



PROFESSIONAL • KNOWLEDGEABLE • FOCUSED • EXPERIENCED



**SPECIALIZING IN LOCAL KNOWLEDGE OF  
GOLF COURSE & LUXURY PROPERTIES  
IN LA QUINTA AND INDIAN WELLS**



**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 communities of La Quinta and Indian Wells.



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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.



**KRIS & SALLY LONG**

Kris and Sally have been licensed California realtors since 2011. Both are Midwesterners; Kris from Michigan & Sally from Ohio, thus duplicating those great Midwestern values of Gail & Tom Gallaudet. Kris recently concluded a four decade plus career in broadcast journalism. Kris was a reporter and anchor at TV stations all over the country. He won four Emmy's for his reporting. Sally has a successful background in interior design, in both the retail side and home consulting side, and brings to Gallaudet Properties her expertise in working with and helping clients.

**DANIEL SLONE**

Daniel has been the office manager 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](http://gallaudet.com), attracts double-digit visitors daily. Along with [gallaudet.com](http://gallaudet.com), your home will be marketed on 30+ major websites including: [zillow.com](http://zillow.com), [google.com](http://google.com), [trulia.com](http://trulia.com) and [yahoo.com](http://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



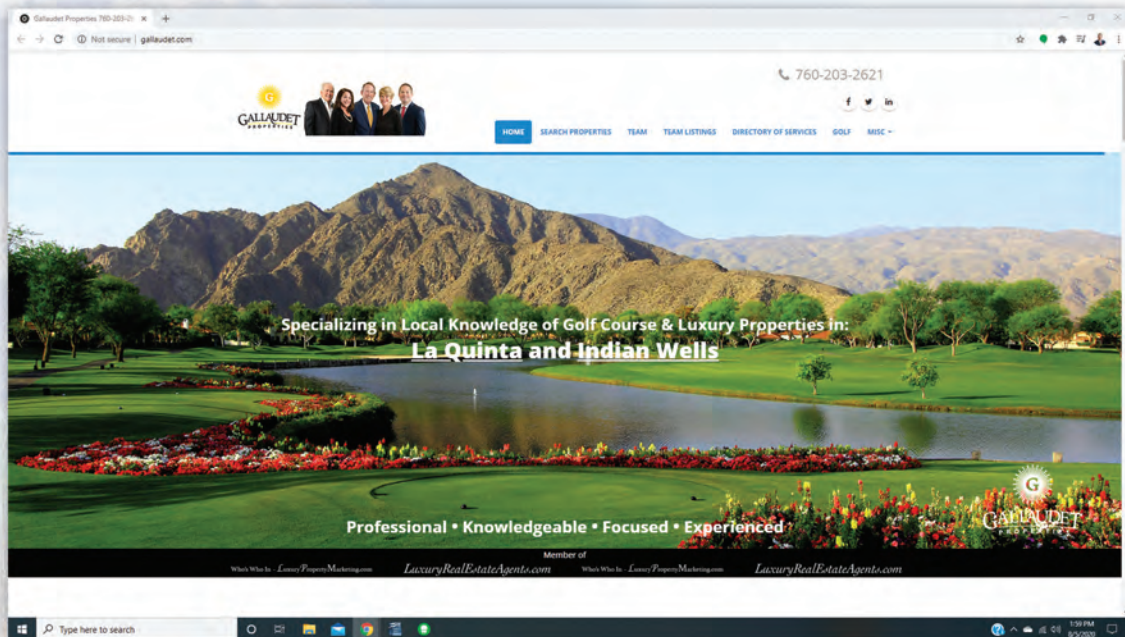
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# INTERNET MARKETING PLAN

## GALLAUDET.COM

In 2020, 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**



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# A POWERFUL ALLIANCE

## LOCAL FOCUS WITH A WORLDWIDE REACH



*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](http://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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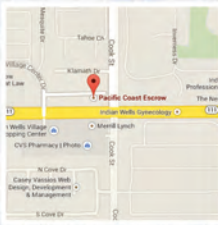


# OUR EXTENDED TEAM

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.

