



WE KNOW TOWNHOUSES. WE ARE TOWNHOUSES.



**LESLIE J.  
GARFIELD**

A photograph of a modern staircase with wooden steps and metal railings, viewed from a low angle looking up. The text "OUR HISTORY" is overlaid in the center.

OUR  
**HISTORY**

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# Our History

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At Garfield, we have been committed to providing the best service and perspective to clients for more than 45 years.

The day Leslie J. Garfield opened the firm's doors, he had a singular focus in mind: to be the best. For him, that meant being the most knowledgeable, the hardest working and an honest negotiator for clients.

Along the way, the firm grew into New York City's premier experts in townhomes and small buildings. Our growing team of sales and marketing talent is recognized by institutional clients, individuals and the industry overall for providing outstanding service and insight, plus record-breaking sales.

Today, Leslie's son, Jed Garfield, leads the firm while Leslie remains Chairman Emeritus.

## OUR LEADERSHIP TEAM



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*TRUST & ESTATE*  
**PLANNING**

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# *Trust & Estate*

## *A Vital Part Of Your Team*

Whether during inception or mid-way through the process, we become a vital part of how you administer your estate and trust. We assist family members, beneficiaries and fiduciaries to ensure they have proper property valuations, seamless integration with tax and legal representation and more than 40 years of experience maximizing selling prices when sales take place.

We represent individuals and their families, corporations and owners; executors and trustees, including individuals, banks and trust companies; and non-profit institutions including schools, museums, churches, health care organizations, professional societies and private foundations.

## *Clients*

### *Estates*

Henry Wolf Estate  
Joseph McCrindle Estate  
Richard Avedon Estate  
Bartner Estate  
Cornish Estate  
Guido Passagano Estate  
Ann Zekauskas Estate  
Gimbel Estate

### *Banks*

Banque Francaise du Commerce  
Exterieur  
Bank Of New York  
Charles Schwab  
JP Morgan Chase Bank  
Citibank  
Nafinsa Securities  
U.S Trust Company

### *Governments*

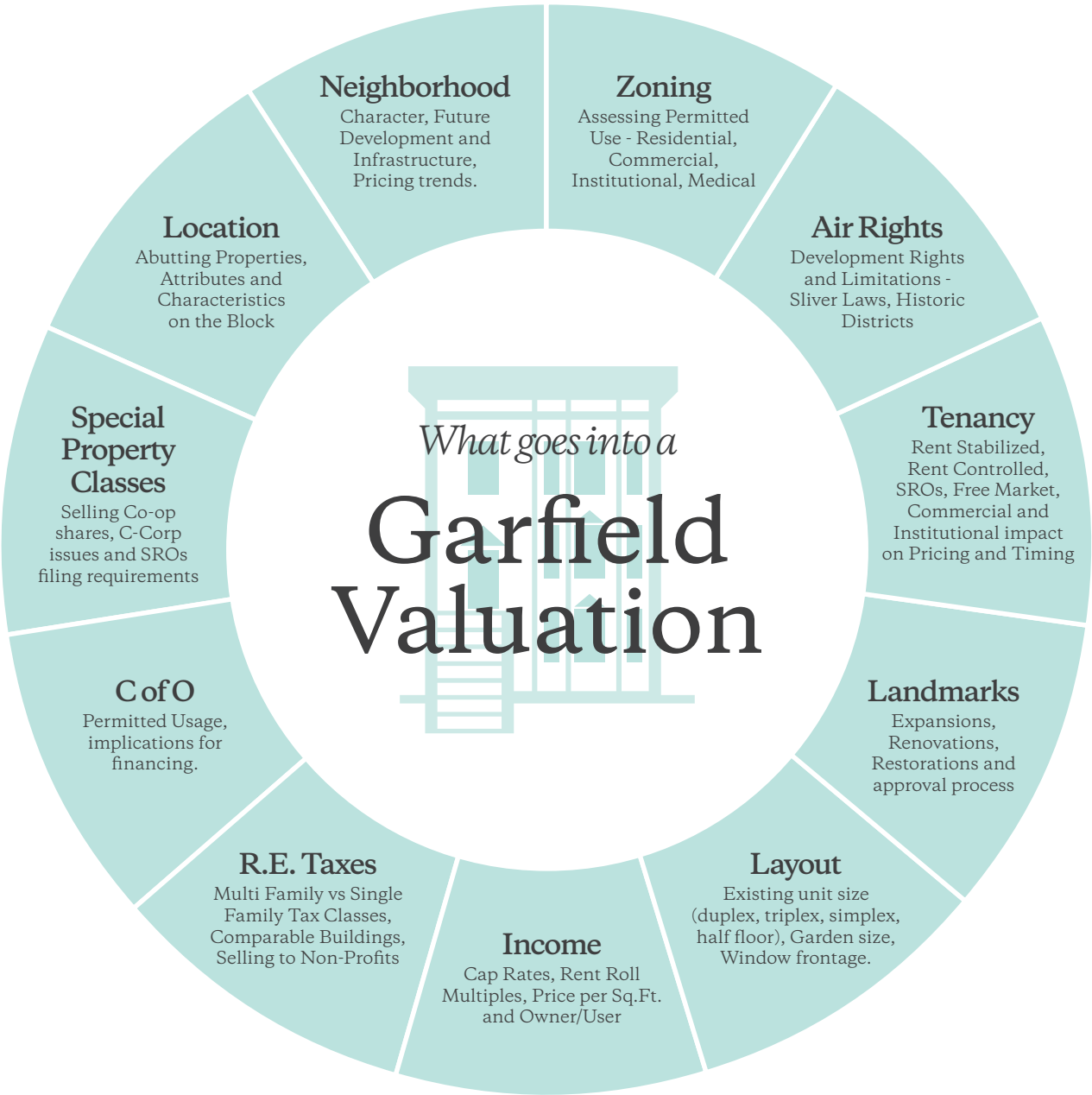
Austria  
Bahrain  
Botswana  
Burma  
Czechoslovakia  
France  
Ivory Coast  
Japan  
Lithuania  
Mali  
New Zealand  
Norway  
Russia  
Ukraine

