

### 2014 TOP PRODUCERS



LUXURY . COMMERCIAL . RANCHES

LEWIS DUERR GRASSELL



JACKSON HOLE REAL ESTATE ASSOCIATES

Christie's International Real Estate Global Affiliate of the Year 2011 and 2014

### OUR PHILOSOPHY

The philosophy of LEWIS | DUERR | GRASSELL at Jackson Hole Real Estate Associates is based on integrity, authenticity and an unparalleled commitment to our clients. Representing residential, commercial, and exceptional sporting and recreational properties, our 50 plus years of combined real estate experience is a major asset to our clients. In-depth local and regional knowledge, coupled with Christie's broad international reach and industry respect, ensures that our clients real estate ventures will be grounded in professionalism, discretion, and a satisfied end result.

OUR VALUE TO YOU

### ♦ 2014 Top Producer

- ♦ 2014 Christie's International Real Estate Affiliate of the year
- ♦ The Market Leader in the brokerage community Brand recognition to new visitors
- ♦ Superior service & communication which is sensitive to our clients' needs
- ♦ Total integrity & confidentiality that is deserving of our clients' trust
- $\diamond$  Local market expertise with the resources of a worldwide organization
- $\diamond$  A drive for excellence
- ♦ Technical expertise that makes innovation a state of mind
- ♦ Extensive marketing services
- ♦ Professionalism that demands more knowledge, better preparation and greater service than our competitors

### RICHARD LEWIS, RLI

Direct: 307.732.7526 Cell: 307.690.8855 RichardLewis@JHREA.com

### **CHRISTINE MARA SWAIN**

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### **SCOTTIE AKINS**

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### STEVE DUERR

Cell: 307.699.4920 SteveDuerr@JHREA.com

### **CHOPPER GRASSELL**

Cell: 307.231.2603 ChopperGrassell@JHREA.com

## Who We Are



### **Richard Lewis**

**R**ichard's knowledge and dedication to his clients make him one of the most respected and liked brokers in the real estate business. He has lived in Jackson Hole since 1989, is an avid outdoorsman and loves traveling throughout the Rocky Mountain region and internationally in pursuit of upland birds, game fish and big game. Richard has consistently been a top producer in his field and has listed and sold significant properties throughout the Rocky Mountain Region. He is also responsible for one of the most significant ranch acquisitions in Wyoming, the Little Jennie Ranch. Richard's extensive knowledge regarding conservation easements and programs used in both the purchase and sale of important properties coupled with his contacts in the legal and tax fields enable him to successfully match the ideal property to each client's needs. Those that have worked with Richard in the past remain clients, customers and friends today – testimony to his "relationship oriented philosophy" of business and life.

### RICHARD'S CREDENTIALS INCLUDE

- Past President of the Teton County MLS Board
- Past Sotheby's National Affiliate Board
- Member of National Association of Realtors
- Member of Wyoming Association of Realtors
- Member of Realtors Land Institute
- Licensed in Wyoming, Montana and Idaho
- Accredited Land Consultant
- Associate Broker





### Steve Duerr

**S**teve's commitment to clients and community spans nearly 30 years. His professional experiences as a developer, banker and attorney provides valuable practical and technical knowledge for his residential, ranch and resort real estate clients. Steve's decades of high profile legal and public service makes him a known and trusted relationship builder having served as: General Counsel for the regional electric and gas utility; General Counsel for the destination ski resort; Executive Director of the Jackson Hole Chamber of Commerce, Senior VP of a regional bank and founder or manager of many nonprofit organizations, including The Murie Center in Grand Teton National Park and the Jackson Hole Center for Global Affairs. In 2012 Steve was appointed to the Teton County Planning Commission by the County Commission and will be working on adopting land development regulations to implement the Teton County Master Plan.

