



2018 SNAPSHOT YEAR IN REVIEW

KATZEN TEAM

AT DOUGLAS ELLIMAN REAL ESTATE



2018

THE STORIES BEHIND THE SUCCESS

PREMIUM PROPERTIES. POWERFUL

FRANCES KATZEN

MANAGING DIRECTOR, DOUGLAS ELLIMAN

In 2018, 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.



37 MURRAY STREET, PHB



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$4,895,000	\$4,800,000	98%	\$1,739	\$1,300	96



565 BROADWAY, 5E



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,600,000	\$2,600,000	100%	\$1,405	\$810	63

230 EAST 68TH STREET, TH



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$7,425,000	\$6,925,000	93%	\$1,603	\$1,713	135

817 WEST END AVENUE, 10D



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,495,000	\$2,425,000	97%	\$1,266	\$1,250	97



35 EAST 68TH STREET, 5B



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,795,000	\$1,735,000	97%	\$1,763	\$1,357	73



510 PARK AVENUE, PHB



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$7,995,000	\$7,500,000	94%	\$2,500	\$2,444	41



80 ELIZABETH STREET, 6L



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,195,000	\$1,055,000	88%	\$1,558	\$1,497	117



101 WARREN STREET, 7B



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$4,275,000	\$4,345,000	102%	\$1,975	\$1,887	177



1355 FIRST AVENUE, 2FL



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$3,700,000	\$3,800,000	103%	\$1,819	\$1,741	18



230 EAST 15TH STREET, 7N



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$625,000	\$625,000	100%	\$1,136	\$1,069	37

59 EAST 72ND STREET, 5A



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$625,000	\$625,000	100%	\$962	\$819	80

45 SUTTON PLACE, 16I



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,575,000	\$1,575,000	100%	\$984	\$977	22



243 WEST 70TH STREET, 8D



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$750,000	\$750,000	100%	\$938	\$931	24



30 WEST 60TH STREET, 4MN



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,450,000	\$1,450,000	100%	\$1,160	\$1,073	38



64 EAST 1ST STREET, 2FL



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,999,999	\$2,999,999	100%	\$1,660	\$1,744	28



1355 FIRST AVENUE, 20FL



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$6,500,000	\$6,500,000	100%	\$1,884	\$1,868	48



1355 FIRST AVENUE, 19FL



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$6,500,000	\$6,500,000	100%	\$1,884	\$1,868	28



1 MORTON SQUARE, 2BW



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,695,000	\$2,680,000	99%	\$1,993	\$1,974	46



150 EAST 77TH STREET, 8EF



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$3,995,000	\$3,980,000	100%	\$1,244	\$1,211	13



350 WEST 14TH STREET, 3CD



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,170,000	\$1,950,000	90%	\$1,460	\$1,547	94



425 FIFTH AVENUE, 48D



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,399,000	\$1,375,000	98%	\$1,389	\$1,304	92



45 EAST 30TH STREET, 5B



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$965,000	\$965,000	100%	\$1,149	\$1,121	126



155 EAST 38TH STREET, 18G



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,495,000	\$2,100,000	84%	\$1,787	\$1,275	58



30 PARK PLACE, 58D



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$4,325,000	\$4,325,000	100%	\$2,812	\$2,728	147



45 EAST 12TH STREET, 12C



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$975,000	\$995,000	102%	\$1,104	\$1,121	57



1001 FIFTH AVENUE, 3D



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,550,000	\$1,540,000	99%	\$2,053	\$1,415	64



245 WEST 99TH STREET, 31B



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$5,845,000	\$5,640,000	96%	\$1,958	\$2,027	82



505 WEST END AVENUE, 12D



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,100,000	\$2,100,000	100%	\$1,585	\$1,618	130



215 WEST 78TH STREET, 4A



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$1,825,000	\$1,750,000	96%	\$1,167	\$1,222	69



320 CENTRAL PARK WEST, 9DEF



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$3,500,000	\$3,470,000	99%	\$1,577	\$1,478	91



60 EAST END AVENUE, 29B



ASKING PRICE	SOLD PRICE	% OF ASK PRICE	KATZEN TEAM PPSQFT	AVERAGE PPSQFT OF BUILDING	DAYS ON MARKET
\$2,875,000	\$2,775,000	97%	\$1,207	\$1,130	26

