



2017 SNAPSHOT OF YEAR IN REVIEW

KATZEN TEAM

AT DOUGLAS ELLIMAN REAL ESTATE





2 0 1 7

THE STORIES BEHIND THE SUCCESS

PREMIUM PROPERTIES. POWERFUL PRESENCE.

FRANCES KATZEN

MANAGING DIRECTOR, DOUGLAS ELLIMAN

In 2017, 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 \$1.5 billion in total sales and consistently selling in excess of \$350 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.



300 CENTRAL PARK WEST, 3F



LISTING PRICE
\$4,995,000

SOLD PRICE
\$5,160,000

DAYS ON MARKET
18

**PPSQFT KATZEN
TEAM ACHIEVED**
\$2,150

**AVERAGE PPSQFT
FOR BUILDING**
\$2,045

**PERCENTAGE OF ASK
BY KATZEN TEAM**
103%



18 MERCER STREET, 5TH FLOOR



7

LISTING PRICE
\$1,850,000

SOLD PRICE
\$2,010,000

DAYS ON MARKET
16

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,411

**AVERAGE PPSQFT
FOR BUILDING**
\$893

**PERCENTAGE OF ASK
BY KATZEN TEAM**
109%

PREMIUM PROPERTIES. POWERFUL PRESENCE.



288 WEST STREET, 4E



LISTING PRICE
\$2,650,000

SOLD PRICE
\$2,660,000

DAYS ON MARKET
24

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,209

**AVERAGE PPSQFT
FOR BUILDING**
\$1,068

**PERCENTAGE OF ASK
BY KATZEN TEAM**
100%



40 WEST 22ND STREET, 7AB



LISTING PRICE
\$3,695,000

SOLD PRICE
\$3,800,000

DAYS ON MARKET
38

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,267

**AVERAGE PPSQFT
FOR BUILDING**
\$682

**PERCENTAGE OF ASK
BY KATZEN TEAM**
103%



131 PERRY STREET, 5B



LISTING PRICE
\$1,895,000

SOLD PRICE
\$2,300,000

DAYS ON MARKET
13

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,582

**AVERAGE PPSQFT
FOR BUILDING**
\$1,242

**PERCENTAGE OF ASK
BY KATZEN TEAM**
121%



15 WEST 72ND STREET, 3E



11

LISTING PRICE
\$1,199,000

SOLD PRICE
\$1,250,000

DAYS ON MARKET
17

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,359

**AVERAGE PPSQFT
FOR BUILDING**
\$1,151

**PERCENTAGE OF ASK
BY KATZEN TEAM**
104%

PREMIUM PROPERTIES. POWERFUL PRESENCE.



32 WEST 18TH STREET, 4A



LISTING PRICE
\$4,250,000

SOLD PRICE
\$4,283,333

DAYS ON MARKET
16

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,424

**AVERAGE PPSQFT
FOR BUILDING**
\$1,355

**PERCENTAGE OF ASK
BY KATZEN TEAM**
101%



68 WEST 11TH STREET, UNIT 4



LISTING PRICE
\$2,375,000

SOLD PRICE
\$2,375,000

DAYS ON MARKET
17

**PPSQFT KATZEN
TEAM ACHIEVED**
\$2,375

**AVERAGE PPSQFT
FOR BUILDING**
\$2,159

**PERCENTAGE OF ASK
BY KATZEN TEAM**
100%



75 GRAND STREET, 4W



REPRESENTED THE BUYER

LISTING PRICE
\$3,395,000

SOLD PRICE
\$3,120,000

DAYS ON MARKET
166

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,040

**AVERAGE PPSQFT
FOR BUILDING**
\$1,122

**PERCENTAGE OF ASK
BY KATZEN TEAM**
92%



1474 THIRD AVENUE, 11NS



15

LISTING PRICE
\$5,795,000

SOLD PRICE
\$5,880,000

DAYS ON MARKET
23

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,820

**AVERAGE PPSQFT
FOR BUILDING**
\$1,244

**PERCENTAGE OF ASK
BY KATZEN TEAM**
101%

PREMIUM PROPERTIES. POWERFUL PRESENCE.



