

Real Estate Services

Marketing Proposal



PRESENTED BY





Thank you for the opportunity to present our marketing program to you. By calling upon a Pearce Real Estate associate, you have made the first step toward a successful real estate experience.

As an independently owned and operated company, we stand by our sales associates, offering enhanced services and support to ensure that you, our clients, will receive everything you need for a smooth transition. As a local company, we are committed to our communities and to the clients we serve. Because we are not headquartered in some other state or city, we know that the relationships that we build with our clients have to be lasting ones. We are in it for the long run and our commitment is to you.

As you glance through this informational piece, we hope that you will see the many benefits and services that are offered by a company that is both large enough to provide unparalleled services, and small enough to treat you like family.

We thank you for choosing to work with our company and look forward to a continued business relationship for years to come.

Sincerely,

A handwritten signature in red ink that reads "Barbara L. Pearce".

Barbara L. Pearce
President & CEO



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OUR MARKETING PROGRAM





THE RIGHT MARKETING STRATEGY



DEVELOPING THE RIGHT MARKETING STRATEGY FOR YOUR HOME

A strong, effective marketing campaign is invaluable to a Seller. Our online marketing directs a steady flow of traffic to our website to generate leads for our agents and showcase their listings. We also employ traditional print and outdoor advertising strategies to reach our target audiences and ensure your home gets maximum exposure.

- With your input, we will determine your property's unique characteristics.
- Our extensive knowledge of the market and comprehensive research and data, will allow us to determine an appropriate marketing strategy for your home.
- Our many resources, formal and informal networks, online marketing, "for sale" signs, print advertising, target marketing and more, will enable us to create a program that is just right for your home.
- We'll answer questions, use our network of agents to spread the word about your property and guide you every step of the way.
- Our extensive experience in matching buyers with sellers will help you to get the right price for your home.

WE, IN COLLABORATION WITH YOU, WILL DESIGN A STRATEGIC MARKETING PLAN THAT WILL GIVE YOUR HOME MAXIMUM EXPOSURE BY UTILIZING BOTH MULTI-MEDIA BROADCAST ADVERTISING AND DIRECT, HIGHLY TARGETED PROSPECT CONTACT.



THE RIGHT PRICE
HELPS SELL
YOUR HOME



THE RIGHT PRICE HELPS SELL YOUR HOME

Determining the right listing price for your home can sometimes be an agonizing process. You want to get as much money as possible, so the natural inclination is to price it much higher than the anticipated sales price to leave room for negotiation. This strategy, however, more often nets the opposite result, increasing the days on market and generating a lower sales price in the end.

Pricing your home properly when first listed, is the single most important factor in determining the length of time it will take to sell your home. At no cost or obligation to you, we will prepare a Competitive Market Analysis to determine the right listing price for your home. We use market data and statistics, coupled with our extensive knowledge of the real estate market to come up with your unique market position. Buyers today are extremely well-educated about the market and have access to information via the internet. They will do their homework before making an offer on a property. Be sure you do yours as well!

OUR GOAL:

TO SELL YOUR HOME AT THE HIGHEST POSSIBLE PRICE, IN THE LEAST AMOUNT OF TIME, WITH THE LEAST AMOUNT OF INCONVENIENCE TO YOU.



PROPERLY POSITIONING YOUR HOME IN THE MARKETPLACE



Along with you, we will develop a pricing strategy that will generate the most potential buyers, the most showings and the most serious offers.

- Studies show that a home priced within 5% of the anticipated sales price has three times the chance of selling than one priced 15% higher.
- Buyers today “shop the market” and will receive pricing advice from their REALTOR®.
- Buyer interest peaks in the 2nd week, so the first exposure to the market is critical!
- Your first offer is usually your best offer!
- If REALTORS® think a home is overpriced, they will take their buyers elsewhere.
- Chasing the Market Syndrome:
 - Starting at a higher price and reducing later will only cause frustration and, in the end, a lower price.
 - In a declining market, your best price is today's price!
- Statistics show that if you've priced your home properly, you will likely receive an offer within the first 30 days!



