



EAST EGG
REALTY



Founded by seasoned real estate investors who are local to the North Shore and Manhattan area, East Egg Realty is committed to delivering the highest level of service to our clients. We aspire to continually evolve - so that we can always remain one step ahead as leaders in the real estate industry. We revere an era when The Great Gatsby's North Shore was at the height of influence. It is in this same spirit of elegance, tradition and quality that we strive to serve our clients, bringing the old customs and courtesies to life in today's market.

East Egg Realty fuses state-of-the-art marketing strategies with the highest level of personalized service. We offer firsthand knowledge of the Long Island/Manhattan area and provide our clients with continuous updates on real estate market conditions. Our understanding and appreciation of fine homes give you, our client, the needed edge to help you make informed and intelligent real estate investment decisions. Whether your dream home is one of Upper Brookville's rambling mansions or a chic loft in Soho, East Egg Realty has the expertise, tools and information you need to bring your vision to life.

We embrace the opportunity to offer you luxury service and remarkable results.

FULL-TIME SERVICE YIELDS FULFILLED EXPECTATIONS

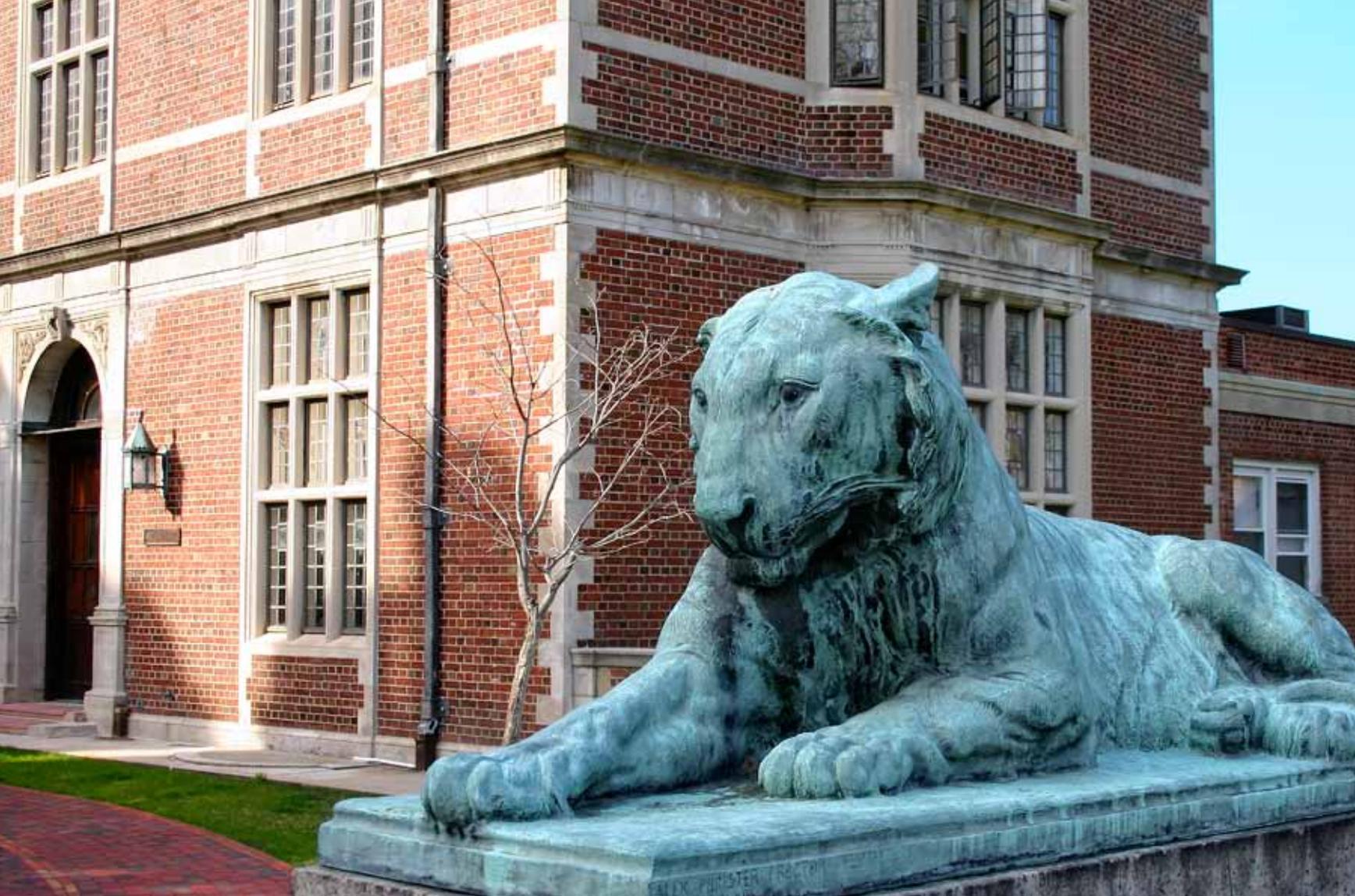
When stepping into the real estate market, it's important to work with a specialist who will be there during every step of the process. East Egg offers experts who love this industry. We realize the importance of a true real estate expert and refuse to leave our clients out of the loop. East Egg Realty understands the value of a strong sales force in practice – not just in theory. That's why ours is built from a dynamic group of professionals with multifaceted backgrounds that call on tactics both broad and focused to swiftly achieve your end goal. Our eager and cohesive sales force is directly attributable to our extensive benefits package, strong recruiting standards and our professional work environment — with education, support and service at its core. We decided to shake things up and are thrilled to introduce our Real Estate Ambassadors