2018 SNAPSHOT

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 PPSQFT	AVERAGE PPSQFT FOR BUILDING	KATZEN TEAM VS. AVERAGE IN THE BUILDING
37 Murray Street	PHB	\$4,895,000	\$4,800,000	Seller	98%	2761	\$1,739	\$1,300	34%
565 Broadway	5E	\$2,600,000	\$2,600,000	Buyer & Seller	100%	1850*	\$1,405	\$810	74%
230 East 68th Street	TH	\$7,425,000	\$6,925,000	Buyer	93%	4320	\$1,603	\$1,713	-6%
817 West End Ave	10D	\$2,495,000	\$2,425,000	Seller	97%	1916	\$1,266	\$1,250	1%
35 East 68th Street	5B	\$1,795,000	\$1,735,000	Seller	97%	984*	\$1,763	\$1,357	30%
510 Park Avenue	PHB	\$7,995,000	\$7,500,000	Buyer	94%	3000*	\$2,500	\$2,444	2%
80 Elizabeth Street	6L	\$1,195,000	\$1,055,000	Seller	88%	677	\$1,558	\$1,497	4%
101 Warren Street	7B	\$4,275,000	\$4,345,000	Seller	102%	2200	\$1,975	\$1,887	5%
1355 First Avenue	2FL	\$3,700,000	\$3,800,000	Seller	103%	2089	\$1,819	\$1,741	4%
230 East 15th Street	7N	\$625,000	\$625,000	Seller	100%	550*	\$1,136	\$1,069	6%
59 East 72nd Street	5A	\$625,000	\$625,000	Buyer and Seller	100%	650*	\$962	\$819	17%
45 Sutton Place	16I	\$1,575,000	\$1,575,000	Seller	100%	1600*	\$984	\$977	1%
243 West 70th Street	8D	\$750,000	\$750,000	Seller	100%	800*	\$938	\$931	1%
30 West 60th Street	4MN	\$1,450,000	\$1,450,000	Seller	100%	1250*	\$1,160	\$1,073	8%
64 East 1st	2FL	\$2,999,999	\$2,999,999	Seller	100%	1807	\$1,660	\$1,744	-5%
1355 First Avenue	20FL	\$6,500,000	\$6,500,000	Seller	100%	3451	\$1,884	\$1,868	1%
1355 First Avenue	19FL	\$6,500,000	\$6,500,000	Seller	100%	3451	\$1,884	\$1,868	1%
1 Morton Square	2BW	\$2,695,000	\$2,680,000	Seller	99%	1345	\$1,993	\$1,974	1%
150 East 77th Street	8EF	\$3,995,000	\$3,980,000	Buyer	100%	3200*	\$1,244	\$1,211	3%
350 West 14th Street	3CD	\$2,170,000	\$1,950,000	Buyer	90%	1336	\$1,460	\$1,547	-6%
350 West 14th Street	48D	\$1,399,000	\$1,375,000	Seller	98%	990	\$1,389	\$1,304	7%
45 East 30th Street	5B	\$965,000	\$965,000	Seller	100%	840	\$1,149	\$1,121	2%
155 East 38th Street	18G	\$2,495,000	\$2,100,000	Seller	84%	1175	\$1,787	\$1,275	40%
30 Park Place	58D	\$1,695,000	\$4,325,000	Seller	100%	1538	\$2,812	\$2,728	3%
45 East 30th Street	12C	\$975,000	\$995,000	Seller	102%	901	\$1,104	\$1,121	-1%
1001 Fifth Avenue	3D	\$1,550,000	\$1,540,000	Seller	99%	750*	\$2,053	\$1,415	45%
245 West 99th	31B	\$5,845,000	\$5,640,000	Buyer	96%	2881	\$1,958	\$2,027	-3%
505 West End Avenue	12D	\$2,100,000	\$2,100,000	Buyer	100%	1325*	\$1,585	\$1,618	-2%
215 West 78th Street	4A	\$1,825,000	\$1,750,000	Buyer	96%	1500*	\$1,167	\$1,222	-5%
320 Central Park West	9DEF	\$3,500,000	\$3,470,000	Seller	99%	2200*	\$1,577	\$1,478	7%
60 East End Avenue	29B	\$2,875,000	\$2,775,000	Seller	97%	2300*	\$1,207	\$1,130	7%

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

WWW.FRANCESKATZEN.COM



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DouglasElliman
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