PREPARING YOUR HOME FOR MARKET



PREPARING YOUR HOME FOR MARKET

- We will learn all aspects of your property and its surroundings to best understand its most compelling selling points.
- We will assist you in getting your home ready for market! We will come out, tour your home, and make suggestions. We know the local market and current trends and we will use that expertise to help you prepare to sell your home.
 - **Curb appeal**—you never have a second chance to make a first impression
 - **Declutter**—this will make your home look bigger
 - **Depersonalize**—give prospective buyers a blank canvas to let them imagine their belongings in the space
 - **Arrange rooms neatly**—allow for easy traffic flow and showcase the purpose of each room
 - **Natural light**—usually tops the list of things people are looking for in a home
- If you need to make repairs and improvements as you prepare to sell your home, we can help. Pearce Real Estate has connections with professionals to take care of all your home maintenance and repair needs. Our service providers are local, fully insured, licensed and bonded professionals you can count on.

OUR GOAL:

TO HELP YOU SELL YOUR HOME AS QUICKLY AND PROFITABLY AS POSSIBLE.



MARKET
YOUR
HOME



MARKET YOUR HOME

With your input, we will create a dynamic marketing action plan. We will immediately expose your home to potential buyers in a variety of ways.

- The recognizable Pearce Real Estate sign in your yard helps to promote your home to people who pass by.
- **Online promotion**—Surveys show that almost 90% of homebuyers turn to the Internet to search for a home, so a strong web presence is a smart way to sell your home. Your home will be posted on hpearce.com. A custom video tour of your home will allow potential buyers to take a virtual tour of your home from the comfort of their living room. Your home is immediately shared with our 500 partner companies in Leading Real Estate Companies of the World® and on 5,000 websites worldwide, each with a unique audience. Your home will also receive an enhanced realtor.com entry.
- **Traditional print advertising**—We employ traditional advertising methods, including local newspapers and publications, as well as “Just Listed” postcards and informational flyers.

SELLERS BENEFIT NOT ONLY FROM OUR STRONG CONNECTIONS TO THE COMMUNITY, OUR PROFESSIONAL AFFILIATIONS, OUR YEARS OF EXPERIENCE AND OUR STRONG REPUTATION, BUT ALSO FROM OUR FORWARD THINKING APPROACH TO MARKETING.



INTERNET ADVERTISING



PEARCE LISTINGS APPEAR ON:

- hpearce.com
 - the websites for over 500 top Real Estate firms through our affiliation with LeadingRE
 - adwerx.com
 - apartmentlist.com
 - areaguides.net
 - buyerhomesite.com
 - buzzbuzzhome.com
 - century21.com
 - cercohomes.com
 - coldwellbanker.com
 - commercialsearch.com
 - condocompare.com
 - ctreal.com
 - elookyloo.com
 - eappraisal.com
 - findaplace4me.com
 - foreclosure.com
 - freedomsoft.com
 - frontdoor.com
 - guidancerealty.com
 - homefinder.com
 - homepages.com
 - homes.com
 - homes.yahoo.com
 - homesandland.com
 - hometourconnect.com
 - hotpads.com
 - househunt.com
 - lakehomesusa.com
 - landandfarm.com
 - landsofamerica.com
 - landwatch.com
 - learnmorenow.com
 - lotnetwork.com
 - preapprovalletter.com
 - realestate.aol.com
 - realestate.msn.com
 - realestatebook.com
 - realestatecentral.com
 - realtor.com
 - realtyexecutives.com
 - realtystore.com
 - realtytrac.com
 - relo.com
 - remax.com
 - rentsocial.com
 - sellerslane.com
 - nytimes.com
 - trulia.com
 - usalifestyle realestate.com
 - ushud.com
 - vast.com
 - wsj.com
 - zillow.com
- AND MORE...

