



Selling New York recap: Until we have a deal, we have nothing



Episode three of “Selling New York’s” current second season finds agents from high end Manhattan firms CORE and Gumley Haft Kleier literally taking to land, sea and air to close the deal.

The episode begins with CORE CEO Shaun Osher and agent Michael Graves riding bikes through Central Park and talking shop. Offers for their \$5.95 million listing at 240 Park Ave. South are coming in way too low.

Bottom line, the large empty space isn’t showing well. Osher suggests Graves “take it off the market, shine it up and show it in a better way.” After all, his reputation as a CORE broker is at stake.

Several offers have come in on 245 Park Ave. South, prompting young Graves to question Osher’s suggestion of taking it off the market for a spit shine.

Osher cautioned “until we have a deal, we have nothing. I don’t care how interested the person is.”

Graves then suggests he bring in an architect/designer to do renderings of what the space could look like, then, project those drawings on the wall during a showing to interested buyers. Impressed, Osher says, “We’ll see what happens.”

“What usually happens is the property sells,” says Coldwell Banker agent Kymm Thornton, who deals with multimillion dollar listings throughout Southern California.

Speaking exclusively to DC TV Examiner, Thornton says “You’d rather have a stager come in and stage it – to give it a homey feel, or to lose the echo in the rooms so it won’t feel so empty. But when the owner doesn’t want to deal with moving in temporary furnishings, or if the house is odd shaped, it’s always good to do a rendering - especially if it’s a sizable house.”

“The architect/designers charge anywhere from \$200 to \$2000 for a rendering, depending on the number of rooms involved,” adds Thornton.

Back in Manhattan, CORE’s Michael Graves has liquored up potential buyers and invited them to 245 Park Ave. South to present the renderings in a slide show. Not only is this a huge success that has impressed his boss, the presentation caused a buyer who was on the fence to make a deal.

CORE’s postscript: “Michael sold the penthouse for \$5.85 million, breaking price-per-square footage records for the building” in the process.