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THE FIELD TEAM

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Nikki Field



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Cover Feature

Nikki Field

"There's no better entrée to the international market than the Sotheby's name including the world-renowned auction house and the Sotheby's International Realty global network."

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"Jennifer's experience, leadership and creativity are exactly what we need to help MNS attract top talent and continue to grow the firm."
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"In addition to his impressive experience, and considerable skills as a coach and mentor, Peter - perhaps most importantly—brings a fresh set of eyes to the table..."
- 48 | Yvonne Maddox • Giscombe Realty Group  
"To maximize success in providing the highest quality service requires a firm headquartered within the local market and led by professionals of the highest ethics and knowledge; Maddox we feel is that kind of individual."

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A Field Guide To The World Of Luxury Real Estate

Standing 90 flights above Central Park, Nikki Field, Senior Vice President and Associate Broker at Sotheby's International Realty, shows a billionaire buyer a space that will soon be one of Manhattan's most impressive apartments, with one of the city's most spectacular views. Extell Development's luxury condo, One57, is still under construction but the colossus is a key part of New York's new luxury landscape. And with views for miles, the space lets Field ponder the promise of the current real estate market, and it looks bright.

"For 2013, we are seeing an upward trend, with strong demand from foreign all-cash buyers," she said. "Boosted by a wave of the most exciting new developments to ever come to the New York market we are welcoming much-needed new inventory, with buildings such as One57, 680 Madison Avenue, 432 Park Avenue, 737 Park Avenue, 135 East 79<sup>th</sup> Street, 18 Gramercy Park and 212 West 18<sup>th</sup> Street. With developers keenly aware of competition, we can expect outstanding quality and superb design, the likes of which Manhattan has yet to experience."

It's a message Field is taking, literally, around the world and it's selling well with the super-wealthy from Sao Paulo to Shanghai. Worldwide clients are trusting Field to identify the new luxury homes likely to provide the ultimate Manhattan life-style and yield the greatest returns for investors. "There's no better entrée to the international market than the Sotheby's name including the world-renowned auction house and the Sotheby's International Realty global network," she said. A global outlook has made Field a star seller at Sotheby's International Realty, a real estate brand with unparalleled global reach. She attracts a high-profile international clientele with her regular trips to Europe, South America and Asia where her track record precedes her. Nikki Field is consistently ranked among Sotheby's International Realty's top producers, with sales totaling over \$1 billion.

"We have cultivated relationships with several international private wealth bankers specifically HSBC; Citibank; JP Morgan and Bank of Singapore...the gold standard for client introductions," Field said. "Through these introductions, our credibility, confidentiality and experience are established. It is imperative to have a trusted relationship in order to work together in the most effective and successful manner. Together we review opportunities in the Manhattan market and specific new development building plans. We discuss the returns, the risk factors and the security of an investment here - including the U.S.'s well-defined

property rights. Many times, simply from plans alone, clients buy New York real estate."

Field's foreign sales have risen from 23% of her business in 2008 to a robust 68% last year. In 2012's First Quarter alone, she secured deals of more than \$100 million for her international clients. "As the world's investment flow recalibrates," she said, "Sotheby's is out in front."

She began her Asia specific initiative over five years ago, traveling regularly there to expand her growing business with investors in the Manhattan market. She recognized that the Chinese in particular would be major players in the New York market.

"Mainland Chinese investors are clearly motivated by the fact that their real estate purchases are safeguarded by the well-defined property rights structure the U.S. affords," she said. "We are ahead of our competitors with five years of dedicated experience and focus and we are best equipped to successfully deliver quality service and maximum opportunity. Finding a new home on foreign shores is filled with perplexing decisions. There is a distinct Chinese worldview on real estate investments and Westerners have much to learn from them."

Field has honed vast new skill sets needed to work with Asian buyers. "Cultural, social and business protocol is different in style," she said. "The Eastern focus on harmony, balance and order are prime motivators. The affluent class' demands for increasingly higher levels of luxury brand investments are driving most of their purchases to new developments. In Manhattan, Uptown, Downtown and the West and East Sides are all about to give birth to new, glass-walled, towers filled with amenities and opportunities with perfect feng shui. Many of these new developments have already or will be adding multiple price increases to their offering plans which is why I counsel my clients to get in as early as possible."

The introductions have paid off. The 2012 America's Top 250 Real Estate Professionals, an annual ranking sponsored by The Wall Street Journal, ranked Field in the top 70 agents in America and in the top 10 in New York City for sales volume. She has been prominently featured in the acclaimed BBC television documentary Super Homes as well as featured on CBS's Living Large; NBC's Open House, NYC; New York Residential TV; CNN; MSNBC; Forbes.com; The New York Times; The Wall Street Journal; The New York Post; The New York Observer; Arts of Asia; Alpha;

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Nikki Field, Senior Vice President, Associate Broker

Quest; The Real Deal; New York Magazine; and Mann Report Residential. Avenue and Gotham Magazines have recognized her as a leader in New York real estate...acknowledging her outstanding sales achievements and leadership. Field is frequently called upon as an industry guest speaker. She is an instructor and graduate of the Real Estate Board of New York's NYRS (New York Residential Specialist) program.

To manage her business in New York and to maintain relationships with clients across the globe, Field has built one of the most effective teams - THE FIELD TEAM - in the ultra-competitive, luxury segment of the Manhattan residential real estate market. All clients get to utilize The Field Team Advantage, which is com-

posed of eight experienced professionals, each possessing general market strength as well as a mastery of a specific area. Kevin B. Brown, Helen Marcos, Jeanne Bucknam, Gillian Friedman, Zoe Haydock, Andrew Gust and Craig George are known throughout the real estate community to be one of the most successful sales teams in the Manhattan residential market. This unprecedented collaborative approach provides buyers and sellers with multi-tiered services and clients benefit from the combined depth of knowledge and experience of the entire team." 2012 was the most successful year in the Field Team's history," commented Field.

"This is a great town to live in, and to invest in. The quality of life here is as robust and full as anywhere. People from all over the world are coming to make their homes here, invest here and retire here. New York remains a very attractive and secure opportunity."

With that Field takes the ride out of the sky, 90 flights back down to ground level, where the reality of the real estate market seems to live up to those heights. Field sums up, Manhattan real estate is quite simply the new world currency. ■

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