### STEVE'S CREDENTIALS INCLUDE

- Member of National Association of Realtors
- Member of Wyoming Association of Realtors
- Member of Bar: Wyoming and Minnesota
- Licensed in Wyoming and Idaho
- Georgetown University Law Center (1982)
- Past Executive Director JH Chamber of Commerce
- Past Executive Director Murie Center
- Founder & Board Member JH Center for Global Affairs





### **Chopper Grassell**

Chopper's rich heritage of Wyoming and his family's generational ranching and business background in his home state have honed his understanding and knowledge of the realestate industry from a practical standpoint. Raised at the foot of the Wind River Mountain Range, Chopper moved east upon graduation from the University of Wyoming to begin a career in the Investment Banking Industry. Moving his new bride back to Wyoming nearly 20 years ago, Chopper and Lynn continue to raise their children in rural Wyoming.

As a fourth generation Wyomingite, Chopper continues to instill his strong passion for the Wyoming outdoors and history to his family, friends and clients. From fishing, to skiing, mountain climbing, to horseback riding, mountain biking to pack tripping, Chopper cannot wait to show a new friend a special fishing hole or new area of untracked wilderness.

CHOPPER'S CREDENTIALS INCLUDE

- Member of National Association of Realtors
- Member of Wyoming Association of Realtors
- Past President Sublette County Ski & Snowboard Club
- Past Chairman Sublette County Museum Board
- Past Managing Director Capital USA
- Founder of Obo's Market and Deli





### **Christine Witherspoon**

Christine was a Jackson Hole resident for 8 years beginning in 2000 and moved back to the Valley in August of 2011. She began her real estate career in 1994 in Winter Park, Colorado and also worked for a prominent development company. She has extensive experience in the real estate and development process in resort communities. Christine was also an Interior Designer in the valley from 2005-2008 giving her additional knowledge in construction and interior and exterior finishes which increases her ability to evaluate property values and direct clients on how to get a home ready for the market. Additionally, she loves technology and is always searching for better and faster ways to update clients, add efficiency to the team efforts and market properties locally and nationally.

### CHRISTINE'S CREDENTIALS INCLUDE

- Member of National Association of Realtors
- Member of Wyoming Association of Realtors
- Past Design Review Committee for the Town of Jackson





### **Scottie Akins**

Scottie Akins moved to Jackson, WY in 2006 following a summer job at a Guest Ranch in Encampment, WY. She fell fast and hard for life out West. Her real estate career began in 2007 at Jackson Hole Sotheby's International Realty. With a growing infatuation for local real estate and a passion for connecting with new people, Scottie was committed to becoming a Realtor. A spontaneous move took Scottie to Austin, TX, where she worked as a Realtor for a local boutique agency. In 2015, Scottie finally made her way back to Jackson to put down roots with her husband and two dogs. Scottie's enthusiasm for real estate, knowledge of competitive markets and degree in Communications has provided her with the skills to go above and beyond with managing her client's needs. She could not be more thrilled to be joining the Lewis | Duerr | Grassell team at Jackson Hole Real Estate Associates and is excited to reconnect with all the familiar faces in town.

### SCOTTIE'S CREDENTIALS INCLUDE

- Member of National Association of Realtors
- Member of Austin Board of Realtors



Why List With Us

Individualized Marketing Program for Each Listing

**PRINTED MARKETING COLLATERAL** ~ is designed which may include brochures (both digital and soft copy), comprehensive fact sheets, postcards, direct mail flyers, newspaper ads, direct mail, company catalog and our personal website as well as other publications and websites.

**PROFESSIONAL PHOTOGRAPHY** ~ we believe that a picture is worth a 1000 words and therefore we give great priority to the photography that appears in all of our marketing venues.

**INTERNATIONAL WEB PRESCENCE** ~ our listings appear in over 40 websites across the world-wide web generating approximately 50 million visitors per month. We also have cooperative agreements with a series of websites through our Christie's affiliation that includes the Wall Street Journal, Robb Report and Country Life (Great Britain's premier luxury real estate website).

**MAILINGS** ~ direct mail postcards, flyers or brochures are sent strategically to appropriate targeted lists.

**PERSONAL CONTACTS** ~ other brokers and our extensive list of prospective buyers are contacted regarding your property.

