



AUGUST 19, 2014 - **BOHEMIA REALTY GROUP** IN THE NEWS - By Jeremiah Budin

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CURBEDWIRE

142 Edgecombe Sells Out



HARLEM—New condominium conversion **142 Edgecombe Avenue** has sold all eight of its two-bedroom units in just three months, with credit going to Jeff Greene of **Bohemia Realty Group**, who had the exclusive. The condos were priced from \$525,000 to \$585,000 and come with a bunch of high-end finishes, not that it matters since they're all gone now.

(EXCERPT)

AUGUST 18, 2014 - **BOHEMIA REALTY GROUP IN THE NEWS** - In Print on Page 5, Small Business - By Tripp Whetsell

Performers play starring role at Harlem brokerage Firm's flexibility attracts actors, writers, directors

New York can be a tough town when you're trying to make it big in showbiz. Ditto when it comes to the role of real estate broker. But don't tell that to actress, writer, producer and real estate entrepreneur Sarah Saltzberg.

The 38-year-old native of Needham, Mass., who is a co-founder of Bohemia Realty Group in Harlem, sees her dual career in theater and real estate as a powerful calling. Established in 2012, the residential and commercial firm has grown to 70 agents who handle sales and rentals from Inwood to the Upper West Side; its revenue last year came to more than \$3.5 million. Her partner is Jon Goodell, a psychologist whom she met when she rented him an apartment in 2004.

Ms. Saltzberg welcomes the clarity of the business world. "You're making a deal or you're not, as opposed to auditions, where you often think you did well but then don't get any response at all," said Ms. Saltzberg. "I love that balance and the instant-gratification aspect."

A steady day job

One secret to Bohemia Realty's fast growth is hiring actors, writers, directors, filmmakers and musicians who want to earn a steady income while following their dreams. The show-business crowd has also formed a large segment of the firm's client base.

"People in the arts are a tight-knit group with specialized needs," said Ms. Saltzberg, who is looking to open new offices and expand into additional markets in East Harlem and Brooklyn. "Not only do we encourage that, it's part of our brand." Meanwhile, this philosophy has helped attract and retain new brokers, 50% of whom are former customers.

Inside Bohemia Realty's candle-scented offices on Frederick Douglass Boulevard, music plays in the background, and photographs of the Apollo Theater and vintage subway cars dot the walls. Perks for the sales force include an extensive mentorship program, the option to bring pets to work, free fitness training sessions and backup when someone has an artistic commitment.

Still, Bohemia's work ethic is anything but casual. "The goal is to make [the staff's] lives as comfortable as possible as long as they're hitting their numbers," Ms. Saltzberg said, noting that brokers are expected to maintain client contact even after the sale or rental is completed.

The large proportion of performers on Bohemia Realty's staff is unusual in the field, according to Steven Spinola, president of the Real Estate Board of New York.

"I think they recognize that when you're out there selling real estate that it's not very dissimilar to what one needs when



CREATIVE CASTING: Bohemia Realty's co-founder Sarah Saltzberg has built a thriving brand by discovering sales talent in New York's performing-arts community. *Photo by Buck Ennis*

getting up on stage and making a character believable," Mr. Spinola said. "It's those same traits that are invaluable when it comes to being able to make the case for what is positive about the real estate they are showing. Bohemia believed that most people in the arts could be good at it, and they've proved to be correct."

After graduating from Boston University's theater arts program, Ms. Saltzberg got into real estate accidentally at the urging of another actor who had just become a broker. It took a nudge from Wendy Wasserstein—the late playwright, for whose daughter Ms. Saltzberg babysat between waitressing—to get her seriously thinking about showing apartments as a way to raise money for her first show, she said. The show happened to be *The 25th Annual Putnam County Spelling Bee*, the 2005 Tony Award-winning musical Ms. Saltzberg co-created and in which she starred on Broadway.

'Every actor is an entrepreneur'

Since that time, she has been a top salesperson for two real estate firms, co-written the nationally touring comedy *Miss Abigail's Guide to Dating, Mating, and Marriage*, appeared in the film *City Island* and on Showtime's series *The Big C*, and invested in five other Broadway shows. Her latest creative ventures include a new musical called *Gettin' the Band Back Together*, a TV pilot and teaching improv classes.

Bohemia's Michaela Morton, 23—an understudy in the Ballybeg theater's *The Taste of It*—and a licensed real estate agent, finds that the job complements her performing. "I think every actor is an entrepreneur in the sense that you're building a brand," she said. "These skills translate well when it comes to working in real estate at Bohemia."



