

James Lane

— Real Estate —

July 2023

www.jameslanepost.com



RYAN SERHANT

Ryan Serhant

Real Estate Phenom And Champion For Agents

By Ty Wenzel

There are seismic real estate industry disruptions on the East End that are memorable — the transformative forces include 9/11 and the recent global pandemic. The pace is punishingly relentless, leaving the industry in a perpetual state of whiplash, as months or years pass before we fully grasp the impact of each disaster while witnessing record-breaking sales as throngs move here to shelter storm after storm.

Several agents came of age during this time of seclusion, some rocketing to stardom to become household names. Ryan Serhant is one such phenom that rose exponentially from the ashes of Covid, but his story really started during the financial crisis of 2008.

Serhant was an actor trying to make ends meet living in New York City like millions of others. “I am incredibly, incredibly lucky. I’d spent my whole life up until I got into real estate preparing and training to do theater, film, and TV,” he explained. “I was an actor. That’s the whole reason that I moved to New York City. I was trying to work on Broadway and then I ran out of money. So I got into real estate because it was that or wait tables. I got addicted to it when I had paid my month’s rent and it was only April 5. ‘Holy moly,’ I told myself, ‘what happens if I went to work for another 25 more days?’ I could pay even more rent. I can pay next month’s rent. And then the next month’s rent, and the next month’s rent — insane. The acting business is brutal, right? It’s rejection 99.9 percent of the time. Real estate is rejection only 80 percent of the time. For most people that don’t come from an acting background, 80 percent of the time is brutal and so they quit. But for me the odds were improving.”

He was no longer nervous about money and didn’t have to worry about the rent anymore. Every actor knows what that life is like.

Regardless — television found him.

“In early 2010, I went to an open casting call for real estate agents in Times Square. That was it. It took nine months after that,” he elaborated on how he was cast in Bravo’s “Million Dollar Listing New York.” “We started shooting at the end of the 2010 and I don’t think I really knew exactly what I signed up for. TV shows come out all the time, and you’ve no idea what they are or how they’ll do. Ours just happened to work and it put me on an international map that I never could have paid for.”

However...

It didn’t help him close real estate deals at first. He said that no one picked up the phone and called him the day after it aired. “When was the last time you reached out to somebody else on TV? You don’t watch the Kardashians, pick up the phone and say ‘Hey Kim, last night was crazy, huh?’ That just doesn’t happen,” he said with a serious air. “I thought that’s what was going to happen and it did not. But what it did do was to enable me to open more doors — the cold calling, cold emailing, knocking on people’s doors and all the methods that realtors utilize... I just had a new hook. I could use the TV show and I could use the exposure to generate more business, but I still had to go get it.”

We ask if the pandemic had been the catalyst for bringing his brokerage to the Hamptons, like several others that now have outposts here, but Serhant

wasn’t having any of it, declaring that he had been thinking about it for years. He opened his Hamptons branch in April 2022.

“I knew the Hamptons was an important market for us when I got into the business because I saw all of our alliances leave in the summers and go out East. I remember in 2019, I sold the most expensive house that entire year in the Hamptons in Bridgehampton for 40 million dollars,” he reminisced. “The East End has always been an amazing market — it’s a primary residence market plus a secondary market. It’s a region where you can have your third home, where people go to relax. It’s a beautiful environment, great restaurants, great socializing, great beaches. The North Fork is also a great market and currently we’re opening shop on the South Shore of Long Island.”

Serhant’s two-and-a-half-year-old brokerage broadened into six new markets along the East Coast in March of 2022. That includes Pennsylvania, Connecticut, Florida, New Jersey, South Carolina, and North Carolina. “We announced the Hamptons in April last year. Last summer, we had a cool fun, big launch party. It’s been a lot of fun since my initial markets opened,” he continued. “We’ve grown though, announcing our opening in six different states that are on the East Coast that are all strong feeder markets for our core business — growing out of New York, to start, as we grow and become more of a national firm. And then eventually an international firm.”

When asked about the specific regions, some were surprising and he dove in. “So Philadelphia, for example, Pennsylvania, right? Pre-Covid Philadelphia was the number one market for New Yorkers to move to if you just look at the stats — you would probably say it’s Miami, right? Maybe you would say Long Island or New Jersey. If you look at the statistics, Philadelphia was number one and so it’s always been kind of on our trajectory. Parts of Pennsylvania are closer to get to by car than the Hamptons. You’ve got a great housing situation, a great living situation, a great job market, and it’s an easier drive than most of Long Island and definitely the Hamptons.”

Serhant continued, “New Jersey — we already do a lot of business there. We have a new development we’re bringing to market right now, in Jersey City that’s a really cool project. A lot of our clients obviously live in New Jersey already and they buy and sell New Jersey and New York City. And we have a lot of clients from Brooklyn moving to New Jersey. Connecticut — obviously, the same thing. In Connecticut when we started the company we listed a property in Greenwich for 10 million dollars, and I jumped in the swimming pool in a full suit to make content for it. Someone saw that video and bought it for nine million bucks in the end.”

During the pandemic he saw a lot of people had moved out of New York to other regions such as North Carolina and South Carolina. He wanted a presence there after being told by developers that it was difficult to build in New York City. “New York is so anti-business and anti-development, especially during the pandemic? Their projects totally stalled. Also high interest rates, thanks to the Fed, and so you’ve got a situation where New York City makes it so hard for them to borrow money and build business,” he explained. “Where do I go? I’m going to Raleigh, right? I’m going to Bluffton and I’m going to do multifamily in a way that’s



Photo by Ty Wenzel

never been done before. North Carolina and South Carolina were next. And then, obviously, Florida — I’m going to go to Miami, Tampa, right? I’ve done a lot in Florida, up and down the East Coast. One of our agents just opened our market in Delray. He just opened the office this morning.”

When others are not invested in certain regions, Serhant is paying attention. He’s following the volume, and asking where the population is buying and selling. “Where can I provide the absolute most value?” he asks. “Eventually, my goal is to be everywhere. But I like markets where my major competitors, who are heavily funded, are not paying attention because they think the market is too small — I look at it as the exact opposite. I think those are great markets to be in.”

