



THE CORCORAN GROUP

What's new in your real estate world that you're excited about?

I just got four Farrell Building Company exclusive listings from Wainscott to Water Mill, ranging in price from just under \$7 million on Town Line Road to \$18.45 million on Bridgehampton's Highland Terrace. Farrell Building, the developer that has become synonymous with new construction both north and south of the highway throughout the Hamptons, has been a longtime client since the very early 2000s, and I probably have participated in nearly \$250 million of transactions with them in one capacity or another. I am happy to call Joe Farrell a friend, and am honored and excited to be entrusted with so many of his great properties.

What type of concierge like services do you offer to today's luxury consumer, i.e., do you offer recommendations and referrals during and after the sale?

Concierge work is definitely the mantle you take on when you sell a home in the Hamptons, especially to first-time buyers. They need everything from plumbers and electricians to pool and landscaping people to audio/visual and interior design experts. We are fortunate to have a wonderful service industry in the Hamptons that can handle all aspects of house and property care. Often I can direct a homeowner to a property manager who

will oversee all aspects of property as well as suggest talent with whom he or she has worked with over the years. In a recent sale I successfully pointed the buyer to both a landscape lighting team and a person who did a retractable awning for them. I am sure they will be reaching out for more people, and I will gladly keep making suggestions.

Can you share a success story of your most creative tactics to help sell one of your listings?

I recently listed a large home north of the highway for one of the developers I have been working with for more than a dozen years. He was resisting the idea of staging the property, something that I was urging him to do. As an inducement I offered to pick up part of the cost and suggested he use Meredith Baer, a company with a wonderful high-end furniture rental program. He agreed, and they did a superlative job of outfitting the house. Needless to say he was extremely happy when, not long after it went on the market, he had an accepted offer. I am not so sure it would have happened as quickly had it not been furnished. Did it cost me some commission? Sure. But the decade long relationship and the business going forward will more than compensate for that.

Gary DePersia

Licensed Associate Real Estate Broker

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Speaking of furnishing and staging spec homes, it appears you are a believer. Care to elaborate?

To say I am a believer is a gross understatement. When selling new construction, furnishing the home, either by having an interior designer purchase and stage the home on the seller's behalf or by hiring a company that sells or rents high end furnishings to do so definitely has many benefits.

Since more than 80 percent of buyers start their search online, unfurnished spec houses with large, boxy, empty rooms suffer in comparison with those that have been artfully staged. The rooms come alive, spatial relationships are defined, and the house has a warmer feel than its unfurnished competitors. Brokers and buyers alike always react more favorably to a well-staged or furnished home. Farrell Building recently staged the Parsonage Lane listing that I represent in Sagaponack with RH Modern, and everyone who has seen it raves about the look. That house presents beautifully. I recommended James Michael Howard, for whom I represent in his own fully furnished houses, to do the interiors of the Lifton-Green house on Hedges Lane, which debuted last September. I essentially sold that to the first person who walked in at the first open house. One of the overriding reasons that they bought it was because not only did it look sensational, but they didn't have to do a thing other than fill the closets with their clothes.

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