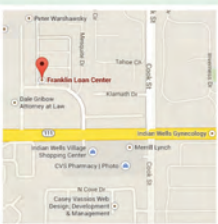


## Fidelity National Title



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.



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# 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*

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“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*

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“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*

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“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



Real Estate Has a New Address<sup>SM</sup>



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## OUR COMPANY



### ABOUT HK LANE

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

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.

### ABOUT BUYERS AND SELLERS

Our mission is not just buying or 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 and Lake Arrowhead in every type of property available, from a vacation retreat to the most opulent estate. The 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 innovated marketing tools and 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 print to on-line, that will unite buyer and seller.



## OUR SERVICES



### HIGH STANDARDS IN REAL ESTATE

The professionals of HK Lane Real Estate strive to provide an exceptional experience, whatever your goals may be.

Beyond an ongoing, trustful and professional relationship, our committed real estate advisors are always at hand to offer:

- Real estate counseling
- Contract negotiation
- Buyer and Seller representation
- First-time home buyer counseling

They additionally work closely with related transaction service providers, including:

- Mortgage services
- Title services
- Escrow services

As part of the complete real estate picture, HK Lane advisors also specialize in particular property types. We are proud to offer experience and knowledgeable services specific to:

- Residential, single-family homes
- Condominiums and townhouses
- Country club and golf course homes
- Luxury and estate homes
- New construction homes
- Eco-friendly homes
- Equestrian land, farm and ranch properties
- Waterfront properties
- Vacation and second homes
- Manufactured homes
- Multi-family buildings
- Investment properties
- Commerical properties



## OUR MANAGEMENT



### **Harvey Katofsky**

*Founder, President & Chief Executive Officer*

A highly respected leader in the real estate industry, Harvey Katofsky created a dynamic 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 and COO for a division of Coldwell Banker, the largest real estate company in the nation. In his 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, 350 agents and an 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 Los Angeles area owning over a dozen pharmacies for 20 years. He then moved to Palm Springs in the late 80's, 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.



## MARKETING PLAN



HK Lane is committed to maximizing the exposure of your home through a comprehensive marketing plan tailored exclusively for your property. After performing an extensive analysis to determine your home's optimal price, your sales associate will work closely with you to develop an effective marketing strategy, calling upon our firm's up-to-the-minute methodologies and materials. Throughout the process, you can count on personal attention, with on-going communication and updates. Just some of what our individualized marketing plan may include:

### **TARGETED ADVERTISING**

Addressing the public as well as the real estate community, we'll create an advertising plan that may include print, direct mail, broadcast and valuable intranet exposure. You'll learn more about some of these efforts over the next pages.

### **INDUSTRY NETWORKING**

From office meetings to important caravan tours, MLS tours in the brokerage community to our own intranet site, we'll work hard to make your property top-of-mind with in important insiders.

### **ON-SITE EXPOSURE**

We'll assist you in optimizing your home staging, organize valuable open houses, plus provide effective signage, which is highly recognizable and generates many leads.

### **AND MORE**

HK Lane expands the marketing possibilities for your home through the HK Lane primary website and our secondary lead-driven website showcasing your listing via multi-photo strategy and social media networking.



# 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 that power of the internet in real estate marketing, and employs up-to-date strategies such as social media marketing and optimization to expose your home where buyers are searching.

## **INTERNET USAGE BY HOME BUYERS CONTINUES TO RISE**

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. Please note: according to the National Association of Realtors, the median age of home buyers is 44 years old.

