

GILLES RAIS

FINE HOMES TEAM



COLDWELL BANKER
REALTY



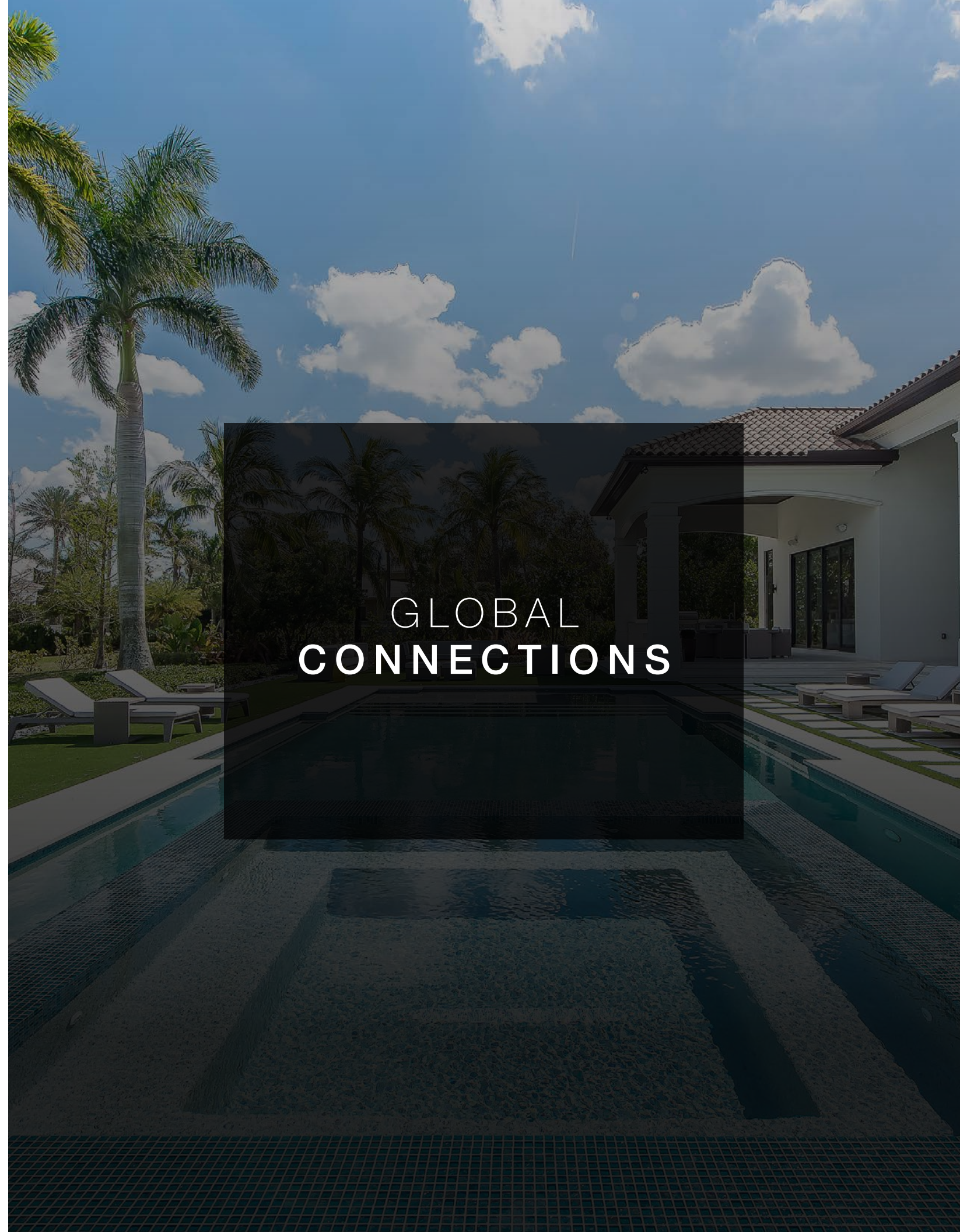
GILLES RAIS

REALTOR-ASSOCIATE®
C. 954.304.1579
O. 954.527.5900
Contact@GillesRais.com
GillesRaisFineHomes.com

901 E. Las Olas Boulevard, Ste. 101
Fort Lauderdale, FL 33301



COLDWELL BANKER
REALTY



GLOBAL
CONNECTIONS

MARKET YOUR HOME WITH A GLOBAL LEADER

THE POWER OF COLDWELL BANKER®

As a certified luxury property specialist, Gilles Rais complements his high-end real estate expertise with exclusive Coldwell Banker® global marketing resources, allowing him to reach qualified buyers around the world and provide the best possible service to every client.

