



Mark J. Cohen
Vice President,
Brown Harris Stevens

445 Park Avenue
 New York, NY 10022
 Office: 212.906.9241
 Mobile: 917.535.0478
 mcohen@bhsusa.com

How and when did you get involved in real estate?

Growing up in a family with deep roots in real estate made it feel like I was always in the business, not to mention that it gave me the greatest teachers I could hope for. I started in marketing, working on the most exciting new developments in recent memory, leading to a stint in Dubai where I headed sales for the sovereign wealth fund and participated in a city being built before my eyes. But no city is quite like New York, and coming home armed with a great experience was a logical conclusion. I haven't looked back and it has been the most rewarding path. The balance between creative and business elements of real estate ideally suits my personality.

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What expertise/experience do you bring to the table?

I believe my skills are ideally suited to this profession. I have a deep, almost innate, understanding of the market—its nuances and complexities—thus enabling me to better advise my clients. One of my strongest skills is performing intensive research. Today's highly sophisticated customers expect you to provide backup with detailed and thoughtful analysis. They have more tools at their disposal than ever before, so as a broker, I must be able to fill in the blanks beyond the simplicity of what is easily found online. I must take it a step further to effectively interpret the data and augment it with a more complete story. Knowledge and information are critical to success. One must always be a step ahead or risk being left behind.

Do you have any area of specialization that distinguishes you?

I don't necessarily specialize in a particular neighborhood or property type. I specialize in the customer. Because of my many years abroad—in Switzerland, the United Kingdom, Dubai, Russia, Hong Kong, etc.—I have developed a very broad

network, earning me a reputation as an international client specialist... although I don't like to limit myself. I have a proven track record working with international customers who may have more specific or unique requirements. The key to my success is my ability to communicate effectively with such a broad range of people and to act as their "bridge" to the New York market. I find myself providing a wide range of services that go well beyond just finding a property. I endeavor to be their most trusted go-to person for "all things New York," and as such become their most invaluable resource.

Detail for us some exciting listings and recent achievements.

It is hard to pinpoint any one that stands out above others; it's constantly evolving. The excitement comes from the variety of listings and people with whom I work. I am very excited about my listing at the River House—not only is it one of the most stylish renovated apartments in the city, but every time I go to the building I feel transported to a truly special pocket of the city that doesn't exist any more. I also love my listing at 141 East 72nd Street that is an incredibly beautiful full-floor in my dream location. In a completely different part of the city, I recently had a client purchase one of the more important apartments at 150 Charles Street, the ultimate luxury development that will completely redefine luxury living in the West Village. For me, it's all about the variety.

What's the most unusual request you've had to accommodate in order to make the sale?

A foreign client adhered to principals of *Vastu shastra* [an Indian form of feng shui] thus influencing his decision-making process. Let's just say that my iPad proved to be an invaluable tool and I thoroughly enjoyed learning something new and interesting.

What is the most exciting part of your job?

Everything about it is exciting; variety, change, movement, negotiating, making people happy, success... but it's the people that make it interesting. They always said I was a "people person," and while it sounds trite, it is rewarding to work in a profession that lets me indulge my curiosity every single day.



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