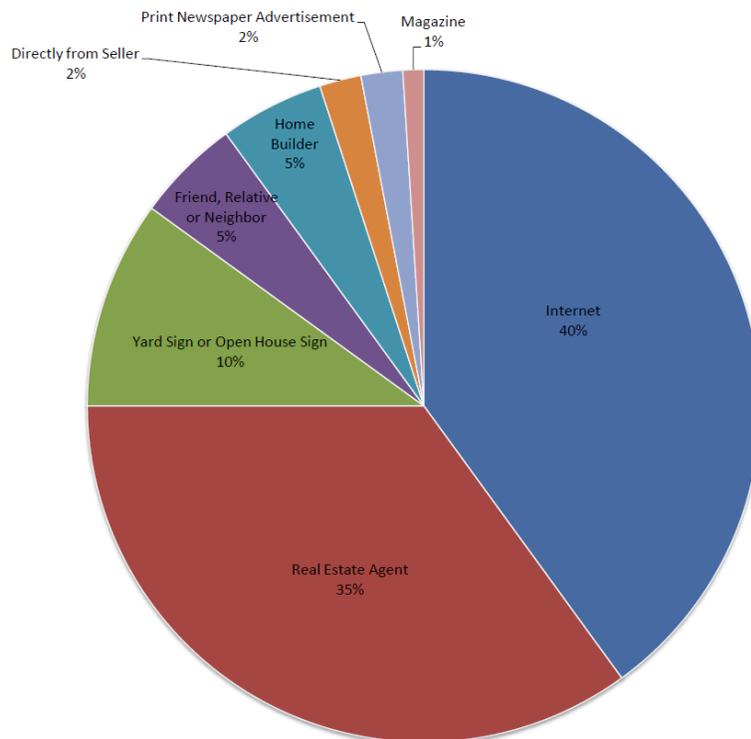
ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS®, 90% OF HOMEBUYERS BEGIN THEIR HOME BUYING JOURNEY ONLINE, AND AN INCREASING SHARE OF BUYERS REPORT THAT THEY FOUND THE HOME THAT THEY ULTIMATELY PURCHASED ONLINE.



WHERE DO BUYERS COME FROM?



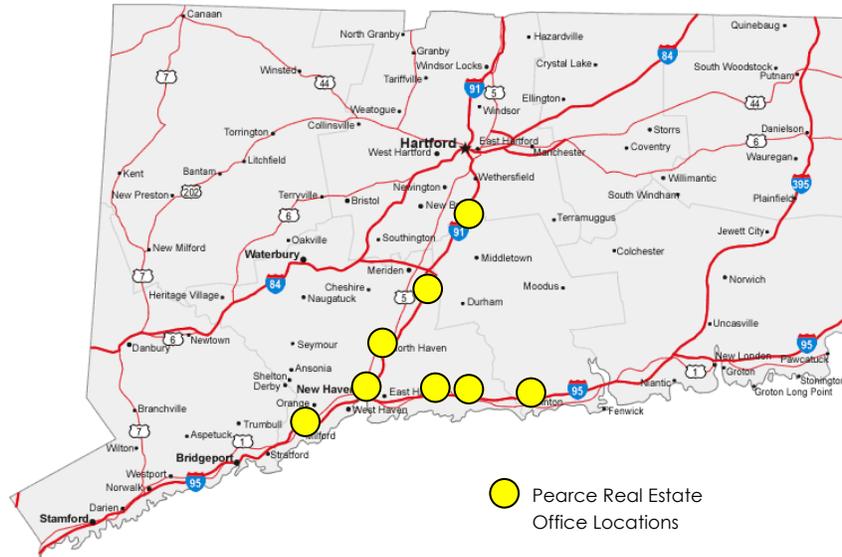
HOMEBUYERS MAY USE SEVERAL INFORMATION SOURCES IN THEIR SEARCH PROCESS, BUT THEY ARE MOST LIKELY TO FIND THE HOME THEY ACTUALLY PURCHASE THROUGH A REALTOR®.



Source: National Association of REALTORS®
Profile of Home Buyers



THE ADVANTAGE OF WORKING WITH A BIG, INDEPENDENT, REGIONAL COMPANY



DID YOU KNOW THAT MOST AREA REAL ESTATE OFFICES ARE FRANCHISES?

Most area real estate offices are one- and two-office franchises affiliated with a national network. Pearce Real Estate is not a franchise. It is a family-owned business of eight offices, all under the leadership of a single broker, and affiliated with the largest national network in the country.

Our network affiliation is with **LEADING REAL ESTATE COMPANIES OF THE WORLD**. Statistics show that network is consistently responsible for the highest percentage of all home sales in the United States. The runner-up was Coldwell Banker, followed by Keller Williams, RE/MAX, and Prudential (now Berkshire Hathaway).

The advantage for you is personal attention from one of this region's largest brokers, plus the largest national network bringing nationwide attention to your property.