Coldwell Banker offers the world's best luxury real estate marketing – the proof is in the numbers.

100+
OF WEBSITES

Coldwell Banker is the #1 most-visited real estate brand online¹ with listings seen on hundreds of websites around the world, including Zillow®, Trulia®, Realtor.com®, Homes.com® and more.

118
YEARS

Coldwell Banker has been serving the needs of luxury home buyers and sellers since 1906.

OVER \$200M
SOLD DAILY²

Coldwell Banker agents handled 39,339 transaction sides of \$1 million-plus homes. This equates to \$200 million in luxury sales every day with an average sales price of \$1.9 million in 2023 in this category.

100,000³
AGENTS IN GLOBAL NETWORK

Gilles is one of the top agents in Florida and among the elite of the Coldwell Banker global network of over 100,000 agents in 40³ countries and territories.

1. Reflects Total Website Visits for 2023. Source: Comscore 2023 Media Trends. 2. *Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2023. USD\$. 3. As of 12/31/2023.



POWER IN NUMBERS

The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world. Through a master franchise network located in 40 countries and territories*, we offer unmatched services in their local languages.



100,000
AGENTS*

40
COUNTRIES & TERRITORIES*

Andorra
Argentina
Aruba
Bahamas
Bermuda
British Virgin Islands
Cambodia
Canada
Cayman Islands
Chile

Costa Rica
Curaçao
Cyprus
Dominican Republic
Egypt
England
France
Grenada
India
Indonesia

Ireland
Italy
Jamaica
Luxembourg
Malta
Mexico
Monaco
Paraguay
Portugal
Saudi Arabia

Sint Maarten
Spain
St. Lucia
Turkey
Turks & Caicos
United Arab Emirates
United States
Uruguay
U.S. Virgin Islands
(St. Croix & St. Thomas)

*As of 12/31/2023.