AUGUST 8, 2014 - **BOHEMIA REALTY GROUP, LLC** IN THE NEWS

Bohemia Realty Group In Growth Mode

The same blend of passion, creativity and commitment that first launched **Bohemia Realty Group, LLC** in 2012, and helped position the privately-held boutique firm as the go-to expert for Harlem and emerging Upper Manhattan neighborhoods, has resulted in an astounding 51% increase in sales revenues within the first three quarters of 2014. Moreover, the number of licensed agents and brokers at the firm has also expanded from 45 to 70 since the beginning of the year.

“This is a record growth year for us,” says Sarah Saltzberg, Co-Founder of Bohemia Realty Group. “It’s a direct reflection of the desirability of living in Harlem and Upper Manhattan and our unique business culture. Our agents are not only making money here, they are fulfilled by the work and camaraderie.”

Saltzberg and Co-Founder and business partner Jon Goodell have created a second-career haven for performing artists-turned-real estate agents, as well as for others with more conventional earlier career paths. Not surprisingly, Bohemia’s client list includes a roster of actively working directors, actors, singers and dancers, including a significant portion of the Newsies cast.

Bohemia Realty Group presents a progressive and contemporary work environment that includes mellow jazz soundtracks in the background and aroma-therapy candles in the reception area. But in addition to a good vibe, the firm provides state-of-the-art computer systems, access to the latest databases, a comprehensive real estate training program for new agents, complimentary fitness workouts in Morningside Park and business sessions with professional coach Greg Young of Broker Heaven.



Beth Gittleman
Bohemia Realty Group

How long have you been in the business?

I got my real estate license in 2003.

What made you decide to get into real estate?

A dear friend of mine sold real estate while she was in graduate school. She had always told me that I would be great at it.

Who inspires you?

I am inspired on a daily basis by Bohemia Realty owners Jon Goodell and Sarah Saltzberg. They both were part of the concrete, running around as agents before building a company that's not only built on excellent customer service, but also offers amazing training and a career track for agents. Their systems, procedures and unique company culture all stem from their determination to make Bohemia Realty Group stand out. Anyone who takes risks to build a company that doesn't serve a selfish purpose is an inspiration.

What pushes you to the next level?

Myself. I learned at an early age that my only competition was myself. If I see something I feel I should achieve, I take a look within before challenging myself to reach the next level.

What is the hottest deal you have made to date?

Actually, this year, I closed a sponsor co-op unit for the first time.

What is your secret weapon for sealing a deal?

First, I actually love what I do for a living. That helps me tremendously. Secondly, active listening is key. If you are tuned into all the information coming your way, you will know what it is required to make things happen. Whether I am working with a buyer or a seller, I know the when, where, what, how and why of all that needs to happen to get everybody to the closing together.

What is the hottest area for deals right now?

Hands down, Upper Manhattan, above 110th Street.

What's the best season for deals?

Well, I always say inventory is inventory...and right now the inventory is low. This past winter, units were flying off the market. One of my buyers lost out on a property that had one open house, on Super Bowl Sunday. There was snow on the ground and it was the Super Bowl. Unfortunately they were unable to out bid the investors. The best season for deals is in a buyers' market, which is not the market we have right now.

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

The logical choice would be California, the fantasy part of me would say somewhere in Europe like Barcelona.

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

Patience, patience, patience. Vacation, vacation, vacation.



UPPER WEST SIDE

\$2.98 MILLION

Bedrooms: 3 Bathrooms: 2½

Square feet: 1,613 Maintenance: \$2,463

In the “heart” of the hood, on West 89th Street between Broadway and Amsterdam Avenues, you’ll find this renovated “loft-style” residence complete with custom built-ins and bespoke lighting throughout. Plus, there are lots of building amenities, from a roof garden to a fitness center to a basketball court. **Agent: Sarah Saltzberg, Bohemia Realty Group, 212-663-6215**

JUNE 18, 2014 - BOHEMIA REALTY GROUP IN THE NEWS - By Max Gross

REAL ESTATE

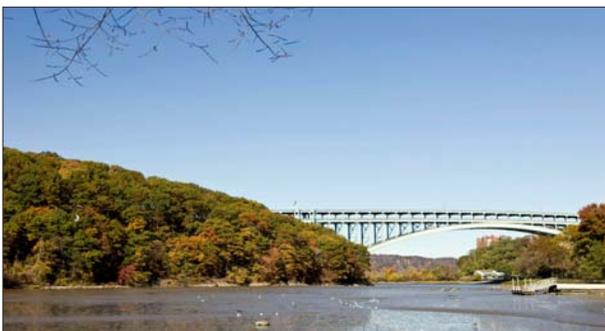
Want an apartment in NYC for under \$2,000 a month? Look here



Photo: Angel Chevrestit

(who put Kamille Upshaw in her new apartment). “Now you’re seeing more families who needed a two-bedroom — and in the last two years, there’s finally been a turn where you have a critical mass of young people. These are the types of people who used to be going to Dumbo or Williamsburg, and it’s creating a demand for retail and residential.”

