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SIDNEY WHELAN AND REGGIE GRAYSON JOIN CORE

New York, N.Y. (September 6, 2013) – Sidney Whelan and Reggie Grayson have joined CORE as two of the newest additions at the firm’s Chelsea flagship office. A team of high-producing brokers, collectively Sid and Reggie have over 10 years of experience in the industry, generating an impressive portfolio of real estate transactions throughout New York City.

Sid Whelan is credited with over \$190,000,000 in gross real estate sales and was ranked #46 in *The Real Deal’s* “Top 75 Listing Agents” of 2012 during his time at Halstead. With a solid background in managing sales, Sid is well-regarded for his keen awareness of the Manhattan housing market and productive marketing strategies. Sid was also the owner and landlord of several co-op and townhouse properties, additionally accumulating experience as a co-op board President. Sid is recognized for his expertise in townhouses and new development condominiums, particularly throughout Upper Manhattan. Notable new development projects that he has sold include The Langston Condominium, The Kalahari and The Dillon.

“We are thrilled to join the excellent roster of top-selling agents at CORE,” says Sid. “Since CORE opened, we have been impressed by their unparalleled marketing skills and their fresh, clear and powerful brand. We are now in a position to leverage that brand on behalf of our growing client base, which is very exciting.”

Reggie Grayson specializes mostly in larger apartments in neighborhoods along the West side of Manhattan, from Hudson Heights to the West Village. After earning a spot in the prestigious New York City Urban Fellows program, he earned an MBA in Finance and a Master of Science degree in Real Estate Development and Investment from NYU. Recently nominated for Halstead’s ‘Rookie of the Year’ distinction, Reggie holds a Bachelor’s Degree in Urban Planning from Alabama Agricultural and Mechanical University.

“As a team, Sid and Reggie bring to CORE valuable expertise in a targeted market segment on the Upper and middle West Side, with experience in both resales and new development that complements CORE’s competencies,” says Ryan Fitzpatrick, CORE’s Director of Sales at the Chelsea flagship location. “Sid and Reggie’s personable, ethical and client-oriented approach is a perfect fit with CORE’s culture. We are thrilled to have them on board and look forward to building on their track record of success.”

About CORE

CORE is a real estate sales and marketing firm delivering the best in brokerage, communications and advisory services for the luxury residential segment. In addition, CORE’s elite group of highly experienced and successful professionals service developers who value efficient, no-nonsense results. CORE was founded by Shaun Osher as a full-service boutique firm with a strict adherence to the principles of integrity, efficiency and results. For more information visit www.corenyc.com.