### *Other*

Archdiocese of Long Island  
DeMenil Foundation  
Holy See Mission  
Mellon Foundation  
Phelps Stokes Fund  
Dustin Hoffman  
Howard Stringer



*HOME*  
**VALUATION**



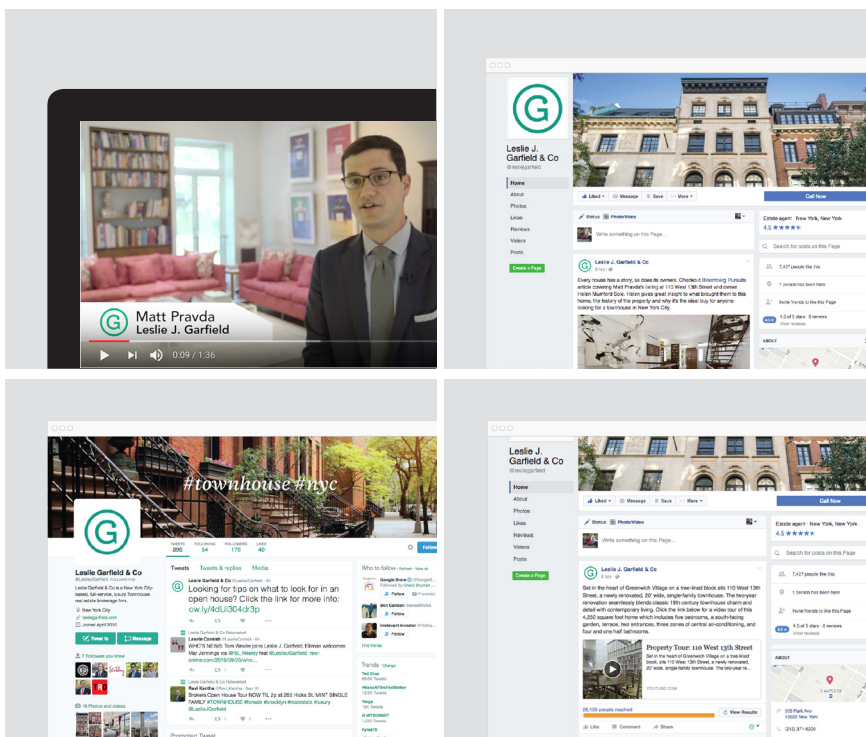


*MARKETING*  
**STRATEGY**



# Getting Maximum Exposure

We position your property in front of the right buyers - those actively searching for a property like yours.



## Social Media Exposure

Garfield properties are constantly pushed to all social media channels including youtube, Instagram, Facebook and twitter. Whilst not always an immediate return on investment these channels provide conversation and outreach to raise awareness across the web.

[lesliegarfield.com/properties](http://lesliegarfield.com/properties)

## Email

We leverage a variety of email networks, lists and our own proprietary database of more than 40,000 high-net-worth addresses, to push information about your property weekly, monthly and quarterly.

