

James Lane

— Real Estate —

Fall 2022

www.jameslanepost.com



RANDI BALL p. B-4

Photo by Ty Wenzel



26 & 30 Short Beach Road, Sag Harbor
 \$8,499,000 | 7 BR, 6 BA, 2 HALF BA

Just moments from Long Beach, this Sag Harbor gated waterfront compound offers spectacular sunsets and unobstructed views of Noyac Bay, Shelter Island and the North Fork. Situated on 1.2 acres, the property is comprised of two separate parcels and includes a main house, guest house and pool house/garage.

elliman.com | Web# H368983



Brenda Giufurta
 Lic. R.E. Salesperson
 O 631.204.2770
 M 917.693.7078
brenda.giufurta@elliman.com



Ed Bruehl

Team Sportsmanship In Luxury Real Estate

By Ty Wenzel



Photo courtesy Saunders & Associates

Often when speaking with nationally acclaimed brokers, which is a benefit of being on the East End since there are so many here, their advice tends to blend into a similar message that has become *de rigueur* in the Hamptons. Then there's Saunders & Associates' Ed Bruehl. He is a luxury real estate advisor and will tell you exactly what you need to do in every kind of market.

Coming from a finance background, he understands generational wealth and how to grow it. Because of this, he's a god-send for real estate investors in particular. Sometimes it means not selling your Hamptons home, the opposite of what many brokers tell their clients to do. Bruehl is working on how to benefit his client and sometimes that means being a buyer's broker, not a seller's, if it is what needs to happen in order for his client to succeed in the long run. We were fortunate to ask Bruehl the questions that are dominating real estate media and we're grateful that he's always pumped to share his vast wisdom.

Ed, you're originally from California and worked in finance in New York City. How did you find yourself on the East End?

Mariah and I moved to the Hamptons after 9/11 — she helped start a private school and now runs Playful Learning Studio in East Hampton. I feel a deep connection to the land out here. I'm more passionate and satisfied about sharing Hamptons real estate than I ever was selling stocks and bonds. We loved raising our kids on the East End and we're recently thrilled that our second daughter is going to Tulane, after dropping our first daughter off for her sophomore year at the University of Miami. They both graduated from East Hampton High School.

What are you really excited about right now?

I am the exclusive broker for the Water Mill Crossing townhouse development and I am thrilled with the interest so far! Jennifer Wilson and I have done 16 deals — that is a huge amount of business for a new development, which perfectly speaks to my previous comments about the year-round buyer. I've really been getting a clear picture of who the new buyer is on the East End. And, that said, these townhouses are not just beautifully built and conceived — they are a really smart investment, no matter how you look at it. You may regret not looking at this unique opportunity seriously — before we sell them all.

You're known as an advisor for real estate. What are some of your flows, or methodologies, when taking on a home for sale?

I always think of the customer or client's needs or position first. Before anything else, I always consider myself a friend, as I firmly believe that, whether buying or selling a home, great work is only accomplished together. This is a team sport with you and your broker.

Putting their needs ahead of mine — usually makes me more of an anti-broker as I often suggest that they never sell their Hampton Home. The reason I do so is that I believe the underlying asset is more profitable to the family by putting it into an LLC and turning it into a performing rental property. This is one of the best ways to preserve generational wealth and it's fun to build a Hamptons real estate portfolio that earns positive cash flow.

You were in NYC finance — how do you think this helps you as a luxury real estate broker?

I think it helped me tremendously. Granted, it's night and day working in finance in New York City versus selling land and houses out here. I am confident

those skills have helped me on literally every deal I've ever been involved in. I am always thinking and critically, analyzing properties mathematically — exactly like my clients do. It's funny actually, as a majority of the customers and clients I end up working with are either in business/finance and/or have young kids. I think this is because I've raised my kids here and the fact that I have been in finance allows me to think and analyze properties the same way they do. I'm never looking at a property as, "this is a great house for you guys." I'm looking at a property and making sure that the underlying asset will perform. I will analyze the street, the comps, the rent roll, its cap rate on a rental, and any opportunities for improvement that will add to its future value. I treat real estate transactions and ownership more as a performing financial asset than a buy-it-and-forget-it transaction. So, yeah, I am sure that is the financial advisor still in me.

