



NEW YORK HABITAT

Connecting people & apartments[®]

NEW YORK • PARIS • LONDON • FRENCH RIVIERA & PROVENCE

BUILDING BRIDGES AROUND THE WORLD



It's a basic principle. If you want to bring people together, you build a bridge. At **New York Habitat**, we have been putting this principle into action for over a decade. We have built bridges using every tool at our disposal, from our multi-lingual staff to our pioneering efforts on the worldwide "information highway" known as the Internet.

This document will take you on a tour of our bridges, those completed and those in development, and the ways they create a constant intersection of people, cultures and ideas.

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AN OVERVIEW OF NEW YORK HABITAT



THE BRIDGE ACROSS THE COMPANY
THE COMPANY HISTORY
PRACTICES AND PRINCIPLES

THE COMPANY: AN ANCHOR TO BRIDGES

New York Habitat is a full service real estate agency licensed in the United States by the State of New York. New York Habitat-Europe is its French subsidiary company approved by the Syndicat National des Professionnels Immobiliers and New York Habitat London is its British subsidiary company. Thanks to our relations with the world of travel, we are also endorsed by **IATAN** and members of **ASTA**.

NEW YORK HABITAT BY THE NUMBERS

250,000	Visitors to our website every month
12,000	Total apartments in the company database
200,000	Digital apartment photographs in the database
6,000	Apartment & Property Rentals per year
# 1	“The best emergency short-term housing” New York Press
# 1	“The best sublet service in New York” NY Mag
# 1	New York Press - Voted “best” by customers



WHERE TO FIND US

For more information about our services in New York, Paris, the South of France and London, please contact us. We look forward to hearing from you.

Mailing Address: **NEW YORK HABITAT**
 307 Seventh Avenue, Suite 306
 New York, NY 10001 U.S.A

Telephone: **(212) 255-8018**
Facsimile: **(212) 627-1416**
Website: **www.nyhabitat.com**

If you call from France, dial
01.42.36.78.70 or fax to 01.42.36.78.77

COMPANY HISTORY: THE BRIDGE BETWEEN THEN AND NOW

New York Habitat was established in 1989 under the auspices of Founder and President Marie-Reine Jézéquel. Its French subsidiary company was opened with an Office in Paris in 1996 and further developed with the South of France in 2001 and a new subsidiary company in London, U.K., in 2002.

The idea for the company came after recognizing the lack of options available to travelers who desired more personal accommodations than those provided in hotels. This is how New York Habitat designed a way to give travelers the feeling of what it is like to live independently in **New York, Paris, the South of France** or **London**, by arranging stays in **quality furnished apartments**. Our approach was and is unique, and has been embraced by the international travel community. Since its inception, the company has grown and expanded its services and clientele. Originally serving mostly French visitors to New York, New York Habitat now serves a vast international clientele.



***NEW YORK HABITAT PARTICIPANTS:
THE BRIDGE BETWEEN A GLOBAL CLIENTELE
AND AN INTERNATIONAL STAFF***

As the company has grown, so has the diversity of our staff. The vast majority of our staff members are fluent in both **English** and **French**, and we also have agents who speak **Spanish**, **German**, **Chinese**, **Hebrew**, **Danish**, **Swedish**, **Italian** and **Romanian**. This diversity enables us to bridge communications all over the world and serve our global clientele. In addition to the clients we have assisted from virtually all 50 American states as well as the District of Columbia, we are proud to have secured rentals for individuals, families and businesses from more than 50 countries spanning all seven continents across the globe. We once even assisted someone who sent us a request from a scientific station in Antarctica!

***NEW YORK HABITAT TOOLS:
A BRIDGE DESIGNED WITH WORLDWIDE
COMMUNICATIONS***

Also enhancing our global reach is our use of the Internet. We were among the first to explore the Internet as a viable resource in the real estate industry, and continue to be a pioneer in this regard. Thanks to our website www.nyhabitat.com, Internet e-mail and digital apartment photographs, a client from the other side of the world can view apartments in **New York**, **Paris**, **the South of France** and **London** in the comfort of their own home and **make bookings months in advance**.

