

## The Ranking of the Firms

Listings and top producers at the city's ten biggest residential brokerages



Dantel Berman of Bellmarc (left), Carrie Chiong of Corcoran (center), and Elaine Clayman of Brown Harris Stevens (right) currently have the most listings at their respective firms.

The Real Deal / Photos: Justin Brant/Amphoto

**STUART W. ELLIOTT**

In a business where listings come and go, some in residential real estate say you're only as good as your last deal.

The *Real Deal* set out this past month to take a comprehensive look at the current website listings of the ten biggest residential real estate companies in the city. We wanted to find out what firms' reputations are borne out by their performance.

We tallied items including total listings at each company, total dollar value of listings, top producers and how the average broker in the industry is faring.

The results of the snapshot survey are telling. In the battle between the big two - Corcoran and Douglas Elliman - Dottie Herman's company has more agents and total listings, but also a high percentage

of brokers with no listings.

Brown Harris Stevens made a strong performance, finishing third in overall dollar value of listings with only a fraction of the number of agents as the largest firms. Sotheby's agents had the highest priced listings, on average.

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**AT A GLANCE**

**Small Firms, Big Challenges**

With increasing industry consolidation, no one discounts the difficulty of running a small residential real estate boutique today.

Business costs are going further north, and small firms face challenges in terms of public perception, the ability to spend on advertising in line with the big boys, and staying on the cutting edge with technology.  
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**Top National Companies**

The Corcoran Group's parent company, NRT, topped an annual ranking of the 500 largest national residential real estate companies, and Prudential Douglas Elliman finished ninth on the list.  
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**Third Ave.'s Retail Revival**

Whether Midtown is moving east or the Upper East Side is moving south, brokers say it is clear that something is happening to retail on Third Avenue in the 50s and 60s.  
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**Central Park North: Bargain on the Green**

**ADELLE WALDMAN**

Central Park views are among the priciest in the city - unless you're talking about the views from Central Park North, which has long been cast in the role of poor relation to the park's other, swankier peripheries to the east, south and west.

But that's starting to change, as more middle-class buyers and renters converge on Central Park North, enjoying large spaces and views of both the park and midtown for prices that are a fraction of those paid by their neighbors across the green, brokers say.

"Until the past few years, there was still a stigma to the area," said Stephen Kliegerman, director of project marketing at Halstead Property. The firm recently handled the conversion of the Washington Irving mansion on the corner of 112th Street into 133 high-end condos.

"Now rents on Central Park North are much closer to regular parkside," Kliegerman said.

Of course, there is still a long way to go

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**NoChel to NoCal: How to name a Neighborhood**

**ERIC MARX**

Like tiny Eastern European breakaway republics, the plethora of newly named neighborhoods carved out of older, existing neighborhoods is emerging as these enclaves proclaim their own identity, their own independence and their own real estate price brackets.

Yet how, when and by whom these emerging enclaves get pegged with an appellation is hardly a science. In fact, it's more of a free-for-all, with names sprouting up first amongst real estate brokers, developers and then the media. A case in point is the neighborhood between Chelsea and Clinton, which has been called everything from Chelsea Heights to Hell's Pantry and NoChel.

Typically, the allure of being associated with the happening neighborhood next door explains why brokers seek to rebrand existing names such as Chelsea Heights or North Chelsea.

Abbreviated geographically based names such as SoHo, TriBeCa and NoHo have spawned

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**Battle of the Sexes**

PERCENTAGE OF WOMEN (AT TEN BIGGEST FIRMS):	68.1%
PERCENTAGE OF MEN (AT TEN BIGGEST FIRMS):	31.9%
PERCENTAGE OF MEN WITH NO LISTINGS:	44.0%
PERCENTAGE OF WOMEN WITH NO LISTINGS:	44.8%
PERCENTAGE OF MEN WITH A LISTING OVER \$4 MILLION:	9.97%
PERCENTAGE OF WOMEN WITH A LISTING OVER \$4 MILLION:	10.4%
THE FIRM WITH THE HIGHEST PERCENTAGE OF WOMEN:	Stribling & Associates 85.1%
THE FIRM WITH THE HIGHEST PERCENTAGE OF MEN:	Douglas Elliman 39.4%

Source: The Real Deal

**NUMBER OF LISTINGS**

DOUGLAS ELLIMAN	1,159
CORCORAN	1,003
BROWN HARRIS STEVENS	571
BELLMARC	541
HALSTEAD	446
SOTHEBY'S	267
CB HUNT KENNEDY	244
STRIBLING	230
WILLIAM B. MAY	184
WARBURG	141

