

| DJK RESIDENTIAL |



Taking New York by Storm

Carole Armstrong de Sorel

"In New York, we're working with educated buyers. As such, we need to be educated sellers. Persistence, tenacity and a strong work ethic help, too."

Since moving to New York from Florida last year, Carole Armstrong de Sorel has become a driving force at DJK Residential, closing \$10 million in transactions in the last eight months and finding niche success on Yelp, where she has received stellar reviews and closed five deals. Carole got her start in real estate in Florida in 1990, where she managed 500 apartments and a handful of retail spaces.

From there, Carole and her mother started Decors et Nuptials, Inc., an interior design business. It was during the process of finding a storefront for the interior design company that Carole realized she could get her brokerage license and be her own realtor. She ultimately landed at Coldwell Banker's Boca Resort outpost, where she closed many transactions in her five years there, including a double unit penthouse in Highland Beach for \$2.3 million.

While the New York real estate market can be notoriously difficult to crack for an outsider, Carole credits much of her success to the relationships she's formed. By focusing on building lasting relationships with clients, fellow realtors, doormen, vendors and countless others that she encounters on a daily basis, Carole has cultivated a strong network of close professional contacts.

"You can't be focused just on the commission. If that's all you're after, you'll never build a truly stable and long-lasting network that will help you grow your business," said Carole. "In a town with a hard veneer and cutthroat reputation, I've found

that it's true what they say: You catch more flies with honey than with vinegar."

Born in France, Carole moved to the United States at age 10 with no knowledge of the English language. She started college at 16, ultimately earning a Bachelor's degree in political science from Old Dominion University and a law degree from Georgetown University. She spent time living in Greece and Japan before returning to the U.S.

"I've always been internationally focused, and I wanted a career that would allow me to explore other cultures. I knew I would find that in New York," said Carole. "New York's real estate market is the center of the world. No matter where you're from or what your background is, everyone knows New York City. And if you've got the money, you want to build a presence here. This is the best place to think and work globally."

Most recently, Carole closed a \$4.325 million exclusive at 37 West 87th Street, on behalf of a seller who was living in Thailand during the course of the transaction.

"When I first met him, he was about to accept an offer through another exclusive broker for \$3.3 million – a full million dollars less than what the home was worth. Once I took over the listing, I raised the price and re-marketed it and was able to sell it at \$4.3 million," added Carole. "It was a particularly tricky deal to close, because there were a lot of hoops to jump through with the seller being overseas."

Tricky deals seem to have become something of a specialty for Carole, who has successfully closed rentals and sales for clients under various circumstances, even calling in a contractor at the last minute to verify that kitchen cabinets that looked off kilter were sound prior to closing.

"The bottom line with Carole is that she gets it done. She goes above and beyond for her clients at every level, putting their needs first, and she is meticulous down to the very last detail. That extra effort is noticed and deeply appreciated by everyone who works with her," said Phyllis Pezenik, Vice President and Managing Director at DJK Residential. "It's so rare to see someone come from a completely different market and create such a strong presence in New York so quickly."

Carole added, "The key is to know the market. I educate myself daily by reading what the brokers and clients are reading. If you arm yourself with knowledge, you'll have the tools to accurately price and advertise your listings, which is paramount to being successful. In New York, we're working with educated buyers. As such, we need to be educated sellers. Persistence, tenacity and a strong work ethic help, too." ■

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