## **INTERNET HOME PURCHASERS 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 performing research.

## **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.

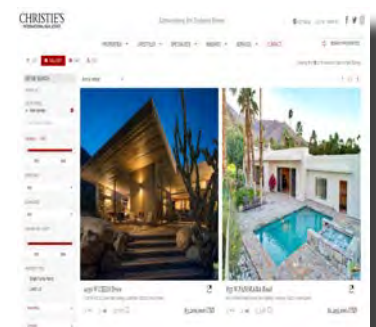
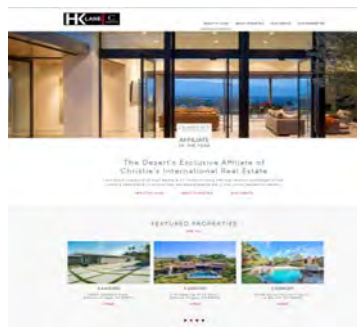
Through its partnership with iHomefinder, the HK Lane website provides unmatched listing exposure on the most trusted sites. iHomefinder is able to deliver a full snapshot of your local market to home buyers and sellers. This includes sites such as: Zillow.com, Trulia.com, Realtor.com, Redfin.com, etc.

## REAL ESTATE WEB SITES

**HKLane.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. Search engine optimization, search engine marketing, mapping, open house schedules and mortgage calculators are just some of the tools on our site.

**CoachellaValleyHomeSearch.com** is a secondary website for HK Lane that is lead driven and offers potential buyers real-time listing feeds, automatic saved searches, highlights qualified prospects and lead generation campaigns.

**ChristiesRealEstate.com** as the Coachella Valley's exclusive affiliate of Christie's International Real Estate, HK Lane's listings priced at \$850K+ receive additional premium exposure on the Christie's International Real Estate website. This site attracts more than 60% of visitors from outside the U.S., and consistently ranks among the top luxury real estate results on major search engines. Displaying the worlds finest properties in 19 languages and in more than 40 countries.





# INTERNET RESOURCES



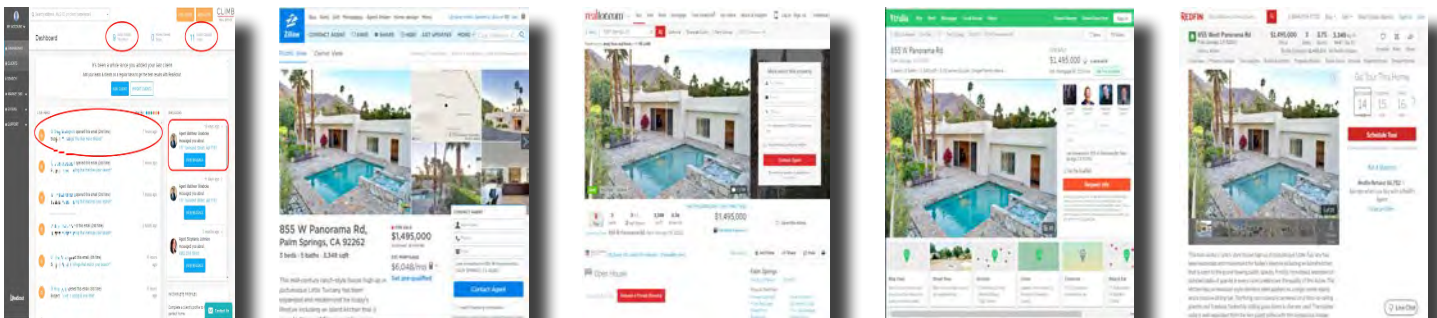
**RealScout.com** RealScout is a real estate technology company that provides a full-featured platform for HK Lane agents to connect their listings to other agents with matching buyers. This tool allows HK Lane agents to have the ability to notify clients of new listings faster via branded emails and alerts customized for every buyer. RealScout keeps our brand front and center throughout the home search. Leads flow directly from Zillow, Trulia and Realtor.com into RealScout, where users cite a 100% lift in lead conversion rates. When you know where the buyers are, and what the buyers want, your proposition to sellers becomes dramatically stronger.

**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 and 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 as one of the most useful sites during the home-buying process. Zillow also powers real estate classifieds for more than 100 local newspaper websites.

**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 4 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.

**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.

**Redfin.com** promotes listings to buyers, recommends listings to buyer that they may have missed and encourages scheduling tours on the spot to increase activity for your home.