Serhant attracts a devoted following of agents and brokers alike with his magnetic presence. His adept utilization of social media platforms such as TikTok, where he has 703k followers, and Instagram, boasting an impressive 1.8 million followers, reflects his pioneering spirit and unwavering commitment to advancing his trade through innovative means. Between creating anecdotal fun stories about his travels, family, and work, he promotes his real estate school, Sell It Like Serhant, on a separate account with 77,600-plus followers that provides a mastermind summit, courses on negotiations, industry newsletters, and a global referral network. He says he meets a lot of salespeople through his education business, which has surely converted into agents for his offices. He has developed a famous on-boarding process that is in-depth with their Chief Technology Officer, a self-proclaimed “tech nerd” named Ryan Coyne. He developed systems for AI integration and even a Serhant Universe — a metaverse world where clients and students can come over

and explore the Serhant world digitally.

The on-boarding process of learning the system can be a learning curve but the goal is to help agents focus on what they do best. “It is not the agent’s job to be tech-savvy, that’s our job. Their job is to sell homes. We want to be the wind beneath their wings, not the tech that’s in their way, you know?” said Coyne. This includes training materials for the CRM and marketing toolkit, the Viva platform to send praise to colleagues, a productivity tracker, and even recommended playlists.

What Serhant does masterfully is he stays ahead of the curve technologically and he is leveraging it all to grow not only his own business, but his agents’ businesses — something he is passionate about.

“We met amazing teams and independent brokerages that we brought under the platform, all through education. Unlike some of my competitors, who are buying their way into the market, we’re earning our way in targets,” he explained. “It is an online education platform for sales training. There are multiple courses, hundreds of hours of content, live webinars, full-time personal coaching, mentorship, brand strategy, templates, webinars, guides — everything, you name it, for salespeople, led by sales people. Sell It Like Serhant is the platform that I needed coming up. Not a sales training led by somebody who last sold something in 1985. In the same way that Dawn Watson, one of our Hamptons agents, and I can talk about a deal and I know exactly what she’s going through because I’ve gone through it or I am going through it. I know exactly what it means to prospect. I know exactly what it means to also lose deals. I know what it means to have a great month and then to have a bad six months. Whereas a lot of my contemporaries, other CEOs of other companies, whether it’s brokerage or education, they think they know but

they really have no idea. They’re just fund managers or they’re just CEOs but they’re not really in it because they’ve never really been in it.”

Serhant explained that they have six million followers and subscribers across social media platforms and that number is growing every day. They also have TV shows, books, a podcast, and other platforms that he produces “all to the benefit of the agents that are here.” He is generating business for his agents and helping them grow their brand personally.

“If you don’t have a CEO who’s out there every day, generating business for you and helping you grow your brand, why are you there? It’s like going into battle without a general. I’m running out there by myself every day, not hanging out in Florida on a boat,” he expounded. “I worked for somebody like that and I will never be that person.”

He believes that real estate is not as inclusive as it should be. “We have a core desire to build the most inclusive and diverse company possible, not just racially diverse, but also ability diverse. I’ve given speeches before and talked about my excitement about metaverse technology and our virtual workspace not as a place that’s going to change the way people live their life every day but it could change the way a quadriplegic could become a real estate agent, or the way an amputee coming out of the Army to no longer feel insecure or self-conscious because they get to look like whoever they want, whenever they want. They can get on any device and sell real estate anywhere in the world,” he said.

Ryan Serhant is a young man, husband, and father growing a business with what feels like passionate integrity — and a champion for the agent who is willing to learn and work hard. Just like he did himself.

New to the market with the Elkin Team.



148E North Ferry Road, Shelter Island
3 BD | 3 BA | Waterfront 1.8 Acres | \$3,150,000

This striking post and beam construction sits on serene 1.8 acres overlooking Gardiners Creek and Sylvester Manor. With incredible privacy and ample room for a pool and accessory structures, the property is perfect for indoor/outdoor lifestyle and entertaining.



315 Maple Lane, Southold
4 BD | 4 BA | .53 Acres | Pool | \$2,995,000

Sprawling and stylish on one of Southold's most desirable tree-lined streets, this stately, renovated four-bed, four-bath home blends the best elements of traditional architecture and craftsmanship with modern convenience and luxury.



123 Sterling Avenue, Greenport Village
1, 2 & 3 Bedroom | Private Boat Slip | \$995,000 — \$1,685,000

Perched above the water with expansive views of Greenport Harbor and Stirling Basin, 123 Sterling offers modern luxury on one of Greenport Village's most beautiful streets. Each unit includes a private boat slip, dedicated indoor and outdoor parking spaces, in-unit laundry, and ground floor maritime space with a half bath. Four blocks from the center of the village commercial district with shops, restaurants, and galleries. Great proximity to Jitney and LIRR for easy access to NYC.



North Fork's #1 Team by Volume and Transactions*

WORK WITH THE BEST.



THE ELKIN TEAM
North Fork Founding Agents
Licensed Real Estate Salespersons
@northforkgrown

BRIDGET ELKIN
bridget.elkin@compass.com
M: 516.330.6086 | O: 631.629.7675

ERIC ELKIN
eric.elkin@compass.com
M: 315.521.4669 | O: 631.629.7675



The Elkin Team is a team of real estate agents affiliated with compass. Compass is a licensed real estate broker and abides by Equal Housing Opportunity laws. All material presented herein is intended for informational purposes only. Information is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description. All measurements and square footages are approximate. This is not intended to solicit property already listed. Nothing herein shall be construed as legal, accounting or other professional advice outside the realm of real estate brokerage. *As per 2023 Real Trends rankings.



Photos courtesy Caleb Simpson

Caleb Simpson

The Inquisitive World Of The Apartment Guy

By Ty Wenzel

Caleb Simpson is an intrusive legend in the best way. If you follow social media, you'll recognize the voice that blurts out, "Hey, how much do you pay for rent?" The subject often appears surprised but answers. Simpson then asks, "Can I get a tour of your apartment?" After a few pauses in between ummms and ahhhs, we are suddenly thrust into an apartment getting a grand tour whether it's the size of a closet or a penthouse. The pièce de résistance is when he throws himself onto their beds. Of late he "bumped into" Barbara Corcoran and we got a coveted tour of her stunning New York City apartment. He's also interviewed Ryan Serhant, Scarlett Johansson, Steve Madden, and others. Simpson also has a few sub-series that include, "What's the best pizza in New York?" and giving free rides to people in a car that is recorded — such as the one where he cruised around with Jared Leto. On Instagram, he is followed by 1.4 million people and on TikTok his fanbase passed 7.3 million.

