



Evelyn Katz
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How long have you been in the business?

Over 11 years.

What made you decide to get into real estate?

I have had several careers in my life, including motherhood. Just prior to my joining Fox Residential Group, I had been working for my family's import business. But it was my son Daniel, the chairman of successful commercial real estate firm Katz Properties, who recommended that I try residential real estate.

Who inspires you?

Clearly, my sons Daniel and Philip are inspirations to me. We're all very much alike, too, great with people and always ready to help others.

What pushes you to the next level?

I strive to set a good work ethic example for my children and grandchildren, especially in terms of integrity, commitment and old fashioned hard work.

What is the hottest deal you have made to date?

Frankly, the hottest deals are the ones that are the most challenging. A really complex transaction has much more "sizzle" for me than even the highest priced ones I've done.

What is your secret weapon for sealing a deal?

Absolute integrity, always being honest, direct, responsive to my buyers and sellers, and doing everything I can to get a deal done efficiently and expertly.

What is the hottest area for deals right now?

East End Avenue! Right now, buyers can find the most beautiful apartments in white glove, trophy buildings at prices well below their counterparts on Fifth, Madison and Park Avenues.

What's the best season for deals?

Historically, the best seasons for sales activity have been spring and fall. But now, with this super-heated market, we have a 12-month cycle.

If you had to live/work in any city other than New York, where would it be?

As far as I'm concerned, New York is my home. So if I had to make a second choice, it would be Paris.

What's the best piece of advice you would give to someone starting in the business?

Walk the streets, learn the neighborhoods, listen to your more experienced colleagues' views on the market and find a successful broker to work with you as mentor. Then learn the basics by assisting with the showings, working at open houses, preparing board packages, etc. It is a great career choice, but it takes a lot of work to really get a handle on the business. Today, it is a 24-hour, 365-day business, which takes time and real commitment.