- Full-Time Employees: no independent contractors.
- High Business Standards: work with seasoned professionals.
- Industry Experts: highly educated, continuous training, real estate innovation
- Multi-Market Professionals: savvy and experienced experts in all active markets.
- Consumer-Centric: our job is to meet your goals, with customized strategies.
- Luxury Service: receive seamless, premier service from Day 1.
- Consistency: we all deliver the same unparalleled, professional standards.

Our innovative management perspective combines the best practices from industries such as investment banking, luxury goods marketing, online advertising and staffing. Education is at the core of this invaluable mixture and our clients benefit from sharing the same luxury experience when sitting down with any member of our staff. We equip our team with rigorous training and education and present all staff members with mandatory career development programs. We are discerning with recruitment, embrace professionalism, and we live and breathe Real Estate. Elevate your expectations with the East Egg Difference.

FROM SOHO TO SOUTHAMPTON

All of our East Egg Real Estate Ambassadors are well-versed in New York real estate: from Manhattan's co-ops and new developments, to the finest residences in the Hamptons and on the North Shore of Long Island. Our East Egg Real Estate Ambassadors have access to all of our multi-market (Manhattan, Long Island and Hamptons) industry systems, databases and resources – to ensure our clients have a seamless real estate experience and that properties receive greater exposure. Whether you are in Midtown shopping for Montauk, in Sag Harbor and dreaming of SoHo, or across the globe, we make your goals a reality.



SELL WITH EAST EGG REALTY

East Egg Realty offers you a selling experience that is unparalleled. We use aggressive and strategic approaches to put you in touch with prospective buyers who are positioned to purchase, and in the market for your exact type and style of property. Make use of the most up-to-date website tools so you'll never miss an opportunity to profit.

- Local expertise with broad reach. Your property will be the focus of a seamless marketing campaign attracting both local buyers and an international, web-searching clientele.
- Highly knowledgeable real estate specialists. Become fully educated by the best of the best! Our full-time employees are leaders in the industry who can help you reach your real estate goals.
- Personalized technology. Get instant access to today's web tools that make online marketing carefree.
- A focused marketing formula. Expedite your sale with a company-wide marketing philosophy rooted in the latest smart and active marketing strategies, PR, advertising and branding concepts with a focus on your goals.
- Complete training. Enjoy seasoned sales guidance with renovation tips, customized marketing analysis and professional consultations. With these details taken care of, your home's value will soar.
- Continuous communication. Receive activity reports, open house updates and targeted property recommendations.
- Concierge service. Call on a tailored team of experts to provide support and advice during all stages of your sale.

