

P R E M I U M P R O P E R T I E S . P O W E R F U L P R E S E N C E .

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KATZEN TEAM

U N R I V A L E D E X P E R I E N C E . S U P E R I O R R E S U L T S .

2016 SNAPSHOT
OF YEAR IN REVIEW





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THE STORIES BEHIND THE SUCCESS

2016 SNAPSHOT

PREMIUM PROPERTIES. POWERFUL PRESENCE.

FRANCES KATZEN

MANAGING DIRECTOR, DOUGLAS ELLIMAN

In 2016, 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 well over \$1.2 billion in total sales and consistently selling in excess of \$150 million annually, 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 straight forward 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 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. With a knack for putting herself in other people's shoes, Frances truly listens to her client's needs and has an uncanny 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.

1001 FIFTH AVE, UNIT 12AB



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$4,995,000	\$4,995,000	17	\$2,378	\$2,337	100%

10 WEST 15TH ST, UNIT 1205



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$1,995,000	\$2,325,000	14	\$2,010	\$1,285	117%

15 EAST 26TH ST, UNIT 15F



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$5,875,000	\$5,665,000	33	\$2,370	\$2,043	96%

635 WEST 42ND ST, UNIT 37HH



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$1,195,000	\$1,200,000	16	\$1,714	\$1,478	100%



155 EAST 38TH ST, UNIT 17B



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$1,090,000	\$1,100,000	27	\$1,474	\$1,395	101%



110 WEST 90TH ST, UNIT 1A



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$1,399,000	\$1,425,000	63	\$1,412	\$1,518	102%



285 DRIGGS AVE, UNIT 5B



LISTING PRICE

\$795,000

SOLD PRICE

\$795,000

DAYS ON MARKET

21

PPSQFT KATZAN
TEAM ACHIEVED

\$1,215

AVERAGE PPSQFT
FOR BUILDING

\$779

PERCENTAGE OF ASK
BY KATZEN TEAM

100%



27 EAST 22ND ST, 2ND FL



LISTING PRICE

\$3,950,000

SOLD PRICE

\$3,775,000

DAYS ON MARKET

93

PPSQFT KATZAN
TEAM ACHIEVED

\$1,573

AVERAGE PPSQFT
FOR BUILDING

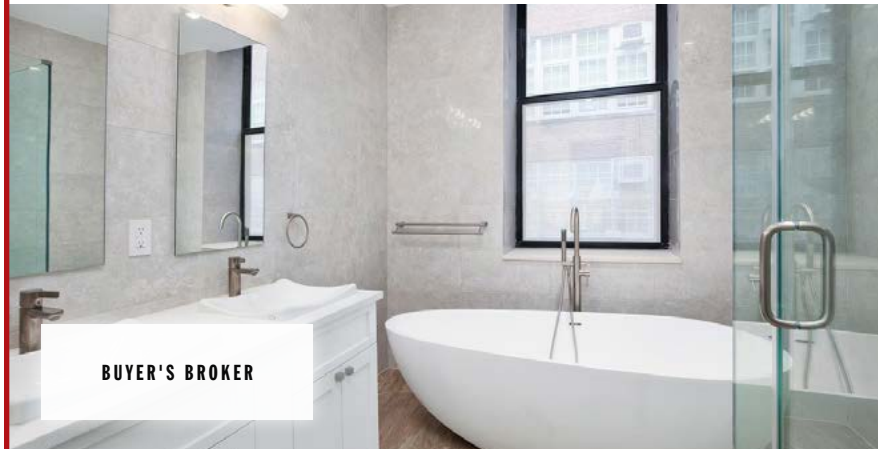
\$1,306

PERCENTAGE OF ASK
BY KATZEN TEAM

96%



133 MULBERRY ST, UNIT 2B



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$3,350,000	\$3,200,000	232	\$1,082	\$1,527	96%



