

Bill Hart

TalkJet Audio Interviews

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This month's TalkJet interview is with;

Scott Harris

Brown Harris Stevens

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Scott is an Associate Broker with Brown Harris Stevens, a Christie's Affiliate. Scott has focused on the Manhattan market for the past 12 years, but he observes that the Brooklyn market has been exploding as well. "I'm a generalist in the city – primarily south of 96th street, both sides of Central Park, and downtown."

While the average sales price in the city is just under \$1M, Scott's average sales price is \$2.2M.

New York City's population is roughly 8 million.

PRODUCTION:

In the last three years, Scott has sold roughly 130 apartments, with a sales volume of about \$200M. In that time, Scott and his team also did 30 or 40 rentals in the city that generated an additional \$200K in commissions.

2012 \$45M

2013 \$70M

2014 \$75M

DIFFERENCES IN THE NYC MARKET:

"In New York, the hard things are easy and the easy things are hard."

INTERNATIONAL SCOPE:

Scott just returned from a trip to China representing New York for Christie's there in order to develop referral relationships with Chinese investors. China will represent over 50% of all foreign investment in the U.S. this year.

CRM:

Scott uses a customized version of Salesforce to manage and track his business.

PROFESSIONALISM:

"This is not the Real Estate 'Friends', This is the Real Estate BUSINESS."