

2021 SNAPSHOT YEAR IN REVIEW



#TheSource

KATZEN TEAM
AT DOUGLAS ELLIMAN REAL ESTATE







2021

THE STORIES BEHIND THE SUCCESS

FRANCES KATZEN

MANAGING DIRECTOR, DOUGLAS ELLIMAN

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In 2021, 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 over \$3 billion in total sales and annual sales approaching in excess of \$750 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 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 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.



11 E 68TH ST 9E

Represented Buyer



**ASKING
PRICE**
\$22,995,000

**KATZEN TEAM
SOLD PRICE**
\$20,350,000

**PERCENTAGE
OF ASKING PRICE**
88%

**KATZEN TEAM
PPSQFT**
\$4,428

**AVERAGE PPSQFT
OF BUILDING**
\$5,500



117 BEEKMAN ST 6E



**ASKING
PRICE**
\$2,250,000

**KATZEN TEAM
SOLD PRICE**
\$2,100,000

**PERCENTAGE
OF ASKING PRICE**
93%

**KATZEN TEAM
PPSQFT**
\$1,292

**AVERAGE PPSQFT
OF BUILDING**
\$1,002

PREMIUM PROPERTIES. POWERFUL PRESENCE.



300 CENTRAL PARK WEST 15E

Estate Sale



**ASKING
PRICE**
\$5,750,000

**KATZEN TEAM
SOLD PRICE**
\$6,150,000

**PERCENTAGE
OF ASKING PRICE**
107%

**KATZEN TEAM
PPSQFT**
\$2,085

**AVERAGE PPSQFT
OF BUILDING**
\$2,375



19 BOND ST 2A

Represented Buyer



**ASKING
PRICE**
\$2,650,000

**KATZEN TEAM
SOLD PRICE**
\$2,550,000

**PERCENTAGE
OF ASKING PRICE**
96%

**KATZEN TEAM
PPSQFT**
\$1,865

**AVERAGE PPSQFT
OF BUILDING**
\$1,728

PREMIUM PROPERTIES. POWERFUL PRESENCE.



116 HUDSON ST PH

Represented Buyer



**ASKING
PRICE**
\$8,650,000

**KATZEN TEAM
SOLD PRICE**
\$6,475,000

**PERCENTAGE
OF ASKING PRICE**
75%

**KATZEN TEAM
PPSQFT**
\$2,395

**AVERAGE PPSQFT
OF BUILDING**
\$1,997



108 LEONARD ST 15C



**ASKING
PRICE**
\$11,500,000

**KATZEN TEAM
SOLD PRICE**
\$10,826,168

**PERCENTAGE
OF ASKING PRICE**
94%

**KATZEN TEAM
PPSQFT**
\$2,939

**AVERAGE PPSQFT
OF BUILDING**
\$2,850

PREMIUM PROPERTIES. POWERFUL PRESENCE.



220 RIVERSIDE BLVD 15N

Represented Buyer



**ASKING
PRICE**
\$2,500,000

**KATZEN TEAM
SOLD PRICE**
\$2,400,000

**PERCENTAGE
OF ASKING PRICE**
96%

**KATZEN TEAM
PPSQFT**
\$1,371

**AVERAGE PPSQFT
OF BUILDING**
\$1,478



28 LAIGHT ST 5C



13

**ASKING
PRICE**
\$4,500,000

**KATZEN TEAM
SOLD PRICE**
\$4,350,000

**PERCENTAGE
OF ASKING PRICE**
97%

**KATZEN TEAM
PPSQFT**
\$1,500

**AVERAGE PPSQFT
OF BUILDING**
\$1,402

PREMIUM PROPERTIES. POWERFUL PRESENCE.



515 W 18TH ST PH1019

Represented Buyer



**ASKING
PRICE**
\$12,975,000

**KATZEN TEAM
SOLD PRICE**
\$11,675,000

**PERCENTAGE
OF ASKING PRICE**
89%

**KATZEN TEAM
PPSQFT**
\$4,155

**AVERAGE PPSQFT
OF BUILDING**
\$4,617



464 WEST 44TH ST 6J



15

**ASKING
PRICE**
\$785,000

**KATZEN TEAM
SOLD PRICE**
\$785,000

**PERCENTAGE
OF ASKING PRICE**
100%

**KATZEN TEAM
PPSQFT**
\$1,392

**AVERAGE PPSQFT
OF BUILDING**
\$1,205

PREMIUM PROPERTIES. POWERFUL PRESENCE.



