

Strategic Relationships

**An Interview with Diane M. Ramirez,
Chairman and Chief Executive Officer, Halstead Real Estate**

EDITORS' NOTE *In 1973, Diane Ramirez began her real estate career and she has worked for Halstead since founding the firm with Clark Halstead in 1984.*

FIRM BRIEF *Halstead (halstead.com) is one of the largest and most innovative residential real estate brokerage firms in the New York metropolitan area. The firm has 1,300 sales and rental agents throughout Manhattan; Brooklyn; Queens; Riverdale; the Hamptons; Hudson Valley; New Jersey; and Fairfield County, Connecticut. In 2001, Halstead joined the distinguished family of real estate-related companies owned by Terra Holdings.*



Diane M. Ramirez

What is Halstead's focus in terms of strategic growth?

A primary mission of ours at Halstead has been, and always will be, to provide our agents with the best possible resources, training, and exposure for their listings, all with the end goal of helping them take their businesses to the next level. Over the last two years, for instance, we delivered the largest and most encompassing technology rollout in our company's history; it was game-changing for our firm and the industry. This year, we have also invested significantly – both time and financial resources – in expanding our reach through strategic partnerships and affiliations. In March 2017, we proudly announced that Halstead was named the Official Luxury Real Estate Firm of the New York Yankees as part of a multi-year partnership featuring extensive branding at Yankee Stadium, a variety of brand cross promotion activities and joint community outreach programs.

In addition, we are continuing to expand our extensive global reach through our affiliation with Leading Real Estate Companies of the World (LeadingRE) and its Luxury Portfolio arm. The organization is a network of the world's market-leading independent residential brokerages spanning 60 countries, with more than 550 firms and 128,000 associates producing over one million transactions valued at \$351 billion annually. Halstead is also the exclusive affiliate of Mayfair International Realty in New York City and Fairfield County, Connecticut.

Why are these relationships and affiliations important to the firm?

Strategic relationships with international industry networks enable us to further our reach and generate the maximum exposure for our agents, their listings, and the firm. Invaluable opportunities are also involved to connect with other leading independent brokerages and engage in peer learning and best practices.

Extending our influence and aligning the Halstead brand with preeminent organizations, differentiates our firm from competitors. This has proven especially helpful when it comes to recruiting, retention, and our own heightened brand recognition.

How long have affiliations been a priority for Halstead?

We were early to see the value in it and, for more than two decades, we have developed and maintained these relationships, which are only getting more important as our industry evolves. For instance, Halstead has been an active member of LeadingRE for more than 20 years. We are deeply ingrained in the organization and have developed wonderful relationships with the network's members.

Leadership and authentic participation in our affiliations is particularly important to us. Earlier this year I was appointed Vice Chairman of the LeadingRE Board of Directors; Halstead's President, Richard Grossman, serves on the Advisory Board for Luxury Portfolio, and our Chief Marketing Officer, Matthew Leone, also serves on LeadingRE's Technology Advisory Council.

What does your appointment as Vice Chairman of the LeadingRE Board mean to you?

I am so proud to serve alongside top real estate executives from all over the world. It is a true honor and privilege to collaborate with them to help drive the real estate industry forward.

What inspired your exclusive partnership with the New York Yankees?

The Yankees brand is synonymous with style, power, confidence, and success, and we believe in the synergy between their brand

and Halstead's. Both have an enduring commitment to aim for and achieve greatness; both are born and bred in New York City; we each feature a talented roster committed to being the best in our respective fields; and we have both earned decades of trust and respect because we run our businesses with integrity.

As the Official Luxury Real Estate Firm of the New York Yankees, Halstead now has sponsorship exclusivity in the luxury real estate category. The partnership enables us to connect with a loyal audience made up of the largest fan base of any sports team in the United States as well as an additional 34.6 million fans in over 200 countries around the world who watch the Yankees on television.

What does it involve?

We have incredible branding in Yankee Stadium, which includes a permanent, backlit infield porch sign on the facade above the Yankees on-deck circle, sponsorship of the "Starting Lineups" HD Screen feature, and advertising displayed on the televisions placed throughout Yankee Stadium. The Third Base Champions Lounge has also been renamed the Halstead Lounge, where select Yankees premium seat holders enjoy all-inclusive food and non-alcoholic beverages, televisions, and restrooms, all immersed in a Halstead branded experience.

Also, in support of Halstead Helping Hands, our firm's philanthropic arm, the Yankees provide special appearances with former Yankees players, ticket donations, and autographed memorabilia, which supports worthy causes and organizations in the communities where Halstead works. We will also be participating in community outreach programs identified by the Yankees, including community field cleanups and other initiatives with members in the Yankee organization, our agents, and leadership team to help support youth in communities in need.

How do you see Halstead's strategic relationships evolving over the coming years?

Strategic partnerships and affiliations will be a priority for our firm, and we look forward to exploring similar opportunities to help elevate the Halstead brand, our agents, and their listings well into the future. ●