

January 2013

## RES ROUND-UP

### Cash Bernard Platinum Properties



***How long have you been in the business?***

Two and a half years.

***What made you decide to get into real estate?***

I have always had an affinity for real estate from a young age. The tangible aspects of the industry spanning from the actual real property to the direct interaction with clients makes real estate a truly unique marketplace.

***Who inspires you?***

Young and successful brokers, landlords and developers.

***What pushes you to the next level?***

The endless opportunities real estate presents. A real estate professional can wake up every day expecting a new opportunity and new adventure.

***What is the hottest deal you have made to date?***

I would say the hottest deal I have made to date is a closed deal for a two-bedroom PH unit at 15 William (William Beaver House). I consider this the hottest deal not because of the commission made but because of the building itself and the name behind it- Andre Balazs.

***What is your secret weapon for sealing a deal?***

My name. Yes, I do have a unique name and it doesn't hurt in terms of standing out amongst a sea of brokers in this city but that is not entirely what I am referring to. More importantly, it is the professional name I have made for myself amongst landlords, management companies and fellow brokers.

***What is the hottest area for deals right now?***

Hottest area for deals right now would definitely be the Upper East-side because you can get the most space for the least buck. In terms of luxury living, the hottest area for deals would be the Financial District and Midtown West.

***What's the best season for deals?***

Each season is deal season! I always say 'everyone needs somewhere to live'. A different array of clients can be found each month from recent college graduates that have just begun working to overseas individuals coming to the city for one to two years. This abundance of clients and low inventory keeps the market churning and in turn deals closing.

***If you had to live/work in any city other than New York, where would it be?***

I would say Miami Beach. Like New York City, Miami Beach is a city driven by real estate and has an abundance of high net-worth individuals. I believe the market will be coming back in South Florida because of multiple projects in the works in and around Miami Beach.

***What's the best piece of advice you would give to someone starting in the business?***

The harder you work, the more successful you will be. Real estate is a numbers game, from the amount of clients one meets to the amount of deals one closes. In this city that never sleeps, a real estate agent must differentiate him or herself to beat out the competition.