

# SOCIAL LIFE

MAY 2017

*in the hamptons with*

## NAOMI WATTS

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## ERICA GROSSMAN

### A WINNING APPROACH

BY KENNETH REYKER

There are a few things that people always dread shopping for. And, if you're in the market for a house, it's not the home that causes the most angst, it's usually the process of finding just the right person to help you seal the deal.

Erica Grossman knows this, and, thankfully, she takes a different tact from that of your typical broker. "I approach each deal doing what's right and best for the client, which doesn't always correlate into the highest priced unit. In fact, it doesn't more often than you'd think," says Erica. "I try to help my customers get the best buy, the most value in quantity and quality. Inversely, on the sell side, I advise my clients on optimal pricing to meet their respective goals, both from a pricing and timing perspective."

In her 13-year career specializing in the Hamptons, consistently as a part of the famed Douglas Elliman team, she has seen and sold some of the best the Hamptons has to offer, and her unique approach has been sought out by would-be clients from all over the world. Why? They want the level of knowledge, expertise, focus, honesty and determination that she offers. You guessed it: she's busy.

"I approach each client, deal, and transaction, patiently and systematically to understand a client's objectives. I work hard, putting in long hours, at all times and every day if needed, to achieve the goals of the client," she says.

"I assist my clients, many of whom are now friends, with rentals they need for the season or with renting their homes — to generate cash flow. From sales of \$1 million to over \$30 million, to rentals as low as \$10,000, nothing is out of the question."

In addition to acting as an agent, Erica assists clients in assembling the right team, including due diligence specialists, lawyers, title agents, designers, architects, builders, and house managers. "This level of service, fortunately, has been well received by my clients and has generated repeat clients and referrals," says Erica, who is one of Douglas Elliman's winningest producers. "I like to think that it's a testament to my work, my focus, and my dedication."

A leader in gross sales in the Hamptons for Douglas Elliman between 2006 and 2016, Erica is a top-tier broker among all income producers on the East End. In 2013 and 2015 she was rated the number one Douglas Elliman agent in



the Hamptons, finishing number two at Douglas Elliman in the Hamptons in 2014 and 2016. She is often winning awards for most referrals, which is something she prides herself on, providing assistance to a wide range of clients and brokers, in all facets of the spectrum. One of the things that keeps her going is working for Howard Lorber, the chairman of Douglas Elliman, and Dottie Herman, its CEO. "They are like working with family," she says.

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"More than anything else, I value the connections with my clients, and their loyalty," says Erica. "Buyers and sellers remind me that they want honesty and integrity throughout the process, and I aspire to conduct my business to maintain and achieve these important standards through all spheres of the search, the negotiation, the deal, and the closing."

In her downtime, Erica loves spending time with her fiancé, John.

**Erica Grossman**  
Licensed Real Estate Salesperson  
[erica.grossman@elliman.com](mailto:erica.grossman@elliman.com)  
917.710.2512