

## ABOUT CAROL STAAB

Carol Staab is multi award-winning top-ranking 20 plus years luxury residential real estate broker who has an encyclopedic knowledge of Manhattan real estate and her pulse on the market. She is repeatedly sought after as a “real estate expert” who has been interviewed on such networks as Fox Business News, News Max & Cheddar. Carol has also been a guest on Talking Manhattan and Eye on Real Estate. Carol is the author of the Pulse, a Manhattan Luxury Real Estate Video & Digital market report and blog. She is also a co-author of the book "Luxury Home Selling Mastery". Luxury Home Selling Master II is coming out shortly. She is quoted frequently in many publications such as Mansion Global, WSJ, the Real Deal, Mansion Global, The New York Post, Business Insider and the New York Times. She is known as a “real estate guru”.

Carol Staab has a curated bespoke residential real estate practice where she handles all the transactions and relationships personally and on a very high level. It is much like a family wealth office. Her buyers and sellers gravitate towards her model of business where she provides them with exceptional care and service. She has a "seal" team that includes an administrative assistant, a property assistant, a marketing director, a graphic designer, a creative video team and a top photographer.

Carol's approach to marketing properties gets outstanding results for her clients. A comprehensive marketing plan, top photography and luxury level staging are all a part of her strategy. In addition, she has a branded property video created that tells a compelling story about the lifestyle that a home has to offer. Carol is well known for her success marketing and selling listings that fail to sell when previously listed. She is often referred to as “the real estate doctor” by clients because she resuscitates sick listings, brings them back to life and gets them sold.

Carol's buyers benefit from her expert market knowledge. She helps her buyers pinpoint their dream home, negotiates fiercely on their behalf and guides them through the entire buying process and beyond.

Find Carol on her websites <https://carolstaab.elliman.com/> and <https://www.carolstaab.com/>