Being contemplative about what we went through during the pandemic, how do you think you grew as a broker through all that?

Covid has changed the East End for the better in multiple ways, here's how: the Hamptons used to be known more for fancy summer soirées and raging share-house parties than as a family-centric year-round community. But that is changing. Or, already changed, depending on who you ask.

As of now, most new buyers are choosing to make their new Hamptons home their primary residence. This is a big pivot and I think only the beginning. Actually, a complete 180-degree turn. The people who are staying after Covid are often people who wanted to live here year-round anyway and now they can — thanks to Zoom or the gig economy. I always joked that "I love to sell luxury bunkers." Now, after and because of Covid, the Hamptons home is no longer second fiddle. It's where people feel the safest. So, indeed the

luxury bunker is now properly supplied for a new year-round lifestyle and I love this reality — even if it makes for more traffic.

Watching the news, there is such an emphasis on mortgage rates and a sense of anxiety around the business right now. Do you think the luxury market will be affected by the news?

This is one of those national data points that I think hold weight in the macro environment, but not necessarily in the Hamptons — especially if you are working with a broker who knows the market and can help identify opportunities within your niche search criteria.

There has been a shift in real estate that it is a commodity, many times purely an investment. With the prices so high, do you think that it's still an investment on the East End or do we wait for prices to settle down?

Never wait and always be watching — the market always knows best. So, know the market. Hone in on your specific niche search criteria and you're thinking long-term. The trick is to stay hyper-attentive to every available offering and those that just went into contract and/or are coming onto the market. The deal flow changes within each hamlet of the Hamptons and during each quarter of the year. If you stay attentive you'll find price reductions or new offerings that will help you find exactly what you are looking for. The goal is to find a deal within your price parameter at that moment in time, and there is always a deal to find. Always. But, you have to do your homework and work with an experienced broker that you enjoy working with. Trust me, it matters!

How do you think this last quarter will close and what

are your thoughts about 2023?

I assume 2023 will have fewer transactions than Covid mania, but don't let the headlines fool you — this market is very active with both year-round rental customers and year-round home buyers. This is a super important data point to understand. It's a very different market out here now with a completely different and very active buyer pool. I do not think this demand goes away anytime soon. That said, sellers will soon be forced to price their houses more realistically since the Covid premium is no more and the buyers want to pay fair market value. Yep, the beginning of the switch from seller's to buyer's market is happening now. I predict that by the end of the year we will be in a buyer's market, as I am seeing signs of some more desperate sellers and the poorly priced sellers are being forced to price properly or they will hear no offers. Such is the real estate cycle. I love it!

How do you facilitate work/life balance? Does it exist?

I've come to the conclusion that I work all the time and I'm off all the time. When I'm in the middle of multiple intense deals I find very little free time — but I always find a way to leave it behind at the end of the day. I am no complainer and I love what I do and who I get to do it with! I will admit that I have some of the coolest and smartest clients who are a joy to work for and with. So, yeah, real estate is a lot of work, but I love to do it!

What are ways that you relax and unwind?

Golf, surf, ski, and long walks with Mariah. Date nights at great local restaurants, of course. Current favorites include, Le Bilboquet, East Hampton Grill, Nick & Toni's, and Bistro Ete.

To learn more about Ed Bruehl, visit hamptonsrealestate.com.

Randi Ball

In It To Win It

By Ty Wenzel

Randi Ball is someone with a very deep understanding of her surroundings, especially the people who orbit her life. Having cocktails in the garden at Dopo La Spiaggia, her life's trials and triumphs included many heartwarming stories that were shared with much detail as we learned her methodologies about getting through many impossible-seeming situations to how she found her happily ever after as a devoted wife, mother, and a dynamo agent at Corcoran. We learned how she navigates the industry with the precision of a detective, uncovering everything that could go wrong and diverting situations that would otherwise derail other agents — ultimately making dreams come true for both clients and customers alike.