15 EAST 26TH STREET, 14B



16

LISTING PRICE
\$7,995,000

SOLD PRICE
\$7,500,000

DAYS ON MARKET
229

**PPSQFT KATZEN
TEAM ACHIEVED**
\$2,318

**AVERAGE PPSQFT
FOR BUILDING**
\$2,260

**PERCENTAGE OF ASK
BY KATZEN TEAM**
94%



600 WEST END AVENUE, 10A



LISTING PRICE
\$1,425,000

SOLD PRICE
\$1,500,000

DAYS ON MARKET
16

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,364

**AVERAGE PPSQFT
FOR BUILDING**
\$984

**PERCENTAGE OF ASK
BY KATZEN TEAM**
105%



350 EAST 77TH STREET, 2AB



18

LISTING PRICE
\$1,299,500

SOLD PRICE
\$1,400,000

DAYS ON MARKET
18

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,148

**AVERAGE PPSQFT
FOR BUILDING**
\$591

**PERCENTAGE OF ASK
BY KATZEN TEAM**
108%



344 WEST 12TH STREET, 4G



LISTING PRICE
\$699,500

SOLD PRICE
\$760,000

DAYS ON MARKET
18

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,788

**AVERAGE PPSQFT
FOR BUILDING**
\$1,426

**PERCENTAGE OF ASK
BY KATZEN TEAM**
109%

PREMIUM PROPERTIES. POWERFUL PRESENCE.



321 EAST 48TH STREET, PH14B



REPRESENTED THE BUYER

LISTING PRICE
\$1,499,000

SOLD PRICE
\$1,425,000

DAYS ON MARKET
112

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,056

**AVERAGE PPSQFT
FOR BUILDING**
\$1,190

**PERCENTAGE OF ASK
BY KATZEN TEAM**
95%



315 EAST 12TH STREET, UNIT 8



21

LISTING PRICE
\$985,000

SOLD PRICE
\$1,117,000

DAYS ON MARKET
22

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,643

**AVERAGE PPSQFT
FOR BUILDING**
\$1,296

**PERCENTAGE OF ASK
BY KATZEN TEAM**
113%



22 MERCER STREET, PH15B



LISTING PRICE
\$6,950,000

SOLD PRICE
\$6,775,000

DAYS ON MARKET
53

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

**AVERAGE PPSQFT
FOR BUILDING**
\$1,802

**PERCENTAGE OF ASK
BY KATZEN TEAM**
97%



451 WEST BROADWAY, 2ND FLOOR



LISTING PRICE
\$4,650,000

SOLD PRICE
\$4,500,000

DAYS ON MARKET
25

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,957

**AVERAGE PPSQFT
FOR BUILDING**
\$1,302

**PERCENTAGE OF ASK
BY KATZEN TEAM**
97%

PREMIUM PROPERTIES. POWERFUL PRESENCE.



