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LUXURY THROUGH MUSICAL ARTISTRY

An Interview with Tom Postilio and Mickey Conlon

By Amber Snider

The top selling stars of CORE, a boutique firm in NYC, are known for more than just their million dollar sales. Like most brokers, this partnership thrives on selling a particular lifestyle—only in this case, the foundations for a luxurious lifestyle can be attributed to the arts. Former Broadway producer, Mickey Conlon has won multiple TONY awards nominations, while his partner Tom Postilio, founding member of CORE, boasts an an 18-month run with the hit



Off-Broadway musical “Our Sinatra.” And sometimes, their collaborative passion for musical theater can transcend the stage into the spontaneous world of real estate.

1. Are there any correlations with musical theater and luxury real estate sales? For instance, do the two industries share any distinct similarities?

MICKEY: Absolutely! There’s an element of showmanship that informs each of our marketing efforts, many of which take on the familiar lilt and swell of a Jerry Herman tune, or even the romantic optimism of an Oscar Hammerstein lyric. We’re not just selling real estate, we’re selling a lifestyle through storytelling. The basic structure of a listing is almost identical to that of creating a musical.

TOM: That’s very true. If you think about the process of rolling out a listing to ready it for the market, if done correctly, you’ll find that it has a story line, a logical arc, direction, set and lighting design, and even choreography. There is an element of dance in understanding the processional coherence of architecture.

2. How would you describe your performance style?

TOM: I’m a student of the ring-a-ding-ding school of performance.

MICKEY: I’d call mine shaken, no vermouth, with a twist.

TOM: And collaborative. Like Steve & Eydie.

3. What were your musical influences?

TOM: My hero is Frank Sinatra, Mickey’s is Noel Coward.

MICKEY: But in a broader sense, our musical styles have been formed by all of the legendary artists, composers, and lyricists whose work comprises The Great American Songbook.

TOM: This does not include Justin Bieber.

4. Do you ever incorporate music into your sales strategies? For instance, do you ever spontaneously break out in song while showing an apartment?

TOM: Music is never part of a strategy, because that would imply that our musical moments are planned. They’re never planned, but they do happen.

MICKEY: I’ve never understood the criticism that musical theatre is unrealistic because people don’t



spontaneously break into song in real life. How untrue! We break into song constantly. It's almost a sickness.

5. What's the key to being a successful performer, both on the stage and in the RE industry?

MICKEY: You can't fake it if you expect to make it. It's just as important to deliver an honest performance on stage as it is in business. If you don't believe what you're saying, why should anyone else?

TOM: Resiliency is also crucial.

Showbiz is fraught with rejection, as is real estate. Those who take rejection personally or allow it to weigh them down are going to have a hard time establishing a pattern of continued success.

6. Do you ever use music to create a specific "vibe" when showing an apartment?

MICKEY: For special events in an apartment or new development, we rely on music as much as we do staging.

We are setting the tone for a lifestyle and music provides a rich backdrop of emotional architecture.

TOM: During traditional showings, we gravitate toward silence. Because the consideration of noise levels in an apartment is a major deciding factor, we allow the space to speak for itself.

MICKEY: Of course, if it's not speaking, we'll step in and sing for it.