

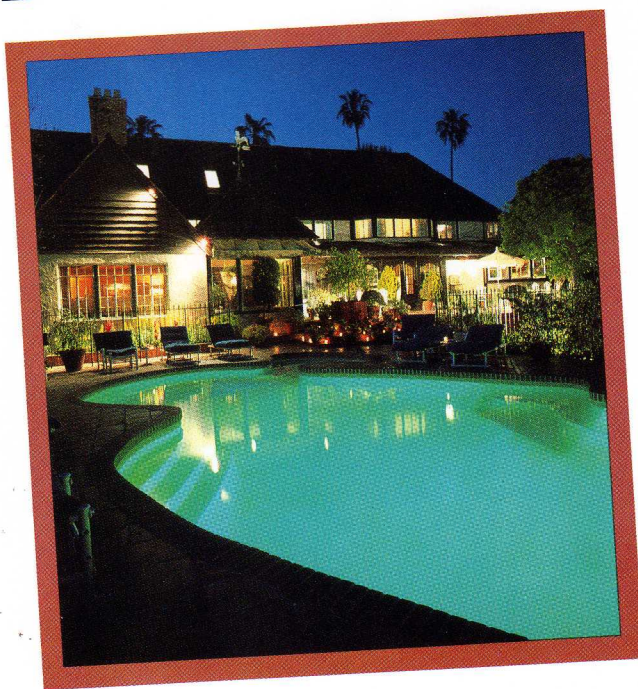
FINE HOMES

DIVISION



**Merrill Lynch
Realty**

FINE HOMES



 **Merrill Lynch
Realty**



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FINE HOMES is an aesthetic and imaginative magazine collection of the finest properties available around the world. FINE HOMES is a classic visitor to the homes of ambassadors, bank presidents, Fortune 500 executives, physicians, professionals, movie stars and celebrities. Understated and beautiful, FINE HOMES graces their coffee tables.

FINE HOMES magazine, the prodigy of Merrill Lynch Realty, is published with the sole purpose of providing fine homes maximum exposure to the most affluent home buyers. All across the nation, this elegant registry brings the most splendid homes directly to the consumer. FINE HOMES provides a sophisticated marketing advantage no other real estate company can touch—a quarterly marketplace exclusively for luxury class properties.

Distribution includes:

- First class airline passenger clubs at major airports here and abroad.
- Foreign embassies in Washington, D.C.
- Foreign consulates in San Francisco, California.

Wholesale and retail newsstand services are handled by the leading domestic and international magazine distributor. With their expertise, FINE HOMES has achieved record-breaking sellout rates in domestic markets. FINE HOMES is also available:

- On newsstands in foreign markets that include Puerto Rico, the United Kingdom, Switzerland, West Germany, and Australia.
- In all Canadian provinces.

Private San Francisco Bay Area distribution includes:

Major hotels.
Trust officers.
Major corporation executives.
Private fraternal and social clubs.
Limousine and corporate jet services.
Physicians, attorneys, designers.

Additionally, FINE HOMES is circulated through an international outlet impossible for any other real estate firm to claim: more than 500 Merrill Lynch Pierce Fenner and Smith securities offices worldwide provide immediate access to an exclusive clientele.

FINE HOMES magazine is also available by subscription.



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This synergism works. For example—after previewing listings and reading about the North Bay area in an early edition of FINE HOMES, the manager of a London Merrill Lynch Pierce Fenner and Smith branch wrote Merrill Lynch Realty:

A client from our Athens office is seeking to invest about \$200,000 equity in a vineyard, small residential or commercial investment in the North Bay region.

A highly successful business arrangement ensued.

FINE HOMES is an unqualified success. The difference is reflected in the number of success stories—

- ★ From the outset, the North Bay has had nearly a fifty per cent sale rate on properties highlighted in FINE HOMES. And, the Sonoma County home featured on the cover of FINE HOMES sold, as well!
- ★★ Singer Helen Reddy's home was featured on the cover of FINE HOMES and was sold and in escrow in a matter of days!
- ★★★ A foreign businessman leafed through the premiere issue of FINE HOMES on a flight bound from New York to Los Angeles. He spotted the home of his dreams and immediately contacted Merrill Lynch Realty. Shortly thereafter, he purchased a \$2.4 million residence.
- ★★★★ As a result of the representation of Fijian Islands listings in early issues of FINE HOMES, Merrill Lynch Realty has become the largest broker of Fiji properties for sale.

With each new issue of FINE HOMES, the influx of calls and letters grows, while the listing and sale of fine homes steadily increases.

