

New West Side Office Creates Innovative Retail Experience for Luxury Real Estate

Brown Harris Stevens clients visiting our new West Side office, at 1930 Broadway opposite Lincoln Center, will discover a totally different kind of retail experience for high-end real estate services. As our response to the accelerating demand for luxury property in this market, our facility represents a dramatic leap forward in both form and function.

Our new office, at West 64th Street, is located at the focal point of a vibrant cultural community that epitomizes the West Side. As designed by Gensler, the distinguished international architectural and interior design firm, it brings to Brown Harris Stevens' business setting the atmosphere and environment of a private club.

Visitors pass through a floor-to-ceiling glass entry to a large open "living room" with 15-foot coffered-ceiling, elegantly finished in solid cherrywood paneling and marble floors, with handsome, soft-surfaced arm chairs and sofas. Clients are greeted by a concierge who functions not just as a receptionist but as a facilitator to describe the range of available technical tools and services and introduce our brokers. Keyboards provide wi-fi wireless access to large, flat wall-mounted screens for viewing Brown Harris Stevens listings via the Internet. Also at the street level are two conference rooms, a kitchen/pantry for client refreshments, and a guest powder room.

A private elevator connects to the second floor, where our staff of 80 brokers has its offices, which include a full kitchen and marble bath. There the brokers are equipped with computer access to our



▲ Reception "living room" for our West Side office opposite Lincoln Center

sophisticated databases of properties and market data, including Blackberries which instantly make available new exclusive listings and other timely information.

"In this retail experience our goal is to reflect the luxury dimension of West Side real estate, and the quality of our seasoned professionals" says Jim Gricar, who heads the office.

According to Hall F. Willkie, president, residential sales, "We wanted to create a unique facility that embodies the sophistication, style and state-of-the-art proficiency of our firm and our brokers, to provide a consummate level of service for our clients."

Its combination of location, facilities and ambience also makes the new office an attractive venue for champagne cocktails or comparable events before and after the opera and other performances at Lincoln Center and for other social occasions.