

## Finding Space In The City

### Century 21 NY Metro

Frequently seen zooming around Manhattan on a bright blue Vespa, Stefani Pace is one of the noticeable new breed of young brokers with a finger on the pulse of what is happening and what her clients want to experience in the City.

With initials that spell out 'S.Pace', Pace has made her name into a boutique brand within Century 21 NY Metro. With 'S.Pace in the City' as her calling card, she appeals to a generation of buyers and renters looking for service and market knowledge with a little style thrown in for good measure.

Pace grew up in Philadelphia with a keen interest in real estate because of her love of architecture. Always curious to glimpse into people's homes, she felt it let her see who they really were and the life experiences they've had.

She completed her first home purchase shortly after finishing college and while studying for her Masters in Psychology. However, after a serious car accident she was forced to quit graduate school to recover. At home convalescing, she took online courses to become a certified financial planner. She also decided sell her house and move to Manhattan.

"I took what Sinatra said literally," says Pace. "If I could make it there, I could make it anywhere. And now C21 NY Metro is assisting me in making it everywhere."

She became intrigued by the challenge of finding an apartment. "Even after I found my first apartment I kept hunting. I moved five times my first year searching for the perfect one. I was hooked," explains Pace.

After September 11<sup>th</sup>, financial planning seemed a less appealing career path. She knew from her continuing apartment hunt that she wanted to work in real estate; she had found her calling.

Her first job in real estate was at Dwelling Quest, and in the first year she was the top producer in rentals and made her first sale.

It just got better from there. Pace was nominated for REBNY's prestigious "Rookie of the Year" award, was on the cover of the New York Times Real Estate section, was in the New York Post numerous times, was filmed on ABC's pilot for a real estate reality show, and also for a segment on the news on what \$1,500 can get one in NYC. She was in NY Living Magazine on how far truly dedicated brokers will go for clients, was in New York Magazine, New York Home, and a slew of other publications, not to mention winning Curbed.com's "Hottest Broker of the Year" award.

Now with the powerful Century 21 brand behind her, the S.Pace in the City boutique has increased to five people producing a monthly co-branded newsletter to thousands of savvy, young clients. Each month she puts out a calendar of events, market facts, facts about the City, and articles on how to effectively and efficiently work with your broker, all geared to her eclectic mix of customers.



Stefani Pace

"Working for Century 21 NY Metro is the best thing that could have ever happened to me. I am now part of a truly global company. Having access to the most advanced technology and marketing tools, 144,000 agents in a world wide referral network spanning 44 countries and the most recognized name in real estate gave me the platform to expand my business beyond New York," Pace explains.

Pace now has international listings: three in Florence, Italy; one in Santo Domingo, Dominican Republic; and a timeshare in Mexico, with plans to expand even further.

But success has its price. "I sleep with my phone in my bed," says Pace, "and I haven't been to a movie theater in years for fear of missing a call."

Knowledgeable, charming, a little neurotic, and most definitely keeping pace with the frenetic speed of the City's real estate market, Stefani Pace has positioned herself as the new breed of the go-to broker for those looking for both a great place to live and an insight on how to live great as well. ■

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