40 BLEECKER ST 9E

Represented Buyer



ASKING
PRICE
\$5,960,000

KATZEN TEAM
SOLD PRICE
\$5,700,000

PERCENTAGE
OF ASKING PRICE
96%

KATZEN TEAM
PPSQFT
\$3,045

AVERAGE PPSQFT
OF BUILDING
\$3,550



356 BALTIC ST GARDEN 1



17

**ASKING
PRICE**
\$2,475,000

**KATZEN TEAM
SOLD PRICE**
\$2,300,000

**PERCENTAGE
OF ASKING PRICE**
93%

**KATZEN TEAM
PPSQFT**
\$1,243

**AVERAGE PPSQFT
OF BUILDING**
\$1,330

PREMIUM PROPERTIES. POWERFUL PRESENCE.



254 PARK AVE SOUTH PHBC

Represented Buyer



**ASKING
PRICE**
\$2,500,000

**KATZEN TEAM
SOLD PRICE**
\$2,325,000

**PERCENTAGE
OF ASKING PRICE**
93%

**KATZEN TEAM
PPSQFT**
\$1,931

**AVERAGE PPSQFT
OF BUILDING**
\$1,975



257 CENTRAL PARK WEST 5B



19

**ASKING
PRICE**
\$1,075,000

**KATZEN TEAM
SOLD PRICE**
\$999,999

**PERCENTAGE
OF ASKING PRICE**
93%

**KATZEN TEAM
PPSQFT**
\$1,538

**AVERAGE PPSQFT
OF BUILDING**
\$1,060

PREMIUM PROPERTIES. POWERFUL PRESENCE.



200 WEST HOUSTON ST 1D



20

**ASKING
PRICE**
\$2,100,000

**KATZEN TEAM
SOLD PRICE**
\$2,100,000

**PERCENTAGE
OF ASKING PRICE**
100%

**KATZEN TEAM
PPSQFT**
\$1,050

**AVERAGE PPSQFT
OF BUILDING**
\$1,005

2021 SNAPSHOT



200 W 20TH ST 602

Represented Buyer



21

**ASKING
PRICE**
\$500,000

**KATZEN TEAM
SOLD PRICE**
\$435,000

**PERCENTAGE
OF ASKING PRICE**
87%

**KATZEN TEAM
PPSQFT**
\$952

**AVERAGE PPSQFT
OF BUILDING**
\$1,010

PREMIUM PROPERTIES. POWERFUL PRESENCE.



108 LEONARD ST 11E



**ASKING
PRICE**
\$2,880,000

**KATZEN TEAM
SOLD PRICE**
\$2,712,244

**PERCENTAGE
OF ASKING PRICE**
94%

**KATZEN TEAM
PPSQFT**
\$2,076

**AVERAGE PPSQFT
OF BUILDING**
\$1,975



444 W 19TH ST 602



23

ASKING
PRICE
\$1,150,000

KATZEN TEAM
SOLD PRICE
\$1,130,000

PERCENTAGE
OF ASKING PRICE
98%

KATZEN TEAM
PPSQFT
\$1,533

AVERAGE PPSQFT
OF BUILDING
\$1,472

PREMIUM PROPERTIES. POWERFUL PRESENCE.



235 E 87TH ST 5G



**ASKING
PRICE**
\$425,000

**KATZEN TEAM
SOLD PRICE**
\$407,500

**PERCENTAGE
OF ASKING PRICE**
96%

**KATZEN TEAM
PPSQFT**
\$741

**AVERAGE PPSQFT
OF BUILDING**
\$736



527 W 27TH ST 2B



25

ASKING
PRICE
\$1,650,000

KATZEN TEAM
SOLD PRICE
\$1,650,000

PERCENTAGE
OF ASKING PRICE
100%

KATZEN TEAM
PPSQFT
\$2,177

AVERAGE PPSQFT
OF BUILDING
\$2,100

PREMIUM PROPERTIES. POWERFUL PRESENCE.



447 W 18TH ST 7E



26

**ASKING
PRICE**
\$2,100,00

**KATZEN TEAM
SOLD PRICE**
\$2,035,000

**PERCENTAGE
OF ASKING PRICE**
97%

**KATZEN TEAM
PPSQFT**
\$1,451

**AVERAGE PPSQFT
OF BUILDING**
\$1,381



175 EAST 74TH ST 19B

Staged by
The Katzen Team



27

**ASKING
PRICE**
\$1,695,000

**KATZEN TEAM
SOLD PRICE**
\$1,800,000

**PERCENTAGE
OF ASKING PRICE**
106%

**KATZEN TEAM
PPSQFT**
\$1,800

**AVERAGE PPSQFT
OF BUILDING**
\$911

PREMIUM PROPERTIES. POWERFUL PRESENCE.



