

THE FASHION ISSUE

# AVENUE

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25  
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# THE BEST IS YET TO COME

Nest Seekers International's CEO, Eddie Shapiro, talks optimism with today's luxury market

When Eddie Shapiro was 18, he left Israel and arrived in New York City with plans to follow a music career. "I had a job and a room to rent within the first week," he says. "While pursuing music, I also had day gigs, one of which led me to real estate."

For Shapiro, those early days were all about survival. "Maybe being alone in a foreign country gave me a stronger drive, or maybe it was just that I was a little more aggressive and shrewd," he says. "I'm not exactly sure why, but real estate clicked right away." In the decades since, Shapiro has ventured into building, investing, commercial, residential, technology, marketing—every single facet of the real estate business. "I can work in any role at any time," he says. "I've had to learn it all and build it brick by brick. I'm very proud of that in particular. Tell me it can't be done and I'll show you how it can and how I've done it once before. I love this business. I will probably continue with it until the end of my life."

## MANHATTAN IS BOOMING

Shapiro is also certain that Manhattan's real estate market is as strong as ever, despite some uncertainty during this election year. "There's also been some over-the-top hype in some media coverage regarding market velocity, which makes people more cautious and calculated," he says. "Prices are holding steady on properly priced property, and units between \$1 million to \$3 million are flying off the shelves as usual."

And, despite concerns over the number of projects under construction, Shapiro is sure that the market will continue to prosper: "I'm very confident that while we have experienced booming years, it doesn't mean that this time the market can't sustain and continue to prosper."

In the end, with continuous turmoil in every corner of the globe, the Manhattan market remains strong. "New York City real estate has never been more stable, safe for investment or as in demand as it is now," he says.

## EXPECT TO SEE NEST SEEKERS IN EVERY MARKET

From the start, Nest Seekers grew organically, Shapiro says. "Our business wasn't built from investors/other people's money or from acquisitions," he says. "It started with me in a small office working as a programmer. It then transformed into what is now a leader in five markets." Nest Seekers currently has a significant market share not only in New York, but also in the Hamptons, Los Angeles, South Florida and New Jersey. The company also has a satellite team in London and affiliates all over the world.

"We have the coolest and most genuine reality and media superstar brokers," he says. "Ryan Serhant, whose team is an entity of its own, helped carry our brand to every corner of the globe. He is homegrown at Nest Seekers—just like everyone and everything else here." In the end, clients and agents are treated like family. "We treat our customers like they're the most important in the world," he says. "We invest in everyone's success." Moving forward, expect to watch as Nest Seekers acquires even more market share.

"We'll be investing in every key market and destination in the world," Shapiro says. "It has only been 15 years and we have so many aspirations. We aren't planning to ever sell. We'll only grow or buy. The best is yet to come." For more information, email [eddie@nestseekers.com](mailto:eddie@nestseekers.com) or call 646.443.3700. ♦