BUY WITH EAST EGG REALTY

Wouldn't it be great to have an expert coach while shopping for your home? East Egg Realty was born from a desire to improve the level of service currently being offered by real estate agencies. Discover your dream home at a price that you can live with.

- Expert guidance. Enter the housing market equipped with detailed answers to your most pressing questions.
- Expansive expertise. Shop from SoHo to Southampton! East Egg can guide you through each phase of your purchase and put you in touch with trusted experts.
- Advanced technology. Get instant, consistent access to the latest innovative website programs.
- Smart tools. Stay in control with a buyer's checklist, pricing guidance, market analysis, and exclusive listings.
- Strategic partners. We will recommend trusted real estate partners to help assess and complete your home purchase.
- Ongoing communication. Expect frequent updates from your real estate agent during every phase and development of your transaction.
- Concierge courtesy. As our client, you will be assigned a team of experts who will provide support for all of your real estate needs.
- From historic homes to new developments our team is skilled in all aspects of the real estate cycle. East Egg Realty will assist in preparing you for a successful purchase and hold your hand throughout the entire process. Our expert professionals are ready to serve you.

RENT WITH EAST EGG REALTY

Whether you're relocating, exploring new areas or it's simply not the right time to part with your current residence, East Egg has experts to assist with the marketing of your rental property. East Egg offers you a rental experience that is unparalleled. We use aggressive and strategic approaches to put you in touch with prospective renters who are qualified and in the market for your exact type and style of property. Make use of the most up-to-date website tools so you'll never miss an opportunity to profit. Receive guidance through the full rental cycle, from marketing and advertising to a comprehensive screening process. We ensure that we bring only the most qualified tenants to the table.

DISCOVER STANDOUT REASONS TO RENT

Renting may be more advantageous depending on your priorities and needs. If you're waiting to build the capital needed to make a down payment on a home or your credit history needs strengthening to obtain a mortgage, rentals are an ideal way to live in the neighborhood of your dreams. For those with busy lifestyles, renting can free up a considerable amount of time that, for homeowners, would be devoted to maintaining and up-keep of a home and property. If you live a more transient lifestyle, that doesn't mean you need to sacrifice comfort. Renting satisfies an immediate need to have a place to live without being tied down by a long-term commitment. Perhaps you are unsure about your career's demands, or have immediate expenses to pay off. Maybe you're exploring a specific area to decide upon a particular lifestyle before settling permanently. In these cases, renting is a stress-free and smart solution.

East Egg understands that rental situations are unique. Our full-time staff handles luxury, short term, seasonal or yearly rental properties throughout Manhattan and Long Island and can manage or secure the ideal rental property for you.

PROPERTY MANAGEMENT WITH EAST EGG REALTY

With an investment property – trusting the proper management organization is crucial. Whether it's tenant supervision, lease and rent collection or the cumbersome everyday maintenance of a property, East Egg Realty has the experts to assist.

- Trusted experts will watch over and maintain your real property investment, from rentals to sales.
- Local management and support teams manage everyday property maintenance needs.
- State-of-the-art systems secure your property, manage tenants and handle accounting.
- Experience in co-op, condo, townhouse and single-family homes.



EAST EGG NEW DEVELOPMENT EXPERTS

Boutique Service. Enterprise Thinking.

East Egg Realty is a closely integrated team of multifaceted professionals, each possessing a 360-degree perspective of the ever-evolving real estate environment. Each of our team members has extensive experience navigating the requirements and challenges faced with successfully carrying out every project. We strive to reach your sales goals by providing customized strategies, employing smart marketing tactics and keeping a constant eye on ROI.

WHY PARTNER WITH EAST EGG REALTY

Customized technology. Our advertising platforms and software connects you with purchase-ready clientele around the globe. We maximize the use of tools such as online, interactive, mobile and video technology, which enable you to reach your target customers with ease.

Cutting-edge marketing strategies. Benefit from our smart marketing efforts which offer you an unparalleled selling advantage. The East Egg focus on market research, pre-development planning, analysis and implementation ensures optimization of your investment in new development construction.