175 WEST 73RD STREET, 7H



24

LISTING PRICE
\$599,995

SOLD PRICE
\$640,000

DAYS ON MARKET
38

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,164

**AVERAGE PPSQFT
FOR BUILDING**
\$781

**PERCENTAGE OF ASK
BY KATZEN TEAM**
107%



15 EAST 26TH STREET, 11C



25

LISTING PRICE
\$1,945,000

SOLD PRICE
\$2,100,000

DAYS ON MARKET
25

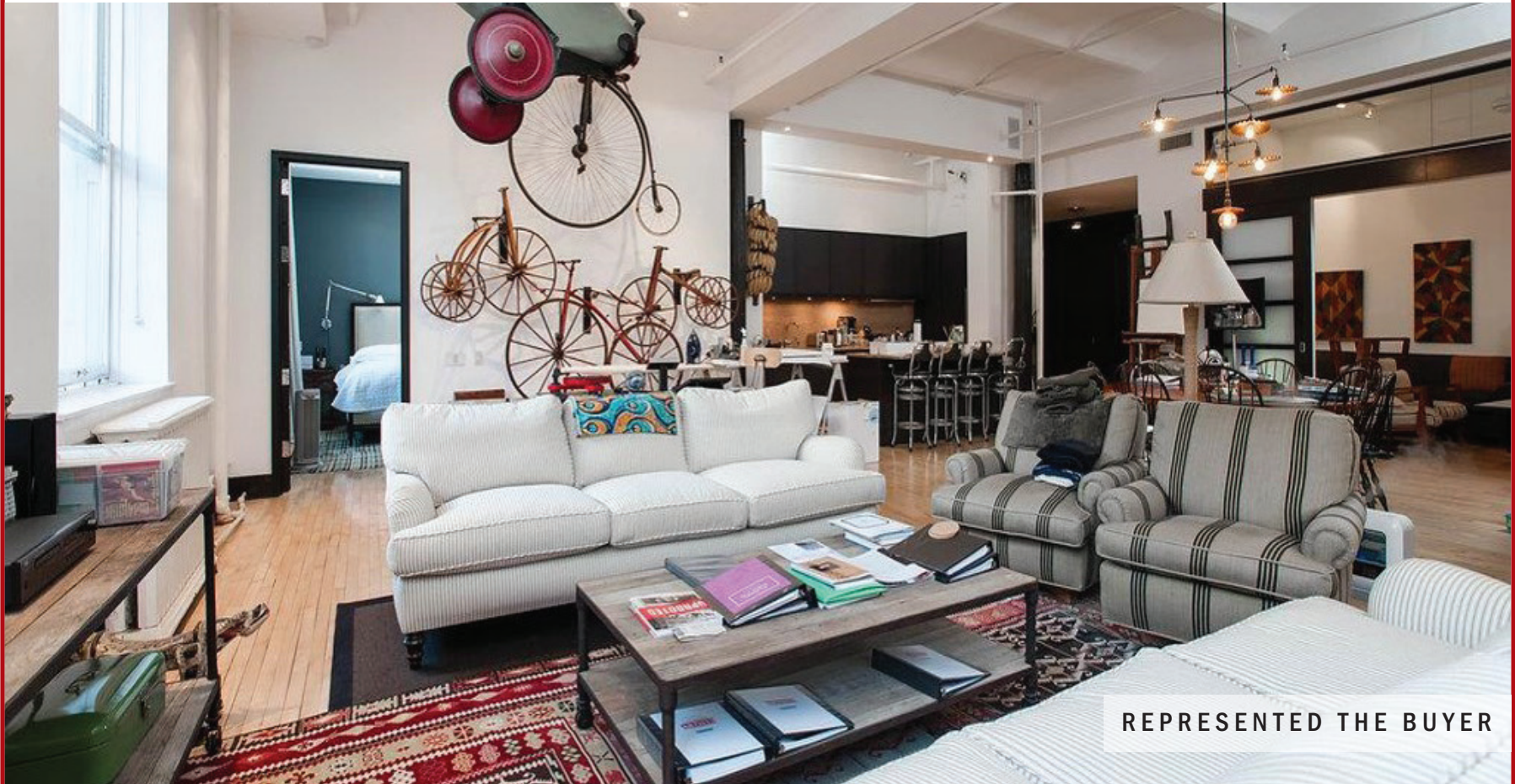
**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,769

**AVERAGE PPSQFT
FOR BUILDING**
\$1,588

**PERCENTAGE OF ASK
BY KATZEN TEAM**
108%



565 BROADWAY, 5W



LISTING PRICE
\$3,900,000

SOLD PRICE
\$3,750,000

DAYS ON MARKET
126

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,440

**AVERAGE PPSQFT
FOR BUILDING**
\$1,442

**PERCENTAGE OF ASK
BY KATZEN TEAM**
96%



31 WEST 31ST STREET, UNIT 8



27

REPRESENTED THE BUYER

LISTING PRICE
\$2,450,000

SOLD PRICE
\$2,300,000

DAYS ON MARKET
119

**PPSQFT KATZEN
TEAM ACHIEVED**
\$863

**AVERAGE PPSQFT
FOR BUILDING**
\$893

**PERCENTAGE OF ASK
BY KATZEN TEAM**
94%

PREMIUM PROPERTIES. POWERFUL PRESENCE.



350 WEST 53RD STREET, 4J



REPRESENTED THE
BUYER AND SELLER

LISTING PRICE
\$1,475,000

SOLD PRICE
\$1,450,000

DAYS ON MARKET
29

**PPSQFT KATZEN
TEAM ACHIEVED**
\$1,381

**AVERAGE PPSQFT
FOR BUILDING**
\$1,250

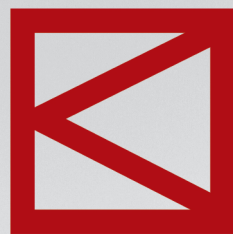
**PERCENTAGE OF ASK
BY KATZEN TEAM**
98%

