



KATZENTTEAM

Unrivaled Experience. Superior Results.

2014 | SNAPSHOT OF
YEAR IN REVIEW



PREMIUM PROPERTIES. POWERFUL PRESENCE.

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2014

THE STORIES BEHIND THE SUCCESS

Frances Katzen

Managing Director
Douglas Elliman

In 2014, 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 appreci-



ation 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, 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.



“Time is of the essence in New York. I listen attentively then follow up with thorough research that lets me maximize my clients’ time, all the while trying to make someone’s purchase or sale as seamless and rewarding as possible.”





260 Park Avenue South #9B



FRANCES KATZEN SOLD THIS UNIT JUST UNDER 3 MONTHS - 1% OFF ASK, AFTER SITTING ON THE MARKET UNSOLD FOR OVER 8 MONTHS WITH ANOTHER AGENT

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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$5,995,000	\$5,940,000	65	\$1,807	\$2,100	99%



260 Park Avenue South #3H



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$2,475,000	\$2,575,000	7	\$2,012	\$2,100	104%

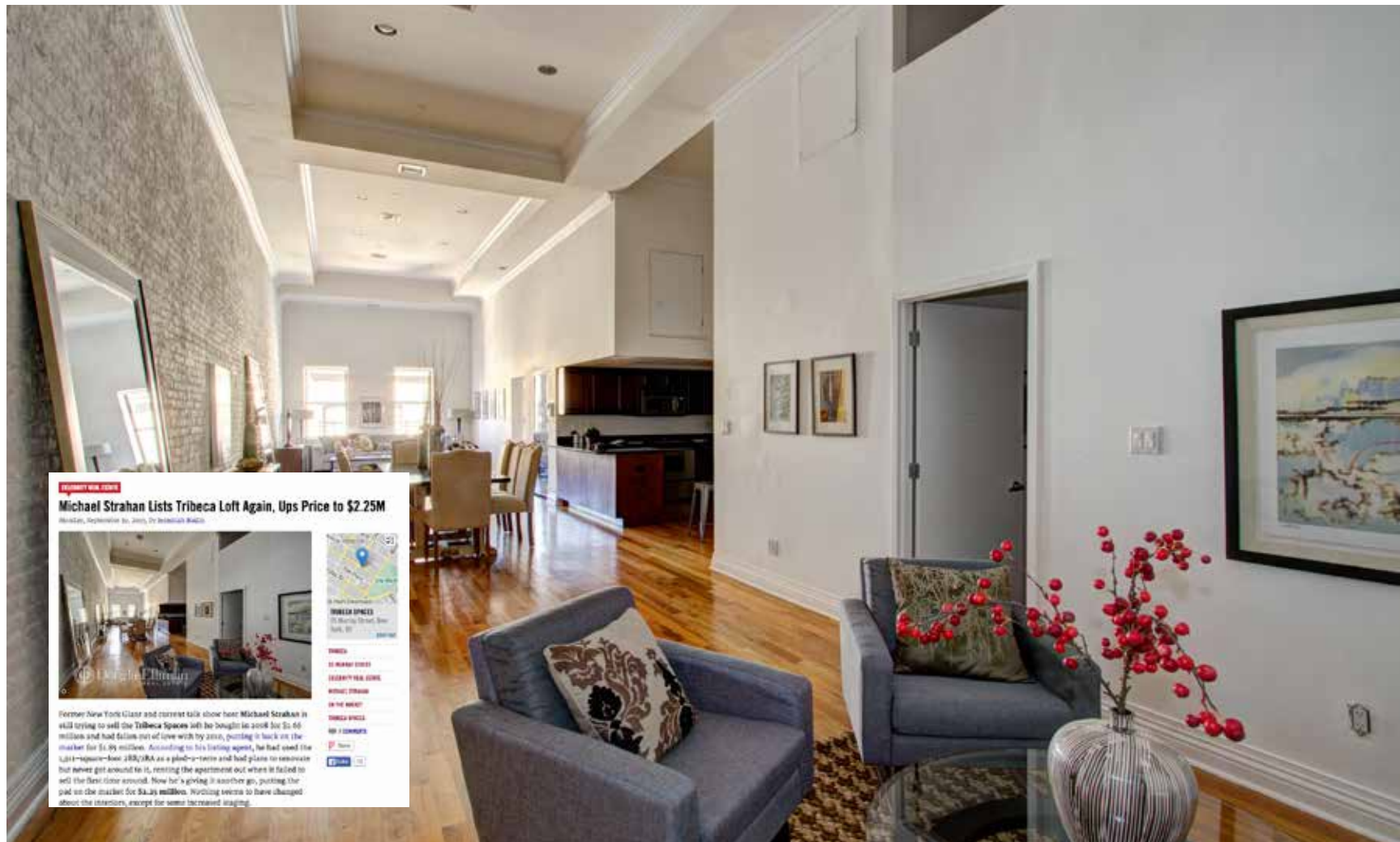


31 East 28th St #3W



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\$2,375,000	\$2,525,000	14	\$1,399	\$1,298	106%