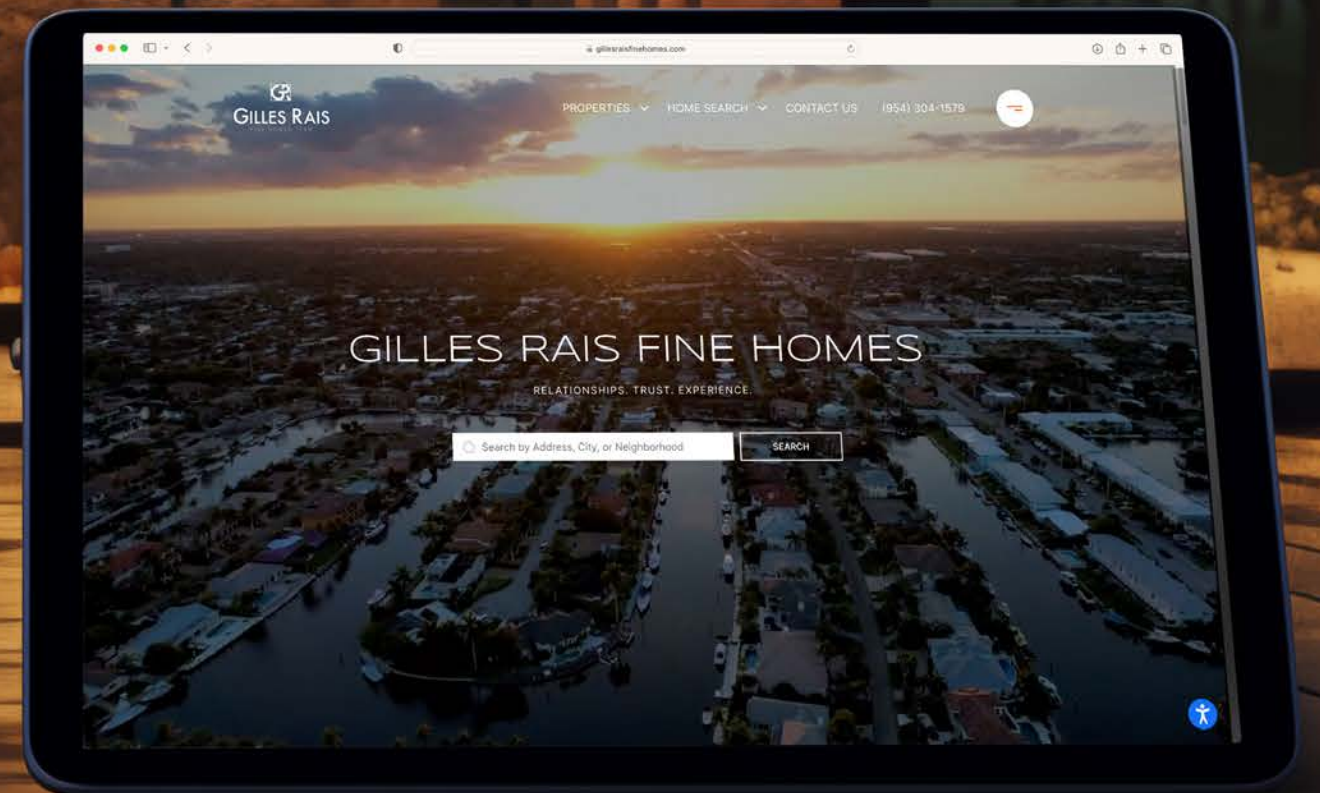
MARKETING
MASTERS

MARKETING & ADVERTISING

Coldwell Banker Global Luxury® is an effective global marketing program for luxury properties designed to reach and capture the ultra-affluent consumer through a multi-level partnership using international, national, regional and local resources. With a wealth of exclusive marketing and prominent advertising placements, your home is effectively marketed to targeted buyer pools, encompassing the following components:

GILLESRAISFINEHOMES.COM

We don't just sell homes, we sell a lifestyle. Buyers begin their search at GillesRaisFineHomes.com, which features exclusive property listings, home evaluation and search navigation, local neighborhood spotlights, lifestyle opportunities and area updates. The site brings together knowledge and local enthusiasm with the expertise and insight of a real estate powerhouse team that can guide anyone through the real estate landscape.



PROFESSIONAL PHOTOGRAPHY

We position your property to look its best with high-quality photos perfect for print and online.

VIDEO BROCHURES

A professionally produced photo slideshow tour of your property is posted on the web to allow potential buyers to experience fully immersive, highly realistic virtual spaces.

FULL-COLOR PROPERTY BROCHURES AND FLYERS

Created by professional graphic designers and experienced copywriters to showcase your individual property, full-color brochures and flyers feature striking photos and are mailed to an extensive network of affluent potential buyers.

Leading in Luxury Real Estate
The Gilles Rais Fine Home Team

Call Us Today!
954.304.1579

JUST SOLD
Call Today!
For a FREE Home Evaluation.

ELEGANT ITALIAN VILLA
2571 Del Lago Drive, Fort Lauderdale, FL 33316

Elegant Mediterranean Villa
Harbor Beach Double Lot Estate!

Elegant Italian Villa
Harbor Beach Double Lot Estate!

2593 SE 8th Street Santa Barbara Shores | \$10,000,000
10 Compass Bay Colony | \$14,500,000
34 Isla Bahia Harbor Beach | \$7,750,000
2484 Princeton Court Weston Hills | \$1,665,000
5136 NE 3rd Way Boca Raton | \$550,500
4730 NE 27th Avenue Coral Ridge | \$1,100,000
545 NE 11th Avenue Victoria Park | \$1,700,000
418 NE 18th Avenue Victoria Park | \$905,000

GILLES RAIS REALTY
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GillesRais.com

COLDWELL BANKER REALTY

Hello,
I'd like you to be the first to know that your neighbors have placed their home on the market. One of the reasons they selected me and Coldwell Banker® for the sale of their home is our impressive track record of selling, marketing and merchandising homes in the local marketplace, and around the world.
Please take a moment to review the details of this beautiful home. Maybe you'll discover that you have a friend, family member or co-worker who would be interested in learning more about the property. If so, please don't hesitate to contact me - I'm happy to help!
In this brochure, you will discover firsthand what makes Coldwell Banker vastly different from its competitors. The results simply speak for themselves. When the time is right, contact me to discuss how you can leverage my local expertise and experience, along with Coldwell Banker's exceptional marketing and exposure, to help sell your home for the highest possible price.

Sincerely,
GILLES RAIS
REALTOR
M: 954.304.1579
contact@gillesrais.com
GillesRais.com

The property information herein is derived from various sources that may not be verified by the MLS and is not intended to be relied upon. All information is subject to change without notice. The information herein is not intended to be used as an offer of real estate. The information herein is not intended to be used as an offer of real estate. The information herein is not intended to be used as an offer of real estate. The information herein is not intended to be used as an offer of real estate.

360° MARKETING APPROACH

We offer an impressive global stage from which to showcase your home. With the Coldwell Banker Global Luxury® program, we are truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.



EXPANSIVE ONLINE SYNDICATION

Finding a discerning buyer for a one-of-a-kind property takes ingenuity — and an expert command of today's online arena. The Coldwell Banker Global Luxury® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com and international websites through ListHub Global*.



coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to the real estate industry's most visited websites.