“I knew people in the area,” says Colleen Gibson, who moved to Washington Heights on



What a view! Check out the picturesque Inwood Hill Park and Nature Preserve.

Photo: Zandy Mangold

Saturday from Philadelphia to start a job in publishing. “My friends said it was an up-and-coming neighborhood and much more affordable than the alternatives.” Gibson and her roommate found a two-bedroom for \$1,750 with Jenny Fitch of Bohemia Realty Group.

“Anything above 110th, there’s big inventory in the under-\$2,000 range,” says Sarah Saltzberg, principal broker for Bohemia Realty Group.

We take her at her word — therefore, you’d be wise to check out Washington Heights and Inwood, the two northernmost Manhattan neighborhoods.

“In the past, you had college roommate shares and Europeans” coming to these areas, says Santiago Steele of Citi Habitats

One can pretty easily secure a one-bedroom for less than \$1,500, according to Steele. Although that might be changing. “I’ve seen one-bedrooms as high as \$1,750 ... that was the price of a two-bedroom not too long ago,” he notes. Two-bedrooms hover on the border of \$2,000, but you “can still get an \$1,800 two-bedroom — but it’s a budget two-bedroom.”

Pluses: Aside from its budding population of young people, there are other things budding, too — namely the local parks! Did you know that the Olmstead Brothers (sons of Frederick Law of Central Park fame) designed the 67-acre Fort Tryon Park at West 190th Street? Then there’s Inwood Hill Park, at the very top of Manhattan. And along the banks of the Harlem River is Highbridge Park.

Minuses: Going out in Inwood/Washington Heights still means going downtown, and if you’re tipsy after a night of boozing and carousing, you’ll have to deal with an endless train ride or a punishingly expensive cab ride.

On the market: A two-bedroom, one-bathroom unit for \$2,012 in Washington Heights. *Agent: Lindsay Nelms, Bohemia Realty, 603-312-0319.*

JUNE 1, 2014 - BOHEMIA REALTY GROUP IN THE NEWS - By Zachary Kussin

Broadway sleeps in Upper Manhattan

Performers moving north get a helping hand from brokerages dominated by actors



From left: Sarah Saltzberg, Brian Letendre and Kathleen LaMagna

When the curtains go down each night on Broadway, it's exit, stage north.

That's because a rising number of New York's performers are calling Upper Manhattan home, helped by a collection of brokers who share stage backgrounds.

New York's Broadway scene is "a very tight-knit community," said Brian Letendre, an agent at Bohemia Realty and a stage veteran, with roles in "Urban Cowboy," "Moving Out" and "Mary Poppins" in his repertoire. "Actors help actors, always."

Letendre helped John Michael Fiumara and Ryan Breslin, both in the "Newsies," ensemble, find rentals in Washington Heights. "I was really tight with the cast," he said. "They needed somebody they could go to who they could trust."

Bohemia salesperson Kathleen LaMagna found a Harlem rental for Bradley Gibson, who's treading the boards in "Rocky," as a swing — theater speak for a performer who covers multiple roles for absent cast members — and as an understudy for Apollo Creed. Gibson and a roommate took a two-bedroom pad in April.

LaMagna, who studied with Gibson at the Boston Conservatory, said actors need a break from cramped theaters in noisy Midtown. "Up here, there

are a bunch of parks," she said. "It just feels more open, and you have a little more breathing room."

Bohemia co-founder Sarah Saltzberg, who made her Broadway debut in the Tony Award-winning "The 25th Annual Putnam County Spelling Bee," said artsy types are heading Uptown because it hasn't yet been completely gentrified. "As Harlem and Upper Manhattan have started to become developed ... it's only become more attractive," she said.

Bohemia, a brokerage that handles sales and rentals from Inwood to the Upper West Side, has swelled to 68 agents from 42 in January, and 49 of those agents have theater backgrounds.

Bohemia's agents aren't the only ones who've donned greasepaint, nor are they alone luring Broadway talent Uptown. City Connections Realty broker and former Broadway actor Whitney Osentoski has sold at least five units in a West 138th Street condo to cast members from "Wicked."

Bohemia's Michaela Morton, an understudy in Ballybeg Theatre's "The Taste Of It," recently helped an actor friend, Nathaniel Claridad, find a pad in Washington Heights. Claridad, who had a role in the Public Theater's "Here Lies Love," reached out to Morton about the Uptown market. "He was really excited by what he saw up here ... you can have closets without living in them."