***NEW YORK HABITAT PRACTICES:
A BRIDGE TOWARDS SATISFIED CLIENTELE***

How We Work

At New York Habitat, we pride ourselves on our relationships with our clients, both owners and renters. Part of what makes us unique is that we don't approach our work as dealing



in “apartments”, but with people and their homes. Our renters know we have a wide selection of options that includes apartments of all sizes, locations and prices. And they also know we will work closely with them on selecting the choice which best matches their needs. At the same time, our owners know that we will find tenants who will care for their apartments as much as they do, and as much as we do.

At this stage, we would like to highlight some practices and principles that apply to all our operations across the board.

Quality and conformity

Every apartment we list, for both furnished rentals and roommate shares, is viewed by at least one of New York Habitat’s agents. This is on the one hand to ensure that the apartment meets our standards of quality and on the other hand to create the opportunity to meet the owner, inform him/her on our working principles, draw up the apartment description and take the photographs that will be posted on our website. This also enables us to keep updated with possible changes in the surrounding neighborhood.

Diversity

At New York Habitat, we are proud to offer a selection of rentals in all our departments that are as diverse as the destinations themselves.

- In **New York City**, we list apartments in all neighborhoods, sizes and types, from basic studios to extravagant penthouses and lofts. These apartments can be in high-rise elevator buildings, walk-ups, brownstones or townhouses.
- In **Paris**, we list a similarly wide variety, ranging from small studio flats to hotels particulier, beautiful townhouses originally owned by the ancient French nobility as far back as the 17th century. While these residences have of course been modernized for utilities and conveniences, they retain their original architecture as well as their historical charm.
- The **South of France** is an area that encompasses a diversity of landscapes from the Southern Alps through the authentic Provence to the French Riviera while only traveling 200 miles to cover the entire area. The diversity



of housing we find in such an area is the image of their geographical, cultural and architectural variety. This is how we end up listing apartments or houses as diverse as chalets, traditional 'mas' (farmhouse from Provence), luxurious villas on the Riviera...

- In **London**, we also list a wide variety of accommodation that reflects well the diversity of the city. There is plenty of contrast to be found according to neighborhood and architecture, from basic studio flats to beautiful period townhouses, lofts or penthouses, whether they stand in the bustle of this dynamic capital city busy streets or by the peace and quiet of its famous parks and gardens.

Information Services

Since many of the clients who contact us are not experienced in the rental market of New York, Paris, the South of France or London, **the staff here at New York Habitat makes it a priority to provide them with as much helpful information as possible.** If the client is relocating or making a first visit, our staff is more than happy to provide useful tips and interest-

ing ideas on how the client can best enjoy and adjust to his/her new place of residence, whether temporary or not.

Our staff members can provide a unique insight in this regard, as most of them have personal experience in relocating from one city or even one country to another. These additional services are provided free of charge to ensure a positive experience for our clients.

A Service for the Client

Our aim is to be of precious assistance to both tenant and owner. We are keen to provide all the help necessary to make the rental process as smooth as possible from both points of view. We hope to help avoid unnecessary confusion or conflicts and have been instrumental in ensuring positive experiences for our many clients, tenants and owners alike.

NEW YORK HABITAT SERVICES



NEW YORK HABITAT: A BRIDGE BETWEEN DEPARTMENTS AND DESTINATIONS

At New York Habitat, we've been "making it" for over ten years, and have helped thousands of clients make it as well. We do more than find apartments. We know how to turn a destination like **New York, Paris, London** or the **South of France** into your private home-away-from-home.

NEW YORK HABITAT DEPARTMENTS: BRIDGES FOR APARTMENT RENTAL SERVICES

- Very Short-term Furnished Rentals
(from 3 nights to 1 month)
- Short-term Furnished Rentals
(from 1 month to indefinitely)
- Hosted Bed & Breakfast
(from 2 nights to 2 weeks)
- Roommate Shares
(from 2 weeks to indefinitely)

The Cost Advantage:

In all departments, apartment rental prices average considerably less than comparable hotel accommodations.



