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David Paier

A \$13 million Stribling listing for an East 82nd Street townhouse will be shown by Savills in London as well.

Broker Firms Branch Out To Reach Global Clients

By JOSH BARBANEL

All real estate is local but the competition is heating up among New York brokers to find a way to reach international buyers with money to spend.

Stribling & Associates, a 230-broker firm with three offices in Manhattan, announced on Thursday that it had formed a marketing association with Savills, the huge London-based international real-estate company.

The agreement will give Stribling's luxury listings a worldwide showcase at Savills, which has 250 offices in 48 countries and 20,000 employees worldwide.

Savills in turn will have better access to New York buyers, who may be enticed to make an offer on properties in London, after a

slide in the value of the British pound in recent years.

"We see American dollars coming over to London because we have become very cheap now," said Brian D'Arcy Clark, the director of Savills Private Office, which deals with buyers and sellers in the most expensive segments of the real-estate market. The value of the pound depreciated more than 25% against the dollar in the past two years, he noted.

Elizabeth Stribling, the president of Stribling & Associates, said the association with Savills will "open an international doorway for our clients."

It is now common for New York brokers and developers to showcase new luxury developments in London, Paris, Moscow and Asia, and other New York

centric firms have formed working relations with networks with international reach.

Brown Harris Stevens is an affiliate Christie's Great Estates, which links together brokerages from around the world. Christie's is owned by the auction house of the same name, which provides a powerful brand name and marketing materials, but does not actually hire agents to buy and sell real estate.

Kirk Henckels, the director of Stribling Private Brokerage, said the deal with Savills was 10 years in the making, as the firm sought a way to get more international exposure. Stribling will also pay a fee to Savills.

"It is never been more important to have international exposure at all price ranges," Mr. Henckels said.