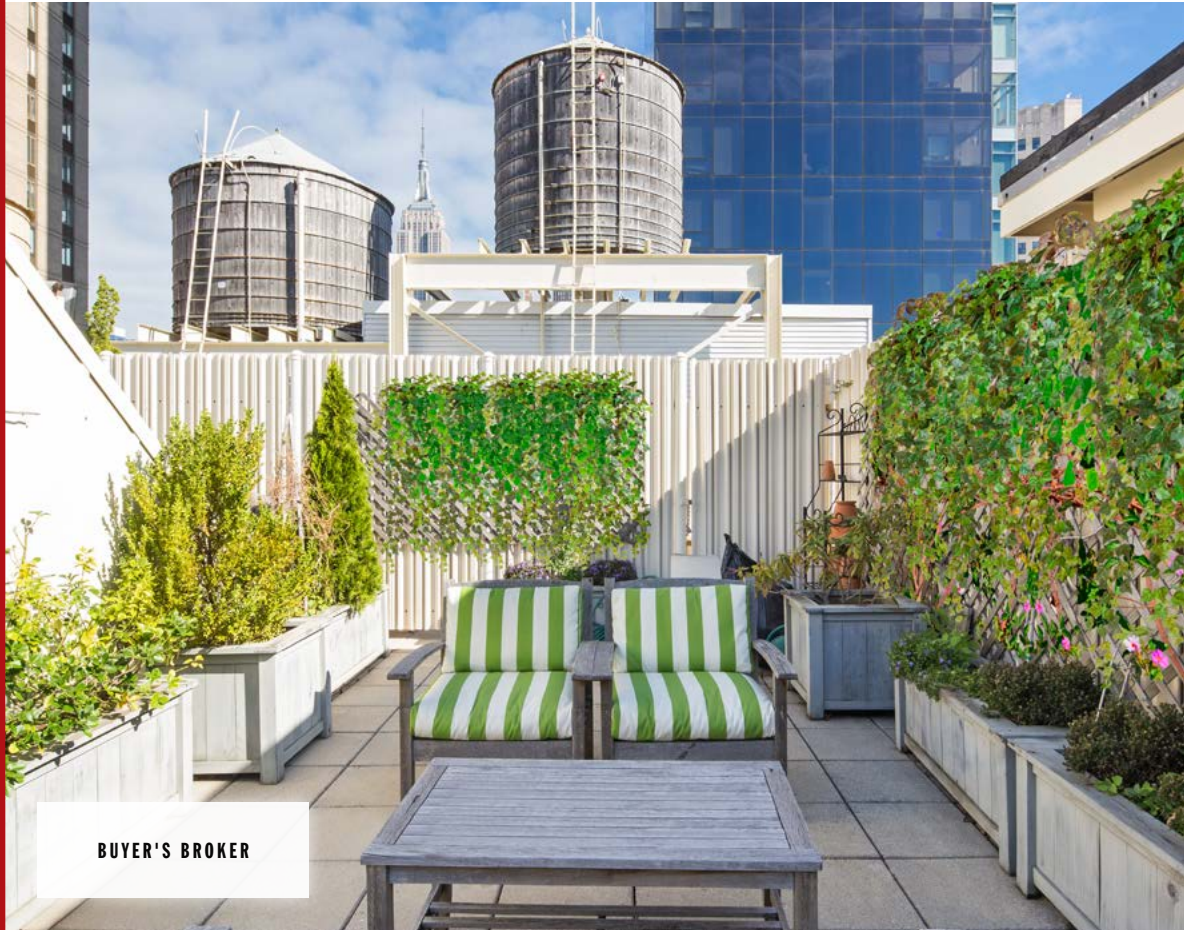
114 MERCER ST, UNIT 501A



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$3,495,000	\$3,275,000	24	\$1,519	\$1,177	94%



21 EAST 22ND ST, UNIT 12F



BUYER'S BROKER



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$1,995,000	\$1,875,000	125	\$1,316	\$1,364	94%



105 FIFTH AVE, UNIT 6C



EXCLUSIVELY STAGED

LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$1,875,000	\$2,060,000	34	\$1,373	\$1,386	110%



207 EAST 74TH ST, UNIT 8J



EXCLUSIVELY STAGED

LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$1,875,000	\$2,005,000	18	\$1,604	\$1,131	107%



930 FIFTH AVE, UNIT 11D



BUYER'S BROKER

LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$1,395,000	\$1,200,000	318	\$1,200	\$1,857	86%



229 EAST 28TH ST, UNIT 5B



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$299,000	\$320,000	12	\$800	\$779	107%



35 WEST 15TH ST, UNIT 22A



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$6,350,000	\$6,587,000	180	\$2,704	\$2,652	104%



260 PARK AVE SOUTH, UNIT 3D



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$3,695,000	\$3,495,000	77	\$1,921	\$1,883	95%



1001 FIFTH AVE, UNIT 10D



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZAN TEAM
\$1,1955,000	\$1,200,000	21	\$1,600	\$937	100%



222 WEST 14TH ST, UNIT 3J



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$675,000	\$735,000	19	\$1,525	\$1,475	109%



247 WEST 12TH ST, PHB



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$14,995,000	\$14,995,000	37	\$3,407	\$2,913	100%

BUYER'S BROKER



LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZAN TEAM ACHIEVED	AVERAGE PPSQFT FOR BUILDING	PERCENTAGE OF ASK BY KATZEN TEAM
\$3,950,000	\$3,950,000	521	\$1,629	\$1,675	100%

