



Argo Residential

The Residential Brokerage Division
of Argo Real Estate, LLC

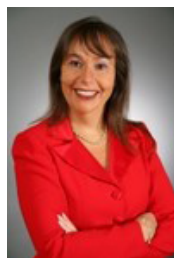
**BROKERS
SPOTLIGHT**

PAGE 2

Harold Kobner
Associate Broker

The Argo 2nd Quarter Residential Report:

Lights, Painting, Action! Setting the Stage For a Saleable Home



By Karen Berman,
VP / Director of Sales

When getting ready to place your home on the market, there is no question that you want to properly “set the stage” for quick response, and a successful sale! Your home looks lived

in for all the right reasons, but now you have to make it sufficiently generic AND inviting so that potential buyers will imagine themselves living there happily.

Staging techniques focus on improving a property’s appeal by transforming it into a welcoming, attractive product that anyone can desire. Home staging can reduce a listing’s time on the market by one-third, and can help it fetch as much as 10 to 15 percent more than an empty home or a home not properly prepared.

Scene One: Cleaning

There is no bigger stop sign than an apartment that is sloppy, messy or has unappealing odors. Whether it’s pre-war or post-war, newly remodeled or has a long history, there is no excuse for the space to not be spotless. You may not have Central Park views, but that shouldn’t stop the glass on the windows from looking crystal clear. In addition, you want to have shiny floors, vacuumed rugs and stain-free sinks and tubs. A coat of fresh paint is usually imperative.

Scene Two: Lose the Clutter!

You want people to see themselves, not you, in the

apartment! To successfully project this energy, it is a good idea to remove most personal pictures and tchotchkes from the apartment. Sinks should be dish-free when showing, and walkways and floors should be clear. Potential buyers are not looking for a maze or a scavenger hunt; treat the apartment as if it were an art exhibition!

(You don’t want potential buyers to imagine themselves in this home; living in clutter...they should imagine themselves in a serene, clean, well organized home.)

Scene Three: Furniture

If you have already moved, we recommend renting furniture that can help define the space. This is a great way for home-seekers to get a better idea of how the apartment can work for them. Just in case you don’t have a “warehouse of furniture,” we use Churchill, (www.furniturerent.com).

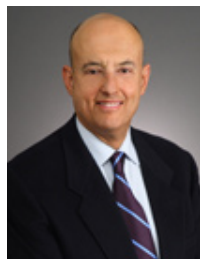
Scene Four: Lighting

Lighting is essential because it helps to highlight the size of a space and create a friendlier environment. Be prepared by replacing bulbs and adding new lamps to brighten dark corners. Always turn on lights and open all window treatments prior to a showing. The buyer should be left with the impression of a bright, clean space.

Standing Ovation: Argo Residential

Finding a broker who can see you through the process is your most important step. Argo Residential’s agents have the experience and skill, and know how to get you the maximum value for your cooperative or condominium residence!

The Argo Broker Spotlight



The Argo Broker Spotlight: **Harold Kobner** Associate Broker



Harold Kobner's success as a negotiator is rooted in his ability to combine traditional values of customer service with an insightful understanding of architecture, finance and construction. When representing buyers and renters, he is able to identify his clients' specific needs and match them to a property that is the best possible fit. For his sellers, Mr. Kobner implements innovative marketing strategies that showcase each residence in the best light for a competitive market.

With access to a vast and ever-growing network of professionals in law, interior design, and construction, Mr. Kobner is able to assist clients well after the closing. When it comes to staying ahead of the curve, he believes that education is the sure way to learn about the latest trends and developments in financing, marketing, technology and energy savings and avails himself to a wealth of courses offered by the Real Estate Board of New York, academic institutions and trade organizations.

Prior to joining Argo Residential, Mr. Kobner owned an apparel manufacturing company called Night Way, where he worked with such preeminent designers as Jonathan A. Logan. "The philosophy and practices I've learned in business has proven to be invaluable in real estate," Mr. Kobner says. "I listen to my clients. It sounds so basic, but so few people really listen and know what to do with the information."

The city's complex residential real estate market moves faster than a New York minute. If you need help in understanding it, Mr. Kobner may be reached at haroldk@argo.com and 212-896-8632.

ARGO'S FEATURED PROPERTIES

Ready for Planting: Your Own Private Terrace! - 69 Fifth Avenue

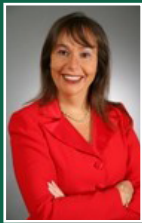


Sunny 1-bedroom has landscaped terrace extending length of the apt! Plus, a large living room, separate dining area and renovated kitchen w/granite counters, stainless steel appliances and W/D is allowed. Full-service Fifth Ave. co-op boasts 24-hr doorman, live-in super, ctrl laundry, priv. storage, bike room, rooftop terr, and garage. One block from Union Sq. and close to Washington Sq. and Madison Square Parks.

