

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La Quinta, Ca. 92253





GALLAUDET
PROPERTIES



EXCLUSIVE AFFILIATE OF
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LA QUINTA, CA. 92253

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