

## ‘Selling New York’ Broker Calms ‘Skittish’ Sellers

By Sheree R. Curry (Posted Jan 7th 2011)



Selling New York’s Tom Postilio, an agent with Core Group NYC who is also a cast member of the HGTV reality show whose second season began last night, says most sellers are eager to have their lavish New York City homes appear on TV.

“It is a little bit invasive, [but] more often than not people seem to like to be a part of it and they get excited about being on TV,” he says. “Some sellers are skittish for privacy reasons. They don’t want cameras in their home and then we talk through the pros and cons of a good marketing tool and they see the benefit. But I’ve had people who have said no.”

Postilio, who was one of the agents the Jan. 6 premiere of the newest season highlighted, says he enjoys the reality show because he comes from a show business background. “Before I got into real estate I made a career as a professional singer. People who saw me 12 years ago performing as a singer, they tuned in to Selling New York, saw me, and said ‘Wow I want to buy from you.’ That has happened three or four times a week.”

The Jan. 6 episode featured the Urban Glass House where Postilio had two listings, one of which sold by the end of the episode. Another, a 1,457-square-foot two-bedroom loft, eventually went up for rent, but now is available for sale again for \$1.795 million.

The open-layout apartment features floor-to-ceiling glass walls, electric shades, French white oak herringbone flooring and 10-foot ceilings. The kitchen has Bulthaup black linoleum cabinetry, stainless steel countertops and integrated sinks, according to the listing details. The two bathrooms feature custom-designed vanities.

It was a challenge marketing units in the building because despite great views of the Statue of Liberty, Ellis Island and other aspects of the city’s skyline, the units also had an up-close view of a lot where the city parks garbage trucks.

No one had sold anything in the building for two years because no one wanted a view of the sanitation facility, but after the city made plans to house the trucks in a modern building, Postilio was able to revitalize interest in the building to get some units to sell. Now that the episode has aired, he is hoping that even others will be interested in the Urban Glass House.

Of the unit he has left to sell, he says, "That particular unit has a truly magnificent view of the Hudson River. In the midday, around noon, you get the sun shimmering off the Hudson and there's the Statute of Liberty. It is iconic New York."

For future episodes of Selling New York, he says, "I am in the process of shooting and bringing a refurbished townhouse to the market, working with the seller who acquired the property." They hope it will sell in the \$15 million price range. And another episode is about a client who is looking for a property in the financial district.

This season will focus on innovative marketing strategies that Core must implement to sell luxury properties. Some of the tactics implemented will include inviting an interior designer to project 3D renderings in each room of a Gramercy Penthouse to show the space's potential and tapping into an artistic community in Brooklyn in order to sell a local penthouse. Viewers will also watch Core CEO, Shaun Osher, hunt for a luxury Hamptons summer rental and will view the challenges of working with an international seller who is located overseas.

"Selling New York really captures the hard work and integrity of our agents," says Osher. "Season Two will offer viewers not only a glimpse into more spectacular homes, but provides insight into some of the marketing strategies that we employ to close a deal."