Michael Strahan Lists Tribeca Loft Again, Ups Price to \$2.25M
 November 10, 2015, by Michael Walsh

Former New York Glazer and current talk show host Michael Strahan is still trying to sell the Tribeca Spaces loft he bought in 2008 for \$5.66 million and had fallen just a few weeks ago, putting it back on the market for \$2.25 million. According to his listing agent, he had used the 1,811-square-foot 2BR/2BA as a place to live and had plans to renovate but never got around to it, renting the apartment out when it failed to sell the first time around. Now he's giving it another go, putting the pad on the market for \$2.25 million. Nothing seems to have changed about the interior, except for some increased lighting.

TRIBeca SPACES
 25 Murray Street, New York, NY

TRIBECA
 11 HARRY STREET
 10007-1001
 (212) 693-1000

ON THE MARKET
 TRIBeca SPACES
 11 HARRY STREET
 10007-1001

LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$2,250,000	\$2,300,000	23	\$1,204	\$1,171	102%



308 East 73rd Street #1A

STAGED BY



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LISTING PRICE

\$2,700,000

SOLD PRICE

\$2,750,000

DAYS ON MARKET

28

PPSQFT KATZEN
TEAM ACHIEVED

\$1,037

BUILDING PPSQFT
FOR LAST 2 YEARS

\$680

THE PERCENTAGE OF
ASK BY KATZEN TEAM

102%



390 West End Avenue #6C



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$6,750,000	\$6,550,000	42	\$2,977	\$2,225	97%



291 Seventh Ave #PH10

STAGED BY KT



SOLD WITHIN 2 MONTHS AFTER SITTING UNSOLD
WITH ANOTHER AGENT FOR OVER 19 MONTHS.

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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$4,950,000	\$4,600,000	48	\$939	\$459	93%



910 Fifth Ave #12A



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$16,500,000	\$16,500,000	27	\$4,714	\$3,165	100%



46 Mercer Street #PH



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$5,800,000	\$5,850,000	14	\$2,556	\$1,605	101%



40 West 77th St #PH



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$13,900,000	\$13,500,000	20	\$3,648	\$1,475	97%



444 West 19th St, 5th Floor



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$4,795,000	\$4,795,000	58	\$1,837	\$1,763	100%



320 Central Park West #14A



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$5,800,000	\$5,800,000	42	\$2,231	\$1,604	100%



520 West 19th St #8C



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$4,295,000	\$4,073,000	22	\$1,990	\$2,225	95%



350 West 53rd St #5J



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LISTING PRICE	SOLD PRICE	DAYS ON MARKET	PPSQFT KATZEN TEAM ACHIEVED	BUILDING PPSQFT FOR LAST 2 YEARS	THE PERCENTAGE OF ASK BY KATZEN TEAM
\$1,450,000	\$1,580,000	4	\$1,505	\$1,249	109%



109 West 85th Street / Townhouse



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\$4,995,000	\$5,200,000	58	\$1,258	N/A	104%



530 West End Ave #6B



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\$4,650,000	\$4,410,000	43	\$2,054	\$1,200	95%