You have been warned — it is addictive.

"I thought a camera could change my life where I could see new worlds and new avenues," said Simpson, explaining why he took this path. "It's been a long journey of exploring, working with YouTubers, people in the music industry and Instagrammers — then TikTok rolled around, and I was early to that."

A friend gave him advice saying that the sweet spot was making content that he would himself want to see. "I saw these street style interviews and I wanted to see more of these people's lives and the context behind the human," he explained. "So I began asking people in New York what their favorite pizza in New York City was

and then I would go review the pizza. That series did really well. But it's hard to scale pizza, you know? Then I wanted to interview people as well with that. It was when I saw an interview of someone interviewing people in New York asking how much they pay for rent? What's the most expensive thing in your home? What do you do for a living? How much money do you make? I had a lightbulb moment. What if I asked to go in this person's home to see their most expensive thing. That's how it started."

In the beginning he would walk around New York City and ask people if they'd let him in. He said the day felt defeating because he was sure it was a great idea, but he was getting denied. "I was just getting denied, but then what was interesting is that I released those clips of me interviewing people and getting their number and them saying no — and those clips went so viral," Simpson said, still surprised by his success. "Suddenly people were like 'I saw you on TikTok' and I was finally getting access. They began asking if I could come over and have a tour and I never experienced that before. I realized, oh wow, this is a moment."

Simpson's street-vibe content has a natural reality TV bent that has not escaped him. "There is a lot of conversations around a docu-series. It's hard to see those things get across the finish line and that's what I love about social media. You can just have an idea and you can go and execute on it," he said about the possibilities. "For instance, I really look at my social media channel as a variety interview show. For example, some celebrities are very private people and they don't want to show off their home. So I said, 'Oh, I need to create other options for them similar to how James Corden would do on his Late

Show.' I thought to bring back the pizza reviews and I'll review pizza with celebrities and then I thought of 'Cash Cab' which was such an amazing show. Let's bring that back."

The level of celebrities that he's been able to interview seem impossible to "bump into" on the streets of New York City. "It's not a very fun answer. So with the higher profile interviews, it's very much a work in progress on who would feel comfortable doing it. It's a lot of connecting with people. I'm always going to events, showing face because a lot of people have seen the series but then it's about connecting the dots for them and whether it makes sense for them to be on the show or not," he said.

"I'm in conversations with maybe 30 people right now but it's timing people who are so busy. They ask themselves, does it make sense with our careers right now? With Barbara Corcoran, she has a beautiful home. It was actually really funny because when I was talking with her and her team after because it went crazy viral. She was mind-boggled by the experience. To take a celebrity or TV personality and explode their world. Yeah, it was really fun and we're actually doing a follow-up video with her. I think what's more fun for me is meeting everyday people anyway."

His show has gone international with his wall peppered with interviews visiting homes in Europe and Asia. "I've been to Hong Kong, Japan. I was in London and then Paris and Santa Monica — I think that's where I've been so far this year. It's just interesting because I kind of, as funny as it sounds, I follow my gut and intuition of what excites me. I'll ask the audience what's interesting for them," he explained. He goes by instinct because as a creator who does everything — boots on the ground, shooting the video, editing said video, the outreach, the travel — if he's not "leading with a gut feeling of excitement" then he doesn't believe that the passion he's put into any of the series will shine through. "A lot of times, I'll just go into a city, blast out a message and start messaging some friends, and ask if they know anyone in the city I'm in. They come back with 'Oh, I know this person who lives here.'"

There are stories that stay with him. "There's this girl who told me she paid \$25 a month to live in Los Angeles. I said there's no way this is real. We followed up with each other, which typically doesn't happen, and we met up. She was in the foster care system and was on the streets for a long time. She won a lottery spot in the low-income housing in LA. So she

really lives in this nice apartment for \$25 a month. Her life story stayed with me, and it's just so fascinating, honestly, inspirational to sit there and shout them out about their lives and what they've gone through," he said.

"She needed money to finish college and had one semester left, and she told me she wanted to move out of that low-income housing to give it to somebody else. She said, 'I'm trying to get a job so somebody else who needs this more can have this home.' And that touched my heart so much that we did a GoFundMe and raised the rest of her money for her college education. It's stories like that — I'm getting chills."

Simpson was a homeschooled, sheltered child. The outside world was mysterious and the internet appealed to him. He played around with sketch comedy, photography tutorials, and even built a media company. He was stacking all of his knowledge within the video medium on

the internet. He had a little bit of success but nothing to the level of his current social media presence.

"It's about the people and their space because when you walk into somebody's home — it tells such a story. It's the most intimate part of people. That's where they feel most comfortable opening up," he explained. "I've always been really curious about that mainly because of my background — homeschooled and one of nine kids. I grew up in a very closed-off environment. As I learn to explore the world, I am very curious about how other people live and how they operate."

When asked about what the future holds for him, he compares his life to getting into the big league and he's in his rookie season. "I've been doing this for eight months," he says, much to our surprise. "There's so much to build, but really I just position myself as an interviewer and host. That's why I keep on building out these interview shows on my social media channels and I look at late-night as a great example. And I think Hollywood is changing; it's interacting more with social and there's more of a crossover between us caring about celebrity culture and then how we care more about real humans. So I'm just trying to combine all those to keep it entertaining and fun."

Listening to social media stars with millions of followers predicting the future of entertainment success is a no-brainer in this day and age. Simpson thinks that TV and movie stars will come up off social media and the volume of likes is nudging their success. Consider in May that Elle Fanning said that her social media numbers cost her a "big" movie role. Warner Brothers produced "#IMomSoHard" as a TV Special on Amazon Prime.

Simpson says, "All these kids who are blowing up, you can't really book any shows or anything without having a social media presence. The biggest stars in the world will have a presence online, if not already. It's very fun and exciting and I'm going to be playing in this world until I'm at least 50 years old for sure, so I'm trying to develop series I'll be interested in for that long-term vision."

We couldn't resist asking Simpson what he pays for rent. "\$6,300 a month — I have roommates and I pay \$2,800. It's in Vinegar Hill, Brooklyn next to a dump truck."