Having come from the advertising industry of Madison Avenue, she understands stressful environs. The pandemic, as we all know, brought agents to their knees, while so many demanded homes, some sight-unseen. For Ball, this is where she understands the zone, to prioritize what she needs to do in order to not only get these people into a home, but into their dream home. Why did Ball jump through nearly impossible hoops to help clients and customers when many would have taken anything at the time? Because they will, and have, become repeat clients — but more importantly, she actually cares.

You have so many incredible homes in your inventory while many are struggling to get listings. What is your secret?

My business is based on relationships. My customers that I have sold homes to also become clients when they are ready to trade properties. This has recently happened to me several times. I sold a home to a buyer in 2019 in the Amagansett Dunes and another opportunity came up that was better suited to the family needs so he purchased this one and we sold the other. The home he just purchased was my listing that never went to market as I knew it was perfect for him as soon as I saw it. A property I sold in the Amagansett Lanes in 2020, I just traded as well off market. My customer decided after two years of developing plans and permits that he didn't want to build so now we are looking for a turnkey home to purchase. In both of these situations my customers purchased really well and their properties appreciated even though they bought at the height of the market.

You're someone who dives deep into your client's vision for themselves when selling their home. What is the process?

When it comes to sellers, often I am the second or third agent to inherit a listing. In this case, I dig deep into what makes the property unique in terms of lifestyle and I brand the property to this fact. I need to come in with a fresh perspective and get creative. My background in advertising and marketing has proved to be invaluable to my thought process and understanding human nature.

I believe in selling, not listing. When it comes to listings, I don't accept any properties that I don't believe in at any price point. This approach has provided me with a track record for success. Based on this, I get referrals. I rarely pitch — it's more of a

meet and greet. I work really hard in order to make sure that the process of selling a home is as pleasant as possible for my clients. Emotions run high and managing a smooth transaction is a big part of my service. Empathy goes a long way.

Recently I had two really interesting situations with buyers. One from Los Angeles and one from Florida, who are in contract for significant properties without seeing them in person. Again, it is about relationships. I take the time to really understand my customers and therefore they trust me. They also know that I am very picky and say no to most listings that pique their interest. I never recommend anything I wouldn't purchase myself.

Interesting. When buying a home, what is your methodology for them?

When buying a home I have my customers really try to visualize what they want their Hamptons experience to feel like. It is an exercise that starts our journey together. Are they coming Out East to socialize or relax? Are children a factor and if so where do their friends live? Do they want to be close to town or dream about a big sweeping lawn? Ocean or pool life? I then dive into price point and start scouting. There is a lot of back and forth communication after our first time out together and all the way through to closing and beyond. Quite often, direction changes from initial wants so I always introduce some out of the box options. There are a lot of wonderful spots Out East that may not be obvious options to them or me at first.

You've been around builders for a long time. Does it help you with your business?

My husband is in the construction business so I have a deep breadth of knowledge and a good eye for quality. During the pandemic, I got the itch to gut renovate our home which was a project we did together. I got rid of pretty much everything we own and started all over. Like a new bride! Based on this personal experience I can help my customers see the potential when something isn't perfect.

Speaking of the pandemic, it was truly a career defining moment for my business. I worked 24/7 on rentals and sales. I was grateful to have so much business to keep me busy but was very stressful. I was and still am blessed to have the best assistant and administration team in the business. My family was incredibly supportive and gave me the space to do what I needed to do which was very stressful. Making President's council for this year was the highlight of my career.

What is it about Corcoran that you joined the firm over all the others?

Corcoran was an obvious choice for me and I never looked elsewhere. Coming from the city, I wanted a company that had great networking potential. It was also really important to be part of an organization with integrity. I have been blessed with a manager who always has my back and can motivate me to be the best agent possible. This business is a roller coaster ride. Ups and downs every single day and company support gets me through to the finish line when I need guidance navigat-



ing every potential bump along the way.