LESLIE J. GARFIELD JAN - JUN 2016

INSIGHTS FROM NEW YORK'S PREMIER BROKERS FOR TOWNHOUSES AND SMALL-BUILDINGS

## TOWNHOUSE MID YEAR REVIEW

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MARKET SNAPSHOT: JAN-JUN 2016

Total Sales	Average Price	Average Price/SqFt	#P of Transactions
<b>\$1.4b</b>	<b>\$8.1m</b>	<b>\$1,409</b>	<b>178</b>

**Total New York sales down but downtown Manhattan rallies**

The 1st half of 2016 was characterized by a downturn in townhouse and small building sales volume and pricing. This can be attributed to various factors including the volatility in the stock market, lower Fed \$1 increases, the ongoing Brexit saga, the upcoming presidential election, and a decline in foreign buyers.

Compared to the 1st half of 2015 for the same period in 2016, the number of transactions declined from 317 to 178, total sales dropped from \$2.1 billion to \$1.4 billion. The average price per foot slipped from \$1,030 to \$1,409, and the average sales price saw a reduction from \$9.1 million to \$8.1 million.

**MID YEAR ROUND UP**

**Five Questions with Brooklyn Agent, Ravi Kantha**

Brooklyn Heights became America's first suburb in 1824. Over the years, the neighborhood has evolved to include a wide variety of architectural styles such as Victorian Gothic, Greek Revival and Colonial Revival. Thanks to these diverse styles, the neighborhood has become a popular work space for working class to upper-class. It is one of the most diverse in the city.

[Read more](#)

**110 West 13th street hits the market**

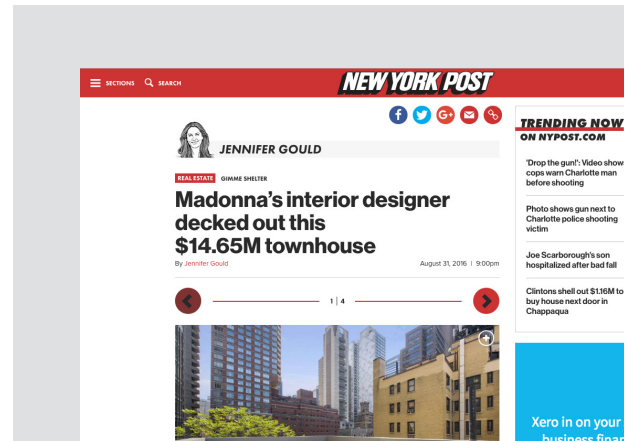
With single-family townhouse sale prices and price per square foot rising at a historic high in the tri-state, the no-surprise that there is no inventory for renovated townhouses under \$2,000,000 in the city. The average price over the last 18 months for renovated houses in the neighborhood is over \$2,000,000 and \$3,100/sq. ft. It is one of the most diverse in the city.

[Read more](#)

## PR: Telling The Right Story

Our PR team collaboratively looks to develop newsworthy narratives about our properties. Outreach to US local and National media include NYT, WSJ, Bloomberg, NY Observer, NY Post and multiple local blogs and sites.

Our international coverage has been featured in the UK Times, Independent and the Guardian.

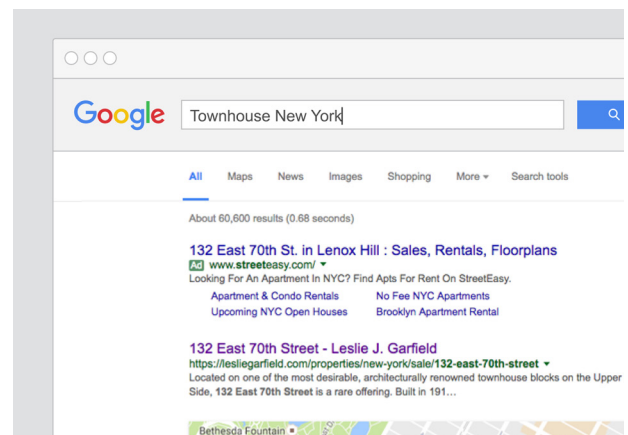


## Digital & Print Advertising

Digital and Print advertising is assessed on a case by case basis and includes promoted/sponsored posts in social media, website banner adverts and traditional print advertising.

## Building online awareness

Each property is assessed on a case by case basis to discover its online presence and search history. This determines our approach to establishing the highest level of campaign activation for building targeted awareness.





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