**VIDEO MATERIAL** ~ Video of the property is featured on our YouTube website and uploaded to our website.

LEWIS | DUERR | GRASSELL along with Jackson Hole Real Estate Associates & Christie's International Real Estate do more to get your property sold for the highest price and in a professional and timely manner. We are a team driven to provide excellent service to our clients and customers and we welcome the opportunity to add you to our long list of successful relationships.



**LIVEJACKSONHOLE.COM** ~ we use a company that manages our Search Engine Optimizations and our Google Ad Words program to assure us and our clients that our website will show up more often when someone is searching for real estate in Jackson Hole and the surrounding area.

**SOCIAL MEDIA** ~ each property has a Photo Album and description posted to Facebook. We are continuously posting our listings, market updates, community events and photos to attract new users to our page and keep our clients up to date on the market. We also utilize Twitter to reach out to new clients and let our current clients know about our real estate activities.

**RANCH AND LIVE WATER SPECIFIC WEBSITES** ~ for those larger farm/ranch or parcels with access to rivers or lakes, these properties will have a feature page on FarmandRanch.com and Ranchline.com.

**EMAIL BLASTS** ~ at the time of listing and periodically throughout a year, mass email updates are sent to our client data base and to all members of the Teton Board of Realtors.

**OPEN HOUSES AND SHOWINGS** ~ regular open houses are scheduled and personally manned by the Lewis Team with immediate feedback to the seller. We will also be present at every showing and will diligently follow up with other realtors showing your property.

**RESEARCH** ~ we will provide you with the most accurate, in-depth data in the market to help us value your property accurately. With that value in mind, we will then price it according to your needs.

**COMPANY WEBSITE** ~ your property will be featured on www.jhreassociates.com which receives over 15,000 visits a month or 500 per day. With aggressive web presence and ongoing search engine optimization we make sure buyers can quickly find your property on the internet.

**MLS** ~ we will market your property through the Teton County Multiple Listing Service, exposing your listing to over 500 agents in the region who can help us find a buyer.



Jackson Hole Real Estate Associates

### Exclusive Affiliate of Christie's International Real Estate

Our organization is comprised of only experienced, successful and dedicated full-time real estate professionals. Our collection of properties is unsurpassed and includes some of the most unique and sought-after real estate in the world. As the exclusive affiliate of Christie's International Real Estate our organization provides access to a worldwide audience with more than 1,095 real estate offices in 42 countries and transactions resulting in over \$125 billion in sales annually.

Jackson Hole Real Estate Associates is committed to being the leading luxury real estate brand in the Teton region. At JHRE Associates, "Luxury" is measured by the quality of our people and our service, not the price of a property.

By staying on top of market trends and continually striving to offer cutting edge marketing and advertising services we deliver extraordinary experiences to clients and exceed their expectations.

As a market leader in Jackson Hole, we believe that the success of our company is based on the value that we provide for our clients, community and agents. It is this value-driven philosophy that has helped to guide the successful growth of our organization.

### We are proud to have a thriving organization founded on the following core principles:

• Jackson Hole Real Estate Associates offers the largest and most established appraisal company in the region. Jackson Hole Real Estate Associates has over forty years of transaction history in Jackson Hole and the surrounding areas. We track every single transaction in Jackson Hole and know where the market is at all times.

• Jackson Hole Real Estate Associates is the fastest growing and most dynamic real estate organization in the region. Since the company's inception, our listing base has grown to meet or exceed our nearest competitor.



• Jackson Hole Real Estate Associates is a proud participant in IDX. Our listings are exposed to more prospective buyers than any other company in the region. Additionally, visitors to our website are privy to ALL active inventory on the market, whether it's a JHRE Associates listing or not.

