

REVIEW OF 2024



PREVIEW OF 2025

Another year in the books! This one seems to have gone by rather quickly with many bright moments along the way. As we enjoy the final moments of 2024 it is always good to reflect on some of the highlights and prepare for a successful year ahead.

Since most people judge the economy based on the stock market, things are looking up after two consecutive years of over 20%+ returns in the US stock market: the first time that has happened since the nineties. That is very rare, especially considering the high interest rates and lingering uncertainty, however artificial intelligence has sparked an investment boom. Markets are powering higher and got another boost after the presidential election. According to the stock market, things are going very well.

The real estate market is still hoping to join the party happening in the stock market. It is definitely showing good signs of stabilization, but there are still lingering issues that have held it back. For one, mortgage rates have continued to stay very high relative to years past. Many would-be sellers have such low mortgage rates that they don't want to move and give up that low interest rate. Even if they sold, they would sacrifice that precious low mortgage expense, so they stay put. This has created an inventory problem. Buyers who are willing to purchase even with the high interest rates, cannot find a home. The common consensus is that deal activity will be low until rates come down.

So, everyone is waiting on the Federal Reserve to lower rates. Well, they did start cutting rates starting in September, however, mortgage rates continued to go up! That's not what we wanted, Mr. Powell! We also didn't expect it. Going into 2025 everyone is hopeful that mortgage rates come down so there can be a little more movement in the real estate market.

There were a lot of real estate highlights in 2024 and a lot to look forward to in 2025. With all the transactions we did this year both on and off the market it is hard to keep track. After the last couple of years, we are ready for anything that comes our way.

What can we expect in 2025? Share your thoughts and predictions, I'd love to hear from you!

Highlights in 2024

Successful Retail Deals

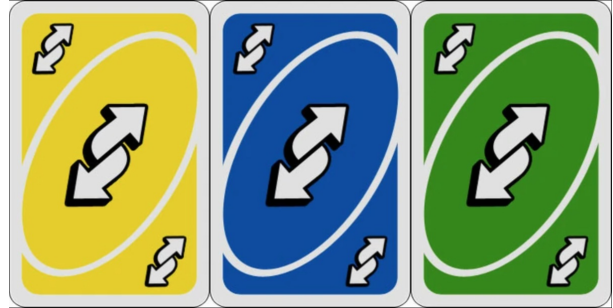


This year marked an unexpected milestone of closing two retail deals. These were commercial spaces owned by Argo on the west side of 86th Street. It was a great learning experience. Also, a ton of work. They weren't necessarily the largest transactions, but they certainly took a lot of time and effort. At the end of the day, I enjoyed the opportunity and will continue to look for retail listings and a chance to work with NYC business owners.

Reversing a Co-op Board Turndown

One of my favorite transactions this year involved a very tough part of New York City real estate, reversing a co-op board turndown. After working on a listing for almost 9 months, we went into contract only to be turned down by the co-op

board. It didn't seem right! I really thought this buyer was qualified and would be a good addition to the building. I carefully navigated the next steps and after a lot of careful conversation, the board decided to reverse their decision. I'm 2/2 on board turn downs, but it is not something I want to experience again. Although we all had a nice laugh about it at the closing table.



50 Sales Transactions

As mentioned in one of my more recent newsletters, I recently surpassed the significant number of sales transactions of 50. Considering I've been in the business since 2015, starting out in rentals, that brings my average to a little more than 5 per year. I know that might not sound like a lot to agents around the country, but with the high price points in Manhattan it is pretty significant. Also, I anticipate a steep increase over the next 10 years! In fact, I'm already at 52 with a couple more in contract!



Upcoming in 2025...

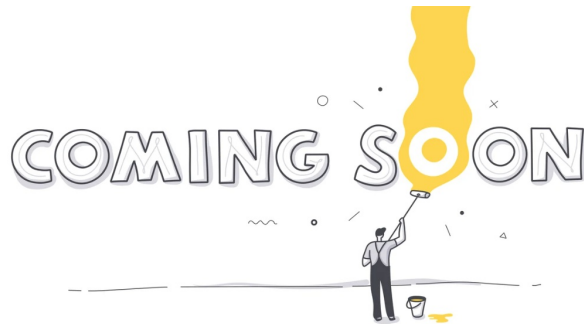
YouTube Property Tours

Creating video content has been one of my favorite things to do, but I must say I've been a bit too busy to keep up with it recently. When I do post tours on YouTube they usually get some good traction. My best performing video has over 11,000 views! & that's nothing compared the views you get on TikTok. So, I would definitely like to pick it up again and get more consistent on my YouTube channel. Make sure to subscribe and keep me accountable in the New Year!



Website Launch

It's actually pretty embarrassing that I've been in the real estate business for over 9 years now and don't have a personal website. I am online of course with the LivNY team and Argo Real Estate, but this year I plan to launch a personal website. It will feature listings, apartment tours, these newsletters and more. Expect an email when the website is launched. As everyone knows, these days a digital presence is necessary. 2025 will be the year of a website launch!



Google Reviews

Once the website is up & running I would like to set up a Google Business Page and will be requesting Google Review's from my previous clients. It will be very important to have a lot of positive reviews associated with my business



5 Star Customer Rating



page. These days, everyone always checks the Google Reviews before buying a product or testing out a new restaurant. It will make it easier to find me online as well as attract new clients from the web. If you would be willing to write a review for me, please reach out and let me know. I would love to get as many as I can!

Happy New Year!



The New Year is always a good time to reflect as well as plan for the future. I love the excitement that comes with a new calendar year, it feels like a fresh start. The past few years have been quite a ride and there is a lot of hope that comes on January 1.

New York City is an incredible place to be and there is never a dull moment. People always love to visit and enjoy everything we have to offer - some are even lucky enough to live here! Although it's been an interesting year, there is a lot to be grateful for as we enter 2025.

Whether it is to rent, sell, or buy...I AM YOUR GUY! and the best gift one can give is a referral!

Hope you have a wonderful Holiday Season and I wish you a prosperous New Year!

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