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Would you give us the secrets to your success?

Sharing a similar lifestyle as many of my clients gives me a huge advantage. I am able to strongly connect with them, understand their needs, provide them with a high comfort level and give them the certainty that I will meet or exceed their goals. I am constantly looking for new ways to improve my level of service and engagement with my clients. In addition to my newsletter The Pulse on Manhattan Residential Real Estate I have begun using videos to show my listings and provide valuable market insights. My clients comment on my persistence, creative problem solving, excellent negotiating skills and my outstanding marketing that gets them the best results. My biggest secret is to always put my clients first.

Detail for us some of the new and exciting listings you are currently representing.

985 Park Avenue, a three to four bedroom 3,000 SF condo asking \$8,995,000, offers all the joy of townhouse living with all the conveniences and security of a luxury doorman boutique condo with just seven residences. The interiors were done by Geoffrey Bradfield and the building was designed by Costas Kondylis. 1049 Fifth Avenue 16B a 3,335 SF 4 bedrooms, 3.5 baths plus mahogany paneled library asking \$12,900,000, has dramatic park and reservoir views from all the public rooms. 1049 Fifth Avenue is a rare highly coveted prewar condominium.

Tell us a shining moment in your professional career.

Recently I had the pleasure of selling a penthouse at 1049 Fifth Avenue in the building where I live and sell many apartments. The penthouse had been on the market with a previous broker for six months without success. After I took over the marketing, I was able to obtain four offers. With a very aggressive marketing plan and very strategic negotiations, I was able to achieve a full asking price sale of \$14,950,000 for my clients. This was \$1,150,000 more than the one offer received by the prior broker. My clients were ecstatic about the outcome. Exceeding my clients' expectations and getting them the full asking price gave me such joy and a sense of accomplishment.

What real estate trends do you predict this year?

Last year was a record year in Manhattan for the number of sales in the luxury market. I feel certain that the luxury market will continue to be strong this year. Inventory levels will continue to be low and buyer demand will remain high. The biggest trends that I am seeing are all the unique amenities that luxury developers are offering in all their new buildings. They are fiercely competing with each other to capture the attention of the \$4 million and over buyer. Buyers have greatly raised the bar on the list of amenities they desire in a new building. Buyers are looking for playrooms, catering kitchens, public gathering rooms, and large gyms with spas. In order for buyers not to suffer from the luxury fatigue of the past boom, where finishes were very homogenized, developers are aggressively marketing more personal unique amenities. At the end of the day I always advise my clients that the most important amenities to look for are the best location, views, light, and great layouts in a fine well managed building with excellent service.