



CELEBRATING
55 YEARS

nerej

William Raveis Real Estate renews partnership as official real estate company of the Boston Red Sox

April 23, 2021 - Front Section



Boston, MA William Raveis Real Estate, Mortgage & Insurance (WRRE), has inked another multi-year partnership with the Boston Red Sox and Fenway Park. The independent brokerage first partnered with the legendary New England team three years ago as the first and only “Official Real Estate Company of the Boston Red Sox.” Their extensive sponsorship and cross promotions will be visible throughout Fenway Park starting Friday, April 2nd at the rescheduled home opener.

Ryan Raveis, co-president of WRRE, says they are particularly excited about their newly added sponsorships of key player and team milestones. “As a company that celebrates our sales associates’ entrepreneurial drive, hard work and stellar achievements, we are thrilled to highlight extraordinary accomplishments,” said Raveis. “So when a player like Rafael Devers hits his 130th run this year for the Red Sox, this is our way of giving him an enthusiastic, virtual high five. We know how hard he’s worked to achieve that.”

In addition, the renewed three-year partnership agreement includes: sponsorships of all NESN home-game broadcasts, TV commercials on New England Sports Network (NESN), commercials on Fenway’s outfield video board prior to the start of all 81 home games, TV-visible branded billboards behind home plate, pavilion-level LED signage in the infield pavilion, as well as online and social promotions. The Red Sox will also highlight a realtor of the month for the five-month season who will get a private tour of Fenway, access to a VIP batting practice and branding on the scoreboard.

“We are so proud to partner with such a beloved sports institution like the Red Sox,” said Ryan Raveis. “Like William Raveis, the Red Sox franchise is deeply committed to the Boston-area community. Baseball truly unites families and neighborhoods, and after a challenging year, it’s reassuring to know America’s pastime will return stronger than ever.”

When WRRE expanded to Boston 18 years ago, the company brought a new perspective to the area’s real estate industry by focusing on the core values of a family business: a commitment to the community, candor and courtesy. The brokerage has partnered with some of the brightest stars of Boston real estate and offer their clients local knowledge and global reach.

In addition, William Raveis’ Sports + Entertainment division delivers a best-in-class concierge, relocation and lifestyle service with pace and professionalism in partnership with an advisory board of fellow athletes, agents and advisors. Led by former MLB pitcher and top producing agent Chris Resop in Naples, Vice President and Managing Director, the division makes relocation effortless, enabling clients to focus on the goals most important to them: their careers and their families.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540