With all the panic going on, do you think the news on mortgage rates will affect such an affluent region such as the Hamptons?

The rise in interest rates has not affected my business so far. In fact, most of my recent deals have been cash buyers. There is no better place to put your money than Hamptons real estate if you buy smart. It's all about location. You can also change a house but never the location.

How do you think the market will play out for the last quarter of 2022? Any predictions for 2023?

I think we all feel we are only as good as our last deal. Maybe this is what keeps most of us humble. The fourth quarter has been super gratifying getting all my hard work from summer showings into contract and closed. Work always comes first during the summer months. In terms of what will happen in 2023, it's always hard to predict. I just need to keep focused and do the best

I can for sellers and buyers and keep evolving to provide the best experience possible. In terms of growing my own personal business it circles back to nurturing existing and new relationships equally.

Do you ever miss the city? If so, what about it do you miss?

I have lived Out East full time for thirteen years and never miss living in the city. In fact, I never see myself living there again. Amagansett will hopefully always be home base. I have everything I need here. My family, amazing friends, a career I love, and the beach. What is lacking I can find online. I am an expert online shopper!

What brought you to the Hamptons exactly? Did you summer here?

I have been coming out here since high school "to play" and knew back then having my own home here was going to be a major life goal. I purchased my home in 1999 as a second home and after several renovations it is so good. While we left

the city originally due to financial difficulties — lemons turned into lemonade. I reinvented myself into a happier person. I walk my dogs down to the ocean every day and feel a sense of peace I have never felt anywhere else. It has been the most magical place to raise my two sons who are now 14 and 18. I feel truly lucky to have been ahead of the curve in making this beautiful part of the world our family home.

What does work/life balance look like for you?

As for work/life balance, the choice is not often mine to make. When the opportunity arises to sell a house or find a house, it takes priority. There is no choice for me. As one of my favorite clients always said, "We are in it to win it." Whenever possible, I love to exercise and spend time with friends. I have great friends! I love to read, watch a lot of television (I am a content junky) and have a bit of the travel bug. My older son is studying in Paris for a year and I plan to take full advantage of the situation.

To learn more about Randi Ball and her incredible inventory, visit corcoran.com.



Hamptons Commercial Real Estate Team

#1 COMMERCIAL REAL ESTATE TEAM IN THE HAMPTONS

Unique Commercial Opportunities



HIGH-PROFILE INVESTMENT OPPORTUNITY | 19,500 square foot site on a shy 3-acre parcel in Southampton, NY
The most traveled intersection in the Hamptons. AAA international tenant has been secured for a long-term lease.



RARE HAMPTONS SHOPPING CENTER | 29,500 square foot compound on 3.6 acres in Water Mill, NY
6 buildings with 14 units that are fully leased. A complex that cannot be duplicated on the East End.



HISTORIC MIXED-USE PROPERTY | 4,000 square foot site on Sag Harbor's Main Street
Renovation of the building is second to none. Lower level retail store with a 3-story residential unit above.



ICONIC NORTH FORK RESTAURANT | 2,640 square foot complex with water views and residential cottages
2 Adjacent Parcels facing the water. Restaurant & Residential.

Hal Zwick, Jeffrey Sztorc, Licensed Real Estate Salespersons. Real estate agents affiliated with Compass are independent contractor sales associates and are not employees of Compass. Equal Housing Opportunity. Compass is a licensed real estate broker located at 90 Fifth Avenue, 3rd Fl, NY, NY 10011. All information furnished regarding property for sale or rent or regarding financing is from sources deemed reliable, but Compass makes no warranty or representation as to the accuracy thereof. All property information is presented subject to errors, omissions, price changes, changed property conditions, and withdrawal of the property from the market, without notice. To reach the Compass main office call 212/913/9058.



Expertise • Integrity • Results

Representing both buyers and sellers for all ranges of commercial real estate.