## OFFICE LOCATIONS



**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

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**MORE INFORMATION ON**



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\$3,150,000 - 5 Beds - 6 Baths  
Wilbraham, MA, United States

More Information

REAL LIVING ELEGANT HOMES

Homes For Sale ▾

Search by location, company, or description



Search



\$6,900,000 USD

RESOURCES Real Estate  
Rumson, NJ, United States



Price Upon Request

Berkshire Hathaway HomeServices Colonial Homes Sa...  
San Miguel de Allende, Mexico



\$3,395,000 CAD

Profusion Realty  
Westmount, QC, Canada



\$25,900,000 USD

Rodeo Realty  
Beverly Hills, CA, United States

## Featured Professionals



Catherine Lindbeck

Berkshire Hathaway Home Services -...  
Hamilton, MT, United States



Gary Ashton

The Ashton Real Estate Group of RE/...  
Nashville, TN, United States



Gail H. Gallaudet

HK Lane Real Estate  
La Quinta, CA, United States



Ryan Kirkham

Summit Sotheby's International Realty  
Salt Lake City, UT, United States



Joanie Barreiro

Russ Lyon Sotheby's International Re...  
Scottsdale, AZ, United States

## Recent Press Releases

**Wayne Kirby Joins Sage Sotheby's International Realty as Director of Sales and Growth**

Oct 27 - Jenny Grigsby, Sage Sotheby's International Realty

**EU-Based Investment Company Von der Heyden Group Deploys its Asset Management Division After Being Granted Regulatory License in Ukraine**

Oct 26 - Alexandra Bondi

**The Bednar Young Team Represents Sale of \$6.25 Million Glenbrook Estate**

Oct 26 - Evelyn Lopez, Chase International Distinctive Properties - Global Headquarters

## Recent Blog Posts

**Just Listed | Exciting in Eastpointe | 6170 Brandon Street**

Oct 29 - Echo Fine Properties, Echo Fine Properties

**Welcome to Crescent Lane**

Oct 28 - Higbie Maxon Agney, Inc. Realtors, Higbie Maxon Agney, Inc. Realtors

**One Vinings Mountain - ALLATLANTACONDOS.COM**

Oct 27 - Anthony Acosta, Associate Broker, Harry Norman Realtors® Corporate

**St. Regis Deer Valley Utah Penthouse for Sale**

Oct 27 - Laura Marie Willis, Summit Sotheby's International Realty



**MORE INFORMATION ON**

**REALM<sup>TM</sup>**

**POWERED BY HUMAN CONNECTION**



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# GAIL GALLAUDET IS HONORED AND EXCITED TO BE A FOUNDING MEMBER OF REALM!

*I've joined the world's most elite luxury real estate community.*

REALM™  
POWERED BY HUMAN CONNECTION

YOUR REALM IS  
*A New Type  
of Trailblazing.*



## What is REALM?

1. REALM is the first ever, very exciting, global real estate collective that offers technology and services to optimize the unique experiences, lifestyles, and passions of clients and customers.
2. The REALM experience leverages the power of the global network to match qualified clients or buyers to services based on lifestyle and passion rather than criteria.
3. REALM is by invitation only to real estate professionals committed to excellence in all aspects of their practice.

## Who are the members of REALM?

1. REALM is a collection of the most accomplished real estate professionals ever assembled.
2. REALM members specialize in Luxury Properties throughout the world.

## How does REALM benefit my clients?

1. REALM connects top agents and experts throughout the world with its innovative website, featuring all the members listings, to be matched with each others clients..
2. REALM members meet weekly through Zoom to discuss and share the newest technical real estate services that will optimize their market performance and, as a result, their clients experiences.

**SIMPLY STATED:** REALM is the first ever global real estate collective comprised of top real estate professionals throughout the world. I am thrilled to be one of the founding members of this evolving next generation of real estate services.







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## The Future of Luxury Real Estate has Arrived.