VERY SHORT-TERM FURNISHED RENTALS

(from 3 nights to 1 month)

This service offers vacationers, business travelers and other visitors a viable alternative to hotels. Our business in this service has multiplied tenfold since 1995, as more and more people are discovering this form of lodging and choosing New York Habitat to provide it to them. This department now has a roster of more than 1500 unhosted rentals, as well as a select number of hosted bed and breakfasts.

Availability:

These rentals are usually available for minimum stays of three nights. Some bed and breakfasts will accommodate stays of two nights.

The Cultural Advantage:

Staying in one of our furnished rentals is a very personal and natural way of experiencing the life of a permanent inhabitant. In a hotel, you're just another tourist in just another place. In an

private property, you get the opportunity to acquire a true taste of what it is like to live independently in the destination of your choice. You can experience local architecture from a different point of view, meet people from the neighborhood (starting with your landlord or landlady!); you have to deal with all everyday life matters that make a place so special and different to others places in the world. Such opportunities are usually rather faint from a tourist's experience in a hotel, but can become a wealth of cherished memories when you let yourself live the life of a local.

HOSTED BED & BREAKFAST

(from 2 nights to 2 weeks)

For brief stays of two nights to two weeks, our select number of hosted bed and breakfast facilities provides accommodations that are both cozy and convenient.

The apartment owner remains on the premises to host clients who are provided with private furnished quarters (amount of space varies according to apartment size) and bath. In many



cases, the host also provides breakfast. This is an excellent alternative for those traveling alone who appreciate convenience and companionship.

SHORT- & LONG-TERM FURNISHED RENTALS

(from 1 month to indefinitely)

New York Magazine confirmed what we had known for years when it named New York Habitat the best sublet service in New York. Our success in this department has grown at an exponential rate every year since inception, and we now maintain a roster of approximately 2000 properties in this department alone.

Availability:

The furnished rentals handled in this department are available for rental periods ranging from one month to indefinitely.

ROOMMATE SHARES

(from 2 weeks to indefinitely)

After receiving multiple requests from both existing clients and the general public, New York Habitat started the roommate shares department in New York in 1996.

The department has been growing ever since, and now has its own roster of more than 1000 properties. (In Paris and in the South of France, it is a growing new service, currently being handled on a case-by-case basis.)

This unique service provides an ideal housing solution for students, business interns and others who need furnished housing but prefer to have a roommate.

We compare information on the available accommodations with the requests we receive from our clients to determine the best matches. From these matches, the clients choose which accommodation they would like to visit, and we arrange for interviews with the owners.



The well-known Advantages:

For many people, sharing an rental, well beyond financial consideration, is a truly rewarding experience.

In a city that can be as overwhelming as New York, for example, some simply prefer the companionship a roommate can bring. And if you're new to the city, it can be beneficial to live with someone who already knows his way around while you are getting acclimated. And many of our international clients enjoy roommate shares with locals because it gives them an opportunity to practice the foreign language they are learning!

EXECUTIVE MANAGEMENT TEAM



17 YEARS OF SUCCESS BEHIND US A NEW CENTURY OF OPPORTUNITIES AHEAD OF US

NEW YORK HABITAT “BRIDGE ARCHITECTS”

The senior managers of New York Habitat know how to keep time on their side: by balancing the success of the company's past and the promise of its future.

The following biographies of President **Marie-Reine Jézéquel** and Vice President **François Roux** document the manner in which they incorporate both into their philosophy and operation of the company. Their longevity with New York Habitat (Marie founded the company in 1989; François joined in 1994) has provided the company with a strong foundation and consistent vision.

Under their joint leadership, the company continues to multiply in staff, expand its services and remain on the cutting edge of technology. But most importantly, they are committed to

maintaining the same level of personal client relationships and quality customer service that have endured since the company's inception.

