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## **Reiter of Williams Raveis Real Estate has been appointed to VP of operations**

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Chris Raveis, executive vice president and managing partner of William Raveis Real Estate, Mortgage & Insurance has appointed Charlie Reiter to the position of vice president of operations. Reiter's appointment follows after another top slot was filled in the company. Cohasset resident Alain Pinel was appointed senior vice president of sales and business development.

Reiter, as VP of operations, will be assisting Raveis as a support to the sales associates, administrative staff and management team, and to further enhance the offices' operations. He will also be an agent resource for the company's promotional programs and initiatives and will help manage the construction process and opening of new locations in the state as they arise.

"In his new position, he will be a visible member of the senior management team in the field on a consistent basis," said Raveis.

With 24 years of industry experience, Mr. Reiter hails from a successful management background. Prior to joining William Raveis Real Estate, Mortgage & Insurance, Reiter, in partnership with Dick Carlson, purchased Landry, Lyons and Whyte in Western Massachusetts with whom he was affiliated for 20 years. He then became President of the Carlson Western Massachusetts division.

Looking toward the future, Mr. Reiter referred to the company's desire to continue growing its presence throughout Massachusetts. "I'm looking forward to enhancing our company's visibility in the Massachusetts area and will enjoy working and supporting our agents in building their business. One of my goals is to always be available to our over 400 agents, our managers and our administrative staff", he said, "and I'm excited to play a role in their future successes".

In 1998, Mr. Reiter earned the title of REALTOR Â® of the year from the Greater Springfield Association of REALTORS, and in 1999 he was appointed president of the chapter and served on various state and local REALTOR Committees. He is affiliated with the REALTOR Association of Pioneer Valley, Massachusetts Association of REALTORS and the National Association of REALTORS. He holds the designations of certified residential broker (CRB), certified buyer representative (CBR) and residential marketing master. He has also obtained his real estate broker's licenses in Connecticut, Massachusetts and Rhode Island.

A 27-year resident of Longmeadow, Massachusetts, Reiter has served on the board of directors of the Jewish Federation of Greater Springfield and Sinai Temple. He is also past president of B'nai

Jacob Synagogue in Longmeadow.

Reiter earned a Bachelor of Arts degree in psychology from the University of Massachusetts, Amherst.

Since first entering the Massachusetts marketplace in 2003, William Raveis has experienced phenomenal growth, becoming the 3rd largest real estate company in the state. In 2007, the company opened three new offices- in Marblehead, Orleans and Osterville, with statewide sales volume jumping 48% from the previous year. "We've significantly outpaced the market every year we've been in Massachusetts," Raveis said, "and we're right on track to continue our strong growth trend in Massachusetts as well as the rest of New England." Currently, the company has 15 offices and over 400 sales associates in Massachusetts. As 2008 progresses, plans are to launch four new offices.

The William Raveis Family of Companies attributes its success to a consistent emphasis on integrity, service and experience. Offering one-stop shopping for its clients, William Raveis provides mortgage, insurance and closing/title services, all with the additional ability to earn points, services and cash back via the company's own Visa®/Bank of America credit card, a part of the William Raveis Rewards program. The firm's website, [raveis.com](http://raveis.com), offers homebuyers local housing charts and statistics, property comparisons, price per square foot calculations, online appointment scheduling, online home value capabilities, interactive neighborhood mapping of all active and sold listings, relocation information and the ability to conveniently search more than 100,000 properties listed through various multiple listing services. With the recent launch of a new interactive widget and RSS technology, the site is now capable of delivering the latest customized listing and mortgage rate notifications directly to customers' computer desktops and favorite RSS readers. Annually, [raveis.com](http://raveis.com) attracts more than 6 million visitors worldwide.

William Raveis Real Estate, Mortgage & Insurance is New England's largest privately held, family-owned real estate firm. With a 2007 sales volume of \$5.5 billion, the innovative company is nationally recognized as an industry leader and is dedicated to providing an unparalleled real estate experience to its customers. Since 1974, the firm's 2,000 highly trained sales professionals have been dedicated to strengthening their position as industry leaders in technology, marketing and REALTOR® education. The company has 60 offices, including two affiliates, in Connecticut, Massachusetts and Rhode Island. Future plans entail expansion into New York, Vermont, New Hampshire and Maine.

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