# REALM™

POWERED BY HUMAN CONNECTION

The Founding Members of REALM are  
among the most accomplished real estate  
professionals ever assembled.

250+ Members  
1,250+ Listings  
60,000+ Clients  
\$4.5B in Property  
9 Countries

And we're just getting started.

VISIT [REALM-GLOBAL.COM](https://realm-global.com)



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# REALM™

POWERED BY HUMAN CONNECTION

REALM is a collection of the most accomplished real estate professionals ever assembled. Every member of REALM has access to other trusted real estate professionals, whose vetted clients match your property. Members have the opportunity to collaborate with the elite network of agents REALM has built, to ensure your property receives the highest level of exposure and professional service.

## RELATIONSHIP TECHNOLOGY

- Unlimited Clients & Client Profiles
- Enhanced Client Information
- Unlimited Listings
- Unlimited Qualified Buyer Matches
- Access to REALM Marketing Intelligence
- Data Feed Integration
- Prioritized Support

## CLIENT REACH

- Access to 2.7 million HNW and UHNW WealthX Dossiers
- Global client network through trusted advisors
- Custom generated buyer client marketing profile
- Networking Forums to spotlight individual properties and high-potential buyers

## CONCIERGE LEVEL SUPPORT

- Enhancing client-agent relationships
- Ensuring properties get the highest level of exposure
- Guiding agents on networking and relationship opportunities

REALM is a collection of  
the most accomplished  
real estate professionals  
ever assembled.





## THE TECHNOLOGY

The REALM™ experience leverages the power of the global network to match qualified clients or buyers to services based on lifestyle and passion rather than criteria. A curated luxury lifestyle digital content platform exclusive and encrypted database fueled by, private, professional, and advisory data records.

REALM collects, secures, and repositions data feeds with best-in-class, highly secure solutions, improving the overall experience and showcasing your property globally to qualified buyers. Properties are introduced through another REALM-member agent ensuring that the confidentiality is never compromised and the integrity of the trusted advisor is maintained.



“REALM has been conceived and built in service to the real estate professional operating at the very highest level of the profession. The services and intent of REALM will always be to empower and enhance the relationship that exists between the client and their trusted advisor. In most cases, real estate is the introduction to a community, a sphere of friendships, schools for children, philanthropic introductions; it should never be treated as transactional. Our members are ambassadors for their communities, advocates for their clients and curators of the art that is real estate.”

JULIE FAUPEL  
*Founder | Realm*

## THE FUTURISTS

### Informed by Global Thought Leaders

Conceived by world-class real estate professionals from global markets and advised by a board of thought-leading futurists. REALM is informed by some of the greatest minds in industry from around the world to continue to evolve the next generation of real estate services and optimize the client experience and market performance. *Meet the futurists.*



**PAUL WOOLMINGTON**  
*Founder, Soho House London*



**ABIGAIL POSNER**  
*Head of Creative Strategy, Google*



**RYAN ESTIS**  
*Founder & CEO, Ryan Estis & Associates*



**DR. STEPHANIE GRIPNE**  
*Founder & CEO, Impact Investment*



**DEBBY HOPKINS**  
*Former CIO, Citigroup*



**TOM GRUHLER**  
*Former CMO, Microsoft*



**JULIE CHOI**  
*Founder, Pointr Talent*

**MORE INFORMATION ON**

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



**PROFESSIONAL • KNOWLEDGEABLE • FOCUSED • EXPERIENCED**



# BLENDING THE WORLDS OF ART AND REAL ESTATE

---

Just as Christie's curates great art sales, Christie's International Real Estate assembles the world's leading real estate experts, dedicated to providing the highest quality of personalized home buying and selling services. These trusted advisors are leaders in their local markets and meet our strict standards of excellence by demonstrating continual success in luxury property sales and upholding the value of the Christie's brand.

Properties listed with Christie's International Real Estate's network gain unrivaled international exposure. Our marketing programs mix new media with proven techniques, constantly evolving to reach distinguished home buyers, affluent investors, and renowned business leaders. Our campaigns achieve results across diverse venues and approaches, including traditional print and digital collateral and advertising, social media and press coverage, high-profile events, and market-leading industry research.