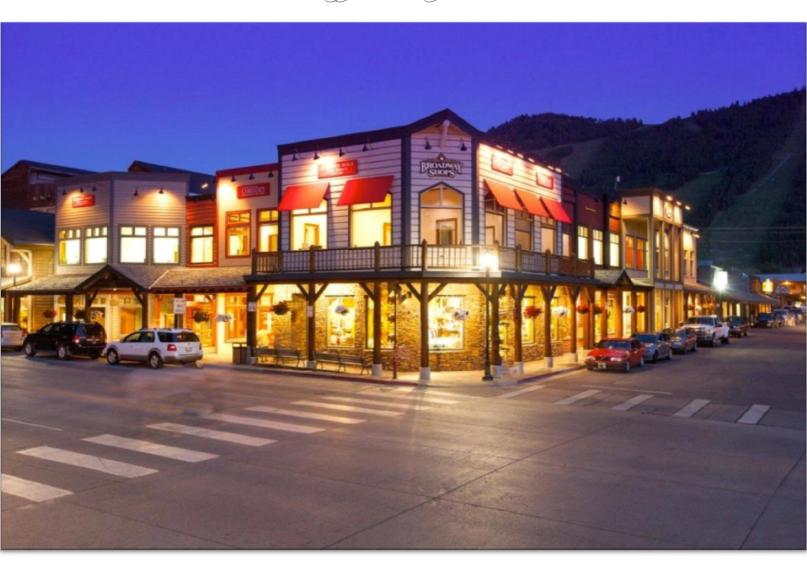
• Jackson Hole Real Estate Associates owners and affiliated brokers have contributed well over \$1 million dollars and 10,000 hours to Jackson Hole non-profits to date.

When you are working with Jackson Hole Real Estate Associates, you can be confident that you are working with real estate professionals dedicated to our organization's founding principles:

- Superior service and communication which is sensitive to our clients' needs.
- Total integrity and confidentiality that is deserving of our client's trust.
- A drive for excellence.
- Technical expertise that makes innovation a state of mind.
- Professionalism that demands more knowledge, better preparation and greater service than our competitors.



Global Affiliate of the Year



Jackson Hole Real Estate Associates named

### Christie's International Real Estate GLOBAL AFFILIATE OF THE YEAR

London, U.K. – Christie's International Real Estate, the world's leading network of luxury real estate specialists, presented the Affiliate-of-the-Year Award to Jackson Hole Real Estate Associates in Wyoming. The real estate brokerage—a member of the Christie's International Real Estate network of 130 international Affiliates—was selected as the overall winner from the small, medium, and large-market categories at the network's 2011 and 2014 Global Annual Leadership Conference.

www.LiveJacksonHole.com

Christie's International Real Estate

The Christie's name is synonymous with quality, integrity, and customer satisfaction, and the marketing efforts of Christie's and Christie's International Real Estate provide far-reaching exposure to a qualified audience of homeowners and homebuyers.



Christie's International Real Estate, a wholly owned subsidiary of Christie's, the world's oldest fine art auction house, was established in 1995 and is the largest network of real estate brokers dedicated to the marketing and sale of important properties. The network comprises 1,095 real estate offices and 32,200 sales associates in more than 42 countries. The combined annual sales volume of all affiliate real estate companies is approximately \$125 billion.

Only brokers who have a leading market share, meet strict standards of service excellence, and demonstrate proven records of success in handling distinctive properties can become affiliated brokers and utilize the well-known and highly respected Christie's International Real Estate brand name. Through an exclusive system of advertising, marketing, and listing tools, Christie's International Real Estate provides access to a worldwide audience. Properties are showcased in Christie's International Real Estate magazine, which is published four times a year; in custom-designed property brochures distributed worldwide; on the Christie's International Real Estate Web site, and in other highly regarded international media.

By combining efforts with the Christie's fine art auction house and other Christie's affiliates worldwide, JHREA is in a unique position to market high-value properties to both the art house clientele and the brokerage network.

The Synergy Between Christie's

and its Subsidiary Christie's International Real Estate

Building upon a tradition of exceptional client service and mastery in luxury marketing, Christie's implemented an innovative real estate venture in 1995. Christie's International Real Estate was formed to satisfy the lifestyle requirements of a discerning clientele, integrating centuries of experience with a hand-selected network of talented brokers. The marketing of fine art and high-value properties proved to be a natural combination, resulting in a real estate powerhouse driven by the passion and success of the Christie's name and the local connections and expertise of qualified real estate agents.