**MERRILL LYNCH REALTY'S
NORTH BAY OFFICE LOCATIONS INCLUDE:**

| | |
|--|----------------|
| 653 East Blithedale Avenue, Mill Valley | (415) 383-7550 |
| 919 Sir Francis Drake Boulevard, Kentfield | (415) 459-0480 |
| 1015 Irwin Street, San Rafael | (415) 456-0090 |
| 695 DeLong Avenue, Novato | (415) 892-0881 |
| 400 College Avenue, Santa Rosa | (707) 528-7653 |
| 1301 Farmers Lane, Santa Rosa | (707) 526-5770 |

A FINE HOMES cover feature



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Each listing in the Fine Homes Division becomes part of a custom-designed promotion package that includes:

Delivery of information on new Fine Homes Division listings to every Merrill Lynch Relocation Management office, as well as additional relocation centers. *(Merrill Lynch Relocation Management is the leader in relocating corporate families, serving 400 of the Fortune 500 companies.)*

Circulation of information on every Fine Homes Division listing to Merrill Lynch Realty offices throughout the continental United States.

Individual advertisements in local, national and international media such as:

- *FINE HOMES*
- *The Robb Report*
- *San Francisco Magazine*
- *Foreign language newspapers*

- *Special interest publications*
- *The San Francisco Chronicle-Examiner*
- *The Los Angeles Times*
- *The Wall Street Journal*
- *The International Herald Tribune*

Exclusive guided open house tours, at the owner's discretion

Additional tasteful representations might include:

Personalized property brochures

Collective luxury home pamphlets

Publicity releases

Every listing also benefits from the ongoing nationwide Fine Homes Division broadcast and print media coverage.

Dear **Fine Homes** representative, _____

AGENT'S NAME

- ☐ Tell me more about FINE HOMES magazine.
- ☐ What is my home worth? (Equity analysis provided without obligation.)
- ☐ I would like more information on buying a home in _____
- ☐ This is not a convenient time to call me. Please phone in _____
- ☐ Please call me regarding your Fine Homes Division.
- ☐ I am interested in Merrill Lynch Mortgage Corporation financing information.

Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone () _____ () _____

DAYS

EVENINGS

FINE HOMES

DIVISION

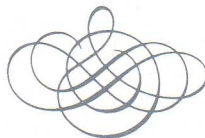


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FINE HOMES magazine is the flagship of Merrill Lynch Realty's Fine Homes Division, established expressly for the effective marketing of luxury class homes. Throughout America, Merrill Lynch Realty is represented by nearly 300 offices and 9,000 salespeople. A select group of the highest-producing real estate professionals nationwide represents the Fine Homes Division. They are well-versed in listing and selling homes of the Fine Homes caliber, and are extremely knowledgeable about the exclusive neighborhoods where fine homes are found.

Devoted to this market, Fine Homes representatives conduct transactions with utmost integrity, privacy, security and creativity. Always — the client's special needs are at the forefront.

Fine Homes representatives are particularly qualified to evaluate fine homes, establish full market value and then achieve a sale through a comprehensive marketing program that attracts eligible buyers.



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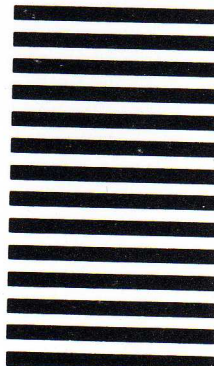
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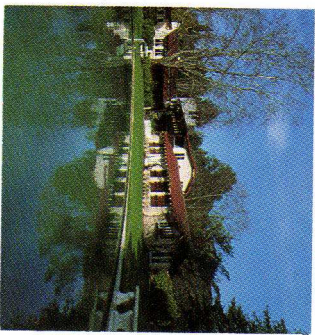


FINE HOMES

DIVISION

Merrill Lynch Realty

Post Office Box 233 Ross, CA 94957



Sam Arselino

Just west of San Francisco, the secluded valley of Sheep Hollow takes its name from Washington itself is Rancho Valle del Sol, epitomizing the architecture of the Spanish Colonial style. In the early 1990's, three residences which were joined in a family compound, were purchased by Sam Arselino, a real estate professional, and transformed into a single residence. The compound is bordered by a creek, with an additional lot included in the original purchase. The property is located at 651 Laurel Boulevard, Avenue, Mail, Val, California 94957. (415) 383-7586.

Napa



A n aura of quiet dignity and grace pervades the interior of this home. The main house evokes a sense of timelessness, with its walls of oak, its floors of stone, and its furniture of fine materials. The main house evokes a sense of timelessness, with its walls of oak, its floors of stone, and its furniture of fine materials. The main house evokes a sense of timelessness, with its walls of oak, its floors of stone, and its furniture of fine materials.

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