*MarketWatch, Robb Report, Unique Homes and WSJ display properties priced at \$500k+; JamesEdition, Barron's, Mansion Global and Penta display properties priced at \$1M+; ListHub Global displays properties priced at \$2M+.

JAMES EDITION

Robb Report
FOR THE LUXURY LIFESTYLE

Homes.com

MANSION GLOBAL

UNIQUE HOMES

THE WALL STREET JOURNAL

ListHub Global

HomeFinder.com

PENTA

BARRON'S
THE NEW YORK BUSINESS AND FINANCIAL WEEKLY

MarketWatch

COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury® website – featuring a dynamic, responsive listing and profile experience – connects an affluent audience to some of the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Engaging editorial content is crafted and curated for the site's discerning audience. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. Further, a built-in referral network for Luxury Property Specialists' exclusive use links us to other high-end real estate professionals locally and around the world.

ELITE INTERNATIONAL SYNDICATION

The Coldwell Banker Global Luxury® program has joined forces with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your luxury home.

91+
PORTALS

50+
COUNTRIES

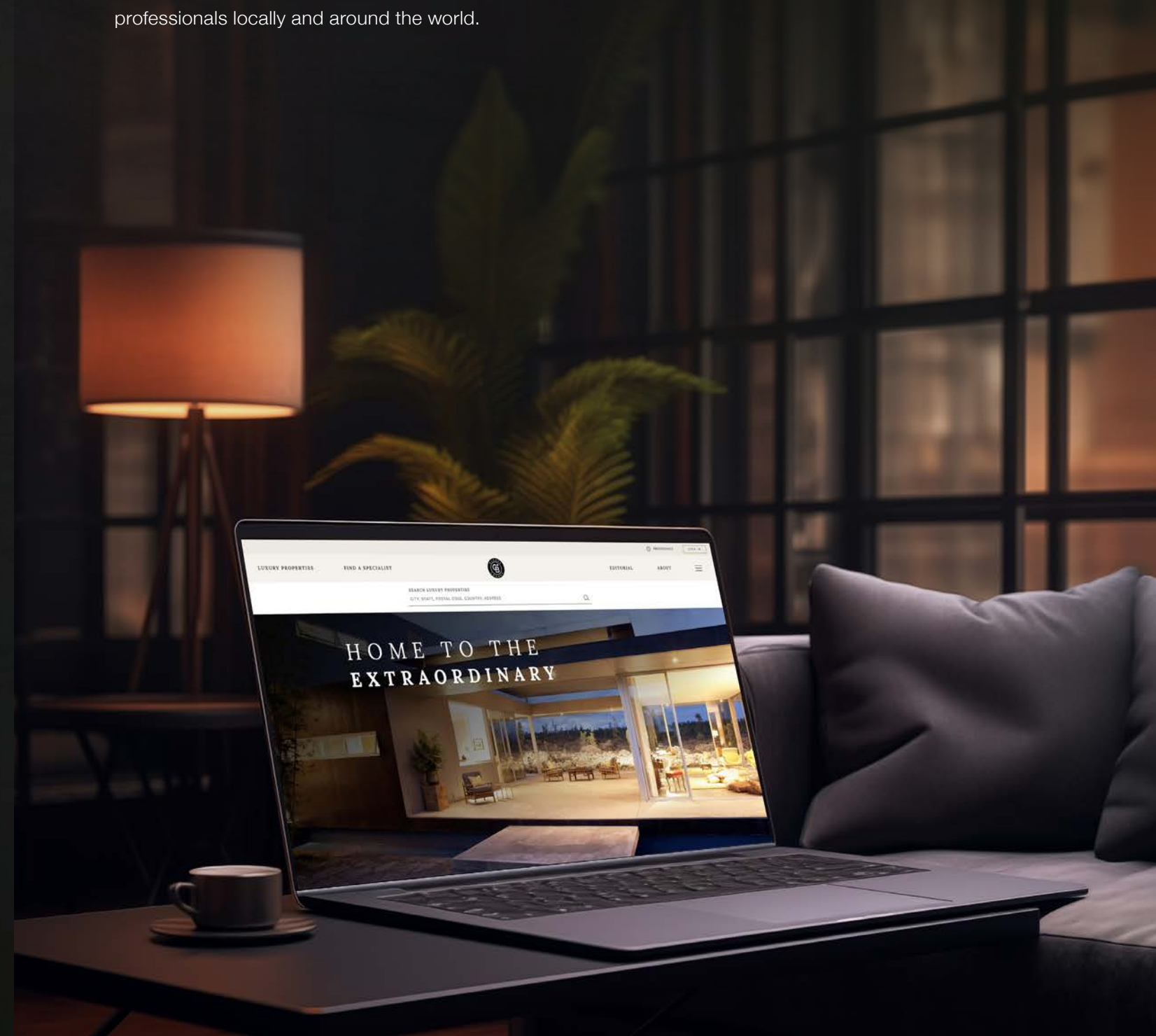
255.56
MILLION POTENTIAL BUYERS*



THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

ListHub Global automatically publishes \$2 million+ property listings to leading real estate sites around the world, such as China's Anjuke, the United Kingdom's Properstar UK and India's 99acres.

