

BROKERS WEEKLY

THE RESIDENTIAL MARKETPLACE

A Real Estate Weekly Publication

April 8, 2009

Page 1 of 2

BROKERS WEEKLY

Wednesday, April 8, 2009

THE RESIDENTIAL MARKETPLACE

Vol. 2, No. 2

THIS WEEK

Smiles better

Corcoran sees the funny side.
Page 2

Bill of health

CitiHabitats report says rental market is in good shape. Page 4

Get a friend



Pet-friendly brokers tell us about their best friends.
Page 15

Subway serious

A new marketing campaign has buyers heading to Greenpoint.
Page 11

Crowning glory



Residences at Vail Mansion in New Jersey collect two top awards.
Page 14

Opening night

Extell's Gary Barnett hosts a brokers party at The Lucida.
Page 9

Done Deals.....Page 12
The Calendar.....Page 12

CLOSING DOWN SALES

ARE WE THERE YET?
Brokers look for the bottom.
... Page 4

Sales centers close!
buyers shy away from floor plan purchases
... Page 13



Let's celebrate

A promotion and a multi-millionaire dollar sale for PDE's Darren Sukenik.

Page 12



Bear market

CORE Group's Emily Beare talks about her journey to real estate marketing biz.

Page 8

PROFILE Emily Beare, director
CORE Group Marketing

Thriving in a Beare market

By Jason Turcotte

With a flair for the arts, Emily Beare, director of sales at CORE Group Marketing, has never thought twice about taking risks. She has traveled to Africa, spent a year living in Hong Kong and embraced a series of distinct career changes — none bolder than her transition into real estate five years ago.

"I'd say coming into real estate was the most challenging," Beare said. "When you're young, you just do things and you're more reckless. Here, I was coming from 15 years in a business."

Before landing in residential real estate, Beare ran her husband's watch design and manufacturing business. Prior to that, the New Jersey native worked in commodities, trading gold, and also spent time at an art gallery.

But the one constant in Beare's professional pursuits has always been her emphasis on people. "Every industry I've been in was people-oriented, and that was important to me. I think my relationships with people was my forte in everything I did," she said.

After her children grew up and left home for college, Beare and her husband moved to the city and that's when her daughter suggested she acquire a real estate license. Until then, a career brokering some of Manhattan's hottest properties never crossed her mind, but she enjoys the industry so much that it just may be her last major career change.

"It's my last career move. I've had four major career moves in my life and this is my last — I think," Beare said.

The transition into real estate wasn't seamless, even for someone as energetic and bold as Beare. But any apprehensions quickly dissipated after meeting CORE's founder and CEO Shaun Osher, and she continues to credit the support of colleagues, family and friends for her success in the business — success that includes single-handedly selling out the High Line's 520 West Chelsea.

But her sales role today is a far cry from what she intended to pursue as an art history and photography student at Clark University, in Worcester, Mass. Upon graduating, Beare spent time working at the Worcester Art Museum before returning to the tri-state area.

While she set her career sights on other endeavors, the experience taught her to never second-guess her pursuits, and it taught her not to fear change and risk. "It's a small liberal arts school; it was the kind of school that allowed you to follow your passion," Beare said.

She followed that passion all the way to South Africa, where she traveled on a business trip during her time working for a commodities company that specialized in the exchange of gold. When she left the museum for commodities, it marked the first of three major career changes.

That fateful trip is where she met her future husband, along with designer/party planner Colin Cowie, who is now one of her real estate clients and close friends.

She most recently closed a deal for Cowie at The Emory, for space that included two floors plus roof access. In addition, she's rented apartments at 15 Central Park West to both Yankee's slugger Alex Rodriguez and Henry Silverman. To date, she's brokered more than \$200 million in sales in her young real estate career, but she prefers flying under the radar as much as possible.

"I'm not really the type of person wanting to be the center of attention. I like to keep a low profile," Beare said.

After getting married, she moved to Hong Kong (where her husband was living) and spent a year there. That's when she also began her second career shift, transitioning to take the helm of her husband's watch company.

"The best part of living there is that it's such an international city, so we had friends from all over the world," Beare said.

Friends and family play a big part not only in her personal life, but Beare's professional world as well. Not everyone can pull off balancing a successful business relationship and marriage for 15 years.

"People would say to us, 'How do you do that?' We were together 24-hours a day, but we didn't talk work



when we were home," Beare said.

And now she has the pleasure of teaming with her son, David, who works as a commercial agent for CORE Group. Oftentimes, her residential clients tap David for their commercial needs and David's commercial clients seek Beare's expertise in the residential sector.

Since the watch business required the Beares to

Every industry I've been in was people-oriented, and that was important to me.

travel around the world, to places in Africa, Asia and Europe, she said David was much more cosmopolitan than your average college graduate, which has helped him break into the business in such a diverse market like New York.

"David wasn't your typical kid getting out of college. He was more exposed, more sophisticated," she said.

Besides traveling, Beare remains passionate about cooking and art. Channeling that creative ability is something that seems to run in the Beare family: her daughter is a photojournalism major.

That creative energy is a major reason why Beare specializes in new development. Being able to be part of a sales process from start-to-finish appeals to that right-brain side of her personality and there's nothing more gratifying, she said, than to see a tangible product come to fruition.

Beare is currently assisting with the sales of 141 Fifth Avenue, where just five units remain. The unique property includes one of just five cupola residential units in the city.