

2013

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REAL ESTATE
BROKERS

The bold names in New York real estate share
their experience and expertise



Christina Galesi

Sotheby's International Realty
Senior Global Real Estate Advisor

HOW DO YOU ATTRACT SO MANY A-LIST CLIENTS? Honesty and integrity, first above all. Earning trust and knowing I did the right thing, regardless of the financial outcome, is everything. My new A-list clients trust me because their friends do. Second: reputation. I've been with Sotheby's for 13 years. It takes years to build trust and senior-level credibility among clients and brokers alike. Third: discretion. I protect my clients' privacy unconditionally.

WHAT'S YOUR SECRET WEAPON? I actually have two. I am calm under pressure. When negotiations become contentious or frustrating—or when a client's preferences suddenly change—my clients find me to be direct, fact-based, positive and communicative. And I never stop working. Trading emails at 2 am and then again at 6 am is normal for me.

WHAT GIVES YOU YOUR EDGE? Experience. Real estate transactions can be a minefield. You can't learn about the obstacles from a textbook or licensing class. It takes years to work through hundreds of scenarios, develop relationships with local experts and know who can best advance a transaction at just the precise moment.

WHAT ARE THE BIGGEST MISTAKES YOU SEE BUYERS AND SELLERS MAKE? Time kills deals. Many buyers wait too long to

make an offer because they think the seller will reduce the price, even when comparable sales support it. Many sellers respond too late. Don't give buyers the chance to find another property. And keep your emotions in check. Supply and demand play an important role in pricing and timing of the sale. Try to pull back and keep the big picture in mind.

WHAT RECENT PROFESSIONAL ACCOMPLISHMENTS ARE YOU PROUDEST OF? Last year, I earned a coveted senior executive position at Sotheby's International Realty. Actually, I was the only Hamptons broker to do so in 2012. The title isn't the prize; what matters most to me is having achieved this threshold. The firm's standards and expectations are appropriately extensive and rigorous. I was also pleased that one of the properties I sold made the Hamptons 2012 Top 10 Sales List.

SOTHEBY'S INTERNATIONAL REALTY
50 Nugent Street ♦ Southampton, NY 11968
C: 917.969.0532
E: Christina.Galesi@sothebyshomes.com