The combined global networks of Christie's and Christie's International Real Estate, both acknowledged market leaders in the sale of luxury goods, create a world-class stage for the presentation of distinguished residential offerings. No other network provides the same level of international visibility to proven buyers of high-value properties. Christie's International Real Estate will customize a sales strategy for your property that targets preferred segments within its Christie's database. These segments will be based on geography, lifestyle preferences, investment tendencies, and other vital characteristics.

Christie's International Real Estate encompasses teams of highly focused and accomplished real estate professionals who provide advisory and marketing services for the world's finest properties. By cultivating a unique balance of worldwide scope and highly personalized service, Christie's International Real Estate has become a global authority on the effective marketing of distinctive properties. A finely tuned suite of programs and a commitment to the business philosophy established by Christie's in 1766 define a brand based on trust, integrity, discretion, and excellence.



Some Quick Facts

Impressive numbers illustrate a wide-reaching network of local experts.

### THE CHRISTIE'S INTERNATIONAL REAL ESTATE NETWORK

- 127 affiliate brokerages
- 920 office
- 25,185 sales associates
- 40 countries
- Acquired by Christie's in 1995
- The only real estate network owned by a fine art auction house
- Admittance to the network is by invitation-only to companies with proven records of success in a high-value home sales
- Affiliates must also exhibit a commitment to the auction house's two-century old tradition of exceptional client service

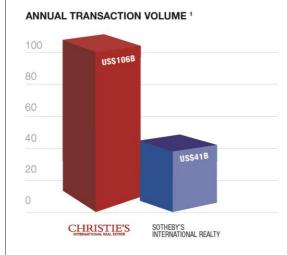
### WEB STATISTICS FOR WWW.CHRISTIESREALESTATE.COM

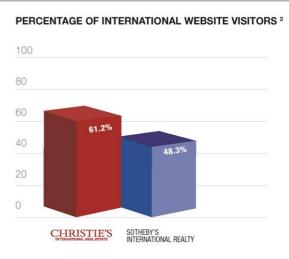
- Average property price on www.christiesrealestate.com: US\$6.6 million
- Percentage of properties valued at US\$1 million and above:92%
- Number of properties valued at more than US\$10 million: 780
- Number of countries with active listings: 40
- Average number of monthly visits: 122,422
- Unique visitors per month: 76,257
- Monthly average click-throughs from Christie's site, www.christies.com: 6,307



Comparative Summary

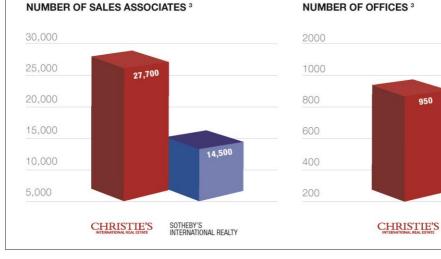
### METRICS





SOTHEBY'S INTERNATIONAL REALTY

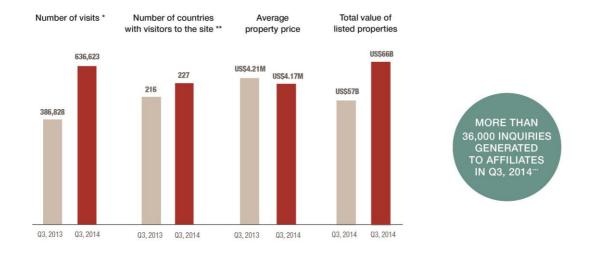
 Source: "The Evolution of the Extraordinary" Sotheby's International Realty marketing video on youtube.com, October 2012; Christie's International Real Estate network, December 2012
Source: Alexa.com comparison of christiesrealestate.com and sothebysrealty.com as of May 2, 2014
Source: Sotheby's International Realty Press Release, April 10, 2014; Christie's International Real Estate Network, April 28, 2014



Comparative Summary

### STRONG GROWTH IN WEBSITE TRAFFIC AND PROPERTY VALUES

THIRD QUARTER 2014 VS. THIRD QUARTER 2013



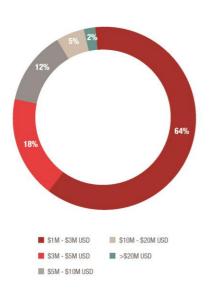
\* More than 12,100 visitors came to christiesrealestate.com from a direct link on christies.com between July 1 to September 30. Source: Google Analytics.

