

UNIQUE HOMES

IN CLOSING

By Ken Weingartner | November 2012

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."

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