MARIE-REINE JÉZÉQUEL - PRESIDENT

Marie-Reine Jézéquel founded New York Habitat in 1989 and has served as President since its inception.

Her success led to the opening of a satellite office in Paris in 1996, a new operation in the South of France in 2001 and the launching of the London venture in 2002.

Marie-Reine Jézéquel was born and raised in Lanhouarneau, the same French village where her family ancestors have resided since the 17th century. She was very close to her father, who taught her a great deal about the value and preservation of French country antiques. She then had the opportunity to take on the management of the antique collection of a French baron, a first and valuable experience in management. Her studies at university – a degree in special education and bilingual studies from the Centre de Formation Pédagogique in



Boulogne – enabled her to develop further a human and linguistic approach. Alongside with her management responsibilities, these proved to be sound assets for her future role at New York Habitat.

Marie-Reine Jézéquel first came to New York in 1987 and acquired her first job here selling antiques for a French company. The company soon needed her skills back in France, however, and so her initial stay here was brief. But she loved New York and would return in 1988 to open her own antique dealership. Happily for the 4,000 families and individuals who now benefit from the services of New York Habitat each year, Marie-Reine Jézéquel did not remain in the antique business. After constantly assisting her French business associates and friends in finding places to stay during their trips to New York, she recognized a need for alternatives to hotels in short-term housing accommodations. From this idea was born New York Habitat, which under her stewardship has grown from its modest beginnings to a full service residential real estate company serving clients all over the world.

Marie-Reine Jézéquel's background in antiques and home furnishings accounts for her extraordinary sensitivity to the needs of her clients to feel comfortable and at ease in their surroundings. Her high standards of customer service have been recognized not only by her loyal and ever-growing client base, but by the local and international media as well.

Most notably, New York Magazine anointed New York Habitat the # 1 sublet service in one of its "Best of New York" issues, which celebrate all the top businesses and services in the city.

Marie-Reine Jézéquel and her team are of course remaining on the cutting edge of industry trends and technological developments, as evidenced by the company's rapid and continuing expansion. But she is always true to her original vision of the company: performing a unique and necessary service that turns a city as big as New York, Paris or London and an area such as the South of France into a home-away-from home for visitors from around the world



FRANÇOIS ROUX - VICE PRESIDENT

François Roux joined New York Habitat in 1994 and within a short period of time was promoted to Accounting Manager. In 1995 he assumed the role of General Manager and was named Vice President in 1999.

A native of the town of Gap in the French Alps, François Roux received his baccalaureate degree from the Lycée Aris-tide Briand and went on to obtain his B.T.S. [vocational training certificate] in computer programming and accounting from the Lycée Dominique Villard. His aptitude in both accounting/management and computers/technology would shape his career for years to come.

At the age of 21, François Roux founded a software development company specializing in general accounting and specific software for beverage companies. For his successful efforts in this field, he was honored with a technical award of merit from Decision Micro. He then joined his family's beverage company, Mathias-Roux, as Director of Computer Development in 1989.

He was rapidly promoted through the company's ranks, be-

coming General Manager in 1990 and Chief Executive Officer in 1991. It was around that time that François Roux first visited New York, an experience that would prove both life and career altering.

Immediately connecting to the energy and pace of life in New York, he visited frequently and ultimately decided to enjoy the American way of life in 1994. His deep appreciation and affinity for the New York lifestyle have shaped and defined his goals for New York Habitat.

In order to keep up with ever-changing trends in one of the most competitive and energetic cities in the world, he is constantly striving for new and innovative ways to provide the best possible service to the company's clients and maintain the agency's status as the industry's standard-bearer.

As he leads New York Habitat into the new millennium, François Roux is committed to keeping pace with technological advancements while continuing to strengthen the company's personal and hands-on relationships with its clients. He has already conceived and designed the company's website, which is currently averaging 120,000 visitors per month. François



Roux continues to utilize technology to maximize the quality of personal service: increasing the level of communications with the company's client base and allowing for information to be disseminated as quickly as possible. Under his direction, New York Habitat continues to expand its global reach, while never losing its personal touch.