*Number provided is an approximation due to frequent changes to the syndication.



SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by a dedicated and expert social content team, the networks under the Coldwell Banker Global Luxury® banner are among the most widely used sites today, delivering a unique perspective on fine living and fine homes all over the world. Coldwell Banker® social media channels saw impressive numbers in 2023:

OVER HALF
A BILLION

Media impressions¹



1.1
MILLION

Followers² on Coldwell Banker® brand social media channels



8.6
MILLION+

Link Clicks¹



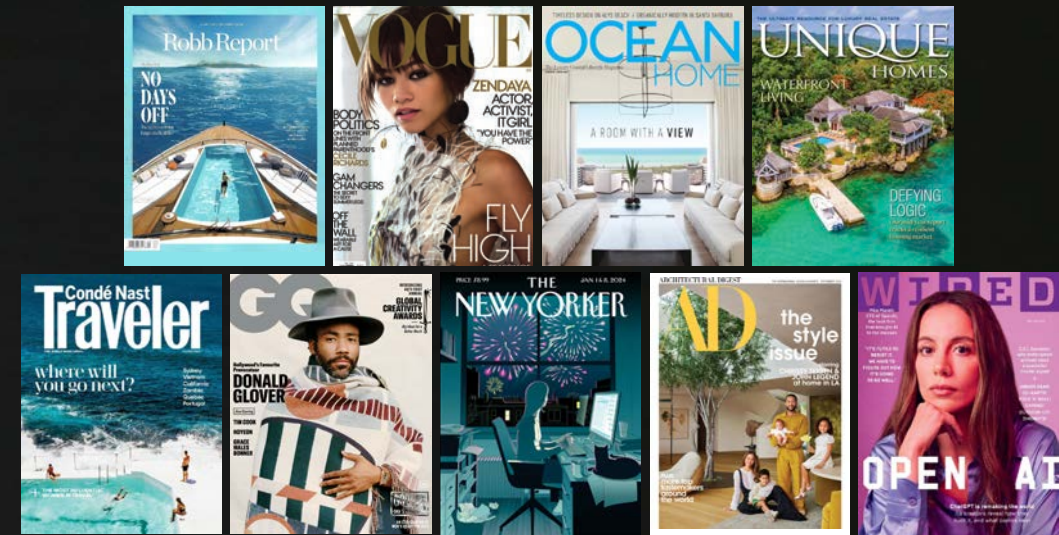
88.9
MILLION+

Engagements¹



102
MILLION+

Video views¹



STRATEGIC MEDIA AFFILIATIONS

From The New York Times to Condé Nast Traveler, the Coldwell Banker Global Luxury® program encompasses a distinguished portfolio of media affiliations to ensure your property's exposure to affluent readers the world over.

- | | | |
|--|---|---|
| <p>FINANCIAL & NEWS</p> <ul style="list-style-type: none"> BLOOMBERG FINANCIAL TIMES THE DAILY TELEGRAPH THE NEW YORK TIMES THE WALL STREET JOURNAL MANSION GLOBAL <p>LUXURY LIFESTYLE</p> <ul style="list-style-type: none"> DREAMER DWELL ELITE TRAVELER JAMES EDITION OCEAN HOME ROBB REPORT <p>BOATING</p> <ul style="list-style-type: none"> BOAT INTERNATIONAL CRUISING WORLD SAILING WORLD YACHTS & YACHTING | <p>CONDÉ NAST LUXURY GROUP</p> <ul style="list-style-type: none"> ARCHITECTURAL DIGEST BON APPÉTIT CONDÉ NAST TRAVELER GOLF DIGEST GQ THE NEW YORKER VANITY FAIR VOGUE WIRED <p>EQUESTRIAN</p> <ul style="list-style-type: none"> THE CHRONICLE OF THE HORSE EQUESTRIAN LIVING HORSE & RIDER THE PLAID HORSE PRACTICAL HORSEMAN | <p>CITY LIFESTYLE & SPECIFIC INTEREST</p> <ul style="list-style-type: none"> MODERN LUXURY THE REAL DEAL UNIQUE HOMES <p>FARM & RANCH</p> <ul style="list-style-type: none"> LAND.COM THE LAND REPORT <p>INTERNATIONAL</p> <ul style="list-style-type: none"> CONDÉ NAST UK REAL ESTATE HONG KONG TATLER JUWAI PROPGOLUXURY SIMPLY ABU DHABI |
|--|---|---|

1. 2023 Sprout Social and Media Agency Reporting. 2. Sprout Social Reporting 01/01/2023-12/31/2023.

