

My TOWN

IN A RECENT CONVERSATION, TOWN Residential's founder and CEO Andrew Heiberger discussed his firm's accomplished history and exciting future.

"It was my vision to create a company that provides best-in-class service to our representatives so they could, in turn, extend that same experience to their customers and clients. It was important that the culture, features, and offerings of our firm be more than just words in a brochure – they had to be tangible, innovative, and genuine. As we approach our fifth anniversary, we have never been stronger or more excited for our future," said Heiberger.

With a commitment to always raising the bar, TOWN Residential was founded by Heiberger in 2010 and quickly emerged as an integral part of the New York real estate landscape, specializing in luxury residential sales; leasing; and the marketing, sales, and leasing of property developments – with equal resources dedicated to each.

At the core of the firm's culture is a team of leading professionals who possess unsurpassed industry knowledge and experience. The winning formula and unique culture that has brought TOWN Residential many of its accolades in the residential real estate community – as a Best Firm to Work For and one of the Top 50 Best Places to Work in New York City – is a result of this top talent's availability to every TOWN Representative.

"Simply put, we work for our representatives. We are a team of executives who do not stay in our offices. Our executives, department leaders, and managers are consistently out hosting round tables, mentoring one-on-one, attending presentations or meetings to help solidify client relationships – anything to help them achieve success," he continues.

When asked about the key to the firm's success, without hesitation, Heiberger shared: "Our mission, our philosophy, and a culture that is like no other."

TOWN has cemented its position as a prominent player within both the sales and leasing new development arena as well.

"TOWN New Development is attracting overwhelming interest from respected developers. By all indications, TOWN New Development is now considered by many to be a unique and viable high-end marketing option," says Heiberger. "We are currently working on approximately \$3 billion of existing and upcoming projects."



Andrew Heiberger

In September, TOWN New Development introduced 212 Fifth Avenue, a conversion of a prewar masterpiece that will undoubtedly become Downtown's most coveted address. Anticipated new and upcoming projects also include the exquisite three- and four-bedroom corner loft residences of 52 Wooster; Circa Central Park located at 2040 Frederick Douglas Boulevard; and the stunning 303 East 44th Street, among others.

Also within the firm's new development portfolio is The Charles, the Upper East Side tower that set a new standard

in luxury design while breaking sales records. In August, the firm announced the closing of Penthouse One, which at \$37.94 million shattered records as the highest price ever achieved for a residence east of Third Avenue; and Penthouse Two, which closed for \$20.695 million. Prices per square foot on both units were also among the highest ever recorded in the neighborhood east of Third Avenue.

Simultaneously, the marketing and leasing division has experienced tremendous growth. With a portfolio of properties in excess of 2,500 units across New York City, the division ranks among Manhattan's largest firms.

The team is advising on and executing the development and leasing programs of many groundbreaking properties, including 172 Montague Street, 20 Exchange Place, 306 West 48th Street, 63 Wall Street, 67 Wall Street, and the new Allen House, located at 201 East 71st Street, among others.

"My role as CEO is to keep TOWN relevant and focused," said Heiberger. "The creation of a dynamic advertising and marketing platform was a fundamental pillar of TOWN Residential's original business plan. Our unparalleled commitment to cutting-edge resources and innovative marketing strategies has emerged as one of the defining features of TOWN."

In September, the firm introduced the inaugural issue of *My Town*, a first-of-its-kind lifestyle magazine providing an insider's view of New York City. Led by Heiberger and creative guru David Lipman, an unparalleled team of internationally recognized photographers, editors, and writers was assembled to carefully plan and professionally produce thoughtful, original, and authentic content that would exemplify TOWN Residential's best-in-class commitment.

"Today's real estate representatives are tastemakers and influencers. They are ambassadors of our town – we have introduced a much-deserved

professional change in perception of the role of the agent. To be among the visionaries and leaders of this shift and witness the higher standards our agents stand for brings me true joy," said Heiberger.

The magazine was the culmination of the evolution of the company's visual identity and extension of the firm's branding campaign, entitled *My Town*, which includes a series of highly stylized and visually stunning portraits shot by Lipman, as well as a series of videos directed by Lipman. Set to the tagline "My Town. Our Neighborhood. Your Home," the far-reaching campaign features TOWN Representatives, who are strong leaders within the neighborhoods where they live, play, and work.

Since the firm's inception, art has played a prominent role within the offices and culture. In August, TOWN Residential announced an exciting relationship with internationally acclaimed filmmaker and artist Mr. Brainwash that will bring a multimillion-dollar installation throughout the firm's 10 offices. "Art brings a creative energy to the offices that transcends the representatives and, in turn, their clients," said Heiberger.

TOWN has previously worked closely with extraordinary artists such as illustrator James Gulliver Hancock, highly acclaimed photojournalist Brian Hamill, and creative guru David Lipman to adorn the offices with unrivaled creativity.

Through TOWN Experience, a dynamic first-of-its-kind initiative, TOWN Residential extends the marketing platform beyond print and digital, and brings the brand into real time through exclusive, visible, and cutting-edge events that provide TOWN representatives with genuine opportunities to network, entertain, and engage. Events have included charitable initiatives like local involvement with the children of Cassidy's Place; an all-star founder's dinner with former President Bill Clinton; top industry insider events; sponsorship of the Hudson Union Society, which has previously featured Neil Patrick Harris, Maria Bello, Billy Crystal, and Martina Navratilova; and the wildly successful star-studded Throne Boxing, among many others.

"While we could rest on our laurels because of our proven foundation and successes, we don't. We are constantly evolving and refining ourselves so that we can best support our representatives and serve our clients," says Heiberger.

The mature and powerful company has enjoyed successful growth and looks towards an even stronger future with laser focus. ●