



HIGGINS GROUP

PRIVATE BROKERAGE

Marketing Connecticut Real Estate at the Highest Level™



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Beyond the carriage *Our Story*

Established in 1997, in Greenfield Hill, Fairfield, The Higgins Group Private Brokerage has grown from one office with one agent to 10 offices and over 400 premiere real estate advisors. At the helm, Rick Higgins, our Chairman and Founder, has over 40 years of experience in the real estate industry as a Broker, former real estate attorney for 20 years and a builder/developer of over 200 luxury homes in the Tri-State area.

The company is truly a family affair, Rick is assisted by his wife Adele and their son Richard Higgins who serves as Chief Operations Officer. Over the years The Higgins Group family has been proud to volunteer and donate to various wonderful philanthropy organizations in Connecticut as the communities here have given us so much in return.



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Working with Sellers

Your home has a unique story to tell, and we are here to help you tell it. Choosing the correct agent is the difference between your home sitting on the market for months or selling for top dollar quickly. The journey to a successful sale is so much more than putting a for sale sign in your yard. That is why we invest in making your property shine in person and online. Our motto has always been, “Marketing Connecticut Real Estate at the Highest Level” as we spare no expense in making sure we achieve record breaking results for our clients. Through our affiliations with Forbes Global Properties and Who’s Who in Luxury Real Estate, we have direct access to a global real estate network that offers an audience of more than 200 million people in more than 70 countries. Higgins Group is proud to consistently win “Best in Marketing Awards” in these global networks. The true key to our successful growth has always been our ability to source the latest technology and anticipate trends in the market for our clients to ensure that their home is being presented in the best light possible to the correct audiences.

We will provide invaluable advice on; pricing strategy, market conditions, when and how to launch your listing live, pre-market exposure, internet exposure, photography, videography, and much more. When you list with the Higgins Group Private Brokerage you aren’t just waiting for a buyer to find your home, you are ensuring we are actively finding the right buyer for you.



“ *We invest in making
your property shine
in person and online* ”

— Rick Higgins
Founder & CEO

Exclusive Member of
Forbes
GLOBAL PROPERTIES





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Professional Photography High-Resolution

Photography can define a listing in many ways and we spare no expense in making sure that all of our exclusive listings are photographed at the highest level.



Forbes
GLOBAL PROPERTIES

BOARD of REGENTS
LUXURY
REAL ESTATE

realtor.com®

Zillow

Homes.com

trulia

Online & Print World-wide

Higgins Group Private Brokerage knows that it is critical to maximize the number of people who see your listing, so we work to market on more than 60+ online real estate platforms*. Also, offering a wide range of printed and digital media ensures our listings are seen both locally and internationally.

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**Varies by property*



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New Canaan 06840 | MLS #170400656

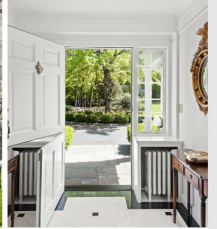
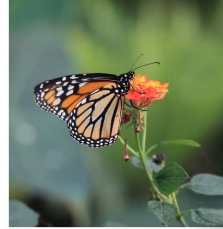
78 Pastures Lane

7 Bedrooms • 9 Baths | \$5,995,000 | 8,564 Sq Ft

New Canaan Elegance

The design and build of this 8500+ sq foot, slate-roofed stone manor is the creative genius of architect Calvin Krawling. Offered for the first time in its entirety with three subdivided parcels, totaling over 8 acres. The 11 room main house is sited beautifully on expansive grounds and a quiet cul-de-sac formerly known as...

The Pastures, 5 minutes from the village and train to NYC. Comprehensive compound for the athletic or sustainability-minded family with a synthetic turf tennis court and oversized pool.



Main Foyer

Steel and stone construction, restored + updated. Spacious rooms with original features: random-width hardwood flooring, rebuilt counterweight windows, fireplaces, exquisite moldings + millwork.

Multiple sets of French doors throughout the main level invite indoor-outdoor living accessing 5 patios and stunning grounds, flowering trees, and perennials. LR opens to a large screened porch.



Higgins Vision Animated Home Storybooks

Elevate your home's story to the public through our *Higgins Vision Animated Home Storybooks*. This interactive marketing piece truly brings an element of emotional depth that is unparalleled to a buyer. We are able to add video clips, floor plans, aerial drone photography, Matterport 3-D tours, Google location mapping and street view perspectives all in one digital book. It can be marketed on all major home websites and social media platforms.