East Hampton

New Construction | Designed by Architect Thomas Heine | Built by Abstract Builders | 6 Bedrooms | 6 Full & 2 Half Baths | 7,036 SF | 1.03 Acres | Finished Lower Level Covered Porches | Heated Gunite Pool | Pool House | 2-Car Garage | Price Upon Request | Web# 891330



Amagansett Dunes

Fresh Renovation in The Dunes with Ocean Access | 4 Bedrooms | 2 Full & 2 Half Baths | Modern Kitchen with High-end Appliances | Primary Bedroom with a Private East-facing Balcony and Luxurious Bath with Radiant Floors | Roof Top Deck with Peek-a-Boo Ocean View | Gas Fire Pit | Outdoor Shower | Price Upon Request | Web# 424013



Rental East Hampton Village

Blending Style & Sophistication with Ease & Tranquility...this is one to see! 6 Bedrooms | 8 Full Baths | 6,050 SF | Finished Lower Level | Chef's Kitchen | Heated Gunite Pool | Various Dates Available | Web# 898623



Rental Water Mill

New, South of the Highway Modern Farmhouse | 6 Bedrooms | 8 Full & 2 Half Baths | 9,000+ SF | Eat-In Kitchen with Breakfast Area | .92 Acre | Heated Gunite Pool & Spa | Various Dates Available | Web# 887073



corcoran

Randi R. Ball
Licensed RE Salesperson
m: 917.599.7555
rrball@corcoran.com

2021 President's Council
2022 Platinum Council

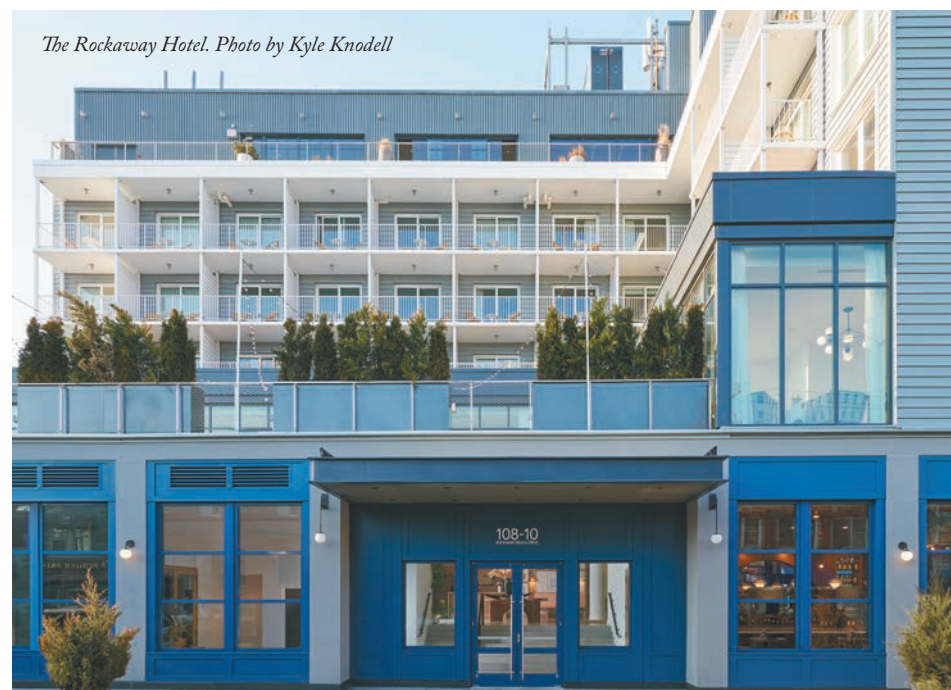


SCAN to learn more

Jon Krasner

Adding Social Action To Luxury Hospitality

By Ty Wenzel



Jon Krasner is a quintessential New Yorker whose name is making waves in the real estate industry. As a Partner at 7G Group / 7G Realty, Krasner possesses a unique perspective that sets him apart from the crowd. But it's not just his keen eye for emerging markets that makes him stand out, it's his ability to uncover hidden gems with untapped potential, often overlooked by others.

With a knack for spotting neighborhoods with genuine character, Krasner consistently achieves remarkable success rates. His portfolio — which includes almost 20 properties in New York, Miami, Watertown, Phoenix, and Nashville — is a testament to his commitment to mirroring the vibe of each location he invests in, ensuring that the essence of the community remains intact even as transformation takes place.

One notable example of Krasner's visionary approach is his role as the Managing Partner of The Rockaway Hotel + Spa, nestled in the heart of Rockaway Beach in Queens. Krasner envisioned the area's potential as a premier destination. He set out to create the first upscale hotel in the area, injecting a level of investment unprecedented in recent history.

But Krasner's ambitions extended beyond mere brick and mortar. His strategy encompassed a deep understanding of the power of community engagement and brand-building. The local community became an integral part of the hotel's journey, their voices shaping its architectural and design decisions. The result? A convergence of luxury and local authenticity, breathing new life into the neighborhood.

Even the challenges brought forth by the Covid-19 pandemic could not dim the allure of The Rockaway Hotel + Spa. Since its grand opening in September 2020, it has emerged as a community hub and lifestyle haven, becoming a go-to destination for both residents and travelers alike.

Krasner's endeavors, which also include Hero Beach and Shagwong Tavern in Montauk, continue to redefine the possibilities within the real estate industry, one vibrant location at a time.

Jon, you have an impressive portfolio of award-winning developments across the country through the 7G Group. What is the 7G Group exactly?

7G Realty is a boutique firm focused on investments, real estate, and social action-driven projects. We prioritize investing in real estate and working with partners with a clear mission to create change and positive impact by addressing neighborhood demands and today's pressing issues. We're committed to community-focused

projects that uplift the surrounding area through commercial and lifestyle needs.

Co-founders of 7G Realty Charles and Michi Jigarjian are my longtime friends and business partners. We each bring something different to the table, but at the end of the day, we love a blank canvas, especially industrial properties that are large warehouses. They are art pieces, allowing us to illustrate and ultimately create a masterpiece.

What's the investment structure, in that is there an exit strategy in place once you have built out a project or are you building the portfolio indefinitely under the 7G Group?

Our philosophy is to buy properties and invest in them long-term. We pour assets into great locations to build up the surrounding community. We strive to be thoughtful developers who learn from the area's residents, welcoming their first-hand input. The goal is not to flip properties and sell to the highest bidder. We seek to help communities in markets with an existing pulse grow, pushing them to reach their full potential and flourish alongside them.

