

MANN REPORT RESIDENTIAL

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RES ROUND-UP

What's the best piece of advice you would give to someone starting in the business?

First one in and last one out of the office every day. If you don't love it after the first year this isn't for you. You have to love this to be successful.



Frances Katzen
Prudential Douglas Elliman

How long have you been in the business?

Six Years.

What made you decide to get into real estate?

My brother was an architect, my mother is a property developer in Australia. I've always wanted to know what was going on behind those windows, bricks, and mortar. I would walk along the streets wondering who lived up there.

Who inspires you?

Women who go against the grain and make a stand for what they believe in. I really can't specify specifically one person, too many great people in the world.

What pushes you to the next level?

Fear.

What is the hottest deal you have made to date?

PH on Mercer St.

What is your secret weapon for sealing a deal?

Truth.

What is the hottest area for deals right now?

Anywhere that has depreciated approximately 35-45%.

What's the best season for deals?

There is none.

If you had to live/work in any city other than New York, where would it be?

San Francisco, CA.

What's the best piece of advice you would give to someone starting in the business?

Go after every opportunity, trust your gut, and don't stop until you get there.