



2020 SNAPSHOT YEAR IN REVIEW

KATZEN TEAM

AT DOUGLAS ELLIMAN REAL ESTATE



#TheSource





2020

THE STORIES BEHIND THE SUCCESS

FRANCES KATZEN

MANAGING DIRECTOR, DOUGLAS ELLIMAN

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In 2020, as well as each year over the last decade, Frances ranked in Douglas Elliman's prestigious "Top 10" list for highest gross production and transaction volume. As the founder and leader of the Katzen Team, she frequently receives industry-wide accolades for successfully negotiating and closing complicated transactions. With \$3 billion in total sales and annual sales approaching \$700 million, Frances truly is a force in the New York City real estate market. Frances serves a sophisticated and international clientele, with contacts in the US, Europe, Australia, Asia, and the Middle East. This helps maximize demand for her clients, especially given the increasingly global bid for New York City

real estate. Frances possesses a sharp and detailed memory for real estate data, such as apartment layouts, building histories, existing and pending new developments, resale comparables, pricing, and the historical financial performance of neighborhoods, building, and apartments. This knowledge, along with a deep rolodex and an appreciation for her clients' desire for premium service, discretion, and efficiency, has earned Frances the loyalties of financiers, celebrities, real estate investors, developers, and the art culture of New York City. In addition, buyers and sellers alike benefit from her honest and straightforward approach to real estate, investment analysis, and her creative financial consultation.

As a creative marketer, her comprehensive marketing campaign includes preparation of floor plans, staging, high-quality photography, and outstanding print and online materials. In addition, Frances publicizes a monthly online newsletter, The Katzen Report (www.thekatzenreport.com) which is a comprehensive source for the latest real estate trends, market data, and a showcase of spectacular homes. Frances also hosts a well regarded and widely respected podcast The World of Real Estate with Frances Katzen, which is a showcase of spectacular homes and a comprehensive source for the latest real estate trends and market data. Frances also possesses strong instincts, focus, creativity, and determination that help drive her success. Born in South Africa and

raised in Sydney, Australia, she came to New York City at the age of 15 to study at the School of American Ballet. Frances went on to dance professionally for 14 years with American Ballet Theater, the Miami City Ballet, and as a soloist with the Suzanne Farrell Ballet at the Kennedy Center in Washington D.C. Her creative, demanding, and competitive background has contributed to her ability to build a full-service brokerage business in one of the most fast-paced and intense industries in the world. Frances truly listens to her clients' needs and has an innate ability to anticipate their wants. As a result, Frances' clients avoid feeling the crunch and pressure of New York City's fast-paced sales market while getting the most it has to offer.

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300 CENTRAL PARK WEST

PENTHOUSE 31D



Sold via Zoom showing
only during COVID-19

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ASKING PRICE

\$5,750,000

KATZEN TEAM SOLD PRICE

\$5,000,000

% OF ASK PRICE

87%

KATZEN TEAM PPSQFT

\$2,500

AVERAGE PPSQFT OF BUILDING

\$2,375

DAYS ON MARKET

151



28 LAIGHT STREET 5C



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$4,500,000	\$4,350,000	97%	\$1,500	\$1,450	93



108 LEONARD STREET 15C



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$11,500,000	\$10,826,169	94%	\$2,939	\$3,100	New Development



101 WEST 24TH STREET 9C



Represented Buyer

ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,515,000	\$1,452,500	96%	\$1,832	\$1,940	131



300 CENTRAL PARK WEST 5K



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,795,000	\$2,795,000	100%	\$1,331	\$1,354	139



28 LAIGHT STREET



ASKING PRICE
\$7,950,000

KATZEN TEAM SOLD PRICE
\$7,800,000

% OF ASK PRICE
98%

2020 SNAPSHOT

PENTHOUSE B



KATZEN TEAM PPSQFT
\$1,995

AVERAGE PPSQFT OF BUILDING
\$2,175

DAYS ON MARKET
107

PREMIUM PROPERTIES. POWERFUL PRESENCE.



