

PROFILE

Stephanie Kanner, executive vice president & sales manager,
Fox Residential

Real estate detective who is always on the case

BY HOLLY DUTTON

Stephanie Kanner won't lie to you. For nearly three decades, the Fox Residential broker has built her reputation by telling the truth.

"I'm incredibly honest," she said. "I won't sell something I don't believe in."

She said she never divulges information about her clients or deals, preferring to take a tight-lipped approach for ultimate discretion.

"I will not leak," she said. "My clientele expects that."

As the top broker at Fox in 2012, Kanner, executive vice president and sales manager,

See everything, know your product, stop talking, and listen. If you talk, you don't learn anything.

earned the highest commissions out of more than 40 agents at the firm.

Born and raised in Manhattan on Park Avenue, Kanner has been an agent for more than 30 years, starting just six weeks after giving birth to her first child.

A graduate of NYU Stern Business School, Kanner first worked in advertising, selling ads at *AdWeek* for a year.

She entered the world of residential real estate via longtime real estate broker Gail Coverdale, who told Kanner she was starting a residential branch within a large commercial firm (but wouldn't tell her which one) and asked her to join her in the endeavor.

"I was always interested in real estate," said Kanner. And as a single mother, it gave her flexibility.

After starting at Cross & Brown, she found the industry to be a perfect fit.

"I love the fact that every day is different," she said of being a broker. "I feel like I'm always learning something."

In the days before computers and multi-listings, while very pregnant with her daughter, she would get listings from doormen who "felt sorry for her," she revealed.

"When I started, there were no computers, no multi-listings. It was a whole different industry," she said.

Now, all of Kanner's business is strictly personal referrals.

"It's about the relationship with your client," she said. "You really have to know your product. Buyers and sellers are much

more knowledgeable now. You can't fudge it."

She said knowing her strengths and weaknesses and giving a client your full attention are keys to being successful.

"I listen really well to what people say and pay attention to what they do," she said. "I think you have to be a shrink in this business."

She has worked with Fox Residential founder Barbara Fox, since she founded the firm. Fox herself calls her "an insightful negotiator" with a "detective's eye" for finding her clients the perfect home.

"I am proud to single Stephanie out as a shining star at FTOx and an example for other brokers both within our firm and in the industry," said Fox.

As a veteran of the industry, Kanner has been training new brokers at Fox for the past five years.

"I like working with new brokers that are smart and I think they're going to do well, because then we'll all do well as a company," she said. "We're like a family here."

The most important thing she tells new brokers is to shut their mouths and open



their ears.

"See everything, know your product, stop talking, and listen," she said. "If you talk, you don't learn anything."

Kanner praised the close-knit firm for its collaboration and team sensibility, describing it as a "really different culture" compared to larger firms.

In 2013, Kanner hopes to again be the top broker at Fox and stay busy.

"I'm much happier when I'm busy," she said. "I hope to have a lot of repeat business and sustain what I had in the past."