OUR GOAL:

LEVERAGE THE ENTIRE COUNTRY TO MARKET YOUR PROPERTY



LEADING REAL ESTATE COMPANIES OF THE WORLD®



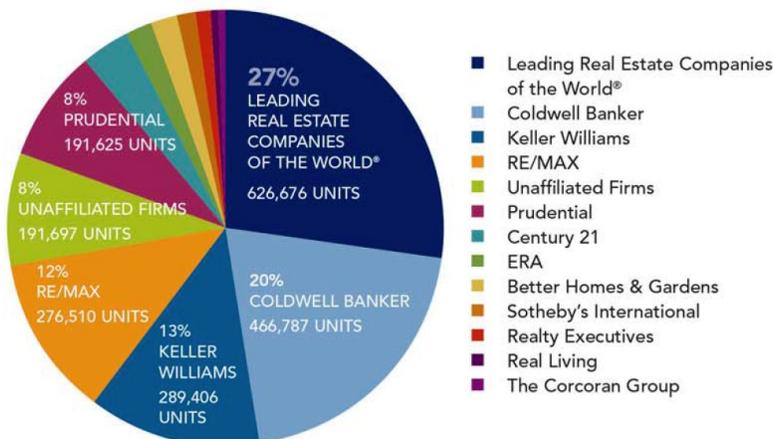
YOUR LOCAL CONNECTION TO THE WORLD OF REAL ESTATE

OVER 500 MEMBERS ■ 4,600 OFFICES
140,000 ASSOCIATES ■ OVER 30 COUNTRIES

Pearce Real Estate is a member of Leading Real Estate Companies of the World® (LeadingRE) - the nation's premier network of over 500 independent real estate firms in the United States and 30 countries worldwide. This affiliation with LeadingRE ensures that your home will be exposed to buyers on a national and international level. At the same time, you will receive the kind of personal service that only a local company can provide.

The organization's leadership is demonstrated by the fact that its affiliates comprise 6 of the top 10 real estate companies in the country. Collectively, LeadingRE affiliates produce nearly 1 million home sales valued at \$250 billion in the U.S. In addition, LeadingRE affiliates hold the number one position in terms of sales and volume in more of the top markets than any other organization.

2012 TOTAL HOME SALES UNITS FOR
THE TOP 500 U.S. REAL ESTATE FIRMS





UNDERSTANDING SELLER & BUYER REPRESENTATION



AGENCY

An agency relationship is formed when one person represents the interests of another person. Pearce REALTORS® are licensed to represent you, the client, for the sale, lease, or purchase of a property. Agent responsibilities are governed by state law and the REALTOR® Code of Ethics, ensuring that you can rely on and trust the Pearce REALTORS® to put your interests before those of anyone else.

SELLER AGENCY

The listing agency represents the Seller when it enters into a contract to sell his or her home. In this case, all fiduciary responsibilities are owed to the Seller.

UNREPRESENTED BUYER

In some cases, a Buyer, wishing to purchase a property listed by Pearce Real Estate, may choose not to be represented. In this case, he or she would be considered a "customer" and all fiduciary responsibilities would therefore be owed solely to the Seller. The REALTOR® is obligated to be honest and fair to both the Buyer and Seller, and to disclose all material facts to the Buyer as required by state law. However, the REALTOR® can not disclose any information regarding the Seller's motivation or offer assistance to the Buyer in determining an offer price.

DUAL AGENCY

A dual agency situation arises when a Pearce Real Estate's "Buyer Client" wants to purchase a listing from the same Pearce Real Estate's "Seller Client". In this case, the REALTORS® involved must treat all parties fairly and impartially. They may not disclose any information that would create a negotiating advantage for either client.



UNDERSTANDING SELLER & BUYER REPRESENTATION, *continued*

DESIGNATED AGENCY

Designated agency occurs when Pearce Real Estate contractually represents both the Buyer and the Seller and either party declines dual agency. In this case, all parties consent to "Designated Agency". Although Pearce Real Estate, as the Broker, assumes a dual agency position, the individual REALTORS® within the company will represent their clients according to their original contracts. Each client will then receive personalized and confidential representation.

WHO PAYS THE COMMISSION?

In almost all cases, the commission is still paid to the Seller's REALTOR®, who then pays a "Buyer Broker Commission" to the Broker that represents the Buyer. The commission is paid out of the proceeds of the transaction (technically by the Seller), as it has always been paid. The final price is understood to include the cost of commissions.

WHO BENEFITS?