KATZEN TEAM PERFORMANCE

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
300 Central Park West	3F	\$4,995,000	\$5,160,000	Seller	103%	2,400*	\$2,150	\$2,045	5%
18 Mercer Street	5th Fl	\$1,850,000	\$2,010,000	Seller	109%	1,425*	\$1,411	\$893	58%
288 West Street	4E	\$2,650,000	\$2,660,000	Seller	100%	2,200*	\$1,209	\$1,068	13%
40 West 22nd Street	7AB	\$3,695,000	\$3,800,000	Seller	103%	3,000*	\$1,267	\$682	86%
131 Perry Street	5B	\$1,895,000	\$2,300,000	Seller	121%	1,454*	\$1,582	\$1,242	27%
15 West 72nd Street	3E	\$1,199,000	\$1,250,000	Seller	104%	920*	\$1,359	\$1,151	18%
32 West 18th Street	4A	\$4,250,000	\$4,283,333	Seller	101%	3,007	\$1,424	\$1,355	5%
68 West 11th Street	4	\$2,375,000	\$2,375,000	Seller	100%	1,000*	\$2,375	\$2,159	10%
75 Grand Street	4W	\$3,395,000	\$3,120,000	Buyer	92%	3,000*	\$1,040	\$1,122	-7%
1474 Third Avenue	11NS	\$5,795,000	\$5,880,000	Seller	101%	3,230	\$1,820	\$1,244	46%
15 East 26th Street	14B	\$7,995,000	\$7,500,000	Seller	94%	3,236	\$2,318	\$2,260	3%
600 West End Avenue	10A	\$1,425,000	\$1,500,000	Seller	105%	1,100*	\$1,364	\$984	39%
350 East 77th Street	2AB	\$1,299,500	\$1,400,000	Seller	108%	1,220*	\$1,148	\$591	94%
344 West 12th Street	4G	\$699,500	\$760,000	Seller	109%	425*	\$1,788	\$1,426	25%
321 East 48th Street	PH14B	\$1,499,000	\$1,425,000	Buyer	95%	1,350	\$1,056	\$1,190	-11%
315 East 12th Street	8	\$985,000	\$1,117,000	Seller	113%	680*	\$1,643	\$1,296	27%
22 Mercer Street	PH15B	\$6,950,000	\$6,775,000	Seller	97%	3,249	\$2,085	\$1,802	16%
451 West Broadway	2nd Fl	\$4,650,000	\$4,500,000	Seller	97%	2,300*	\$1,957	\$1,302	50%
175 West 73rd Street	7H	\$599,995	\$640,000	Seller	107%	550*	\$1,164	\$781	49%
15 East 26th Street	11C	\$1,945,000	\$2,100,000	Seller	108%	1,187	\$1,769	\$1,588	11%
565 Broadway	5W	\$3,900,000	\$3,750,000	Buyer	96%	2,600*	\$1,440	\$1,442	1%
31 West 31st Street	8	\$2,450,000	\$2,300,000	Buyer	94%	2,665*	\$863	\$893	-3%
350 West 53rd Street	4J	\$1,475,000	\$1,450,000	Buyer and Seller	98%	1,050	\$1,381	\$1,250	10%
35 Sutton Place	16A	\$1,695,000	\$1,695,000	Seller	100%	1,600*	\$1,059	\$899	18%
60 White Street	4E	\$4,650,000	\$4,200,000	Buyer	90%	1,943	\$2,162	\$2,158	1%
35 West 90th Street	5C	\$1,400,000	\$1,400,000	Buyer	100%	1,300*	\$1,077	\$718	50%
825 West End Avenue	13C	\$2,400,000	\$2,400,000	Buyer	100%	1,612	\$1,489	\$1,412	5%
35 East 38th Street	7J	\$678,000	\$678,000	Seller	100%	500	\$1,356	\$1,256	8%
64 East 1st Street	3	\$3,330,000	\$3,330,000	Seller	100%	1,807	\$1,843	\$1,840	1%
215 West 78th Street	6/7D	\$3,650,000	\$3,420,000	Buyer	94%	2,000*	\$1,710	\$1,761	-3%
15 East 26th Street	15D	\$1,995,000	\$2,200,000	Seller	110%	1,197	\$1,838	\$1,588	16%
760 West End Avenue	1A	\$849,000	\$915,000	Seller	108%	1,000*	\$915	\$894	2%
100 Barrow Street	10B	\$6,800,000	\$6,624,990	Buyer	97%	2,325	\$2,849	\$2,803	2%
310 West 52nd Street	40B	\$2,995,000	\$2,850,000	Seller	95%	1,331	\$2,141	\$2,001	7%

*CO-OP - SQUARE FOOTAGE NOT LISTED
AVERAGE PPSF FOR BUILDING IS BASED ON APARTMENT SIZE



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Douglas Elliman
REAL ESTATE

EST. 1911