VIEWS ON NEW YORK HABITAT



OVER 6,000 PEOPLE PER YEAR CAN'T BE WRONG!!

At New York Habitat, we judge our success by the satisfaction and happiness of our clients. Fortunately, that makes us extremely successful but we'd rather they told you in their own words.

"We had a wonderful 10 days in Paris at the apartment. The location was great. We were close to everything. We will contact you again."
-P.Beers

"I went down a list of New York apartment search web sites, and yours is far above all the others. I enjoyed your detailed descriptions and photography. I looked at every apartment eagerly and was very happy to find such care put into each and every listing. You have done a really fine job with this web site." - N. Rogers

"Thank you so much for your help. I will definitely recommend you to friends." - L. Eichele

"When my family gave me such short notice that they would be visiting, I knew I would never be able to book a hotel in the city. I don't know how you arranged such great accommodations so quickly, but I appreciate it and so does my family." - C. Chesnea

"I had visited Paris three times before and always stayed in hotels. This time, in that beautiful apartment you found for me so close to the Isle Saint Louis, I felt like a true Parisian and really enjoyed the feeling. Thanks a lot for your precious help..." - A. Quinn-Feit

"Warmest thanks for your staff's hard work. I was extremely selective and specific about the kind of apartment I wanted in New York, but they were very patient. More important, they found exactly what I had in mind. I will certainly contact you again." - A. Medina

"We thank you very much for your help to find an accommodation. We spent a beautiful time in NY and we enjoyed it very much. Thank you again for your great and excellent service." - Mr. & Mrs. Theiss

"I really appreciated your service, especially since most New York brokers did not even return my calls. I will be happy to work with you again." - N. Vassalli

"As it turned out, I didn't even contact another service. I found your service excellent. I appreciated the rapid response and the pictures."
- A. Hartman

"The apartment was great, and it was a very good experience for me. It has helped me decide to move back to New York, so I may be contacting you again in the near future!" - R. Walker



THE WORD IS OUT!

New York Habitat is proud that our hard work has attracted the attention of the international media. Below is a summary listing and some selected excerpts.

IN THE UNITED STATES:

Frommer's New York City - June 2005

"NY Habitat is one of the oldest and largest of the vacation rental companies - so big, in fact, that it's branched out to cover stays in Paris, London, and the French Riviera."

The Richmond Times - June 2005

"Choosing a short-term rental apartment rather than a hotel turned out to be an inspired decision. Not only was it less costly... it also provided welcome space compared to the usually cramped Paris hotel room ...a refrigerator... washer and dryer... Perhaps the best part was it gave us entrée to a real neighborhood away from the tourist areas.(...) We used NYHabitat..."

National Geographic Traveler - April 2005

"See how New Yorkers really live by staying at a furnished rental vetted by NY Habitat."

Travel + Leisure - May 2003

"La Dolce Villa - For a group or family - or a stay longer than a few days - a villa rental can be the best bargain. New York Habitat

- www.nyhabitat.com - lists around 400 Riviera dwellings, from small studios to rambling villas."

New York Press - December 2002 - Best of Manhattan

"Best Source of Emergency Sort-Term Housing"

Chicago Tribune - November 2002

"Another firm, New York Habitat, handles thousands of short-term rental apartments not only in New York, but in Paris and London as well..."

New York Press - October 2002

"...[An agent] hooked us up with a brand new efficiency [...] It was perhaps the least stressful, most straightforward real estate experience we've ever had in Manhattan."

New York City with Kids - December 2001

The only guide for People of ALL Ages-Kids, Teens, and Adults
"...A pioneer in the field, New York Habitat is one of the most highly regarded agencies - and its rates are very compelling..."

The New York Times - November 2001

Travel Agents Convention Tackle Drop in Tourism - Noticed by the New York Times during exhibition at Travel Agents Convention (ASTA)

The New York Times - November 2001

"New York Habitat, at www.nyhabitat.com, with apartment listings in both New York and Paris is good for weekly rentals ..."