Hal Zwick, Licensed RE Salesperson
hal.zwick@compass.com • M: 631.678.2460

Jeffrey Sztorc, Licensed RE Salesperson
jeffrey.sztorc@compass.com • M: 631.903.5022

O: 631.324.1700 | @hamptonscommercialre | hamptonscommercialre.com

COMPASS COMMERCIAL



JLP Snaps

Dr. Barbara Sturm, Sally Singer, and Kate Hudson co-hosted an intimate dinner to celebrate the launch of Dr. Barbara Sturm on Luxury Stores at Amazon at Shou Stigi Ban House in Water Mill. Photo by Neil Rasmus/BEA.com



LilaNur Parfums, a luxury fragrance house from India, unveiled its majestic scents and all-infusions at the Madoo Conservancy on Wednesday, August 31, above, Hannah Sharma. Photo by Patrick McMullan/PMC.



On Sunday, September 4, Bumble, Roy's, and The Flower Shop joined forces to throw a buzzy "Catch or Release" sunset party with music, drinks, and performances at Robert's in Montauk. Above, Oli Benz. Photo by BEA/Madison Feeder



Southampton Arts Center held its largest benefit and culinary arts festival, SummerFest, on September 1. Grammy Nominated singer Kelis performed. Photo by BEA



The Horses Changing Lives benefit for The Center for Therapeutic Riding of the East End (CTREE) was held on Thursday, August 25, from 6 to 9 PM at Sebonack Golf Club in Southampton. Above, Audrey Dispigna, Liz Fine, Kyle Czepiel, Jean Weinberg, Blake Hallinan, Clare Hallinan. Photos by Rob Rich/SocietyAllure.com



Guild Hall's "Swept Away: Love Letter to a Surrogate(s)" made its premiere at Main Beach in East Hampton on Saturday, September 10. Above, artist Bastienne Schmidt. Photo by Rossa Cole



The Blue Dream Gala honoring Seleni and The Retreat was held on August 27 in Southampton, hosted by The Greek Orthodox Church of the Hamptons. The event featured a performance by Antonis Remos. Photo by Rob Rich/SocietyAllure.com



Christopher Burch opened his new Water Mill residence for a Young Scholars Concert by the Lang Lang International Music Foundation on Saturday, August 27. Above, Amy and Pratik Patel, Christopher Burch. Photo by Richard Lewin



The Ellen Hermanson Foundation held its annual Summer Gala Benefit on Saturday, August 27, from 6:30 to 10 PM under the stars at Hampton Racquet in East Hampton. The foundation honored Ingrid Arneberg, and recognized in memoriam the late Emily Levin, co-founder of The Ellen Hermanson Foundation, for their extraordinary commitment to the East End. Above, Jean Shafiroff, Julie Ratner, Ingrid Arneberg. Photo by Barbara Lassen



LongHouse Reserve in East Hampton hosted its annual Opera Al Fresco on Sunday, September 4. Artistic Director Emerita of the Opera Orchestra of New York, Evee Queler, brought a cohort of musical talent to LongHouse for the community to enjoy on this late summer evening. Soprano Kirsten Chambers, baritone Stephen Guenther, and pianist Douglas Martin performed classics. Photo by Richard Lewin



To celebrate their 122 years of programs for children with physical disabilities, Southampton Fresh Air Home held its inaugural Concours d'Elegance benefit. Above, Marco Andrus and Mary Unsworth. Photo by Rob Rich/SocietyAllure.com



The Hamptons Cannabis Expo, founded by lawyer and businessman Gary Bierfriend, took place on Saturday, August 20, at The Clubhouse in East Hampton. Above, Bierfriend with Tremaine S. Wright. Photo by Rob Rich/SocietyAllure.com



Since 1983, the Montauk Fire Department's Big Bucks Bonanza has given away 1,641 prizes totaling \$4,955,500 in prize money. Sunday, September 18, was the big drawing and feast at Montauk Firehouse. Photo by Richard Lewin



Ashley McGee Yoga and the Surfriider Foundation hosted Yoga + Surfers + Arts on Thursday, September 15, at Hero Beach Club in Montauk. Photo by Wil Weiss