300 CENTRAL PARK WEST 10K



28

**ASKING
PRICE**
\$3,075,000

**KATZEN TEAM
SOLD PRICE**
\$3,025,000

**PERCENTAGE
OF ASKING PRICE**
94%

**KATZEN TEAM
PPSQFT**
\$1,528

**AVERAGE PPSQFT
OF BUILDING**
\$1,463



108 LEONARD ST 71



29

**ASKING
PRICE**
\$2,165,000

**KATZEN TEAM
SOLD PRICE**
\$2,082,321

**PERCENTAGE
OF ASKING PRICE**
96%

**KATZEN TEAM
PPSQFT**
\$1,849

**AVERAGE PPSQFT
OF BUILDING**
\$1,975

PREMIUM PROPERTIES. POWERFUL PRESENCE.



119 FULTON ST 11



30

**ASKING
PRICE**
\$1,800,000

**KATZEN TEAM
SOLD PRICE**
\$1,785,000

**PERCENTAGE
OF ASKING PRICE**
99%

**KATZEN TEAM
PPSQFT**
\$1,351

**AVERAGE PPSQFT
OF BUILDING**
\$1,057



254 PARK AVE SOUTH 11A

Staged by
The Katzen Team



31

ASKING
PRICE
\$1,899,500

KATZEN TEAM
SOLD PRICE
\$1,725,000

PERCENTAGE
OF ASKING PRICE
91%

KATZEN TEAM
PPSQFT
\$1,439

AVERAGE PPSQFT
OF BUILDING
\$1,494

PREMIUM PROPERTIES. POWERFUL PRESENCE.



300 CENTRAL PARK WEST 15/16F



**ASKING
PRICE**
\$19,999,000

**KATZEN TEAM
SOLD PRICE**
\$18,000,000

**PERCENTAGE
OF ASKING PRICE**
90%

**KATZEN TEAM
PPSQFT**
\$3,600

**AVERAGE PPSQFT
OF BUILDING**
\$2,350



35 UNDERHILL AVE 3D

Represented Buyer



33

ASKING
PRICE
\$1,330,000

KATZEN TEAM
SOLD PRICE
\$1,300,000

PERCENTAGE
OF ASKING PRICE
98%

KATZEN TEAM
PPSQFT
\$1,003

AVERAGE PPSQFT
OF BUILDING
\$997

PREMIUM PROPERTIES. POWERFUL PRESENCE.



35 W 92ND ST 2G



**ASKING
PRICE**
\$1,135,000

**KATZEN TEAM
SOLD PRICE**
\$1,135,000

**PERCENTAGE
OF ASKING PRICE**
100%

**KATZEN TEAM
PPSQFT**
\$908

**AVERAGE PPSQFT
OF BUILDING**
\$1,021



400 E 90TH ST 14B



35

**ASKING
PRICE**
\$699,000

**KATZEN TEAM
SOLD PRICE**
\$670,000

**PERCENTAGE
OF ASKING PRICE**
96%

**KATZEN TEAM
PPSQFT**
\$1,138

**AVERAGE PPSQFT
OF BUILDING**
\$1,073

PREMIUM PROPERTIES. POWERFUL PRESENCE.