Buyers are not the only ones who benefit from Buyer Brokerage. Sellers have fewer liability problems because they no longer are faced with "vicarious liability" for anything a "Sub-Agent" says to a potential Buyer. Previous to the new law, the Sellers had no direct contact with many REALTORS® who were showing and disclosing things about their homes. Now, if a Buyer remains unrepresented, the listing Agent must ask the Seller to agree to show his or her home to an "Unrepresented Buyer" and must disclose to the Seller that he or she will incur liability.

A WIN-WIN SITUATION

Buyer Brokerage is a win-win situation:

- For the Buyer, who receives all the added benefits of the REALTOR'S® research and knowledge of the market.
- For the Seller, who is relieved of some liability.
- For the REALTOR®, who can now comfortably disclose much more and work much harder for his or her client.

WHEN PEARCE REAL ESTATE REPRESENTS YOU AS A SELLER, WE WILL PROVIDE YOU WITH THE UTMOST CONFIDENTIALITY, OBEDIENCE, FIDELITY, LOYALTY, ACCOUNTING, SKILL, AND CARE.



NEGOTIATIONS AND CLOSING THE TRANSACTION



NEGOTIATIONS AND CLOSING THE TRANSACTION

Pearce REALTORS® receive superior training, which means that you get superior representation throughout the process of buying your home. Our REALTORS® know the business and they pass that education on to you, helping you make informed decisions.

During the negotiation and closing process:

- Offers will be relayed expeditiously.
- All terms of the purchase agreement will be communicated appropriately.
- You will accept, reject or counteroffer—negotiating any term of the purchase agreement.
- We will act as your fiduciary agent, representing YOUR interests. At times, there may be a need for a dual/designated agency—this will be disclosed to all parties and appropriate forms will be signed.
- We will continue to work with you even after you've accepted an offer. Taking care of the details of finalizing a deal can be complicated. Leave it to us. We know the process and will handle all the details leading up to the closing—we're right by your side for inspections, negotiations and repairs. We will verify that the processes for mortgage, insurance, title, survey and finding a closing attorney are in place. And we're right there with you when the papers are signed.
- Progress reports will be on-going throughout the inspection period, financing and contingencies.



OUR PLEDGE TO YOU



AS YOUR REAL ESTATE COMPANY, WE WILL:

- Help you to determine the best listing price for your home, using the most up-to-date information and comprehensive market studies.
- Make recommendations for getting your home in top selling condition and suggest reputable repair companies, if necessary.
- Develop and implement a strategy to market and show your home.
- Take care of all of the time consuming and costly details of advertising, exposing your home to the largest potential market.
- Promptly advise you of changes in the market climate.
- Pre-screen and pre-qualify all candidates, showing your home only to qualified buyers.
- Ensure that you understand and sign all required disclosure forms, avoiding potential legal problems.
- Present all offers to you promptly and assist in evaluating them.
- Assist with negotiations and monitor progress toward closing once a suitable buyer has been found.
- Assist with issues arising from the home inspection and advise you accordingly.
- Stay in contact with the buyer or buyer's agent to make sure that things are progressing smoothly.
- Be present at the closing to ensure a successful conclusion.
- Communicate with you regularly to ensure you are getting everything you need and are pleased with your service.

MY GOALS:

- 1. TO HELP YOU GET YOUR PROPERTY SOLD**
- 2. TO HELP YOU GET WHERE YOU WANT TO GO ON TIME**
- 3. TO MAKE IT EASIER FOR YOU**

PEARCE
SERVICES





PEARCE
MORTGAGE
SERVICES



PEARCE MORTGAGE SERVICES OFFERS PROGRAMS TO ENSURE THAT POTENTIAL BUYERS ARE PRE-APPROVED. WE CAN ALSO HELP WHEN PROBLEMS ARISE WITH A BUYER'S MORTGAGE. IF YOU ARE MOVING TO A NEW HOME, WE CAN HELP WITH THAT TOO.



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PEARCE
INSURANCE
SERVICES



COMPLETE AND COMPETITIVE SOLUTIONS FOR YOUR INDIVIDUAL INSURANCE NEEDS.

Insurance is not as easy to obtain as it once was. To ensure a quick closing, buyers must apply for insurance early in the process. Pearce Insurance Services is available to all buyers to ensure that homeowners insurance is in place prior to the closing. In addition, other insurance products are readily available to all Pearce clients—no matter what the need.