Hudson's Helping Hands held its second annual An Evening Under The Stars benefit on Friday, September 9, at The Crow's Nest in Montauk. Above, Kristen and Augie Teodoro. Photos by James Bayrami/Pat Irwin



Global Strays, an organization that aims to reduce the suffering of animals in impoverished regions globally, held its fourth annual benefit, Educating the Next Generation of Animal Welfare Advocates, on Friday, August 26, at NALA Hamptons in Southampton. Above, Pamela O'Connor, Lucia Hwong Gordon, Jean Shafiroff, Elizabeth Shafiroff, and Janna Bullock. Photo by Patrick McMullan/PMC

Your Waterfront Sales Specialist



Waterfront Beauty

Gorgeous panoramic water views defines the concept of dreamy living. Upon entering this home, attention is drawn to the great outdoors, with sliding glass doors leading to a spacious outdoor deck, perfect for dining or entertaining waterside. The split level floor plan offers a well equipped versatile kitchen, cozy dining nook, living room, 4 bedrooms, and 2 luxurious baths. This home's sense of calm is perfectly in keeping with its idyllic waterfront setting. Impeccably positioned just three miles to Southampton Village and beaches, near to all of North Sea's pristine bay beaches. \$1,500,000 | Web# 891463



Under Contract

This beautiful property offers an enviable water's edge lifestyle. Offering private water access, breathtaking views of Shinnecock Bay and 160' of grass leading to the water, this property boasts a premium waterside position. With glimpses of the bay from nearly every room, the layout includes 4BRs, 2.5BAs, open and airy living space, true chef's kitchen, eat-in kitchen, formal dining room, living room, office, covered porch and attached 2-car garage. Last Ask: \$1.955M | Web# 887840



corcoran

Connecting buyers & sellers with everything Hamptons

Cynthia Kolbenheyer

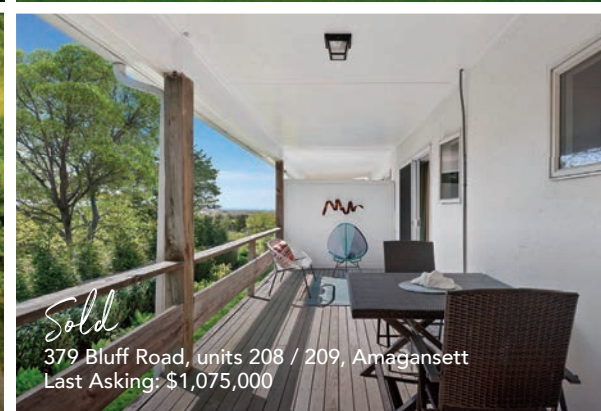
Lic. as Cynthia J. Finkel Kolbenheyer
Licensed Real Estate Salesperson
m: 631.804.9818
ckolbenheyer@corcoran.com





Water Mill New Construction

\$4,650,000 - Recently completed in Water Mill. Stunning new construction on a beautifully landscaped shy acre. 4,535 SF includes 5BR, 7.5BA, primary suite overlooks the heated gunite pool with water feature and bluestone surround and patio. Additional 1,900 SF lower level can be customized to suit your needs. Ideally located in close proximity to both Southampton and Water Mill Villages. Web# 890238



Be where you want to be.

Consult with a seasoned, community-oriented broker who knows your neighborhood.

For over two decades, I have been fortunate to call the Hamptons my home. Working in real estate has allowed me to share this vibrant, year-round East End community with each of my clients, and has introduced me to meaningful local organizations that I am proud to support.

Successful, because I know the Hamptons. Let an expert guide your next investment.



corcoran

Mary K. Slattery

Licensed Associate Real Estate Broker
m: 631.375.9943 | mary.slattery@corcoran.com
@slatteryhamptons

Realty Brokerage Group's Top 1,000 Sales Associates
Member of Corcoran's Multi-Million Dollar Club

Ranked among the top 1.5% of real estate professionals in the United States by America's Best*

