

DEBBIE BAUM, CORCORAN

Senior Vice President,
Associate Broker

You have a tagline, "Real estate will always be in fashion."

This tagline is my signature; this is what I believe. Real estate, like fashion, is ever present. Regardless of swings in the economy, a person needs a home that reflects their personal sense of style.

How would you describe your style?

My fashion style and my business style are the same—I care and I pay attention to details. I don't have an understated fashion style; it is eclectic and I enjoy pairing luxurious items with trendy styles. This juxtaposition of high end and affordable helps me appreciate and sell a wide range of properties in Manhattan.

What distinguishes you from others in your field?

I truly enjoy people and my greatest pleasure is derived from helping others. My customers are a joy to work with whether a new college graduate, an investor from Hong Kong, or a family that is moving to a new home. Ask any of my clients and they will tell you that I am one of the hardest working brokers out there. Working 24/7, I don't stop until each customer is happy and I always say what I feel. In my 22 years in the fashion industry, I would never encourage a retailer to purchase items I felt they couldn't sell and in my 10 years in real estate, I have never sold a property that I felt wasn't right for my customer. As a result, my business is primarily based on referrals.

Are you representing anything currently that is unique or newsworthy?

Everything I am representing is unique and newsworthy. I have 11 exclusives all over Manhattan in a wide size and price range. I only take on exclusives that I know are special.

Tell us about your outfit.

Like a "prewar" apartment, my Chanel jacket and traditional Hermes Kelly bag never go out of style and I pair them with "new development" modernity—a great leather skirt and suede boots.

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660 Madison Avenue ■ New York, NY 10065 ■
212.821.9158 ■ DHB@Corcoran.com