Receive the utmost in professional service. At every stage and phase of project development our team is at your beck and call. We put you in touch with an expansive network of quality service providers within the Manhattan and Long Island real estate market.

Get a global edge. Our global marketing efforts result in countless productive relationships with overseas buyers, investors and wealth management firms who are ready to invest in New York real estate.

Take advantage of concierge-inspired service. Seamless communication means you'll be on top of recommendations and focused real-time marketing solutions developed by an expert sales team with a proven track record.

Get coached in new investments. From development to financing, East Egg Realty guides clients through every step of the purchase cycle - directing our discerning clientele toward residences of highest quality and most enduring value.

Our Services Include:

- Preliminary Development Planning
- Expert Market Research and Analysis
- Branding, Marketing and Sales Strategy
- On and Off-Site Representation
- Investor Sales and Leasing

EAST EGG COMMERCIAL EXPERTS

Let your business flourish with the ideal commercial location.

Whether leasing or purchasing, East Egg ambassadors will impart their savvy knowledge of local market trends, and offer you access to an extensive database of properties, targeted to prime commercial space that will provide the platform to achieve your aspirations and maximize productivity. We're eager to learn about every facet of your business to build the appropriate, customized strategy to locate the optimal property for your organization. From site identification and contract negotiations to contractor recommendations, East Egg will guide you through the full lease or purchase cycle.

ARE YOU READY TO LEASE OR SELL A COMMERCIAL PROPERTY

East Egg Realty offers complete representation, from market analysis and lease negotiations through occupancy, ensuring a seamless, stress-free experience from start to finish.

With an unflinching eye on ever-evolving market analyses, our team identifies sharp, target demographics and concurrently creates strategic and tailored marketing and advertising campaigns for each property – always with a focus on investment return.

Smart Marketing is our motto. By using innovative, adaptable marketing methods, East Egg will reach globally-targeted clientele who are actively searching for a commercial space. Through our many affiliations and strategic campaigns we guarantee that your property will receive maximum exposure, throughout the varied markets of the world – because there's always someone looking to buy.

We do our homework. Our comprehensive screening process ensures that only the most qualified purchasers or tenants are considered. Utilizing our industry partners and experts—including attorneys, architects, engineers and contractors— East Egg guarantees a successful, worry-free transaction from Day One until the final signature is collected.

WHAT'S IN A NAME

The name “East Egg” is our tribute to the fictional town coined by F. Scott Fitzgerald in his famous novel, *The Great Gatsby*. This great work of literature is a testament to the unprecedented levels of prosperity enjoyed by residents of Long Island’s North Shore as the economy soared in the early 1920s. Fitzgerald’s contrast of the fictional towns “East Egg” and “West Egg” pays homage to the old money atmosphere and social customs that shaped the North Shore region and live on to this day. As lifelong residents, we retain a deep appreciation for this tradition of excellence and strive to keep it alive in our daily interactions with customers.

THE ELEPHANT & THE EGG

Wondering about the twin elephants and the egg that appear in our logo? Behind every great brand is a story, and ours is that our experience as real estate investors inspired us to bring a fresh, intelligent, and transformative approach to the real estate industry. We chose the elephant for several reasons: one, our love of travel and adventure. Two, our great respect for, and celebration of, world cultures. Three, the elephant is a powerful and regal animal, known for its high intelligence and sensitivity. It has long been a symbol of wisdom, and East Egg Realty intends to carry the wisdom we have gained to revolutionize the industry toward a higher level of service and greater results for our clients.

The egg comes from our name and is a direct reference to The Great Gatsby's East Egg, which is a well-known depiction of Long Island's North Shore during the Roaring Twenties. Our desire to capture the elegance and romance of an era gone by, while preserving the high standard of quality that shaped the Gold Coast area, makes the name "East Egg" a perfect fit for our company vision.

With the elephant representing strength and wisdom, and the egg symbolizing creation and the start of new life... we felt we couldn't go wrong with this visual interpretation of East Egg Realty as a brand.

We invite you to experience East Egg Realty today.



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