MEDIA RELATIONS

Guided by the belief that each home has a story to tell, the Coldwell Banker Global Luxury® program offers elite clients the opportunity to share their homes' unique narratives through the media.

As part of a bespoke marketing plan, we may work closely with regional marketing teams to leverage strategic media relationships in order to showcase your home to the widest possible affluent audience. Harnessing the global influence of these key media players has historically generated exposure for our most notable listings in top-tier outlets such as *The New York Times*, *The Wall Street Journal*, *Forbes* and *CNBC*.

Coldwell Banker® averaged 104 media mentions, touching 3.3 million consumers daily, which equates to 31.6 billion consumers reached in 2023*.

*Cision, a Media Monitoring Company, 2023.

TARGETED MARKETING

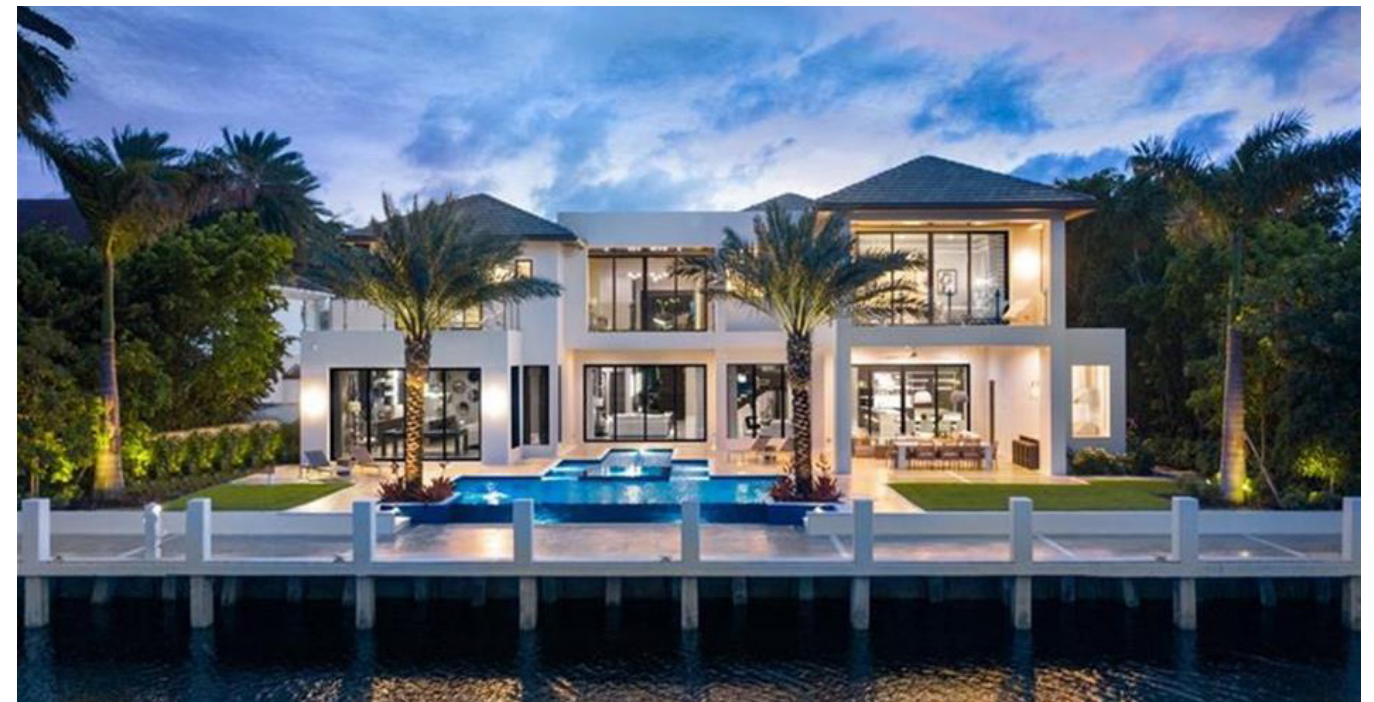
The Coldwell Banker Global Luxury® program enables us to identify the right affluent clientele for your exceptional home. Our relationship with WealthEngine® gives us access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level. By curating the data based on lifestyle, interest and net worth, the precise audience of affluent buyers most likely to purchase your home can be targeted.