A few projects, including Hero Beach Club, are outside of 7G Realty. I bought, repositioned, and developed Hero Beach Club eight years ago, which helped create the idea behind 7G Realty — being in tune with the destination. We are not short-term investors — we want to feel the neighborhood, get to know them, and do many projects within.

The business model of Shagwong, also separate from 7G Realty, is a perfect example of my approach to hospitality. I was up against other bidders who had plans to completely remodel the place, transforming it into something not wanted by the community or authentic to Montauk. I wanted to come in and lift the place while maintaining and celebrating its storied history, ultimately leading to me being the owner today.

We've heard Hero Beach Club in Montauk may be on the market. Is this true?

Hero Beach Club is not on the market, and we have no plans to sell the property. It's a fantasy acre of land, standing at the gateway to Montauk right off the gorgeous beach — why would anyone want to sell that? Plus, I have to provide employment for all of my friends' children.

Tell us more about Rockaway Hotel + Spa. You won The Urban Land Institute's Excellence in Hotel Development award in 2022?



Being recognized for meeting the needs of New York and the diverse communities the hotel encompasses is an honor. Throughout the building process with Morris Adjmi, we were mindful of the history and existing framework of the beachfront neighborhood. The diverse bungalows throughout the Rockaways were an essential reference for the hotel's exterior. The hotel's height was purposely set so it didn't outweigh the houses nearby, while the colors were chosen to complement their existing palettes and forms.

The Rockaway Hotel + Spa, an urban beach getaway for surfers and cultural enthusiasts, opened in the summer of 2020 in Rockaway Beach. Built with a deep commitment to honor Rockaway's vibrant culture, the hotel is an inclusive space activated year-round through social impact initiatives and arts and cultural programming — core tenants of the hotel's ethos. The hotel offers a respite from the city bustle through a modern-day retreat to the Rockaway peninsula. Ushering in a new wave of visitors to the destination, The Rockaway Hotel celebrates the legacy and hospitality of one of New York City's most beloved beaches.

What was it like opening The Rockaway Hotel at the absolute height of the pandemic, pre-vaccines?

It was not what we had envisioned, but we had no choice, and we had to maneuver it as best we could. Everyone came together as a team, and our builders, Ben Igoe and Sam Provisero from CTS Builders were incredible and did the job. The hotel offered hope to the neighborhood during such a tough time. With several outdoor venues and spaces to gather at a distance, the hotel became a community hub long before the elevated programming you see today existed. People crave connection, and our hotel gave them a space to do just that.

The interior is just stunning. Who was the designer?

Curious Yellow, the design team behind The Rockaway Hotel, was influenced by the hotel's setting and the existing soul of the destination. A combination of relaxation and playfulness, the space is designed to capture the crossover of the beach town with city energy. They used teak, linen, and wool to create a retro and calming atmosphere while capturing

the outdoor vibe through natural wood paneling and a minimalistic Scandinavian design, complemented by light colors and one-of-a-kind art pieces curated by Michi Jigarjian, Managing Partner and Chief Social Impact Officer of the 7G Group and The Rockaway Hotel + Spa.

It's very high-end and gorgeous. Are you worried about the gentrification of the area? How are locals responding?

There is a sensitive way to do everything. Just because it is an upscale property does not mean it's a place only for those who only like luxury. The Rockaway Hotel is designed to cater to different types of people across all price points. Whether you're looking to grab dinner, enjoy a spa treatment, lay out by the pool, host a wedding, go surfing, or spend the night away, you name it; we have an approachable model that caters to everyone. We ensure that our service quality reflects our standards and that all guests feel welcome.

We are building with the community, not the bank, and that's a crucial point we share through our give-back initiatives. We know we have to earn the area's respect, it is not just handed out, and we work hard to listen to the neighborhood. The hotel was not designed to change the area but to enhance and strengthen the destination while providing a hub for locals.

Your organization brings up "social action" a lot. What does that look like in your projects and why is that important to you?

Our goal is to give back, never to take away. At our properties, we engage with the area as much as possible by highlighting neighboring businesses, such as providing local artists with a stage to perform, murals to paint, and retail space to showcase their creations at The Rockaway Hotel + Spa.

My business partner and longtime friend, Michi Jigarjian, spearheads the hotel's art and community initiatives.

Since the renovation and reopening of Hero Beach Club in Montauk in 2017 it has maintained its blissed-out surfer vibe, but it looks like some serious work was put in

to bring it up to modern standards. What are some ways you updated the hotel?

In 2017, we gut-renovated each room and the lobby, redesigned the pool and landscaping, and upgraded the service. With the hotel's prime location, the goal was to blend the structure into the surrounding dunes and beach across the street, echoing old Montauk's tranquil vibe. When we developed The Rockaway Hotel + Spa, we had a similar goal: creating a calm, welcoming beachside oasis.

Who was the designer of the Hero Beach Club and what did you ask for when it was being conceptualized?

Curious Yellow Design designed Hero Beach Club in 2017. Their team is very familiar with the Montauk aesthetic, its subtleties, and what the area needed, which was very important to help blend into the surroundings.

Are you looking at other spots? What's coming up for you and 7G? What do you look for in terms of investment properties?

We always monitor markets that match our vibe — areas rich in culture and communities with an exciting, sometimes untapped energy. We are looking for commercial, industrial, and hospitality concepts. Currently, 7G Realty includes nearly 20 properties, with our most recent addition being the prime real estate that Bounce Beach Montauk sits on, purchased back in December of 2022. We are still determining what the development of that land will look like. We plan to see how Montauk evolves in the next few years and produce what's best for the area.

The big, money-making deals in the real estate business are the commercial buildings we don't discuss as much. Our hospitality projects and long-term investment spaces in growing markets around the U.S., such as Miami, Nashville, and Phoenix, are where we can put our personal touches and showcase what we, as a group, can do. Our approach to real estate is simple: we go into underdeveloped and diverse neighborhoods to create a positive impact, tapping into existing talent and resources to move the needle forward in hopes that others will jump in and help us push the energy forward.



