



Friday, July 29, 2011

## ***Selling New York:* May I Pretty Please Be Your Broker?**

*HGTV's Selling New York rides along with brokerages CORE, Gumley Haft Kleier and Warburg as they try to sell fabulous properties fabulously. Here's our recap of how the NYC real estate industry is portrayed to the world, penned by Molly Reisner. Episode air date: 7/28/2011.*



Customer service. Communication. Fear. These were all hallmarks of my high school summer job working the drive-thru at Arby's (the headset and contents of the cheese dip endlessly confused me) and also of last night's *Selling New York*! Brokers rustled up the hustle all over town as they tried to please potential clients and anxiously assuage annoyed

tempers. First, a broker busts out all her tricks when wooing the owner of a **notorious Chelsea townhouse** into her agency arms. Then, SNY's most intense broker ever has an **emotional multiple heart attack** when the developers of his Upper East Side exclusive listing pump up the pressure to sell, sell, sell! Come join me with wine and cheese fries (never get this at you know where) as we journey into the eye of the stress-storm in what I call Hurricane Recap!

### **CRISIS #1: BROKER MUST SOFTEN TOUGH CHELSEA TOWNHOUSE SELLER ENOUGH TO LAND A LISTING**

CORE agent **Maggie Kent** is amped to meet seller **Evelyn Van-Zeller** in her infamous Chelsea townhouse at 232 West 15th Street, an address we're quite familiar with around here. Evy's been around the broker block trying to sell the

5,000-square-foot home she inherited from her brother in '95, but no sale. Now Evy's on the hunt for a new broker who won't leave her disappointed like others in the past. And one who can see just how special she thinks the **\$10.99 million** mansion is.

Take a trip into this triplex that features two rental units on the top and the rarest of the rare—an indoor pool that's a (now) illegal 8 feet deep!

The pool comes with its very own pool knight boy:



Evy and Mags sit down for a heart-2-heart where Evy reveals other brokers were "not imaginative" with showing the house, because it's not *just* a house—it's "a lifestyle." One I imagine that involves insane indoor pool parties, growing giant marijuana plants in the solarium and a time machine to 1987. Sign me up!

Mags launches into marketing mode,

telling Evy about **all the attention CORE's gonna pour into the listing** if she gives it to her. Evy's interested, but she's not hopped up on the hype just yet. Mags knows she's gotta prove to Evy that CORE believes in their buildings, so she brings her to an open house on the Upper West Side where...

Evy's totes not into it. There's a historian giving a lecture on the neighborhood which is not what rock n' roll Evy's about. Mags, sensing Evy is a flight risk, ushers her to meet CORE marketing maven Kristina Helb who, OOPS, starts talking marketing strategy to Evy like they already have the listing. Mags' plan has officially



backfired when Evy dresses her down after they leave the open house, exclaiming, "it has nothing to do with my property. What were they thinking?"

Evy falls into the Janice the Muppet/Donatella Versace aesthetic, amiright?

Grasping onto whatever shred of hope there is left for business with Evy, Mags begs **"Don't give up on us yet!"** But the stakes have been upped, and Mags has a daring new plan...

...bringing a buyer to see the townhouse even though Mags has no signed exclusive!

Here's Karim Chbib

checking out the pad with Evy's watchful eye on Mag's performance:

Karim is "very impressed" with the pad. And Evy seems like she's warming up to CORE. But will she make it official?

Only if her dog gets to sign the contract:



After the paw print dries,

Mags wins Evy's exclusive listing and gives her more good news—she's got an interview set up with the *New York Times*! According to the update, Evy's house was featured in three major NYC papers but no lifestyle-takers yet.