

GARY DEPERZIA, THE CORCORAN GROUP

Senior Vice President

What makes a top broker?

I imagine that all really successful brokers have certain things in common, including the ability to analyze a client's or customer's true needs and plan a strategy to satisfy them. Also, consistency: getting up every day with the same enthusiasm as the day before. It's important to take the inevitable ups and downs of the business in stride, never getting too excited by a big deal or overly depressed when one falls apart. More specifically, most successful brokers have discovered the importance of having exclusive listings.

How do you distinguish yourself?

Besides the ability to service a broad swath of territory, I think the scope and quality of my marketing is certainly a big part. Sellers come to me because they can see the commitment I make in time and money to my listings with print, web and multimedia advertising. I am constantly looking for new avenues of marketing for my exclusive sellers, including my own personal website (www.myhamptonhomes.com) and a 44-page printed brochure dedicated to just my house, land and rental listings, which gets tremendous distribution. Each listing that I have gets professional photography, a real video tour and continual open houses.

What was your most successful deal this year?

My exclusive listing, 11.5-acre Morgan Hill Farm, which was listed for \$14.995 million and was sold to one of my own buyers in February. The property had been on the market for a while and by the time it went to contract in January, there had been multiple offers on it.



What is the most exciting part of your job?

Not knowing what each day will bring. With more than 60 listings from Southampton to Amagansett and Sagaponack to Shelter Island, I never know exactly where I will be each day. Although I encourage brokers to give me ample notice to plan showings, we all know that a last minute call to see a property can challenge the best planned schedules in order to accommodate an anxious buyer. Thankfully, with three full-time licensed assistants I can cover a lot of ground.

What was your proudest moment as a broker?

I think it was in November 2008 when The Wall Street Journal, Real Trends and lore magazine ranked me No. 4 on their annual list of the "Top 200 Brokers" nationwide for the previous year's production. Considering it took



me almost 1.5 years to sell my first house when I began a dozen years before, I never would have expected to participate in more than \$200 million worth of transactions in my whole career, much less a single year.

What is your dream project?

The marketing of Tyndal Point, my 55-acre, waterfront exclusive listing, comes pretty close. Now at a newly reduced price of \$44.99 million, the magnificent bay front peninsula offers more than 3000 feet of shoreline overlooking Shelter Island, Sag Harbor and East Hamptons' Northwest Harbor. It boasts three residences, two carriage houses, two deep water docks, additional docking in a deep water lagoon and a large pond. A proposed subdivision plan to create 3 large 16- to 20-acre parcels is currently pending. Its own website at www.tyndalpt.com will go live in the near future.

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