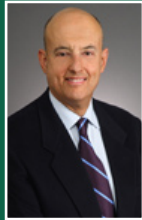


Brokers: Karen A. Berman, VP, 212-896-8614 and Harold Kobner, 212-896-8632
Asking : \$899,000 **Maintenance:** \$1,249

Full service, doorman building on lower Fifth Avenue, live in superintendent, common roof deck with fabulous city views, garage, central laundry room and storage.
WEB ID #263473



Karen A. Berman



Harold Kobner



Sheryl Berger



Linda Lepson



Jorge Mejia



Charles Kriegel

ARGO'S FEATURED PROPERTIES Continued...

Duplex in Greenwich Village - 69 Fifth Avenue



Rarely available, one-of-a-kind one bedroom duplex with large landscaped terrace extending the length of the apartment. This 16th and 17th floor home is connected by a staircase. A flexible floor plan offers the opportunity to convert this to a 2 bedroom. Extras include large living room with separate dining area, renovated kitchen with granite countertops, stainless steel appliances, 2 marble bathrooms, office, full laundry room and closets galore. This full service 5th Ave coop boasts a 24-hour doorman, live-in super, central laundry, private storage, bike room, rooftop terrace with fabulous city views and a much coveted garage. One block from Union Square with its farmers market, restaurants, and subways. Close to Washington Square Park and Madison Square Park.

Brokers: Karen A. Berman, VP, 212-896-8614 and Harold Kobner, 212-896-8632

Asking: \$1,699,000 **Maintenance:** \$2,311 - WEB ID #727610

2-for-1...Practically – 306 West 100th Street



Great opportunity to own a 2-bedroom for the price of a 1 bedroom. This turn-of-the-century apartment features upgraded, windowed kitchen w/wood cabinets and stainless steel appliances, flexible layout perfect for 2nd BR, den or dining rm. Lots of prewar details, incl espresso stained tiger wood floors, 10 _-foot ceilings and original moldings – and on the quintessential UWS block, steps from Riverside Park. Also available for sublet at \$3,150/month.

Brokers: Sheryl Berger, 212-896-8612 and Harold Kobner, 212-896-8632

Asking: \$595,000 **Maintenance:** \$776 - WEB ID #70575

Great Upper Westside Studio – 304 West 75th Street



High floor studio is designed to utilize space to perfection! The windowed kitchen has maple cabinets with glass doors, stainless steel range and dishwasher. High beamed ceilings, walnut stained hardwood floors, sep entry foyer, floor-to-ceiling custom bookshelves with built-in desk and walk-in closet make this a unique home or pied-a-terre. Steps from Riverside Park, express subway and shopping in a full-service, prewar building w/doorman, bike room, fitness room, storage and private garden. Dogs up to 40 pounds allowed.

Brokers: Sheryl Berger, 212-896-8612

Asking: \$350,000 **Maintenance:** \$718 - WEB ID #773557

Riverdale Country Club Living on The Hudson! – 5900 Arlington Avenue #5L



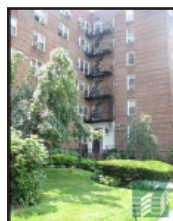
Skyview on The Hudson

Gorgeous open space, great for entertaining. Renovated open stainless steel kitchen with Cherry cabinets,, built-in wine rack, granite countertops, d/w, Pegasus faucets, new light fixtures and baseboard moldings. Hardwood floors throughout and large terrace with seasonal river and GWB views. Pool and hlthclub incl in maint. F/S doorman and concierge coop, storage, laundry, night-lit tennis courts and dog park. Easy commute to Manhattan via priv shuttle van, express buses and subways. Near Metro North station, restaurants, shopping and more.

Agent: Linda Lepson, 212-896-8699 (LindaL@argo.com)

Asking: \$249,000 **Maintenance:** \$806 - WEB ID #512056

Sunny One-Bedroom In Jackson Heights Queens – 88-01 35th Avenue



Nice one bedroom apartment Sunny, Windowed bathroom and kitchen, Hard wood floors. Conveniently located to subway, buses, shopping. Elevator, garage, bicycle and storage room, laundry in-premises, Low maintenance. Dogs not permitted.

Brokers: Jorge Mejia , 212-896-8600

Asking: \$189,000 **Maintenance:** \$449

WEB ID #757793

Spectacular Junior-Four – 1020 Grand Concourse High Bridge, The Bronx



Executive Towers

Totally done Jr 4 with spectacular views from the large twentieth floor terrace. Granite kitchen with wood cabinets, upgraded GE appliances and ceramic floor. Closets galore. Dining room easily converts into second bedroom. Maintenance includes all utilities.

