

BROWN HARRIS STEVENS

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AVENUE



**Penny Toepfer, Senior Vice President,
Brown Harris Stevens**

How and when did you get involved in real estate?

While attending New York University, I became fascinated with the architecture and soaring skyscrapers I walked by everyday, so getting a real estate license seemed like a natural progression. My tenacity certainly shined through as I studied for the exams, because during that time I would study the floor plans of apartments in various buildings and I visited as many as possible. The information and knowledge I gathered prepared me to sign 3 deals my first day of work. My passion was ignited and it has only grown stronger for an industry I truly love.

men-and those are: an insatiable work ethic, a creative and thorough approach to problem solving and negotiating, and a steely resolve.

What sets you apart from other brokers?
From the beginning of my career I understood the responsibility I was undertaking when representing buyers or sellers. Just as I had approached my scholastic education and collegiate athletic career (as a tennis player and skier) with drive and determination, I knew I had to do the same with learning my craft as a real estate professional. Having been mentored by one of the most experienced and talented real estate brokers for several years, I was incredibly prepared for when I branched out on my own. Now licensed and practicing for 20 years, I see that the years of training and education, which continues even today, has opened the door for me to have an unbelievable career. At the age of 23, I had no idea I could achieve such success, both personally and professionally.

Is there anything you find particularly exciting about the market today?
The market is always exciting to me, but one thing that's particularly exciting right now is what's going on in the East 50's with some of the new development condos: developers are expressing themselves with an incredibly strong product-luxury apartments with high quality construction, amazing layouts and fantastic amenities. I have a new exclusive at 310 East 53rd Street that's so unique and spectacular-it's a 2,300SF, 3 bedroom, 3.5 bathroom with a 46' long living room. You would see these grand layouts with their floor-to-ceiling windows all over the West Side and I'm happy to see them on the East Side now as well. There is no other condo for sale right now that has this square footage, layout, views or finishes in the East 50's, 60's, or 70's. Representing unique spaces like this is what's most exciting about the market (and my place in it) today.

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WOMEN OF REAL ESTATE

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In your opinion, what is it that makes women so successful in real estate?

I'm not sure I would say there is anything specific about women that make them so successful in real estate. I would say there are specific characteristics present in the majority of successful brokers in this city-both women and men-and those are: an insatiable work ethic, a creative and thorough approach to problem solving and negotiating, and a steely resolve.

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