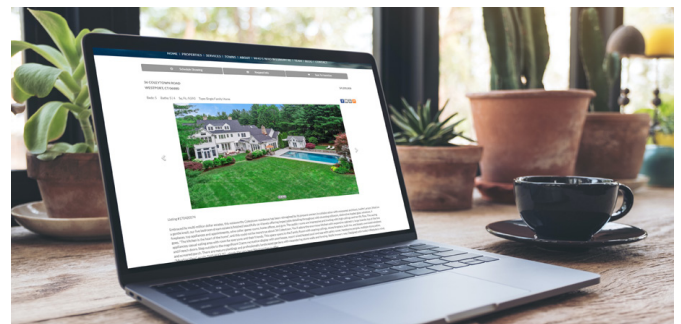


Elegant Property Brochures

We create a custom listing brochure for your home, allowing every prospective buyer and agent who visits the property to leave with an asset to share with their sphere of influence to remind them of the beauty of your house.

Personalized Property Website

A website that is exclusively dedicated to your home and highlights all the details buyers look for when it comes to purchasing a property; floor plans, high resolution photography, disclosure documents, video tours and town specific information.



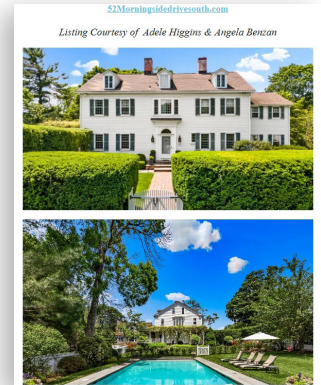
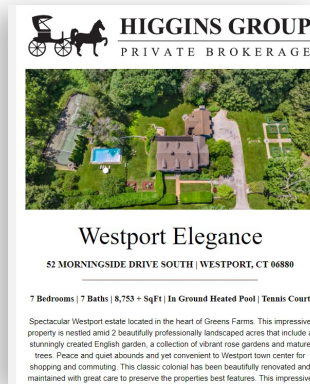


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Direct Email Marketing List

An email introducing your property, with photos, description, listing information, and your exclusive property web page, will be sent to more than **20,000** subscribed client and industry top professional contacts.



1 Fairfield Beaches

Long Point Beach, one of Long Island Sound's finest, is a beautiful peninsula, and pristine beaches. Spend a day at some of our finest most popular, serene, scenic in Fairfield Beach. Fairfield Beach is a 5.5 acre property that is a favorite for many families and a great place to relax and enjoy the Long Island Sound. Fairfield Beach which features Fairfield Beach, offers a long stretch of sandy beach, picnic areas, and a small gazebo, perfect for a day at the shore.

2 Fairfield Public Schools

The education of Fairfield children is a top priority in town and is reflected in its top-notch public schools. Fairfield has eleven elementary schools, three middle schools, and two high schools. In addition there is an early childhood learning center, an alternative high school and some of the best private schools in the town.

3 Convenience

Fairfield's location is ideal for business and commuters alike. The town is just 30 miles from New York City and has three train stations on the Metro North line providing convenient service to Grand Central Terminal. Easy access to major thoroughfares like Interstate 95 and the Merritt Parkway add to Fairfield's convenience.

4 Fairfield Hiking Trails

Fairfield offers many hiking trails such as the Lake Mohegan Cascade. This beautiful recreation area offers many trails surrounding the lake and waterfalls. Perfect for an afternoon walk or picnic. Dogs on leashes are welcome.

5 Lake Mohegan

Lake Mohegan and its surrounding open space comprises a total of 175 acres off Main Street Highway. Lake Mohegan is made up of many hiking trails. Open to swimmers in the summer and supervised by lifeguards, come enjoy the beach, or simply playground.

6 Fairfield Summer Concerts

Sherman Green Gardens, in the center of town, has a great line-up of live concerts for children and adults in the summer months for the whole family.

7 Fairfield Restaurants

Fairfield has a diverse and ever-expanding offering of restaurants from casual to haute cuisine and has become a mecca for food lovers! Once a year the town hosts a popular Restaurant Week where participating restaurants offer discount menus for lunch and dinner. Be sure to try some of our favorites: Artisan at the Delmar, Super Super Meats, Colony Grill Pizza, Ariva Mohegan, and many more!

8 Fairfield Shops

Shop at your own! Fairfield is known for its local boutiques and stores throughout town. You can find chain-store outlets like The Gap, Old Navy, Marshall's, as well as small boutiques such as Sweet IV Surf, Apricot Lane, Snappy Gaber, and many more!

