

# BROWN HARRIS STEVENS

Established 1873

## RESIDENTIAL ROUND-UP



**JULIA HOAGLAND**  
**BROWN HARRIS STEVENS**

*How long have you been in the business?*

Five years.

*What made you decide to get into real estate?*

It was more luck than an active decision, frankly. After working on Wall Street for eight years in reinsurance and credit derivative underwriting my husband and I took a year off to travel for our honeymoon. Upon returning I decided to try working for myself before returning to the corporate world.

*Who inspires you?*

Everyone who has a positive attitude and looks at life's glass as half full; particularly individuals who face great challenges. My niece is one of the most beautiful people in my life. She had brain surgery before the age of two and contends with partial paralysis. Yet she still laughs and sings and runs...it awes me.

*What pushes you to the next level?*

I don't believe in a status quo. I believe if I am not moving forward then I will move back. That makes it easy (and essential) to choose the former.

*What is the hottest deal you have made to date?*

I love working on everything from my downtown loft listings to the townhouses I sold in the Village and Chelsea to the Upper East Side Park Avenue penthouse I brought to closing for my buyers. The Park Avenue penthouse was a unique experience because my customers bid \$500,000 over the asking price and we had the contract turned around in a day because of heavy competition. The board package, which was at least three inches thick upon submitting it, included an appraisal on the buyer's plane. I sold it to a couple who have since become wonderful friends of me and my husband.

*What is your secret weapon for sealing a deal?*

If I told you, it would no longer be a secret.

*What is the hottest area for deals right now?*

Deals can be hot in all areas and at all price points when both sides are realistic about current market conditions, because the parties each feel they achieved fair terms. Currently, I love the area above Madison Square Park between Fifth and Park Avenues. It is centrally located within walking distance to the Village as well as Midtown's shopping and theatre districts—there is unrecognized potential there.

*What's the best season for deals?*

The best season for deals is as often as I can get them done. I have been busy when my colleagues are not, and vice-versa (I am still not comfortable with the latter; although I know it is a natural occurrence of the business!). One of the largest deals I did in my early career, a \$3M loft in Soho, was signed during a traditionally slow time—the week between Christmas and New Year's.

*If you had to live/work in any city other than New York, what would it be?*

I love Hong Kong, Paris, Tokyo, Buenos Aires, Rome, Cape Town, Rio, London (perhaps a bit dark in winter)... There are so many great cosmopolitan cities in the world! I would happily live in any of them. But I will only sell real estate in Manhattan.

*What's the best piece of advice you would give to someone starting in the business?*

Give it one year and give it your all. If you find after the year that you don't absolutely love it, run. Real estate (like anything) is a wonderful business if you have a passion for it. If you don't there are easier ways to make a living.

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