**CONNECTING BUYERS AND SELLERS OF  
THE WORLD'S MOST IMPORTANT PROPERTIES**

Christie's International Real Estate is the only global real estate company owned by a fine art auction house. We offer incomparable service to a global clientele at the luxury end of the residential property market through our world-class marketing platform, collaboration with auction house colleagues, and our exclusive invitation-only network of the world's top real estate brokers.







Christie's New York Auction House

### DISTINGUISHING LUXURY REAL ESTATE THROUGH CHRISTIE'S GLOBAL BRAND

Christie's global presence spans 46 countries, with significant operations in the primary luxury markets of London, New York, Paris, Geneva, Amsterdam, Zurich, Milan, Moscow, Dubai, Los Angeles, Chicago, Hong Kong, Beijing and Shanghai.



# our MARKETING SERVICES



## PRINT MEDIA

### Advertising and Editorials

Targeted placement in world-leading publications, including *The New York Times*, *The Wall Street Journal*, *Robb Report*, *Country Life*, and *Financial Times*.

### Property Brochures

Professionally produced and distributed to Christie's salerooms and Affiliate brokerage offices across the globe.

### Christie's International Real Estate Magazine

- Industry-leading quarterly publication with distribution of approximately 45,000
- Available at Christie's salerooms, five-star hotels, departure lounges, private member clubs, exclusive spas and salons, luxury apartments, and Affiliate offices across the world
- Digital version available on [christiesrealestate.com](http://christiesrealestate.com) and Luxury Defined blog
- 3,000 fully translated Chinese language magazines distributed to high-net-worth individuals in Mainland China, Hong Kong, Thailand, Taiwan, and Singapore

### The Luxury Edition

Produced annually, The Luxury Edition is a curated collection of the world's finest properties. Each edition is a tour inside some of the world's most desirable homes through more than 100 pages of stunning photography and fascinating stories.

### Luxury Defined White Paper

Powerful annual thought-leadership report on the global prime property market, generating international press and influencer exposure.

## DIGITAL MEDIA

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

Showcases the world's finest US\$1 million+ property listings, many valued at more than US\$10 million, in 19 languages. Millions of qualified visitors, 60% of whom are non-U.S., are reached annually through sophisticated search engine marketing and inbound marketing campaigns. The site showcases properties through SEO-optimized content, virtual and 3D tours, and high-definition videos.

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

Promotes select global network property listings prominently, driving auction house clients to [christiesrealestate.com](http://christiesrealestate.com).

### Website Syndication (English and Chinese language)

To high-profile publications, including *Financial Times*, *The New York Times*, *The Wall Street Journal*, *Mansion Global*, *PropGoLuxury*, and *Zaobao*, as well as global Affiliate websites.

### Luxury Defined Blog

Editorial-style features highlight select properties from our global network alongside elegant editorial.

### Social Media

Engages a global community of followers on Facebook, Twitter, Instagram, LinkedIn, and Pinterest. We have the most Facebook followers of any luxury real estate network and the most engaged Instagram account.

### Digital Advertising

Targets investors and luxury lifestyle connoisseurs through the real estate and business sections of premium publications, and on the Google Display Network.

### Email Marketing Campaigns

Selectively target our extensive database of opted-in subscribers to our website and luxury lifestyle blog.

*All data as of September 30, 2018*





## THE WALL STREET JOURNAL

### A 'Serene' Loft in Manhattan's West Village

May 10, 2018 10:00 a.m. ET

**Location:** Manhattan, NY **Price:** \$3,750,000

Restaurateurs transformed raw space into a peaceful retreat, complete with a bonsai maple tree on the terrace. It is now listed for \$3.75 million.



## TOWN&COUNTRY

### You Can Buy Billy Joel's Fully Furnished Florida Home

It even comes with the Piano Man's own piano.