COLDWELL BANKER
RELIABLE REAL ESTATE

Prestige • Pedigree • Power
THE GLOBAL LUXURY DIFFERENCE



MLS# 3285708



465 MIDDLE LINE HIGHWAY, SAG HARBOR, NY | \$6,995,000

A BOUTIQUE OFFICE WITH A GLOBAL REACH
91 JOBS LANE, SOUTHAMPTON, NY 11968



LOUIS BOUGATSOS
LIC. REAL ESTATE SALESPERSON
631.506.1008



JESSICA BELL
LIC. REAL ESTATE SALESPERSON
917.969.1643



DENISE BORNSCHEIN
LIC. REAL ESTATE SALESPERSON
631.871.6201



TRISH GICHAN-MAGINSKY
LIC. REAL ESTATE SALESPERSON
631.921.2004



PAUL HENNEFORTH
LIC. REAL ESTATE SALESPERSON
631.793.5249



RACHAEL HULSE
LIC. REAL ESTATE BROKER
631.902.0488



RICHARD RAWDIN
LIC. REAL ESTATE SALESPERSON
631.680.7205

COLDWELL BANKER RELIABLE REAL ESTATE

• COLDWELLBANKERHAMPTONS.COM •

WESTHAMPTON BEACH
631.288.0400

HAMPTON BAYS
631.728.8070

SOUTHAMPTON VILLAGE
631.287.7707

BRIDGEHAMPTON
631.613.1660

NEW YORK CITY
718.921.3100

BAY RIDGE BROOKLYN
718.921.3100

BENSONHURST BROOKLYN
718.921.3100

BEDFORD STUYVESANT
718.921.3100

Dennis Saglam

Innovating With AI-Generated Listing Copy

By Ty Wenzel

Dennis Saglam is an innovator with a real estate license. He has a sense of what rings true with the community that he works in. AI (artificial intelligence) intrigued him and it resonated for his needs as a realtor — and with a cousin in tech development, he figured it out. On February 17, they bootstrapped and launched listingcopy.ai and with little advertising they're getting over twenty sign-ups a day globally at rates starting at \$19 per month.

Dennis, are you from the East End? How did you get started in real estate?

I was a sales manager at LA Fitness in Smithtown and I was studying to get my real estate license. I was 19 years old at the time when I worked my way up at LA Fitness. Within months I was the top sales counselor in the district and the region. I noticed that I was killing it, selling these gym memberships, that it's coming to me very easily. I asked myself what else can I sell that is of value?

You obviously have a natural talent for sales.

I've shadowed a lot of the top people in the gym membership industry, read a ton of books and I had it in me as well. LA Fitness taught me about structure, the system of sales, but I wanted to work for myself so I began studying for my real estate license because I always wanted to be my own boss. This man kept coming into the gym. His name is Gary Cooper and he's a founder of Hedgerow Exclusive based in Bridgehampton. He asked what I was up to, that I was a young guy. He wanted to know why I was selling gym memberships.

I thought he was being kind of cocky and asked him what he did. He said, "I sell oceanfronts in the Hamptons." I told him how I was getting my real estate license. He told me to call him after I got it and that's how I got started. I ran into him again randomly at the Chase Bank down the street from the gym where he was depositing his half a million dollar commission check and it felt like fate. He had connections with Elliman and brought me in. He was still in collaborations with some of the agents there, as he didn't have Hedgerow at the time. His style was very outside of the box — I have nothing but good things to say about Cooper.

I'm grateful to him because I'm still with Elliman, which is such a great brand with amazing, supportive managers and brokers with a great culture. They do things the right way for the client and it's not just about the commission check. It's a great fit for me. I'm in it for the long-term relationship.

Real estate is really a great fit for anyone with an entrepreneurial spirit and although it's very competitive, there seems to be plenty to go around on the East End. Your interest in AI for real estate grew from there?

I'm an entrepreneur. I see opportunities and I'm very good at networking and putting the right people in the right places and creating teams and foundations for much bigger things to happen. I'm very tech-centric. I also have a Web3 video game in development in addition to listingcopy.ai.

I guess you see how tech zigs and zags and something vibrates with you enough to tackle it and perhaps turn it into something?

I think if you don't learn how to use these tools to your advantage, that's where the problem really is and you can drop the ball. I think you have to stay ahead of the curve and see it as another weapon in your toolbox that you can utilize to make yourself better than other agents. It's just another opportunity, like what it was like when the internet first came out — now there's crypto exchanged for real estate and Web3 is being further developed. Somehow AI has people scared. It's always the same, with people saying it's another trend... until it stays and scales and becomes something we're using ten years later. My strength is seeing the bigger picture whether it's technology or friends or anything. I always look and ask, what is this going to do in five years or ten years?

What was going on when you saw that ChatGPT was growing at the pace that it was?

It became headline news last December when it was released for public use. My ex actually texted it to me and asked if I had heard about ChatGPT. I looked at it and said I have to do some research first and played around with it. I sat there for 10 minutes and asked myself what niche could it work well in. The real estate world, where if you build a brand that actually has a real product that provides real value to the consumer, it will become something tangible with a sustainable business base.

So there was an a-ha moment?

So I sat there and said, people are using it for copywriting. What's missing is to make it powerful for real estate agents. I realized that it needed to be optimized and it needed a front end that was intuitive and with ChatGPT, you need the right prompts to get good results in that



Photo courtesy Douglas Elliman

blank text box. You're going to see a whole industry of prompt engineers popping up because we have to make this easier and more accurate to use. It was a week before Christmas when I reached out to my cousin, Carl, who is a programmer.

He said he'd take a look over the holidays. I said it was urgent to build this and would I need someone for the front-end design too and could we piece the whole thing together. I waited until January 3 and called him again. Offering him payment for his work, he said no and that he wanted to be in on this. He handles the entire tech side of things. We partnered up and we just created this team where he codes and I structure the business.

What is your end exactly?

How are we going to build it? What is it going to look like? How is it going to help and fit the agent? User interface and user experience. And most importantly, how are we going to push this out? How are we going to get this in front of people? I think it's totally ready and primed for some Venture Capital at this point. We bootstrapped this entire thing, we have a proof of concept, we're reinvesting and we're at about 20-plus signups per day with very little marketing.

How are those agent sign-ups learning of listingcopy.ai?

I was reaching out to people saying, hey, if I had a tool like this would you use it? And the response was, "Oh my God, absolutely because I hate doing it." No one likes to write copy for their listings. It really started with word of mouth so we could see what it needed and it began leaking out.

Artificial Intelligence is really the concept that the technol-

ogy learns as it goes.