415 LEONARD ST 5D



**ASKING
PRICE**
\$865,000

**KATZEN TEAM
SOLD PRICE**
\$883,000

**PERCENTAGE
OF ASKING PRICE**
102%

**KATZEN TEAM
PPSQFT**
\$1,177

**AVERAGE PPSQFT
OF BUILDING**
\$1,181



527 W 27TH ST 6B



37

**ASKING
PRICE**
\$3,395,000

**KATZEN TEAM
SOLD PRICE**
\$3,395,000

**PERCENTAGE
OF ASKING PRICE**
100%

**KATZEN TEAM
PPSQFT**
\$2,205

**AVERAGE PPSQFT
OF BUILDING**
\$2,100

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
11 E 68th St	9E	\$22,995,000	\$20,350,000	Buyer	88%	4,596	\$4,428	\$5,500	-19%
117 Beekman St	6E	\$2,250,000	\$2,100,000	Seller	93%	1,625	\$1,292	\$1,002	29%
300 Central Park West *	15E	\$5,750,000	\$6,150,000	Seller	107%	2,950	\$2,085	\$2,375	-12%
19 Bond St	2A	\$2,650,000	\$2,550,000	Buyer	96%	1,367	\$1,865	\$1,728	8%
116 Hudson St	PH	\$8,650,000	\$6,475,000	Buyer	75%	2,704	\$2,395	\$1,997	20%
108 Leonard St	15C	\$11,500,000	\$10,826,168	Seller	94%	3,683	\$2,939	\$2,850	3%
220 Riverside Blvd	15N	\$2,500,000	\$2,400,000	Buyer	96%	1,750	\$1,371	\$1,478	-7%
28 Laight St	5C	\$4,500,000	\$4,350,000	Seller	97%	2,900	\$1,500	\$1,402	7%
515 W 18th St	PH1019	\$12,975,000	\$11,675,000	Buyer	89%	2,810	\$4,155	\$4,617	-10%
464 West 44th St	6J	\$785,000	\$785,000	Seller	100%	564	\$1,392	\$1,205	16%
40 Bleecker St	9E	\$5,960,000	\$5,700,000	Buyer	96%	1,872	\$3,045	\$3,550	-14%
356 Baltic St	Garden 1	\$2,475,000	\$2,300,000	Buyer	93%	1,850	\$1,243	\$1,330	-7%
254 Park Ave South	PHBC	\$2,500,000	\$2,325,000	Buyer	93%	1,204	\$1,931	\$1,975	-2%
257 Central Park West	5B	\$1,075,000	\$999,999	Seller	93%	650	\$1,538	\$1,060	45%
200 West Houston St	1D	\$2,100,000	\$2,100,000	Seller	100%	2,000	\$1,050	\$1,005	4%
200 W 20th St	602	\$500,000	\$435,000	Buyer	87%	457	\$952	\$1,010	-6%
108 Leonard St	11E	\$2,880,000	\$2,712,244	Seller	94%	1,306	\$2,076.76	\$1,975.00	5%
444 W 19th St	602	\$1,150,000	\$1,130,000	Seller	98%	737	\$1,533	\$1,472	4%
235 E 87th St	5G	\$425,000	\$407,500	Seller	96%	550	\$741	\$736	1%
527 W 27th St	2B	\$1,650,000	\$1,650,000	Seller	100%	758	\$2,177	\$2,100	4%
447 W 18th St	7E	\$2,100,000	\$2,035,000	Both	97%	1,402	\$1,451	\$1,381	5%
175 East 74th St	19B	\$1,695,000	\$1,800,000	Seller	106%	1,000	\$1,800	\$911	98%
300 Central Park West	10K	\$3,075,000	\$3,025,00	Seller	94%	1,980	\$1,528	\$1,463	4%
108 Leonard St	7I	\$2,165,000	\$2,082,321	Seller	96%	1,126	\$1,849	\$1,975	-6%
119 Fulton St	1I	\$1,800,000	\$1,785,000	Seller	99%	1,321	\$1,351	\$1,057	28%
254 Park Ave South	11A	\$1,899,500	\$1,725,000	Seller	91%	1,199	\$1,439	\$1,494	-4%
300 Central Park West	15/16F	\$19,999,000	\$18,000,000	Seller	90%	5,000	\$3,600	\$2,350	53%
35 Underhill Ave	3D	\$1,330,000	\$1,300,000	Buyer	98%	1,296	\$1,003	\$997	1%
35 W 92nd St	2G	\$1,135,000	\$1,135,000	Seller	100%	1,250	\$908	\$1,021	-11%
400 E 90th St	14B	\$699,000	\$670,000	Seller	96%	589	\$1,138	\$1,073	6%
415 Leonard St	5D	\$865,000	\$883,000	Seller	102%	750	\$1,177	\$1,181	0%
527 W 27th St	6B	\$3,395,000	\$3,395,000	Seller	100%	1,539	\$2,205.98	\$2,100.00	5%

* ESTATE SALE - WRECK CONDITION • AVG PPSQFT FOR BLDG BASED ON APARTMENT SIZE



THE WORLD OF REAL ESTATE PODCAST



WITH

 *Frances Katzen*

KATZEN TEAM

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(((THE WORLD
OF
REAL ESTATE)))

WITH
FRANCES KATZEN
(Podcast available on iTunes)

#WeAreYourRealEstate

 DouglasElliman