

THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

Walking renters down the aisle

One agent brokers a rental deal — and a wedding

July 31, 2009

By [Marc Ferris](#)

In today's down market, some real estate brokers are going above and beyond their job descriptions in order to secure scarce deals.

In the past, Kirsten Nelson, a broker with Platinum Properties, has brought the customary bottle of wine to clients after they've moved into a place, and has even taken clients out for drinks and meals to celebrate a new apartment and introduce them to the neighborhood.

This spring, however, he took things to the next level and helped shape one couple's wedding, which saved them money and allowed them into a bigger place.

The couple, a hairstylist for Rachael Ray and a photographer, were in the market for a one-bedroom rental. As Nelson showed them around dozen buildings, they told him about their May wedding plans, which consisted of a Central Park ceremony followed by a reception at a sw

As he was showing them an apartment at 10 Hanover Square in the Financial District, he offhandedly suggested that if they moved into the they could hold their reception in the common room and save thousands of dollars.

Nelson noted that the money saved could be put toward their living space.

"This was a unique circumstance that happened pretty fast," Nelson said. "I made a few suggestions and they just lit up when they realized meant."

The couple ended up renting an even larger unit at 10 Hanover, a one bedroom with a home office. They negotiated a few months of free rent well.

Also wearing his wedding planner hat, Nelson suggested the two have an after-party at nearby Joseph's restaurant, whose owner he knew the couple did that, too.

For his services, Nelson received the customary fee of one month's rent (which came from the owner of the building), and a bunch of good

More importantly, perhaps, he got a rental deal done in a tough market.

"They got a much bigger place in a nicer building, and what struck me was that it worked because they weren't having a 500-person party," Nelson. "It greased the deal but didn't seal it."