

Douglas Elliman Real Estate

CAROL STAAB

Licensed Associate Real Estate Broker

WHAT DISTINGUISHES YOU FROM OTHERS IN THE FIELD? WHAT EXPERTISE/EXPERIENCE DO YOU BRING TO THE TABLE?

New Yorkers are highly selective and will only settle for the very best. I have been in the business since 1992 and rank in the top 1% of Douglas Elliman brokers for my sales production. People hire me because I have an excellent track record for getting them exceptional results and providing them with an elite concierge level of service that they deserve.

WHAT ARE THE QUALITIES THAT YOU POSSESS THAT CONTRIBUTE TO YOUR SUCCESS IN REAL ESTATE?

I have an unquenchable thirst for constantly seeking ways to improve the way I serve my clients and market my properties. I keep my pulse on the market and real estate trends through voracious daily reading. I have great success in selling properties that failed to sell previously. I diagnose the problems and develop a winning marketing strategy that gets excellent results! Some of my clients refer to me as their "real estate doctor."

TELL US ABOUT A SHINING MOMENT IN YOUR PROFESSIONAL CAREER.

A penthouse at 1049 Fifth Avenue failed to sell when previously listed with another broker. After marketing the penthouse for just four months, I had multiple bids that resulted in an all-cash offer for the full asking price of \$14,950,000. The deep satisfaction I get from being able to deliver results like these to my clients is priceless.



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WHAT ADVICE WOULD YOU GIVE TO SOMEONE SELLING A HOME IN YOUR AREA?

It is critical in this market to price a home as closely to the market price as possible in order to attract multiple offers. Buyers are more price sensitive and are taking more time making buying decisions.

WHAT ARE SOME OF THE BEST VALUES OUT THERE RIGHT NOW?

Properties on the Upper East Side east of Third Avenue offer great values. Once the Second Avenue subway is up and running, property values will increase dramatically.

WHAT ARE SOME OF THE BIGGEST MISTAKE BUYERS MAKE?

The biggest mistake buyers make is taking too much time to make a buying decision and or making offers that are too low when they are bidding on properties that are very well priced. Well-priced properties are still selling swiftly.

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1049 Fifth Avenue #11/12B Grand 4 Bedroom Duplex. \$8,595,000.