Pearce Insurance Services provides the following:

Personal Property & Casualty

- **Homeowners:** coverage for home, possessions, valuables and personal liability
- **Automobile:** coverage for your car, passengers and family
- **Umbrella/Excess:** coverage above and beyond the liability on your Home and Auto insurance
- **Flood:** this coverage is excluded on your homeowners and needs to be obtained separately to protect your home in the event of a flood

For more information, contact Marchetti, Brown & Bishop, Inc.



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PEARCE
APPRAISAL
SERVICES



PARTNERING WITH MARC GOTTESDIENER & COMPANY INC, WE HAVE THE RESOURCES TO PROVIDE ONE-STOP SHOPPING FOR ALL OF YOUR REAL ESTATE NEEDS.

We are a leading provider of real estate valuations for the mortgage lending marketplace. With many years of experience in the business, we have a proven track record of reducing lenders' time, efforts, and costs in managing the appraisal process.

Pearce Appraisal Services include:

- Commercial Appraisals
- Residential Appraisals
- Real Estate Consulting
- Estate Settlements
- Court Testimony
- Re-evaluation Hearings



MARC GOTTESIENER
Marc Gottesdiener & Co., Inc.
O 860 246 5053
www.hpearceappraisal.com



HOMETRUST WARRANTY PROGRAM



HOMETRUST WARRANTY PROGRAM

Pearce Real Estate has partnered with HomeTrust Warranty to offer a value added service to our clients. Your home will stand out from the rest when you offer the protection of a HomeTrust Warranty to potential buyers.

No one ever likes to think about problems with the heating, air conditioning, appliances, electrical or plumbing, but for seven out of every ten homes, a home system or appliance will fail during the course of one year. As a seller, a HomeTrust Warranty could be the difference in closing a deal with a potential buyer who may have concerns after a home inspection, for example. For a small fee at closing, you can offer a comprehensive warranty—and peace of mind—to potential buyers. HomeTrust Warranty safeguards the buyer against financial setbacks due to costly repair or replacement of covered appliances and major systems like plumbing, heating, electrical, and air conditioning. The HomeTrust Warranty protects the buyer for a full year, beginning the day of closing. With so many unknowns, a HomeTrust Warranty is designed to give you and your buyer peace-of-mind.

HomeTrust is the branded warranty exclusively created for the LeadingRE membership. For more information, visit www.hometrustedwarranty.com



PEARCE PLUS RELOCATION SERVICES

NATIONAL & INTERNATIONAL RELOCATION SERVICES

Since Pearce Real Estate is one of the few real estate companies to have its own full-service relocation company, our listings are exposed to a larger number of buyers, many of whom are families being transferred into the area. One of those families might be just the right buyer for your home.

Pearce Plus works with all of the major employers in the Greater New Haven area and has been providing them with relocation services for over 30 years. Our relocation clients include:

- Achillion
- Alexion
- Ampehnl
- Assa Abloy
- Bristol-Myers Squibb
- CiDra
- Defibtech
- Higher One
- Peabody Museum
- Roche 454
- Quinnipiac University
- Smilow Cancer Center
- Thule Corporation
- Ultra Electronics
- University of New Haven
- Yale-New Haven Hospital
- Yale Department of Cell Biology
- Yale Library
- Yale Medical Group
- Yale Pediatrics
- Yale School of Medicine

SENIOR SERVICES

According to recent census reports, the fastest growing segment of the U.S. population is people over age 75. More than 83% of American seniors are homeowners. Pearce Plus is one of the only companies to offer a formalized program for this population, further enhancing the breadth of services we can offer our clients.

Most seniors have not made a move or sold a home in many years. The process can be daunting and overwhelming to the point of paralysis. Our program is designed to assist seniors and their families through the process of downsizing, selling their home and finding a community that meets their needs — one step at a time. Pearce Plus Senior Services works with the following communities:

- Ashlar Village
- Atria Hamden
- Benchmark
- Duncaster
- East Ridge
- Elim Park
- Essex Meadows
- Higher One
- Harrogate
- Hearth at Gardenside
- The Heritage of Green Hills
- Meadow Ridge
- Pomperaug Woods
- Whitney Center



MAUREEN CAMPBELL

President



PAULA FEENEY

Vice President



BARBARA CONNOR

Senior Service Consultant



DAWN O'CONNELL

Corporate Property Manager



JAMIE RAMOS

Client Service Coordinator



JEAN CHERNI

Senior Service Consultant



PEARCE COMMERCIAL REAL ESTATE



Pearce Commercial Real Estate provides commercial real estate, office, retail, and industrial leasing, sales and acquisition services throughout Connecticut, bringing in clients whose employees could be the right buyer for your home.