254 PARK AVENUE SOUTH PHBC



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,750,000	\$2,325,000	85%	\$1,869	\$1,920	129



133 WEST 22ND STREET 6K



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,199,000	\$1,209,000	101%	\$1,880	\$1,895	46



108 LEONARD STREET 5K

Represented Buyer & Seller



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,937,250	\$1,697,549	88%	\$1,798	\$2,000	New Development



415 LEONARD STREET 5D - BROOKLYN



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$865,000	\$883,000	102%	\$1,177	\$1,036	78



41 CROSBY STREET



ASKING PRICE
\$2,650,000

KATZEN TEAM SOLD PRICE
\$2,650,000

% OF ASK PRICE
100%

2020 SNAPSHOT

RESIDENCE 1R



KATZEN TEAM PPSQFT
\$1,081

AVERAGE PPSQFT OF BUILDING
\$709

DAYS ON MARKET
200

PREMIUM PROPERTIES. POWERFUL PRESENCE.



108 LEONARD STREET 15B



Crown Collection

ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$8,950,000	\$8,475,000	95%	\$3,237	\$3,100	New Development



120 WEST 70TH STREET 9C



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,995,000	\$2,095,000	105%	\$1,496	\$1,263	161



21-21 31ST STREET 4F - QUEENS



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,450,000	\$1,400,000	97%	\$1,238	\$1,277	New Development



108 LEONARD STREET 7L



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,600,000	\$2,600,000	100%	\$1,759	\$2,000	New Development



300 CENTRAL PARK WEST



RESIDENCE 15/16F



ASKING PRICE

\$19,999,999

KATZEN TEAM SOLD PRICE

\$18,000,000

% OF ASK PRICE

90%

KATZEN TEAM PPSQFT

\$3,830

AVERAGE PPSQFT OF BUILDING

\$2,375

DAYS ON MARKET

149

2020 SNAPSHOT

PREMIUM PROPERTIES. POWERFUL PRESENCE.



108 LEONARD STREET 5M



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$3,330,000	\$3,325,000	99%	\$1,928	\$2,000	New Development



415 LEONARD STREET 3E - BROOKLYN



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,150,000	\$1,165,000	101%	\$1,197	\$1,036	70



300 EAST 54TH STREET 8J



Represented Buyer

ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$883,000	\$850,000	96%	\$1,030	\$1,230	124



45 EAST 30TH STREET 9A



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$725,000	\$725,000	100%	\$1,198	\$1,144	81



21 EAST 22ND STREET



Sold via Zoom showing only during COVID-19

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ASKING PRICE
\$2,200,000

KATZEN TEAM SOLD PRICE
\$2,000,000

% OF ASK PRICE
91%

2020 SNAPSHOT

PENTHOUSE 12F



31

KATZEN TEAM PPSQFT
\$2,000

AVERAGE PPSQFT OF BUILDING
\$1,150

DAYS ON MARKET
177

PREMIUM PROPERTIES. POWERFUL PRESENCE.



422 EAST 72ND STREET 15F



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$955,000	\$895,000	94%	\$1,209	\$1,275	80



675 WEST END AVENUE 3A



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,895,000	\$1,725,000	91%	\$1,150	\$1,250	121



108 LEONARD STREET 8L



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,945,000	\$2,828,835	96%	\$1,914	\$2,000	New Development



1355 FIRST AVENUE 25FL



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$6,500,000	\$6,100,000	94%	\$1,764	\$1,887	New Development



455 EAST 57TH STREET 7B



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$599,000	\$599,000	100%	\$666	\$707	152

2020 SNAPSHOT



62 BOX STREET 4 - BROOKLYN



ASKING PRICE	KATZEN TEAM SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,295,000	\$1,190,000	92%	\$952	\$975	316

PREMIUM PROPERTIES. POWERFUL PRESENCE.