Only 1 sale with sq. footage listed

Katzen Team Performance

Consistently Delivers On Price At Higher Valuations Vs. Previous Building Sales

Address	Unit	Katzen Team Asking Price	Katzen Team Sold Price	Represented	Percentage Of Ask Price	Approximate Sq. Ft. Of Unit	Katzen Team Average Sold Price Per Sq. Ft.	Average sold Price per Sq. Ft. in Building	Katzen Team Versus Average In The Building
260 Park Avenue South	9BC	\$5,995,000	\$5,940,000	Seller	99%	3,287	\$1,807	\$2,100	-14%
910 Fifth Ave	12A	\$16,500,000	\$16,500,000	Seller	100%	3,500	\$4,714	\$3,165	16%
50 Pine Street	11S	\$1,199,000	\$1,160,000	Seller	97%	1,218	\$952	\$804	18%
25 Murray St	5C	\$2,250,000	\$2,300,000	Seller	102%	1,911	\$1,204	\$1,171	3%
291 Seventh Ave	PH10	\$4,950,000	\$4,600,000	Seller	93%	4,900	\$939	\$459	105%
50 Franklin St	9E	\$1,130,000	\$1,100,000	Buyer/Seller	97%	816	\$1,348	\$1,601	-16%
167 East 61st St	17D	\$695,000	\$695,000	Seller	100%	980	\$709	\$790	-10%
335 East 51st St	3G	\$495,000	\$495,000	Seller	100%	450	\$1,100	\$1,050	5%
301 East 62nd St	9HJ	\$1,625,000	\$1,595,000	Seller	98%	N/A	N/A	N/A	N/A
200 East 57th St	3L	\$1,500,000	\$1,385,000	Buyer	92%	1,500	\$923	\$983	-6%
250 East 30th St	10E	\$525,000	\$510,000	Seller	97%	447	\$1,141	\$1,140	0%
132 East 30th St	2	\$2,000,000	\$1,900,000	Seller	95%	1,629	\$1,166	\$1,070	9%
320 Central Park West	14A	\$5,800,000	\$5,800,000	Seller	100%	2,600	\$2,231	\$1,604	39%
31 East 28th St	3W	\$2,375,000	\$2,525,000	Seller	106%	1,805	\$1,399	\$1,298	8%
520 West 19th St	8C	\$4,295,000	\$4,073,000	Buyer	95%	2,047	\$1,990	\$2,225	-11%
308 East 73rd Street	1A	\$2,700,000	\$2,750,000	Seller	102%	2,650	\$1,037	\$680	53%
310 East 46th St	19F	\$675,000	\$660,000	Seller	98%	727	\$908	\$841	8%
195 Hudson Street	6B	\$6,495,000	\$6,300,000	Seller	97%	3,199	\$1,969	\$1,732	14%
260 Park Avenue South	3H	\$2,475,000	\$2,575,000	Seller	104%	1,280	\$2,012	\$2,100	-4%
131 Mercer Street	4BB	\$3,250,000	\$3,250,000	Seller	100%	2,049	\$1,586	\$1,586	0%
530 West End Ave	6B	\$4,650,000	\$4,410,000	Seller	95%	2,147	\$2,054	\$1,200	71%
260 Park Avenue South	8K	\$1,450,000	\$1,450,000	Seller	100%	917	\$1,581	\$2,100	-25%
390 West End Avenue	6C	\$6,750,000	\$6,550,000	Seller	97%	2,200	\$2,977	\$2,225	34%
301 East 63rd st	2B	\$375,000	\$355,000	Seller	95%	950	\$374	\$352	6%
181 east 73rd St	14A	\$1,250,000	\$1,200,000	Seller	96%	1,250	\$960	\$987	-3%
444 West 19th St	5E	\$4,795,000	\$4,795,000	Seller	100%	2,600	\$1,837	\$1,763	4%
109 West 85th Street	TH	\$4,995,000	\$5,200,000	Seller	104%	3,972	\$1,309	TownHouse	TownHouse
301 East 63rd st	2B	\$375,000	\$355,000	Seller	95%	950	\$395	\$352	12%
245 East 24th St	9G	\$799,000	\$790,000	Buyer	99%	830	\$963	\$783	23%
130 West 67th St	26H	\$660,000	\$660,000	Buyer	100%	650	\$1,015	\$851	19%
181 east 73rd St	14A	\$1,250,000	\$1,200,000	Seller	96%	1,250	\$1,000	\$987	1%
109 West 85th Street	TH	\$4,995,000	\$5,200,000	Seller	104%	3,972	\$1,258	TownHouse	TownHouse
46 Mercer St	PH	\$5,800,000	\$5,850,000	Seller	101%	2,269	\$2,556	\$1,605	59%
350 West 53rd St	5J	\$1,450,000	\$1,580,000	Seller	109%	1,050	\$1,505	\$1,249	20%
40 West 77th St	PH	\$13,900,000	\$13,500,000	Seller	97%	3,700	\$3,648	\$1,475	147%



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FRANCES KATZEN

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Douglas Elliman Real Estate

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