

BROWN HARRIS STEVENS

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SINGLE-MINDED

TAKING CONTROL: SOME BROKERS DOMINATE LISTINGS IN INDIVIDUAL BUILDINGS

New York City real estate agents have long vied for the informal but coveted status of “broker specialist” in pricey apartment buildings. The spoils of becoming a go-to broker for a given building include a loyal customer base, inside knowledge of units coming on the market, and familiarity with the co-op board.

Jessica Ushan, a senior vice president at Brown Harris Stevens, has sold more than 150 apartments at the Sovereign at 425 East 58th Street since 1994. Originally she was assigned as the broker specialist in the building by the

management company, but two years later she left to work at Brown Harris Stevens. She maintained her relationships at the building and has now sold some of the apartments there three or four times.

“My approach has always to give very good service and take care of shareholders, even if it has nothing to do with a sale,” she said.

Not all brokers are willing to put in the time required to gain resident’s loyalty, but if they do, the rewards can be substantial, especially in a high-end building.



*The above was taken from THE REAL DEAL-New York Real Estate News- article
“The battle for Listings” Vol. 8 No. 9 September 2010 by Candace Taylor.*

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