*Source: The Real Deal***NUMBER OF AGENTS**

DOUGLAS ELLIMAN	940
CORCORAN	718
HALSTEAD	363
BELLMARC	264
CB HUNT KENNEDY	212
BROWN HARRIS STEVENS	186
STRIBLING	175
WILLIAM B. MAY	123
SOTHEBY'S	113
WARBURG	111

*Source: The Real Deal***TOTAL \$\$ AMOUNT IN LISTINGS**

DOUGLAS ELLIMAN	\$2,321,798,000
CORCORAN	\$2,221,147,000
BROWN HARRIS STEVENS	\$1,869,348,000
SOTHEBY'S	\$1,231,669,000
STRIBLING	\$802,607,000
HALSTEAD	\$597,209,000
BELLMARC	\$520,551,000
WARBURG	\$354,065,000
WILLIAM B. MAY	\$283,970,000
CB HUNT KENNEDY	\$217,318,000

*Source: The Real Deal**Continued from cover*

As far as the average agent at the ten biggest firms, he or she currently has around one and a half listings, and each property he or she is representing has a median value of \$999,000 – just about the average price for an apartment in Manhattan, according to a recent market report. In this time of tight inventory, 44 percent of agents don't have any listings at all.

The best brokers – around 10 percent – had at least one listing over \$4 million, and only around three percent of all brokers had a listing worth more than \$10 million.

In the battle of the sexes, there wasn't any great difference in performance between men and women – though there are twice as many women as men working at the biggest firms.

A few caveats about the survey. It included only Manhattan agents and their listings in Manhattan and Brooklyn. It did not include properties in contract, just listings. It didn't include firms primarily involved in rentals. In cases where agents were sharing a listing, that property was counted twice, which may have led to slightly higher numbers, though the effect would be uniform across all firms. Data for the survey was collected in mid-April.

*The Real Deal***AVERAGE LISTINGS PER AGENT**

BROWN HARRIS STEVENS	3.06
SOTHEBYS	2.40
BELLMARC	2.05
WILLIAM B. MAY	1.49
CORCORAN	1.40
STRIBLING	1.31
WARBURG	1.27
HALSTEAD	1.23
DOUGLAS ELLIMAN	1.23
CB HUNT KENNEDY	1.15

*Source: The Real Deal***MEAN \$\$ AMOUNT PER LISTING**

SOTHEBY'S	\$2,750,000
STRIBLING	\$1,972,500
WARBURG	\$1,675,000
BROWN HARRIS STEVENS	\$1,390,000
CORCORAN	\$1,100,000
DOUGLAS ELLIMAN	\$975,000
HALSTEAD	\$890,000
WILLIAM B. MAY	\$767,000
BELLMARC	\$622,000
CB HUNT KENNEDY	\$569,000

*Source: The Real Deal***AGENTS WITH NO LISTINGS**

HALSTEAD	52.8%
DOUGLAS ELLIMAN	52.5%
CB HUNT KENNEDY	50.9%
WARBURG	49.5%
WILLIAM B. MAY	48.7%
STRIBLING	41.7%
CORCORAN	39.2%
BELLMARC	32.9%
SOTHEBY'S	31.8%
BROWN HARRIS STEVENS	22%

*Source: The Real Deal***AGENTS WITH SIGN. LISTINGS**

SOTHEBY'S	25
BROWN HARRIS STEVENS	25
DOUGLAS ELLIMAN	25
STRIBLING	14
CORCORAN	13
WARBURG	5
WILLIAM B. MAY	2
HALSTEAD	2
BELLMARC	1
CB HUNT KENNEDY	0

*Source: The Real Deal***AGENTS WITH \$AM. LISTING**

SOTHEBY'S	38.9% / 44 AGENTS
BROWN HARRIS STEVENS	28.4% / 53 AGENTS
STRIBLING	18.2% / 32 AGENTS
WARBURG	14.4% / 16 AGENTS
CORCORAN	9.4% / 68 AGENTS
DOUGLAS ELLIMAN	9.1% / 86 AGENTS
WILLIAM B. MAY	6.5% / 8 AGENTS
BELLMARC	4.1% / 11 AGENTS
HALSTEAD	2.7% / 10 AGENTS
CB HUNT KENNEDY	0.9% / 2 AGENTS

*Source: The Real Deal*