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THE GREENWICH SHOP TEAM

Engel & Völkers

A PREMIER INTERNATIONAL
REAL ESTATE SHOP

THE ENGEL & VÖLKERS GROUP IS ONE OF THE WORLD'S MOST RESPECTED NAMES IN THE HIGH-END REAL ESTATE SALES MARKET. BASED IN HAMBURG, GERMANY, ENGEL & VÖLKERS HAS RECENTLY EXPANDED ITS GLOBAL REACH TO THE UNITED STATES WITH PLANS TO OPEN RESIDENTIAL SALES OFFICES - OR "SHOPS" AS THE COMPANY CALLS THEM - ACROSS THE COUNTRY. ENGEL & VÖLKERS IS NOW SELLING FRANCHISES IN FLORIDA, NEW YORK AND NEW ENGLAND AND HAS ALREADY OPENED SHOPS IN FLORIDA, SOUTHAMPTON, N.J. AND MOST RECENTLY GREENWICH, CT WITH THE U.S. HEADQUARTERS BASED IN MANHATTAN. 30 MORE SHOPS ARE ON TRACK TO BE OPENED IN PRIME LOCATIONS ON THE EAST COAST BY THE END OF 2008.

Quality Not Quantity

Engel & Völkers stress that quality, not quantity is key to their worldwide success and one of the primary reasons they are considered one of the finest international real estate brands today. Sven Odia, President of Engel & Völkers US Holdings points out, "As we continue to expand worldwide and most recently in the US, it is vital to maintain our philosophy of first locating our shops in the best retail locations in each market and also to find franchise partners that match our brand and our high international standards. Quality always has to come first with Engel & Völkers!"

Outlook for Foreign Investors and Engel & Völkers Reach

Today, Engel & Völkers has achieved the leading position in the European market and a prominent position in the global luxury real estate market. Unlike any other existing U.S. real estate agency, Engel & Völkers brings a very distinct advantage to this

marketplace: more than 300 offices worldwide in 25 countries on five continents. The company enters the U.S. with a portfolio of wealthy foreign buyers eager to purchase homes in America's most exclusive areas. Globally, real estate sales of high-end properties remain very strong as owning multiple dream homes in the world's chicest locations has become the ultimate luxury. While the financial market here has suffered in the last half year – decreasing the pool of cash-rich domestic buyers – the dollar is at historic lows against the Euro and other currencies.

The result is overseas buyers from Europe, Asia and elsewhere stepping up their purchases in the U.S. buying apartments in New York City, and vacation homes in places like Florida, the Hamptons, and Cape Cod for leisure as well as investment opportunities. Engel & Völkers is uniquely poised to take advantage of this confluence of market trends in order to get domestic sellers their full asking price.



CANBES

The Concept

Founded by Christian Völkers, Engel & Völkers opened their first shop in Hamburg, Germany in 1977. Christian Völkers believes that in order to be the premier realty shop serving the top market buyers and sellers in any area, shops have to be in excellent retail areas for each respective market. Today, all Engel & Völkers property shops are in the finest locations and are designed with a signature style of an all white façade of wood or marble, flanked by Doric columns and punctuated by a neo-classic black door and the Engel & Völkers logo. The shop front windows display spectacular property brochures from both each local area and from around the world.

"I can speak firsthand as to what it is like joining Engel & Völkers," says Rauert Peters, COO of Engel & Völkers US. "I had the pleasure of owning and operating two E&V shops in Germany from 2004 to 2007. When I was offered the opportunity to join Engel & Völkers U.S., I immediately saw the great potential of Engel & Völkers systems when applied to the real estate market in the states. My wife is American and I attended school and lived in the

U.S. for years. Having successfully opened, operated and then sold two Engel & Völkers shops, I know how outstanding Engel & Völkers is and that the strong focus on professional services and Engel & Völkers' true global network give us a competitive advantage. We will be the premier real estate brand in the U.S.. Our goal is not to be the biggest real estate firm, but to be the leading franchise for exclusive properties worldwide."



THE HAMPTONS

Engel & Völkers – Greenwich, CT

Ten percent of all money managed in hedge funds globally is managed in Greenwich, CT. In an area of great affluence such as Greenwich, there is a high demand for ultra luxury products and services and owning multiple homes is certainly a de rigueur sign of success. The average residence in Greenwich is selling for \$2.7 million, up 13.7% vs. last year. Approximately \$1.8 billion of residential real estate was sold in Greenwich in 2007, vs. \$1.49 billion during 2006, an increase of 21.1%.

It was only a matter of time before Engel & Völkers would find its place in Greenwich. Located at 335 Greenwich Avenue, the Greenwich Engel & Völkers shop was established by two License Partners, Bryan Dinkelacker and Eric Wright, both experienced local developers of high-end real estate. Opening their doors in November, 2007 with nine agents, with anywhere between 2 to 15 years experience in selling real estate in Greenwich, the company already has deep roots in the community.

"It is very exciting to be a part of the Engel & Völkers team during this time of rapid expansion into the U.S. real estate market," says Bryan Dinkelacker, Greenwich shop licensee. "Our elite team is ready and energized to bring the highest level of service, a global real estate network and a competitive advantage to the Greenwich community."

The Greenwich shop agents are eager to service their clients and have several noteworthy properties in their portfolio, including: Trump Plaza, New Rochelle, N.Y.; Trump Park Residences – An active adult community in Yorktown, N.Y.; The Residences at The Ritz-

Engel & Völkers



THE COMPANY ENTERS THE U.S. WITH A PORTFOLIO OF WEALTHY FOREIGN BUYERS EAGER TO PURCHASE HOMES IN AMERICA'S MOST EXCLUSIVE AREAS.

Carleton, Westchester, N.Y.; The Residences at the Ritz-Carleton, Stamford, CT; and Trump Parc, Stamford, CT.

Training, Support, Service

Everyone who joins the Engel & Völkers network receives ongoing comprehensive training on technology, sales & marketing, and the nuances of client service through the Engel & Völkers Training Academy. From license partners to the support staff, Engel & Völkers has developed a system that works in Greenwich, London, Hamburg, Hong Kong, South Africa and all of the other Engel & Völkers locations throughout the world. In addition to this training, Engel & Völkers sponsors local, regional and international seminars every year for their worldwide partners.

Attention to detail and understanding how discriminating buyers and sellers prefer to interact is a key to the Engel & Völkers system. The Engel & Völkers approach isn't just about listing properties, it is also about how to communicate effectively and how to provide elegant service. Buyers and sellers alike appreciate the friendly, unhurried and discreet sales approach used by Engel & Völkers professionals. When valuations are done, at least two agents are present to

view the property, because each will see it just a little differently. These distinctions are important to insuring a maximum sales price and the shortest sales time. When showings are held, multiple agents are often used to assist both husband and wife or parents and children, because they understand the realities of viewing a property and how to optimize the experience for potential buyers.

Engel & Völkers – A Lifestyle Company

Engel & Völkers prides itself on a unique understanding of its clients' lifestyle, and thus, takes a strong lifestyle approach to its business. The company publishes a quarterly glossy lifestyle magazine called *GG Magazine* with feature stories on celebrities, designers and socialites, along with gorgeous exposés of Engel & Völkers properties from around the globe. It fields its own successful polo team that competes on the international polo circuit. And, it has just opened a Yachting division in order to help its clients to commission yachts that are even more exclusive than the homes it lists. **CC**

For more information on Engel & Völkers franchises in the U.S.: www.engelvoelkers.com/northeastusa; 212/452-7882.