\*\* 60.2% of traffic from visitors outside of the United States. Source: Google Analytics.

\*\*\* Inquiries are defined as clickthroughs to an Affiliate website, clickthrough to Affiliate profile page, emails to agents, printing of property ads, and emails of property.

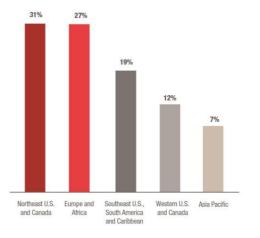
#### EXTRAORDINARY LUXURY PROPERTIES, UNMATCHED INTERNATIONAL SCOPE

15,900 PROPERTIES VALUED AT US\$66 BILLION ON CHRISTIESREALESTATE.COM\*



Properties by price (number of properties)

Properties by geography



\* As of October 17, 2014

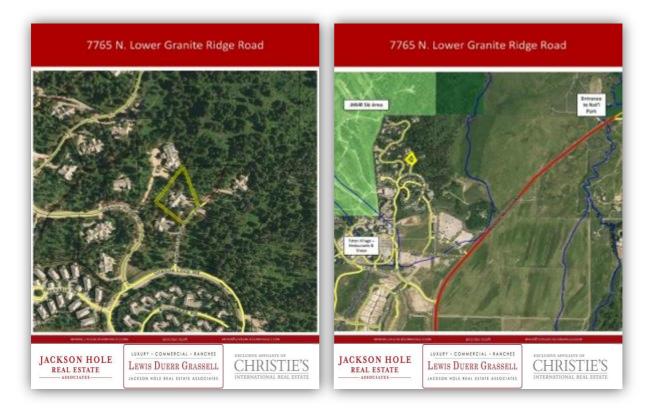


Customized Marketing Materials

Multi-page Bound Marketing Brochure - Hard copy as well as a digital online version



Aerial Map & Vicinity Map



# Print Marketing





Jackson Hole Real Estate Associates Property Catalogue







#### EXTRAORDINARY RIVER FRONT RETREAT

26 Acres | Impeccable Custom Home | Privacy | Big Fish | Stunning Views

#### SWAN VALLEY, IDAHO

SWAR VALLEY, IDARO Spectracian were front property sited on the banks of the South fork River consists of eight seperately deeded lots totalling a6 acres. Less than an hour from lackson Hole, this sportman's retreat offers grivary, location and sturning, views. An impocable coulton home of clausic weitern design features approximately 5,500 separe ford, 3 bedrooms, 3 baths, office, media rooms, tack area, exercise room and lots of storage for hunting and fishing gear. In addition are 4 garage stals and an oversized hum with RV door. An intimate side channig, 3 stocked ponds and a shared private boat samp complete the package. South fork Cottonwood is a very special piece of property. A place to hang your hat and maning the Mineters summ d/fish. njay the Western way of life.





Website Presence

Statistics show that approximately 90% of buyers use the internet to search for property. Our team dedicates significant marketing resources to search engine optimization and website advertising to insure that your property is exposed to those buyers. By listing with us your property will be posted on websites that attract over 100 million visitors each month.