## EVENTS

Promotions that leverage the natural overlay of fine art and luxury real estate, on prominent display at many of Christie's sales and other luxury lifestyle events, reaching high-net-worth individuals, many of whom are discerning potential buyers.

- Events at Christie's major art sales in London, Geneva, Moscow, Dubai, Shanghai, and Hong Kong
- Auction house banners and lobby displays, during important sales and year-round
- Placement in Christie's catalogue advertisements
- Luxury lifestyle events such as the Concours d'Elegance
- Christie's client communications opportunities, such as monthly real estate newsletter, inclusion in Christie's global

client newsletter and Chinese language client newsletter, and dedicated property emails to targeted Christie's clients

- Wine tastings, jewelry appraisals, and fine art sale previews hosted at residences offered for sale

## PUBLIC RELATIONS

Press strategies designed to maximize exposure for Affiliates and properties in acclaimed news outlets and drive traffic to listings on christiesrealestate.com.

- Press releases for select high-profile listings for promotion in local and targeted regions and additional press opportunities
- Property features in influential publications and the news media as the subject of editorial features, lifestyle pieces, property roundups, travelogues, and business reports

## GLOBAL AUTHORITY IN LUXURY REAL ESTATE

Christie's International Real Estate, wholly owned by Christie's, is the only global real estate company owned by a fine art auction house. We focus exclusively on luxury residential properties. Our unique perspective on the worlds of art and high-end homes, combined with our leading network of real estate brokers, make Christie's International Real Estate the global authority in the marketing and selling of distinctive properties.

*Art. Beauty. Provenance.*

christiesrealestate.com

# by the NUMBERS

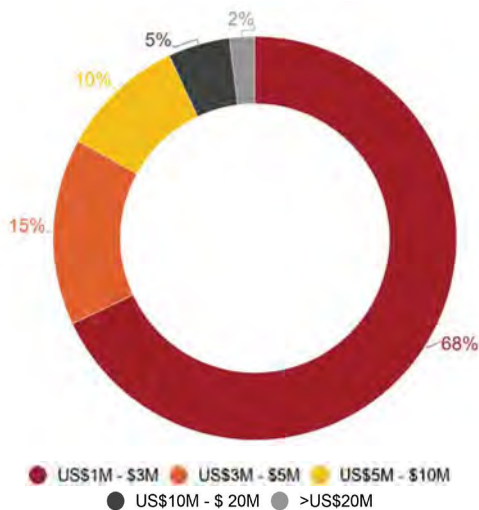
CURATED NETWORK OF REAL ESTATE SPECIALISTS REPRESENTING

**~14,000**  
*Number of Luxury  
Properties Worldwide*

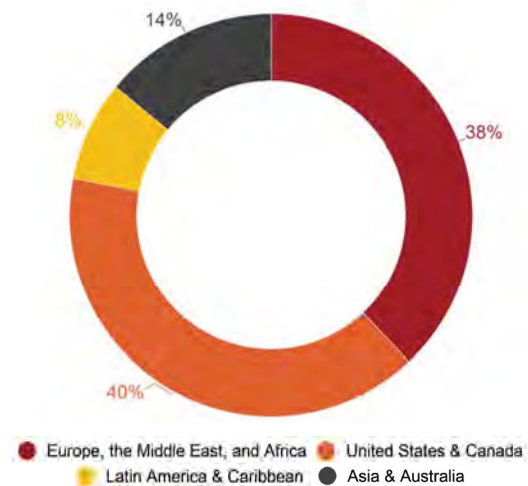
**US\$56B**  
*Value of Luxury  
Properties Worldwide*

**US\$500B**  
*Real Estate Sales Over  
the Last Five Years*

Properties by price (number of properties)



Properties by region (value of properties)



*Corporate offices  
in New York,  
London, Hong Kong,  
Los Angeles,  
Chicago  
Palm Beach,  
& Moscow*

