

Done Deals The Price Was Right

By Katherine Graham

Sheryl Berger and Harold Kobner, agents at Argo Residential, had a successful apartment sale at 306 West 100th Street thanks to their adept pricing strategy.

“The key to the sales was in the pricing,” they said. They also cleaned and staged the apartment to have it visually ready for prospective buyers.

Although the client wanted to go higher, the brokerage duo set the initial asking price on the two bedroom co-op at \$595,000. The move paid off when 28 potential buyers turned out for the first open house and a bidding frenzy ensued.

“The initial price was set to attract as much traffic as possible,” said Berger. “In the end, the seller received more than he had anticipated, even though initially he had wanted to price the apartment higher.”



Sheryl Berger



Harold Kobner

By setting an aggressive asking price, Berger and Kobner attracted multiple bids and the seller received more than he anticipated.

Ultimately, Berger and Kobner sold the apartment for \$603,000 and wrapped up the whole deal in five weeks. “It would have been faster had there not been multiple bids,” joked the agents.

The 700 s/f apartment enjoyed turn-of-the-century features such as high ceilings and picture moldings, while upgrades included a new windowed kitchen.



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