The New York Times & Better Business Bureau - October 2001

A member of the Better Business Bureau, displaying integrity in all aspects of business, marked by increased profits and impeccable standing in the community.



TimeOut New York - December 2000

“...Me Casa es su casa...” Selected by Timeout New York among agents for short-term renter

Crain's New York - September 1999

“New York Habitat became one of the first real estate agencies in the city to set up an interactive Website. After several expansions, it now carries a daily update of all available apartments.[...] The listings feature digitized photographs and detailed neighborhood maps.”

The Wall Street Journal - February 1999

“It was a perfect match.”

New York Magazine - May 1998

“New York Habitat - The Best Sublet Service in New York”

The Houston Chronicle - May 1998

The Bergen Record - March 1998

“I found New York Habitat tireless in coming up with suggestions for me.”

The Los Angeles Times - November 1997

The Seattle Times - March 1997

USA Today - February 1997

“New York Habitat...its short-term rental business has tripled since 1995.”

IN FRANCE:

France Guide - Focus on France Newsletter - May 2006

“New York Habitat's acclaimed website nyhabitat.com features extensive photos and detailed information on each apartment, including rental rates and neighborhood maps.”

Maison Magazine - December 2003 - January 2004

“The capital city and the Riviera attract many foreign tourists. Specialized corporations such as New York Habitat offer this mainly Anglo-Saxon clientele [furnished] rentals.”

Bretagne Magazine - January 1999

A profile of President Marie-Reine Jézéquel: *“In renting apartments over the Internet, a previously unexplored activity, she has attracted the interest of American real estate giants”*

TF-1 Television News - July 1998

Libération - June 1998

M6 CAPITAL (Television) - April 1998

La Semaine du Lot - February 1998

Fun Radio - December 1996

Le Dauphiné Libéré - October 1996

A profile of General Manager François Roux: *“He is always striving for more success and constantly digging for new and fresh ideas... New York Habitat is the # 1 agency in New York.”*



IN THE UNITED KINGDOM:

The Observer and the Guardian - April 2001

"The only way to get under the skin of a city is to rent an apartment and live like the locals do. [...] New York Habitat's website displays [...] pictures and detailed descriptions of more than 3,000 properties ranging from furnished studios at \$85 a night to chic three-bedroom West Side apartments for \$6,000."

The Independent - March 1999

"A home-away-from-home in New York... We found our apartment on the Internet through New York Habitat."

IN IRELAND:

The Irish Times - November 1998

IN GERMANY:

Passauer Neue Presse - September 2006

"New York hotels are expensive. Private accommodation is an alternative. New York Habitat provides good value private apartments of all standards."

Reise & Preise - August - September - October 2004

Referenced for apartment rentals in New York.

Allegra - November 2002

Selected among New York apartment rental agencies for their article on renting in New York

Vogue - April 2001

Referenced for holiday home rentals

Geo - October 1999

Named in their Special on NY

Die Welt - June 1999

Max Magazine - November 1998

Architektur & Wohnen - April 1997

"For stays in New York you will find New York Habitat to be of great interest."

IN AUSTRALIA:

The Great Outdoors - May 2004

"Websites like 'New York Habitat' are as simple as filling out an online application [...] There is often a three night minimum when booking through New York Habitat, but you can get some really good deals."

Sydney Morning Herald - September 2003

"Living in Manhattan, even for a week or two, was a dream [...] But being holed up in an undersized, overpriced hotel room was not part of the fantasy. For a sweeter taste of the Apple we wanted to inhabit the life, not buy a ticket to watch it. We needed an apartment for two weeks [...] The practicalities turned out to be surprisingly easy [...] New York Habitat lists about 7000 apartments on its site, with multiple digital photographs to accompany descriptions of properties and neighbourhoods. [...] The virtual tour through more than 20 photographs provided an accurate picture."