WE DON'T JUST
SELL HOMES,
**WE SELL A
LIFESTYLE**

HIGHEST SALES

2021-2023



2481 DEL LAGO DRIVE
\$11,600,000 | LISTED IT. SOLD IT.



2571 DEL LAGO DRIVE
\$10,545,000 | LISTED IT. SOLD IT.



10 COMPASS ROAD
\$14,500,000 | LISTED IT. SOLD IT.



80 COMPASS LANE
\$5,000,000 | LISTED IT. SOLD IT.



91 COMPASS LANE
\$9,000,000 | LISTED IT. SOLD IT.



40 COMPASS ISLE
\$6,750,000 | ASSISTED BUYER



34 ISLA BAHIA DRIVE
\$7,750,000 | LISTED IT. SOLD IT.



444 COCONUT ISLE DRIVE
\$5,650,000 | LISTED IT. ASSISTED BUYER. SOLD IT.



2593 SE 8TH STREET
\$10,000,000 | ASSISTED BUYER



36 MINNETONKA ROAD
\$8,625,000 | LISTED IT. ASSISTED BUYER. SOLD IT.



1000 BISCAYNE BOULEVARD
\$6,500,000 | ASSISTED BUYER



1319 SEMINOLE DRIVE
\$3,625,000 | LISTED IT. SOLD IT.



3050 WINDMILL RANCH ROAD
\$5,500,000 | LISTED IT. SOLD IT.



3841 NE 27TH TERRACE
\$3,250,000 | LISTED IT. SOLD IT.



808 SOLAR ISLE DRIVE
\$3,315,000 | LISTED IT. ASSISTED BUYER. SOLD IT.



3140 NE 40TH COURT
\$3,050,000 | LISTED IT. SOLD IT.



3015 MEADOW LANE
\$3,900,000 | XXXXX



4100 NE 22ND AVENUE
\$3,025,000 | LISTED IT. SOLD IT.

WE DON'T JUST SELL HOMES, WE SELL A LIFESTYLE

YOUR LOCAL EXPERTS – GILLES RAIS FINE HOMES

Built on longstanding relationships, unwavering trust, world-class experience and entrepreneurial spirit, the Gilles Rais Fine Homes Team offers extraordinary thinking, exceptional service and creative marketing that produces optimal results and success.



Gilles is a powerhouse of knowledge, experience and passion, with unrivaled expertise and dedication. He has his finger on the pulse of the industry and is a true advocate for his clients. Gilles and his team specialize in investment properties, waterfront estates and oceanfront condos from Miami to Palm Beach and have an impressive array of loyal clients, including investors, executives, celebrities and professional athletes. It's no wonder Gilles is a member of the Coldwell Banker® International Presidential Elite, ranking him among the top agents in the network worldwide.

Gilles has been helping clients discover their ideal home in South Florida for years, concentrating on the Greater Fort Lauderdale luxury properties, golf and tennis communities and Broward and Palm Beach Counties. He built a strong team to support him and established an impressive resume selling fine homes and condos. The primary source of his business growth is referrals – a testament to his expertise, track record and resources.

Gilles and his team offer full-service assistance, including consulting services to prep homes for the market, mortgage and finance consultation, assistance with insurance and real estate tax-related questions and connections to repair professionals and a general contractor team for any adjustments needed. Gilles also develops customized marketing strategies for each and every listing, leveraging his international business background to procure buyers and sellers across the globe.

GillesRaisFineHomes.com

901 E. Las Olas Blvd #101, Fort Lauderdale, FL 33331

O. 954-304-1579



TRICHELLE HENRY

REALTOR-ASSOCIATE®
Lic#: 276599751
Trichelle@GillesRais.com
C. 954.610.0956

With 20+ years of experience as a real estate, retail, luxury goods, sports, entertainment, health care, consumer packaged goods (CPG) and e-commerce marketing executive, Trichelle offers a valuable skill set to buyers and sellers. Growing up in the Midwest, Trichelle traveled frequently and studied abroad in England and Germany. Trichelle's passion for advertising and promotions ignited in a high school marketing class. Then, she continued her education at Miami University in Oxford, Ohio, where she focused on marketing, research and entrepreneurship. Her initial career path led her to Chicago and then South Florida, where she managed advertising campaigns for a variety of brands, including large developers such as Lennar, Kolter, Centerline and K. Hovnanian.