2016 SNAPSHOT

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

Address	Unit	Asking Price	Katzen Team Sold Price	Represented	Percentage of Ask Price	Approx. Sqft of Unit	Katzen Team Sold PPSqft	Average PPSqft for Building	Katzen Team vs. Average in the Building
635 West 42nd St	37HH	\$1,195,000	\$1,200,000	Seller	100%	750*	\$1,714	\$1,478	16%
464 West 44th St	3C	\$995,000	\$995,000	Seller	100%	724	\$1,374	\$1,396	-2%
27 East 22nd St	2nd Fl	\$3,950,000	\$3,775,000	Seller	96%	2,400	\$1,573	\$1,306	20%
15 East 26th St	15F	\$5,875,000	\$5,665,000	Seller	96%	2,390	\$2,370	\$2,043	16%
35 East 38th St	9E	\$775,000	\$800,000	Seller	103%	524	\$1,468	\$1,193	23%
10 West 15th St	1205	\$1,995,000	\$2,325,000	Seller	117%	1,200*	\$2,010	\$1,285	56%
1001 Fifth Ave	12AB	\$4,995,000	\$4,995,000	Seller	100%	2,050*	\$2,378	\$2,237	6%
105 Fifth Ave	6C	\$1,875,000	\$2,060,000	Seller	110%	1,500*	\$1,373	\$1,386	-1%
207 East 74th St	8J	\$1,875,000	\$2,005,000	Seller	107%	1,500*	\$1,604	\$1,131	42%
155 East 38th St	17B	\$1,090,000	\$1,100,000	Seller	101%	746	\$1,474	\$1,395	6%
110 West 90th St	1A	\$1,399,000	\$1,425,000	Seller	102%	1,010	\$1,410	\$1,518	-7%
229 East 28th St	5B	\$299,000	\$320,000	Seller	107%	400*	\$800	\$779	3%
35 West 15th St	22A	\$6,350,000	\$6,587,000	Seller	104%	2,270	\$2,704	\$2,652	2%
114 Mercer St	501A	\$3,495,000	\$3,275,000	Seller	94%	2,300*	\$1,519	\$1,177	29%
175 West 73rd St	7H	\$645,000	\$640,000	Seller	99%	550*	\$1,090	\$984	11%
260 Park Ave	3D	\$3,695,000	\$3,495,000	Seller	95%	1,819	\$1,921	\$1,883	2%
60 White St	2W	\$4,610,000	\$4,240,000	Seller	92%	1,962	\$2,161	\$2,161	0%
60 White St	4W	\$4,610,000	\$4,240,000	Seller	92%	1,962	\$2,161	\$2,161	0%
40 West 22nd St	7AB	\$3,995,000	\$3,695,000	Seller	92%	3,000*	\$1,231	\$1,333	-8%
212 Warren St	5J	\$3,150,000	\$2,799,000	Seller	89%	1,564	\$1,789	\$1,598	12%
1001 Fifth Ave	10D	\$1,199,500	\$1,200,000	Seller	100%	750*	\$1,600	\$937	71%
222 West 14th St	3J	\$675,000	\$735,000	Seller	109%	475	\$1,525	\$1,475	3%
247 West 12th St	PHB	\$14,995,000	\$14,995,000	Buyer	100%	4,400*	\$3,407	\$2,913	17%
265 State St	PH2	\$3,950,000	\$3,950,000	Buyer	100%	2,424	\$1,629	\$1,675	-3%
15 West 72nd St	15FG	\$1,895,000	\$1,895,000	Buyer	100%	1,700	\$1,114	\$1,700	-34%
133 Mulberry St	2B	\$3,350,000	\$3,200,000	Buyer	96%	2,390	\$1,082	\$1,527	-29%
21 East 22nd St	12F	\$1,995,000	\$1,875,000	Buyer	94%	N/A*	\$1,316	\$1,364	-4%
930 Fifth Ave	11D	\$1,395,000	\$1,200,000	Buyer	86%	1,100*	\$1,200	\$1,857	-35%
825 West End Ave	13C	\$2,600,000	\$2,400,000	Buyer	92%	1,612	\$1,488	\$1,075	38%
285 Driggs Ave	5B	\$795,000	\$795,000	Buyer	100%	654	\$1,215	\$779	56%
88 Bleeker St	1C	\$649,000	\$625,000	Buyer	96%	680*	\$892	\$919	-3%
15 West 72nd St	3E	\$965,000	\$985,000	Buyer	102%	860*	\$1,145	\$1,892	-39%
1 Wall Street Ct	309	\$1,100,000	\$1,100,000	Buyer	100%	928	\$1,161	\$1,190	-2%

PREMIUM PROPERTIES. POWERFUL PRESENCE.

*CO-OP - SQUARE FOOTAGE NOT LISTED