

# HAUTE RESIDENCE

February 12, 2014

<http://www.hauteresidence.com/carol-staab-talks-best-times-list-company-goals/>

## Carol Staab Talks Best Times to List and Company Goals



### When is the best time to list a home and why?

In Manhattan, the spring market (February through the end of June) is our busiest market. After the hectic holiday season and perhaps a relaxing year-end vacation, buyers emerge from the winter with thoughts of shopping for a new home. Spring is the best time to list for several other reasons. There are some co-ops that only allow renovations to be done during the summer months. If renovations aren't completed by the end of August, then the work can't be completed until the following summer. For buyers with children, it is critical to get settled before the start of the school year. Also, many buyers have country homes where they summer. While the renovation and decorating is being done in their new home, they can relax in their summer homes. The fall social calendar can also play a big part, since a lot of buyers want to have all their renovations and decorating done before the busy Manhattan social season starts after Labor Day. Last, homes just show so much better in the spring with the brilliant sunshine, trees and flowers, especially for those sellers with gardens and terraces.



### **What are you/your company's goals for the New Year?**

I am thrilled to share the news that my firm Douglas Elliman is going to open its first Beverly Hills office in mid March with plans to expand by adding more offices by the end of the year. We want to be where our customers are and to better serve them. One of my biggest goals this year is implementing new ways to engage and communicate more clearly and more effectively with customers. One way I am doing this is by introducing more property tour videos to show buyers not just the home's features but also its lifestyle benefits as well as 'state of the real estate market' videos. Another way I plan to achieve a more personal level of communication and engagement is by implementing a new innovative contact management relationship system called Contactually. This system will help me to stay more connected to my clients and further strengthen our relationship.

### **How will they set you apart from the competition?**

Our expansion into Beverly Hills makes perfect sense because there is such great synergy between New York, Los Angeles, and South Florida where we also have offices. There are very few New York residential firms that have offices in Los Angeles, so this is a huge advantage. In reference to my own goals, my well-done property videos help luxury homes stand out from the crowd and give a listing more life, engaging the buyers' senses. Short 'state of the market' videos also allow the public to see a snapshot of the market and feel more connected to my message. Very few Manhattan brokers are using high quality videos in their marketing. My commitment to staying in close touch with customers, serving them at the highest level and in the manner they want to be served drives me to look for new and innovative ways to achieve ways to accomplish these goals. By always seeking constant and never ending improvement, I set myself apart from other brokers. There are other brokers who are complacent about their relationships with their customers. In my perspective, complacency is a very dangerous behavior that kills customer relationships.