## Website Presence

### www.livejacksonhole.com



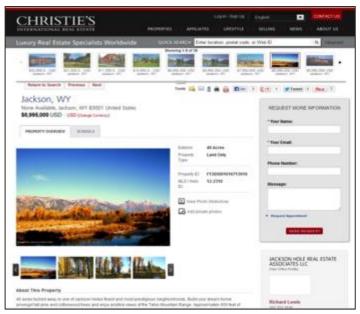
### www.jhrea.com



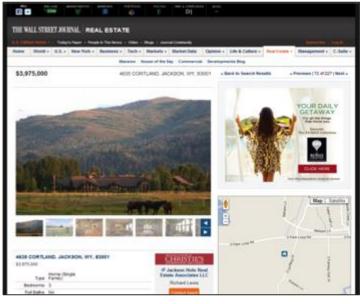
### www.ranchline.com



### www.christies.com

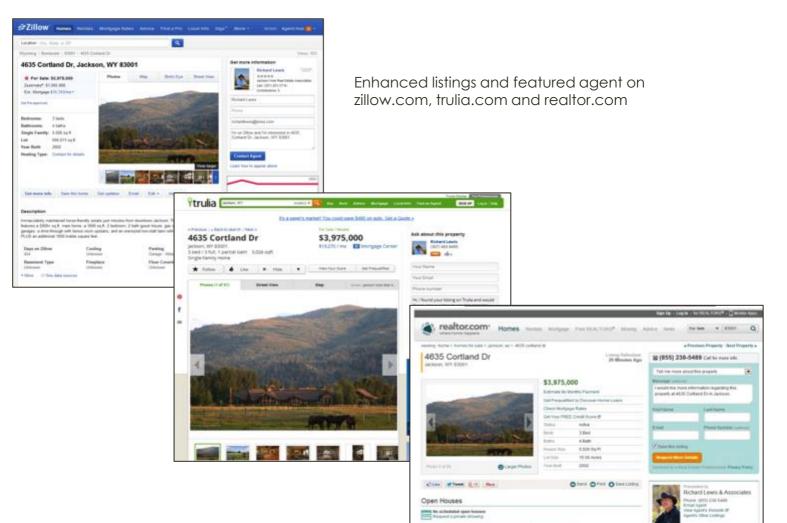


### www.realeste.wsj.com



### www.farmandranch.com





Owner Passa (19)

Property Details



Jhpropertyguide.com – Online real estate source accessed through the Jackson Hole News & Guide Website

Mobile Marketing Plan - Realtor.com App





One click search and contact capabilities on mobile and tablet devices.

Q



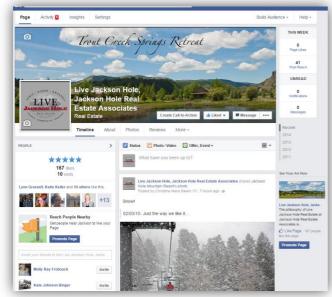
REALTOR.com App. As a featured REALTOR.com company our listings are shown at the top of the search results page.

# Social Networking

Live Jackson Hole, Jackson ... Photos 🔻

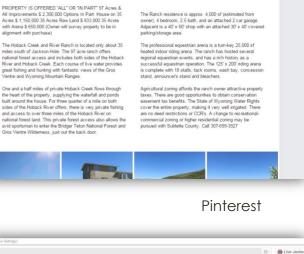
Photos of Live Jackson Hole, Jackson ... Photos

### Facebook



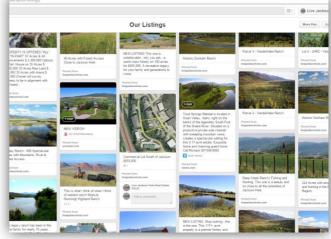
### Twitter





Fishing & Equestrian Property with National Forest Access

July 8, 2014 - @



### Google +



### YouTube

YouTube =-	Q.
1 Whatto Watch	7 subscribers al 5,178 views 😸 Video Manager
My Channel	0 6 5
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PLAYLISTS	and a sharp the state of the st
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SUBSCRIPTIONS	
doltanch	Live Jackson Hole
Jackson Hole 1	
RealtyGroupJackson	Home Videos Playlists Chamiels Discussion About Q,
acksonmuseum	Share your thoughts
O Browse channels	Share your thoughts
Ø Manage subscriptions	All activities *
	Live Jackson Hole uploaded a video
	Diablo Branded
	4 months ago + 4 views This 146 acres of mountain pasture land features meandering Marsh Creek runn
	the entire parcel from north east to south east and several spring lied points. Wild
	Live Jackson Hole uploaded a video
	Diable Unbrabded HD 4 months ago + 6 views
	a momenta ago to mountain pasture land features meandering Marsh Creek runn

### Facebook Photo Album

Abums

+ Create Album

Edit Tag 🏶



is going home".

~ John Muir