

# THE TOP BROKERS

A look at Manhattan's 75 residential agents with the most exclusives

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By Candace Taylor



agents, in order from left: Carrie Chiang, Dolly Lenz, Serena Boardman, Hervé Senequier, Leonard Steinberg

Manhattan's top real estate agents are as diverse as the city itself, proving once again that there's more than one way to make a buck in this town.

This year, *The Real Deals* annual ranking of the city's top brokers showcases a range of different business models, from agents who sell hundreds of newly built condos a year to those who specialize in historic townhouses, and everything in between.

Generally speaking, however, Manhattan's top brokers fall into two camps: those who work alone or with a single partner, and those with teams.

"There's two ways to do it," explained Corcoran's Leighton Candler, who ranked No. 11 on this year's list.

Some big-name brokers become "a company within a company," she said, selling a high volume of listings with help from a number of junior agents. Others, like herself, choose only a few very high-priced listings, and handle them with only an assistant or two.

Whatever their business model, agents said properties priced north of \$20 million are more likely to change hands this year than they were in 2009. Deals, however, are still taking much longer than they did in the past.

"It seems like we're working three times as hard to achieve what we achieved in 2008," said Brown Harris Stevens' Paula Del Nunzio, No. 9 on this year's list, who at press time said she had three contracts out on "major properties."

Ranking agents is always challenging because brokers' names are not listed on city documents when properties change hands, so their total sales figures are not publicly available. *The Real Deals* list tackled the problem another way -- by determining who is marketing the most Manhattan property. To do this, we used data from On-Line Residential (OLR.com), counting only active, exclusive residential listings that had been updated within the previous month. Sold or in-contract properties were not included.

Below is a look at the 15 New York City brokers whose combined listings are worth the most.

#### 4. Leonard Steinberg and Hervé Senequier

Leonard Steinberg got into real estate in a roundabout way.

"I always wanted to be an architect, but I'm really bad at science," said the 15-year industry veteran, who is originally from South Africa. Instead, he went into the fashion industry. "I used to dress all those women on Dallas and Dynasty," Steinberg recalled. "My favorite line was, 'More shoulder pads!'"

Steinberg moved to New York in the early 1990s and started dabbling in real estate. Now, he specializes in high-end properties Downtown, or those that are "Uptown, with a Downtown mindset."

About eight years ago, he teamed up with Hervé Senequier, who has master's degrees in nuclear physics and engineering. Ranked No. 4 on the list with \$249.66 million worth of listings, the two Elliman brokers are currently the exclusive sales agents at high-end new development condos like 415 Greenwich Street in Tribeca, 54 Bond Street in Noho and the Annabelle Selldorf-designed "Sky Garage" at 200 11th Avenue, where Steinberg himself recently bought a unit.

At that project in 2009, the pair sold the top four floors for a total of \$34 million -- the highest price ever achieved for a West Chelsea property, and a personal best for the duo.