Yes, exactly. So, for example, we had a situation where the description was spitting out the walking distance to the village. It was obviously something that we can't be saying in the description box of the actual house specs, so I told Carl that we needed to write the prompt to prevent that from happening — now it doesn't.

Will it replace copywriters and proofreaders ... or, gasp, writers?

Once the technology is good enough, it will be the tool of the copywriter and proofreader. Maybe writers. You can build frameworks of how people are going to use this technology and be the outsourcing company producing for copywriters for every niche. There are lots of ways it will help the copywriting industry. It's not going to replace it in the way you think, because the ones that are forward thinking in any field, even real estate, have to be on top of it and it can elevate their business to new heights. So, the old-fashioned mind and the old-fashioned way of thinking is not going to suffice in the world with AI anymore.

You're probably going to see a lot of competition.

Listingcopy.ai was the first ever. Now, there are a few smaller ones popping up. This was the first listing AI-powered description generator for real estate. Our mission really is to empower the agent with the latest AI tools to streamline their workload to stay ahead of the competition. A portion of what we make, we want to put back into the real estate community somehow, whether that's education in the tech, how it can benefit their businesses, or putting it back into communities to help people. We're not just an outside tech company

that's doing this for the money, but we genuinely want to elevate real estate.

What's the next stage?

So the brand itself is listingcopy.ai — once a customer enters our ecosystem, they'll see our other services. We give them two free listings a month. Next, they can use the optimized headline generator. Then they will be able to stage a room with the room stager, which is still in beta. It's still being tested because it works like more of a room renderer where you upload the image and it'll kind of renovate the whole room for you. So that's already there. After that, we're working on real room staging where if you upload the photo of the empty room it'll throw the furniture in exactly how you want it and you can pick from modern farmhouse, transitional, traditional — you can pick whatever you want and it'll do it for you. We're also working on a headshot generator. It's very simple. For example, a real estate agent that's new, they're not going to go and invest \$200 on professional studio photography. They can take an iPhone image of themselves and upload it and it'll literally put them in a studio with a suit, with a dress, with whatever.

It sounds like it could turn into a SASS system that a brokerage can purchase to make it an in-house system with their own branding in a white label situation. Sounds exciting.

Eventually we'll offer other languages so that it can go international. We're seeing signups from everywhere. I haven't advertised in Turkey, yet I have Turkish people signing up left and right using it for properties. AI is a global conversation and we're seeing the signups, and that's what really shows me we're on the right track.

38 Egypt Lane

East Hampton Village



This newly completed custom home masterfully unites old-world charm with today's modern lifestyle. 38 Egypt Lane is just minutes to the Maidstone Club, the ocean, and equally close to village shopping and transportation. Set on a natural plateau, this home's orientation affords absolute privacy while its elevated perspective and multiple outdoor balconies allow one to take full advantage of beautiful sunsets over the Wildlife Sanctuary. Showcasing 7 bedrooms, 7 full and 3 half baths, inclusive of its first-floor primary suite, two fireplaces, multiple gathering rooms and all modern amenities, this new East Hampton Village residence is a pure delight. A grand total of 6,665 SF of interior living space on three levels all accessed via the elevator. First floor includes large formal dining room, powder room, eat in kitchen with a fully equipped service pantry, and a den featuring Pecky Cypress paneling. Entertaining will be a breeze from your custom Bakes & Kropp kitchen and covered porch with motorized screens and see thru fireplace. The upper level offers four en suites bedrooms, multiple balconies with gorgeous views, a dedicated learning center with two work stations and a large laundry room with double stacked units. The lower level sports a grand mud room with second laundry, a second powder room, recreation room, two ensuite bedrooms with extra-large windows. Outside discover a heated 50' gunite pool with built in spa, adjacent fully stocked pool house, generous grey madras stone patios and custom color cedar shingle siding. A heated 2 car attached garage and as an extra bonus... there are three EV charging stations. Mature landscaping surrounds and completes this beautiful setting for this new, south of the highway classic. \$13,950,000 | Web# 897359



corcoran

The Hampton Team
at the Corcoran Group

DEBBIE BRENNEMAN
CHARLIE ESPOSITO

DEBBIE LOEFFLER
MICHAEL ESPOSITO

m 516.971.5885 | thehamptonsteam@corcoran.com



SCAN FOR MORE
INFORMATION

The Premier Commercial Opportunities on the East End



105–107 Newtown Lane, East Hampton

Stunning Mixed-Use Compound on Newtown Lane. Two retail take-out food units, eight apartments, and four-bedroom house and garage units are being transformed into additional retail. This complex alone has facilitated the goal of extending the main business district. A truly unique property!



Sands Motel, Montauk

A rare opportunity to own a significant hotel asset in the heart of downtown Montauk. The compound consists of four lots with 43 keys, including eight apartments and a cottage. The size, along with the pool and location make this one of Montauk's unique hospitality venues.



120 N Sea Road, Southampton

The only sale site east of the canal in the Hamptons where a supermarket or specialty market can come and create their concept. The 6,000 SF ground level includes a 1,150 SF refrigerated room. This is complemented by a 3,700 SF lower level which contains a kitchen, office, and storage. The 1.2 AC property is within the village border on a main thoroughfare providing maximum exposure and a dedicated parking spot.



58 Howard Street, Sag Harbor

Multi-structure, multi-family complex in Sag Harbor Village. Set on a beautiful village street, this trophy property sits on 1/2 acre. A traditional three-bedroom main house has been fully renovated. Set behind the main house is a +/- 4,000 SF apartment building consisting of four two-bedroom units and one one-bedroom apartment with shared outdoor space and ample parking. A unique investment!



**HAMPTONS COMMERCIAL
REAL ESTATE TEAM**

Hal Zwick
Licensed RE Salesperson
hal.zwick@compass.com
631.678.2460

Jeffrey Sztorc
Licensed RE Salesperson
jeffrey.sztorc@compass.com
631.903.5022

@hamptonscommercialre | hamptonscommercialre.com

**COMPASS
COMMERCIAL**

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.

Properties Under \$1M

151 WATERHOLE ROAD, EAST HAMPTON

This new sales listing in Clearwater Beach will not be on the market long. Built in 1980 on 0.43 of an acre, this home has potential. Work with what is there or start anew.