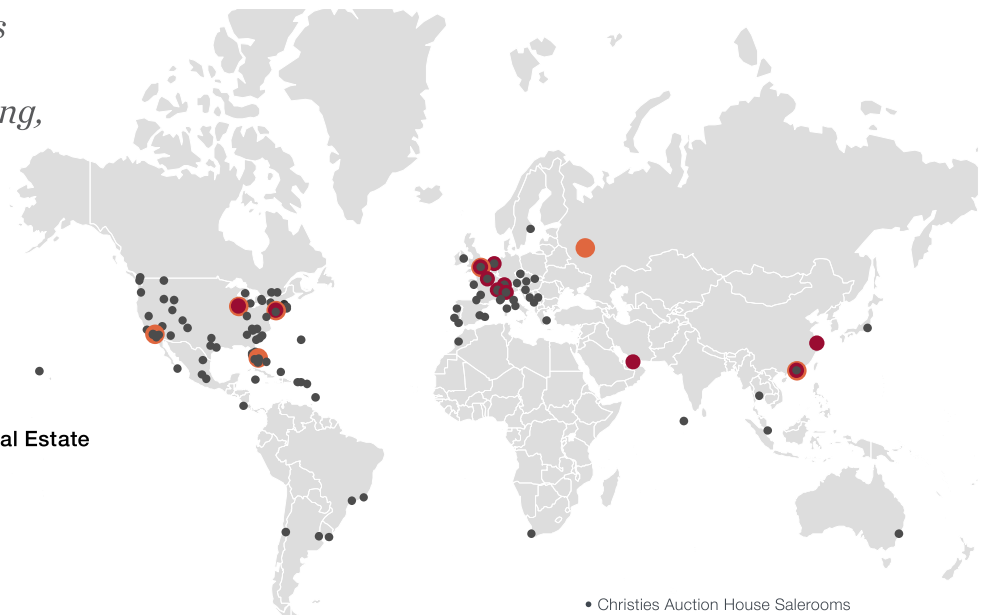
## Christie's International Real Estate

940 offices  
49 countries

## Christie's Auction House

10 salerooms  
46 countries

*All data as of September 30, 2018*



- Christie's Auction House Salerooms
- Christie's International Real Estate Office Locations
- Christie's International Real Estate Affiliate Location

**CHRISTIE'S**  
INTERNATIONAL REAL 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

A one of a kind, custom home, so perfectly and exquisitely upgraded and designed that the opportunity to purchase such a home is equal to almost never! The home was designed by Peter Ministrelli. The lot is large and private with panoramic south, west, and north facing views. The salt-water pool/spa sits on a large stone patio from which to enjoy the gorgeous views. As you enter the home the newer flooring which has been upgraded with Italian porcelain (wood look) tiles and is throughout the home immediately stands out, as does the gorgeous stacked stone fireplace. The cook's kitchen has newer quartz countertops, a stone backsplash, and refinished cabinets. In addition, a lovely view from the kitchen includes an outdoor water feature with a sitting area. The master bedroom has been totally remodeled, as has that bathroom. All the guest bathrooms have been remodeled with quartz countertops, new cabinet fronts, and high-end hardware. The detached casita allows privacy for the guests, who unfortunately will not want to leave. The home is being offered furnished per inventory list.

***OFFERED AT \$1,595,000!***

PRESENTED BY  
**GAIL GALLAUDET**  
(760) 203-2621



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



# GAIL GALLAUDET

OFFICE: 760.203.2621

CELL: 760.485.0568

GAIL@GALLAUDET.COM • GALLAUDET.COM

CALBRE# 01309488



- > 3917 Sq. Ft.; 4 BD; 4.5 BA.
- > Built in 2001.
- > Lot Size: 14,375 Sq. Ft.
- > HOA Dues \$370.00/mo.
- > Private Setting w/ Incredible Panoramic Views.
- > Totally Renovated to Perfection Inside & Out.
- > Large Corner Lot on 5th Fairway.
- > Custom Outdoor Landscape Lighting.
- > Offered Designer Furnished Per Inventory List.



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.

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## NOTES





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