

Town & Country Real Estate

BILL STOECKER

Licensed Real Estate Salesperson

WHAT ARE THE QUALITIES YOU POSSESS THAT CONTRIBUTE TO YOUR SUCCESS IN THE REAL ESTATE INDUSTRY?

First, a very strong work ethic. A career in real estate doesn't have normal working hours. A regular week is seven-days. Thanks to my iPhone, iPad and laptop, I can take a lot of my work with me when I travel and never be out of touch. Other than that, I am always available. My clients have to know that I am accessible and ready to go when they are.

Then there's patience. Real estate transactions are notoriously complex and almost always somewhat emotional. It wouldn't be possible to do this job well without patience.

WHAT ADVICE WOULD YOU GIVE SOMEONE LOOKING TO BUY A HOME IN YOUR AREA NOW?

It seems obvious, but "don't wait." This is a strong, healthy market, and waiting becomes expensive. Sometimes I remind people not to sacrifice the good for the perfect. In other words, you will be better off in the long run having invested your money in this market sooner rather than later. Once you're here, your initial purchase or investment likely won't be your last.



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DID YOU HAVE ANOTHER PROFESSION PRIOR TO BEING IN REAL ESTATE? HOW HAS THAT PREPARED YOU, AND/OR GIVEN YOU AN EDGE, FOR SELLING REAL ESTATE?

I started out as a stockbroker in New York in the 1980s and soon moved to the Middle East, where I managed an office for E.F. Hutton. I spent years in the Gulf States before relocating to London, where I continued my banking career. A deep understanding of financial markets, underlying systems and mortgages, not to mention the concepts involved in pricing, bidding, negotiation and reaching agreements, are all essential to successfully navigating the high-end real estate market here in the Hamptons.

WHAT ARE SOME SIMPLE THINGS A SELLER CAN DO TO MAKE THEIR HOME SHOW BETTER?

You have to get rid of your stuff. You have to make your home look as neutral and impersonal as possible. What looks warm and cozy to you looks cluttered and off-putting to a looker. Hide it, give it away, throw it away. Whatever you have to do to "lighten up the room." Shelves shouldn't be stuffed and closets should be almost empty . . . they look bigger. People want to see the property, not your stuff.



East Hampton Modern Artists Retreat, \$1,350,000



East Hampton Compound on 13 acres, \$6,495,000

TOWN & COUNTRY REAL ESTATE

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