Charlie Esposito
The Corcoran Group | \$999,999

22 WASHINGTON AVENUE, EAST HAMPTON

This house is a three bedroom, three and a half bath farmhouse with open plan kitchen, dining, living room with gas fireplace, In addition there is a powder room and second floor features three en-suite bedrooms. There is a large kitchen, with craftsman style maple cabinets. There is a covered front entry and side entry with cedar decking. The house has two zone gas heating and is ready for A/C. There is an On-Demand Lp gas hot water heater in the full

basement with walk out entrance. The property is 14,000 SF (0.3214 acres) and has a nitrogen reducing sanitary system with room for a pool.

William Stoecker
Town & Country Real Estate | \$839,000

77 SCHOOL STREET, HAMPTON BAYS

Introducing a spacious and centrally located home in Hampton Bays. This property offers five bedrooms and three bathrooms with a completely open floor plan. Meticulously maintained, it features a new lifetime roof, updated bathrooms, and a new kitchen. The finished basement, ample two-car garage, and fully fenced-in yard with a deck add to its appeal. Just a short distance from Ponquogue Beach and bay beaches, this home provides easy access to various recreational activities.

Vincent Pescatore
Saunders & Associates | \$995,000



151 Waterhole Road



77 School Street



22 Washington Avenue

Properties Over \$10M

34 COBB ISLE ROAD, WATER MILL

Introducing a contemporary architectural masterpiece by renowned architect Roger Ferris on prestigious Cobb Isle Road overlooking Mecox Bay and the Atlantic Ocean. A gated entry leads to the dramatic steel frame modern home that pops up above the landscape and Conservation Area with four levels, walls of frameless structurally glazed glass units from Vitrocsa in Switzerland, stone terracing with machine polished concrete terrazzo by Concrete Collaborative, a rooftop terrace with outdoor kitchen and gardens, Ipe decking, four-car garage, pool cabana, Kohlor generator for uninterrupted back up power, private dock, and two wings connected by a glass bridge overlooking the south facing heated gunite pool with LED lights.

Enzo Morabito
Douglas Elliman | \$27,500,000

14 NORTH SURFSIDE AVENUE, MONTAUK

This stunning traditional home situated on a private 1.44-acre lot offers breathtaking views of the ocean and is adjacent to the 99 acre Shadmoor State Park. The house features an “upside-down” layout, where the main living areas are on the upper level to take advantage of the scenic vistas. The upper level of the home includes a

spacious living room with a double-sided fireplace, a dining area, a gourmet kitchen, and wraparound decking that provides panoramic views of the pool, ocean, and the adjacent preserve land.

Chris Coleman
Compass | \$10,900,000

139 SEASCAPE LANE, SAGAPONACK

A captivating Sagaponack sanctuary imagined by award-winning firm, Bates + Masi Architects, 139 Seascape Lane is a masterful rendition of contemporary luxury and design. Panoramic views of the Atlantic Ocean, Sagg Pond, and the pastoral Hamptons landscape can be had from every room. The property sits on a manicured lot with serene bluestone rock gardens, lush lawns, and thoughtful landscaping using native flora. The house is composed of a trio of two-story residential structures wrapped in Signature Alaskan cedar board siding. Glass-enclosed bridges facilitate seamless transitions between living, entertaining, sleeping, and guest areas. An expansive deck features an outdoor kitchen and a Gunite infinity edge pool and spa, and a 665 square foot pool house contains a half bathroom, kitchenette, and outdoor shower.

Shawn Egan
Serhant | \$19,995,000



139 Seascape Lane



34 Cobb Isle Road



14 North Surfside Avenue

corcoran
Cynthia Kolbenheyer
Lic. as Cynthia Finke-Kolbenheyer
Lic. Real Estate Salesperson
m 631.804.9818
ckolbenheyer@corcoran.com

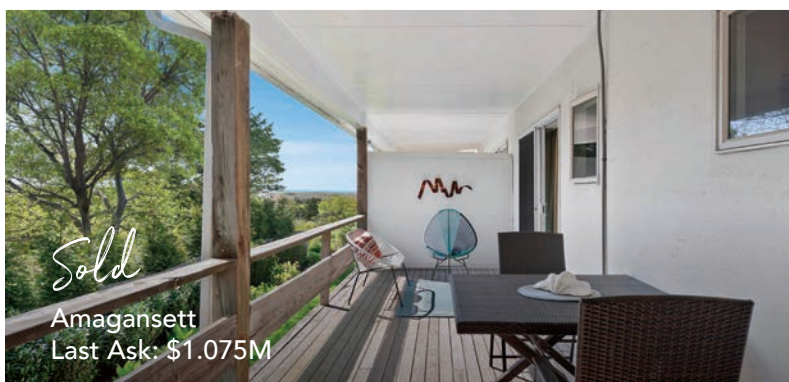
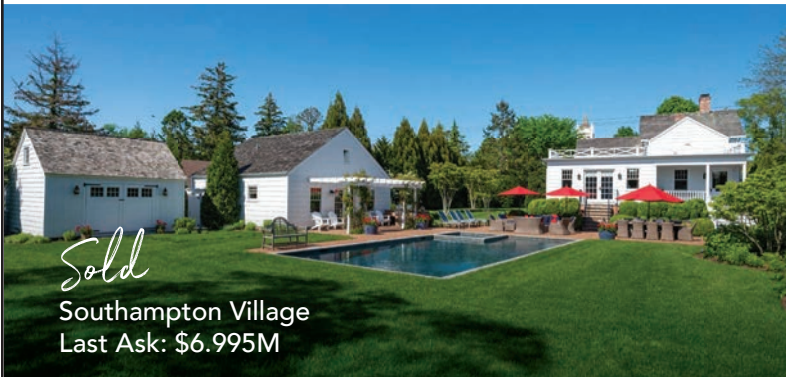


Pied-à-Terre
Southampton Village
Just 377' from Main Street
2 Bedrooms | Renovated Bath
Corner Unit | Ornate Kitchen
Roof Top Terrace
\$1,195,000 | Web# 902938



Be where you want to be.

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



Let a consistently ranked Top Producer guide your next real estate investment.

For over two decades, I have been fortunate to call the Hamptons my full-time 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.



corcoran

Mary K. Slattery

Licensed Associate RE Broker

m: 631.375.9943

mary.slattery@corcoran.com

slatteryhamptons



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

SCAN for additional information