



Good Morning New York, Real Estate with Vince Rocco  
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**February 18th 2020: How to Price your NYC apartment in today's Buyer's Market**

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If you are thinking of selling your NYC apartment and have been watching the market for an uptick in sales activity to help you get to the right price strategy, you may not find it. There are many reasons why the market flipped last year into a buyer's market, - including a glut in luxury condos not sold and the political uncertainty for 2020 and it doesn't look likely to change, but that doesn't mean it's the wrong decision to sell. Your priority is to get your apartment seen by as many qualified buyers as possible, and realistic pricing is key. So how do you do that? We will tell you in

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**Featured Guests**



**Mara Flash Blum**

Mara is a senior global real estate advisor and associate broker and has been ranked among Sotheby's International Realty's top producers both in its downtown office and in the top 25 brokers nationally since rankings began in 2009. She is consistently ranked by the Wall Street Journal and America's Best Real Trends for being among the top 250 agents nationally by closed sales volume. Mara is an accomplished broker with over 25 years of selling luxury Manhattan real estate. Her accomplishments include a record sale of a trophy townhouse on Central Park West and the Puck Penthouses in SoHo. She was recently part of the top producing sales team in the successful sellout of Madison Square Park

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**Sean McPeak**

Sean is a regular panel member but you need his bio. With nearly a decade of experience selling real estate in Manhattan and Brooklyn, Sean McPeak has cemented his reputation as a creative dealmaker with a focus on industry collaboration.

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**Matt Martin**

Real Estate Board of New York's (REBNY) 2017 Most Promising Salesperson of the Year Awarded to an agent with under two years in the industry who exemplifies sound moral character, high ethical professional behavior, excellent leadership, meaningful roles in deals and significant contributions to the firm's success.

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**John Harrison**

John Harrison is a licensed professional clinical counselor and coach in Cincinnati, Ohio.

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**Matthew Cohen**

Matt Cohen is a Principal of City Light Capital. He is an Observer to the Board of License Stream and City Light Carbon. Matt brings a blend of financial services and operating/start-up experience to City Light. Prior to joining City Light, Matt was an investment banker in the Global Industrials groups of Citigroup and Bear Stearns where he advised companies in a range of sectors on corporate strategy objectives, financing matters, recapitalizations, joint ventures and mergers and acquisitions.

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**Jordan Garrett Shea**

Jordan Shea is a member of The EklundGomes Team the 1 Team Nationwide in 2013, 2014, 2015, 2016. Since 2012, as Business Manager and Director of Resale, Jordan has overseen approximately 4 billion in rental, resale, and new development property transactions. As a broker, he brings this unprecedented expertise into each and every deal. Jordan became a full time broker in September 2017 on the team.

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**Philip Horigan**

The finest real estate agents in New York City often have unique backgrounds unrelated to real estate. Philip Horigan fits the mold. Phil is founder of Leasebreak.com

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