

in Closing

By Ken Weingartner

Analyze This

Julia Hoagland's research-driven mindset is netting dividends.

Julia Hoagland has completed seven marathons, runs eight miles a day three times a week, climbed mountains such as Rainier, Kilimanjaro and Fuji, and traveled to more than 35 countries. As much as she loves the activity, there is an additional reason for her energetic approach to life.

"I also love eating," says Hoagland, laughing. "If you travel and eat and don't do any kind of exercise, it shows. So it's kind of an interesting way to see the world while enjoying guilt-free indulgence."

Hoagland's practical reasoning extends beyond her personal life. A senior vice president at Brown Harris Stevens, she is known for her innovative thinking and analytical approach to the Manhattan real estate market. She honed her skills during previous careers in finance and engineering.

"To accurately value something, it is critical to analyze data," says Hoagland. "You can learn a lot from not only what's actually closed, but what is still on the market."

Hoagland applies financial engineering methods from her former career in structured credit for two Wall Street firms to value real property.

"If you're priced way off, you lose leverage, not gain it," says Hoagland. "When things are priced properly, they ultimately sell for a higher amount in a liquid market like Manhattan's."

Hoagland and her Modern Luxury Living Partnership were recognized this year for most new deals in the BHS Eastside office in February, April, July and September. They were also honored four months in 2011. Sales performance has positioned them in the top 5 percent of the firm.

Hoagland's career in real estate, in some ways, is not much of a departure from her previous jobs on Wall Street.

"I realized that I simply switched assets and added emotion," says Hoagland. "I love the look on someone's face when they find their next home. It's very satisfying." **UH**



Hoagland grew up in Colorado and is a graduate of the NYU Stern School of Business and the Colorado School of Mines.

'In a New York State of Mind'

Hamptons design-builder caters to high-profile clients.

Jeffrey Collé approaches the design and construction of each home he builds as if it were his own. When he is finished, sometimes it is difficult to remember that it is not.

"Up until the time someone moves in, I just walk in; once they move in, it's not my house anymore," says Collé, with a laugh. "The hardest day is always when I have to knock on the door. I'm very attached to what I build because I put my heart and soul into it. It's not a job, it's my passion."

Collé grew up on Long Island and from an early age worked as a carpenter alongside his grandfather, who arrived in the U.S. from Belgium in 1913, and father before fulfilling his passion creating luxury homes and estates in the Hamptons. His clients include actor Alec Baldwin and musician Billy Joel, and his projects include The Pond House, a 12,000-square-foot, \$29.99 million estate in East Hampton.

"When I worked with my father, we did a lot of renovation and restoration work on a lot of the big mansions on the North Shore of Long Island," says Collé. "I really got to understand how things were built; the Old World craftsmanship way. It was an incredible education. I wanted to recreate that in the new construction. I always knew it was what I was going to do."

Collé adheres to the "Old World" ways through the selection of customized materials, and his estates often feature expansive lawns, gardens and orchards in an attempt to protect the Hamptons from overbuilding.

"When you build the right way, when quality is first and foremost, people are happy and have a home that lasts," says Collé. "To live where I work is great, because I get to drive by these homes and see that they are just the way I left them." **UH**



Projects by Jeffrey Collé have been featured in Architectural Digest, The New York Times, Forbes, House Beautiful and New York Magazine.