KATZEN TEAM PERFORMANCE

CONSISTENTLY DELIVERS ON PRICE AT HIGHER VALUATIONS VS. PREVIOUS BUILDING SALES

ADDRESS	UNIT	ASKING PRICE	KATZEN TEAM SOLD PRICE	REPRESENTED	% OF ASK PRICE	APPROX SQFT OF UNIT	KATZEN TEAM PPSQFT	AVG PPSQFT FOR BLDG	KATZEN TEAM VS BLDG AVG
300 Central Park West*°	PH31D	\$5,750,000	\$5,000,000	Seller	87%	2,000	\$2,500	\$2,375	5%
28 Laight Street	5C	\$4,500,000	\$4,350,000	Seller	97%	2,900	\$1,500	\$1,450	3%
108 Leonard Street	15C	\$11,500,000	\$10,826,169	Seller	94%	3,683	\$2,939	\$3,100	-5%
101 West 24th Street	9C	\$1,515,000	\$1,452,500	Buyer	96%	793	\$1,832	\$1,940	-6%
300 Central Park West*	5K	\$2,795,000	\$2,795,000	Seller	100%	2,100	\$1,331	\$1,354	-2%*
28 Laight Street	PHB	\$7,950,000	\$7,800,000	Buyer	98%	3,910	\$1,995	\$2,175	-9%
254 Park Avenue South	PHBC	\$2,750,000	\$2,325,000	Buyer	85%	1,244	\$1,869	\$1,920	-3%
133 West 22nd Street	6K	\$1,199,000	\$1,209,000	Seller	101%	643	\$1,880	\$1,895	-1%
108 Leonard Street	5K	\$1,937,250	\$1,697,549	Buyer & Seller	88%	944	\$1,798	\$2,000	-11%
415 Leonard Street	5D	\$865,000	\$883,000	Seller	102%	750	\$1,177	\$1,036	12%
41 Crosby Street	1R	\$2,650,000	\$2,650,000	Seller	100%	2,452	\$1,081	\$709	34%
108 Leonard Street	15B	\$8,950,000	\$8,475,000	Seller	95%	2,618	\$3,237	\$3,100	4%
120 West 70th Street	9C	\$1,995,000	\$2,095,000	Seller	105%	1,400	\$1,496	\$1,263	16%
21-21 31st Street - Queens	4F	\$1,450,000	\$1,400,000	Buyer	97%	1,131	\$1,238	\$1,277	-3%
108 Leonard Street	7L	\$2,600,000	\$2,600,000	Seller	100%	1,478	\$1,759	\$2,000	-14%
300 Central Park West	15/16F	\$19,999,999	\$18,000,000	Seller	90%	4,700	\$3,830	\$2,375	38%
108 Leonard Street	5M	\$3,330,000	\$3,325,000	Seller	99%	1,725	\$1,928	\$2,000	-4%
415 Leonard Street	3E	\$1,150,000	\$1,165,000	Seller	101%	973	\$1,197	\$1,036	13%
300 East 54th Street	8J	\$883,000	\$850,000	Buyer	96%	825	\$1,030	\$1,230	-19%
45 East 30th Street	9A	\$725,000	\$725,000	Seller	100%	605	\$1,198	\$1,144	5%
21 East 22nd Street°	PH12F	\$2,200,000	\$2,000,000	Seller	91%	1,000	\$2,000	\$1,150	43%
422 East 72nd Street	15F	\$955,000	\$895,000	Buyer	94%	740	\$1,209	\$1,275	-5%
675 West End Avenue	3A	\$1,895,000	\$1,725,000	Buyer	91%	1,500	\$1,150	\$1,250	-9%
108 Leonard Street	8L	\$2,945,000	\$2,828,835	Seller	96%	1,478	\$1,914	\$2,000	-4%
1355 First Avenue	25FL	\$6,500,000	\$6,100,000	Seller	94%	3,458	\$1,764	\$1,887	-7%
455 East 57th Street	7B	\$599,000	\$599,000	Seller	100%	900	\$666	\$707	-6%
62 Box Street - Brooklyn	4	\$1,295,000	\$1,190,000	Buyer	92%	1,250	\$952	\$975	-2%

* PRICING PREDICATED ON NON- PARK FACING UNITS IN NEED OF RENOVATION
° SOLD DURING COVID-19
AVG PPSQFT FOR BLDG BASED ON APARTMENT SIZE

THE WORLD OF REAL ESTATE PODCAST



WITH
Frances Katzen



KATZEN TEAM

AT DOUGLAS ELLIMAN REAL ESTATE

PREMIUM PROPERTIES. POWERFUL PRESENCE.

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