9 Fairfield Libraries

Fairfield has three libraries: The Main Library in downtown Fairfield, the Branch Library on Fairfield Woods Road, and the Pequot Library. Fairfield's libraries are community and cultural centers for the town.

10 Pequot Summer Book Sale

Over 40,000 books, CDs, DVDs, and records are for sale! The Pequot Summer Book Sale is a great way to get a head start on your summer reading list. The sale is open to the public. Proceeds directly fund Pequot Library's annual book sale and events.

11 Penfield Reef Lighthouse

The lighthouse constructed in 1874 was one of the last off shore masonry lighthouses built. Since then it has been serving boats off the Fairfield Reef, one of the most treacherous areas of water in Long Island Sound.

12 Fairfield Theatre Company

Located in the heart of downtown Fairfield, the Fairfield Theatre Company features everything from chamber music to jazz to rock music in its intimate 200-seat venue.

13 Fairfield University

Fairfield University is a private Catholic university founded in 1942. It has a total undergraduate enrollment of 4,000. The university's offices are located in downtown Fairfield. Many faculty enjoy attending university events and games as well as the university bookstore in the heart of the downtown.

14 Quik Center for the Arts

The Quik Center for the Arts is the major center of the arts in Fairfield. The theater hosts numerous concerts, musicals and plays. Tickets are affordable and all are welcome to attend.

15 Fairfield University Museum

Is a free art museum located on the renowned lower level of the main building on the campus of Fairfield University. It is open to the public Monday - Saturday.

16 Sacred Heart University

Sacred Heart University is a Roman Catholic university offering a B.S. in nursing and bachelor's undergraduate degrees, and graduate master's and doctoral programs. Home to the John J. School of Business.

17 The Fairfield Museum

The Fairfield Museum and History Center opened to the public in 2007. Seven years in the making, this educational and cultural facility promotes thought and conversation amongst the community.

18 Burr Homestead

John Hancock chose this beautiful 15-room mansion for his wedding. Whether for a summer wedding, intimate reception, or a business retreat, immerse your guests at the historical renowned Burr Mansion.

19 Sportsplex

Is a complex of athletic and recreational facilities. Through Sportsplex you can enjoy in tennis, basketball, health, gymnastics, martial arts, boxing, soccer, yoga, rock climbing, sports, and more! Sportsplex is also known for hosting fun-filled themed birthday parties.

20 Colony Grill Hot Oil SK

Colony Grill Hot Oil SK is an annual restaurant event each year on Veterans Day weekend. Over 2,000 locals and 100+ vendors take part in the event. There is a \$10 entry fee to participate in the sale. All the proceeds go to first responders.

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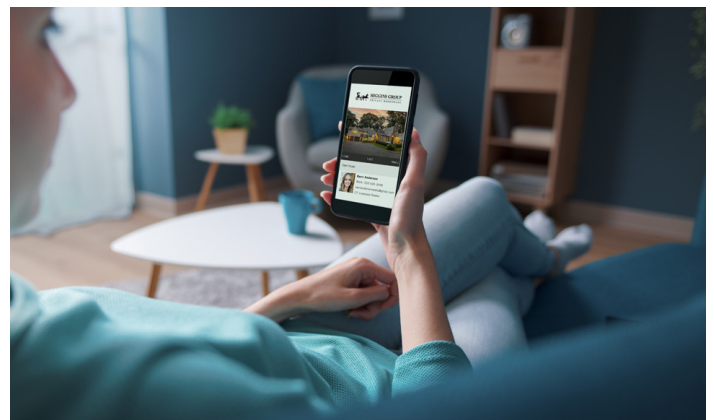
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Custom Town Profiles

When selling a property you need to sell the town as well which is why we created custom town profiles that present highlights to why someone would want to live there.

Social Media Promotion

We post your property on our social media platforms including Instagram, Facebook, LinkedIn, and YouTube. We pay to promote the posts during the first week of the listing so that they reach not only our followers, but tens of thousands more.





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Welcome to the Family

*H*ere at The Higgins Group Private Brokerage we put an immense emphasis on the importance of family. The principals and ethics we personify with our clients are nothing less than the way we treat those closest to us. It's that core ideology that has been in place since the very beginning and our practice of treating others as you would like to be treated has been a major pillar to our overall success.

We are very proud to share the distinguishing attributes that define and truly separate us from others in the real estate industry. Our customized client approach and progressive thinking has made buying, selling or renting real estate with us a smooth process for all. *Marketing Connecticut Real Estate at the Highest Level* isn't just our company's motto but rather our guarantee.