Pearce Commercial Services include:

- Brokerage Services
- Buyer / Tenant Representation
- Real Estate Consulting
- Investment
- Marketing
- Industry Resources
- Leasing / Sales Terms

PEARCE COMMERCIAL REAL ESTATE HAS BEEN RELOCATING COMPANIES AND ASSISTING WITH THEIR SPACE NEEDS SINCE 1958.

YOUR
WINNING TEAM





FIRM HISTORY



NOT JUST A REAL ESTATE COMPANY... A FAMILY!

Real estate is, and always has been, at the heart of the American Dream. The story of Herb Pearce is a true Horatio Alger story – a hardworking, successful entrepreneur, who in 1958 left a successful career to start his own company. Herb's community service was legendary. Today, Barbara Pearce carries forward his commitment.

All of this makes the story of Pearce Real Estate more appealing – it is in some ways the story of 20th Century America. Herb Pearce was the classic risk-taker and go-getter, the kind of person who made America great. People respond in just that way – with admiration and enthusiasm for his can-do attitude, and often with a determination to replicate his success, in this field or some other. His joy in knowing that an opportunity was well met was infectious, and it is our hope that his exuberant spirit will continue to inspire us for generations.

- Barbara L. Pearce, President & CEO



PEARCE
TODAY



Pearce Real Estate was founded on the theory that people are the fundamental asset of any company. We also apply the principle of the 'Golden Rule' in all internal and external relationships and dealings. Today, Pearce Real Estate is one of the largest independently owned and operated real estate companies in Connecticut.

The goal of Pearce Real Estate is to grow large enough to provide our clients with the highest quality service and the most national connections, but remain small enough to provide the uncompromising service, personal attention and professionalism each client requires and deserves. We believe that we have a responsibility to exert a leadership role in the communities in which we work and live. We strive to provide exemplary service and trusted counsel to residential and commercial clients, in addition to professional support and educational tools for agents. We also believe that business is a creative art, and our innovative programs reflect that kind of vision.

We measure our success by our reputation, our positive impact on our clients, and the respect we have earned in the communities we serve.

OUR COMMITMENT:

TO PROVIDE THE HIGHEST LEVEL OF PROFESSIONALISM AND SERVICE IN ORDER TO ACHIEVE PROSPERITY FOR THE COMPANY, ITS ASSOCIATES AND EMPLOYEES, ITS CLIENTS AND CUSTOMERS, AND THE COMMUNITIES SERVED.



COMMUNITY SERVICE



A PARTIAL LISTING OF ORGANIZATIONS OUR STAFF AND AGENTS HOLD CLOSE TO THEIR HEARTS

- 375th Founding of Milford Committee
- Adopt-a-Child
- Albertus Magnus College
- ALSO Cornerstone
- American Cancer Society
- American Heart Association
- American Legion
- American Red Cross
- American Society for the Prevention of Cruelty to Animals (ASPCA)
- AmeriCares
- Arden House
- Arts Council of Greater New Haven
- Atlantic Regional Burn Care Foundation
- Battered Women's Shelter
- Bikers Against Animal Cruelty (BAAC)
- Book Drives
- Boy Scouts of America
- Branford Hills Healthcare
- Branford Rotary
- The Buccaneers Company
- Catholic Charity League
- Charlotte L. Evarts Memorial Archives
- Clifford Beers Clinic
- Coat Drives
- Columbus House
- Community Day Care Center
- Community Dining Room
- Community Foundation for Greater New Haven
- Concepts for Adaptive Learning
- Congregation Mishkan Israel
- Connecticut Food Bank
- Connecticut Hospice
- Connecticut State Dental Association
- Connecticut Public Television (CPTV)
- The Connection, Inc.
- Defenders of Wildlife
- The Devon Rotary Club
- Domestic Violence Services of Greater New Haven
- Easter Seals
- Eli Whitney Museum
- Families Helping Families
- Fellowship House
- Forgotten Felines
- Gaylord Hospital
- Great Connecticut Jazz Fest