Broker: Charles Kriegel, 516-398-4850

Asking Price: \$189,000 **Maintenance:** \$968

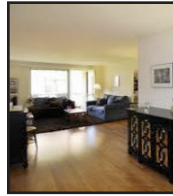
Best full service luxury highrise on the Grand Concourse. Easy commute to Manhattan, parking available, great neighborhood with shopping and restaurants and Yankee Stadium. - WEB ID# 718840

ARGO'S FEATURED PROPERTIES Cont.

Wave Hill in Your Backyard - *The Windsors*, 4901 Henry Hudson Parkway West #2F



Linda Lepson



indoor/outdoor parking. Beautiful retreat on Hudson.

Agent: Linda Lepson, 212-896-8699 (LindaL@argo.com)
Asking Price: \$215,000 **Maintenance:** \$663
Web ID #779335

The Saxony - 67-40 Booth Street, Forest Hills



Grand 1-bedroom at one of Forest Hill's premier co-ops. Large rooms, great closet space, windowed eat-in kitchen with very pretty open views. Huge living room also offers south-facing views. Building has live-in super, laundry on lobby floor and no flip tax. It's close to subways, restaurants and shopping.

Broker: Jodi Nath, 212-896-8696
Asking Price: \$228,000 **Maintenance:** \$546
WEB ID # 763837



Briarwood-139-09 84th Dr # 105
ANYONE? Come See This
Terrific One Bedroom...
Includes All Utilities!

Renovated one bedroom with interesting details. Open California style windowed kitchen (see photo). New wood floors. Granite countertops and new appliances. Great closets, windowed bathroom. An excellent opportunity for a one bedroom. Owner must sell!

Broker: Jodi Nath 212-896-8696 **Asking Price:** \$149,000,
Maintenance: \$587 - **WEB ID** # 721091

Argo Residential Agents

Here are the Argo sales agents who are ready to work with you whether you are buying, selling or renting. Call them to learn about the latest market conditions, get an appraisal of your apartment or to start looking for an apartment.

Karen A. Berman

Vice President, Director of Sales

212-896-8614 - karenb@argo.com

Sheryl Berger - 212-896-8612 - sherylb@argo.com

Jodi Nath - 212-896-8696 - jodin@argo.com

Harold Kobner - 212-896-8632 - haroldk@argo.com

Zhann Jochinke - 212-896-8638 - zhannj@argo.com

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Linda Lepson - 212-896-8699 - lindal@argo.com

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Arline Blake - 212-896-8675 - arlineb@argo.com

Nathan Herber - 212-896-8693 - nathanh@argo.com

Gaspar Batista - 212-896-8691 - gasparb@argo.com

Beth Littman - 212-896-8640 - bethl@argo.com

Jorge Mejia - 212-896-8645 - jorgem@argo.com

Save \$1,000 When Buying or Selling

Residents of Argo-managed properties can save up to \$1,000 in closing costs when using an Argo Residential sales agent.

For more information call: 212 581-9500

Argo Residential Recent Co-op Sales

MANHATTAN

69 Fifth Ave, 2 BR, \$1,100,000, Karen A Berman, V.P.

201 East 18th St, 2 BR, \$842,500, Harold Kobner

140 Seventh Ave 1 br, \$565K Harold Kobner

220 Madison Avenue 1 br \$415K Harold Kobner

220 Madison Ave st \$360K Harold Kobner

333 East 30th, Studio, \$415,000, Sara Davidson

304 West 75th St, Studio, \$327,000, Sheryl Berger

QUEENS

67-40 Booth Street, Studio, \$132,500 Jodi Nath

67-40 Booth Street, Studio, \$132,500 Jodi Nath

140-18 Burden Crescent, Studio \$80,000 Jodi Nath

65-79 Booth Street, 1BR, \$175,000, Jodi Nath

62-54 97th Place, 1BR, \$320,000, Jodi Nath

83-80 118th Street, Studio, \$109,000, Jodi Nath

140-21 Burden Crescent, 1 BR, \$155,000, Jodi Nath

140-21 Burden Crescent, 1 BR, \$156,000, Jodi Nath

62-54 97th Pl, (Rego Park), 1 BR, \$313,000, Jodi Nath

66-33 Yellowstone Blvd. (FH), 2 BR, \$285,000, Zhann Jochinke

65-65 Wetherole St, (Rego Park), 2 BR, \$235,000, Charles Kriegel

105-34 65 Ave 1 bdrm \$168 Zhann Jochinke

RIVERDALE

4901 Henry Hudson Parkway West 1BR - \$165,000 Linda Lepson

5700 Arlington Avenue #10-V Jr. 4 - \$310,000 Linda Lepson

5700 Arlington Avenue #18-R Studio - \$205,000 Linda Lepson

5900 Arllington Avenue #1-L 1Bedroom - \$180,000 Linda Lepson

The Argo Quarterly Market Report

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Karen A. Berman, Vice President, Dir. of Sales

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