

BROWN HARRIS STEVENS

Established 1873

AVENUE

NEW YEAR, LOOKING FORWARD

AVENUE ASKS SUSAN GREENFIELD ABOUT THE OUTLOOK FOR THE 2013 REAL ESTATE MARKET



How do you see the Manhattan real estate market now?

Manhattan real estate remains one of the strongest hard asset classes. What other asset class can you invest your money in and have value appreciation, while at the same time live in or acquire income from?

Do you think the New Year will bring new activity?

Yes, because there are only so many apartments to own in Manhattan and a strong demand for ownership. If an apartment is priced well or has particular characteristics it will move quickly in the market. Essentially, supply and demand for the limited inventory, coupled with economic conditions, will dictate the market.

What do you think makes you a successful broker?

I believe that there are several characteristics which have contributed to my success.

Experience: I have had years of hands-on experience allowing me to develop my knowledge and approach to the industry. In the 80s I was responsible for all the sales and marketing for Merrill Lynch's Real Estate Division Internationally. I also owned my own Boutique real estate firm in Manhattan and Paris before I joined Brown Harris Stevens, the strongest brand, in 1996.

Passion: I am passionate about the industry and about my work. I work with clients from all around the world, and recognize that every client has their own unique requirements and needs. I thoroughly enjoy providing my clients with my market knowledge, complete discretion and total dedication.

Relationships: My years of real estate experience and exposure to providing all aspects of real estate services have allowed me to develop and nurture the relationships that are critical to my success.



Susan Greenfield

Senior Vice President, Managing Director

sgreenfield@bhsusa.com

O: 212-906-9214

C: 917-414-0533

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