

# GOTHAM

M A G A Z I N E

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## Broker Beat: House Hunters

ESTATE OF MIND BROKER BEAT

# House Hunters

Go from rent to own with these seasoned Manhattan brokers.



## JASON WALKER

*Executive vice president,  
Prudential Douglas Elliman*



### **How do you make a stylized apartment appeal to a broad market?**

I encourage all buyers to focus on the permanent characteristics of the property rather than any design issues that can be altered. If I'm selling a property that's very stylized, I'll often create alternate floor plans or bring the buyer to a similar unit, so they can visualize the space with a different aesthetic.

### **Any situations not work out like expected?**

In the beginning of my career, I was referred a buyer who was a professional con artist. Over a period of time, I negotiated a great deal for him on a \$7.5 million property, but came to find out he was conning the lawyers and bankers at the same time. He ended up getting some great dinners out of me, but I ended up with some priceless stories.

### **What would be a perfect apartment?**

Any apartment that sells immediately.—DESMOND L. ZHENG

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