



Beth Gittleman
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How long have you been in the business?

I got my real estate license in 2003.

What made you decide to get into real estate?

A dear friend of mine sold real estate while she was in graduate school. She had always told me that I would be great at it.

Who inspires you?

I am inspired on a daily basis by Bohemia Realty owners Jon Goodell and Sarah Saltzberg. They both were part of the concrete, running around as agents before building a company that's not only built on excellent customer service, but also offers amazing training and a career track for agents. Their systems, procedures and unique company culture all stem from their determination to make Bohemia Realty Group stand out. Anyone who takes risks to build a company that doesn't serve a selfish purpose is an inspiration.

What pushes you to the next level?

Myself. I learned at an early age that my only competition was myself. If I see something I feel I should achieve, I take a look within before challenging myself to reach the next level.

What is the hottest deal you have made to date?

Actually, this year, I closed a sponsor co-op unit for the first time.

What is your secret weapon for sealing a deal?

First, I actually love what I do for a living. That helps me tremendously. Secondly, active listening is key. If you are tuned into all the information coming your way, you will know what it is required to make things happen. Whether I am working with a buyer or a seller, I know the when, where, what, how and why of all that needs to happen to get everybody to the closing together.

What is the hottest area for deals right now?

Hands down, Upper Manhattan, above 110th Street.

What's the best season for deals?

Well, I always say inventory is inventory...and right now the inventory is low. This past winter, units were flying off the market. One of my buyers lost out on a property that had one open house, on Super Bowl Sunday. There was snow on the ground and it was the Super Bowl. Unfortunately they were unable to out bid the investors. The best season for deals is in a buyers' market, which is not the market we have right now.

If you had to live/work in any city other than New York, where would it be?

The logical choice would be California, the fantasy part of me would say somewhere in Europe like Barcelona.

What's the best piece of advice you would give to someone starting in the business?

Patience, patience, patience. Vacation, vacation, vacation.