COMMUNITY SERVICE, *continued*

- Guilford Fund for Education
- Guilford Garden Club
- Guilford Soccer Club
- Habitat for Humanity
- Harborside Healthcare
- Hamden Public Schools
- Help Willy's Friends
- Humane Society of the United States
- Interfaith Ministries
- International Festival of Arts & Ideas
- Junior Achievement
- LEAP (Leadership, Education, Athletics, Partnerships)
- Leila Day Nursery School
- Life Haven Homeless Shelter
- Long Wharf Theater
- Mary Wade Home
- Meals on Wheels
- The Milford Chamber of Commerce
- Milford Downtown Merchants Association
- Milford Hall of Fame
- Milford Historical Society
- Milford Literacy Center
- Milford Progress Inc.
- The Milford Rotary Club
- Mission of Mercy
- Montessori School on Edgewood
- National Public Radio (NPR)
- New Haven Book Bank
- New Haven Boys & Girls Club
- New Haven Colony Historical Society
- New Haven Community Foundation
- New Haven Family Alliance
- New Haven Museum
- New Haven Open at Yale
- New Haven Public Schools
- New Haven Symphony
- New Haven Urban Design League
- New Haven Woman's Club
- Orange Economic Commission
- Orange Economic Development Corporation
- The Orange Rotary Club
- Pancreatic Cancer Action Network—CT Affiliate
- Pendleton House
- Quinnipiac Chamber of Commerce
- Quinnipiac University
- Read to Grow
- Regional Housing Rehabilitation Institute
- Replanting Elms Project in New Haven
- Ronald McDonald House
- SARAH
- Schooner Inc.
- Seaview Beach Association
- Shoreline Arts Alliance
- Shoreline Food Pantry
- St. Martin de Porres Academy
- St. Thomas Becket Church
- Summer Food Garden
- UConn Alumni Association
- University of New Haven
- United Way
- VNA Food Drive
- Volunteer Services Center
- Wallingford Emergency Shelter
- Women and Family Life Center
- World Wildlife Fund (WWF)
- Yale Council for Women's Health Research
- Yale-New Haven Hospital
- Yale School of Nursing

STRIVING TO PUT MORE BACK INTO THE COMMUNITY THAN WE TAKE OUT:

AMONG OTHER ACTIVITIES THROUGHOUT THE YEAR, PEARCE'S ANNUAL DAY OF CARING IS A TIME WHEN ALL OF OUR OFFICES CLOSE AND WORK STOPS, TO HELP GIVE BACK TO THE SURROUNDING COMMUNITY. IT IS A DAY THAT ALLOWS US TO FEEL GOOD ABOUT OUR COMPANY AND GOOD ABOUT OUR TOWNS.



COMPANY AWARDS



LEADING REAL ESTATE COMPANIES OF THE WORLD®

- 2012 Crown of Excellence
- 2012 Award of Excellence for Referral Production
- 2012 Award of Excellence for Sales Production
- 2012 Million Dollar Club
- 2012 Momentum Club
- 2011 Award of Excellence for Outgoing Sales Production
- 2011 Peak Producers Silver Award
- 2011 Global Alliance Award
- 2009 Award of Excellence for Sales Production
- 2009 Global Alliance Club

The Crown of Excellence is one of LeadingRE's highest awards, and is bestowed on the affiliate firms with the greatest point total earned from performance ranking within their category.

Pearce Real Estate is the sole Connecticut firm to have won the Crown of Excellence Award -- EVER.

Pearce Real Estate is proudly ranked the 8th largest real estate company in Connecticut, out of 1,400 companies.

**TOP
WORK
PLACES
2013**

Pearce Real Estate is a **2013 Top Workplace** in Connecticut.



WHAT CLIENTS ARE SAYING



CLIENT TESTIMONIALS

"I felt very much at ease because I knew my agent was on top of things."

– Lisa

"My agent was wonderful to work with---very thorough, communicative, and I felt she went above and beyond our expectations. Excellent!"

– Danielle & Matt

"My agent has made my last two experiences extremely pleasant. She goes above and beyond to meet the needs of her clients and is very flexible which is a major plus!"

– Gina

"My agent was extremely patient and he understood my needs. He was very honest and I appreciate that. I will recommend him at any time and will always be thankful."

– Joan

"I love my agent. I've been through the process of trying to find a house before and based on that experience, I was very nervous about finding the right place for me. Well, I found the perfect place and I could not have done it without my agent."

– Jamie

"Our agent was very accommodating and available to us throughout the process. We are very satisfied with her service. Thanks so much!"

– Michelle & John