In 2012, Trichelle launched her own marketing consulting company, Luxe Marketing Group. At Luxe Marketing Group, she advised and developed campaigns for clients in real estate, health care, education, entertainment, luxury jewelry and philanthropy. She has lived and worked in Miami-Dade, Broward and Palm Beach counties over the past 18 years and knows the ins and outs of a plethora of communities. Trichelle loves helping people and connecting clients with the right home for their needs.



MICHELLE MARTIN

REALTOR-ASSOCIATE®
Lic#: 278048984
Michelle@GillesRais.com
C. 954.646.0557

Michelle is a vacation rental specialist and licensed real estate agent. She has been hosting guests both as a homeowner and a business owner for over 12 years. Michelle takes enormous pride in ensuring our portfolio of homeowners and guests have a magnificent and memorable experience. Michelle believes guests who reserve one of our carefully curated vacation homes truly experience the South Florida luxury lifestyle. Guests get so much more than a hotel experience – they get privacy and unique outdoor spaces, allowing friends and family to come together and create priceless memories in a relaxed setting.



LUC MARTIN

REALTOR-ASSOCIATE®
Lic#: 3013913
Luc@GillesRais.com
C. 239.293.4522

Born and raised in the south of France on the Côte d'Azur, Luc moved to Naples, Florida, with his family 22 years ago. Luc always loved the real estate industry and became a licensed real estate agent shortly after settling in Florida. He successfully owned and operated several local businesses, including a construction company, as he learned the local market and gained insights and understanding of the residential and commercial real estate markets here. Luc's international connections and diverse experiences allow him to understand the needs of buyers moving to the United States for the first time, guiding them through the process. His local knowledge provides valuable insights to all his clients.

COMMUNITY INVOLVEMENT

We love connecting with members in the community.



TESTIMONIALS

“I have been fortunate to benefit from the experience and expertise of Gilles Rais Fine Homes for the last three homes we bought and sold. They are best in class every step of the way. They are outstanding in their abilities and superior service, and the result is success in every transaction. There is none better than Gilles Rais himself. He truly cares about you and your home or future home. I will never go with anyone else.” – Steve B.

“Working with Gilles Rais to find a home is a fantastic and inherently beneficial experience. Gilles not only puts in the maximum effort to place you into the perfect home at the best price possible but also provides full access to his decade’s worth of experience and knowledge to ensure you make the best investment in your future. Gilles is the highest level of home-buying consultant in the toughest market in the country.” – Noah R.

“We have known Gilles for over 10 years and have purchased several properties with his assistance. He has gone the extra mile for us on several occasions and is one of the best people we have ever had the pleasure to work with.” – Mark H.

“Gilles was professional, timely and straight-up amazing. We found the house we liked and didn’t want to lose it. He told us what he thought it was worth (under the listing price), but we still insisted on placing a bid for more. When the bank came back with the appraisal, it was the exact amount he had told us. He then negotiated that price for us. When we went for the final walk-through, the other real estate agent was upset that he had done such a great job. It wasn’t just him either. His entire team helped us throughout the process. Trichelle started us off looking at all kinds of homes and kept in constant contact until we found the one we wanted. From the beginning of showing us the homes and then pushing through all the paperwork, they couldn’t have been better. I wouldn’t work with anyone else in South Florida.” – Zach A.

*“Mr. Gilles Rais and his team were excellent and extremely professional to deal with. We asked Gilles to sell our home and find us a new home in Boca Raton. Not only did we get multiple offers over our asking within days of it being listed, but he also found and closed the deal on our dream home in Boca. Two real estate closings within days of each other professionally managed by Gilles. We are very happy with his services and will definitely use him again for all future closing. Thank you, Gilles!”
– David and Melissa*

“I met Trichelle through an open house that she was hosting. When I decided to get more serious about my home search, I reached out. Trichelle was very helpful in my home search and instructed me in the whole process of buying a home. Gilles Rais Fine Homes Team paid very good attention to the kinds of things I was looking for and helped me find the perfect place for me! I would definitely recommend them to any friends or family looking to buy a house.” – Dr. Ben K.

“Gilles is not only a consummate professional but showed a genuine concern for our wellbeing and did everything to ensure that the sale of our home went smoothly. We feel that he went above and beyond to ensure the successful completion of the transaction and showed a high level of expertise in all things related to the real estate transaction.” – Sharon and Bill B.



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COLDWELL BANKER REALTY

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted, and you should not rely upon it without personal verification. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2024 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 24G07X-DC_FL_3/24

THANK YOU

