

March 13, 2008

## Real estate exec lures buyers to paradise

Brokerage firm Bond New York's new managing director, Fernanda Forman, will sell luxury clients on condos in resort communities.

By: Theresa Agovino

March 12, 2008 5:32PM

With the local market for condos and co-ops showing signs of slowing, brokerage firm Bond New York is trying to branch out. The firm recently launched a division to entice New Yorkers to purchase condos in resort communities from South Beach to Rio.

Fernanda Forman, who has marketed both local residential real estate and condo hotels, was hired as managing director of the Bond Property Marketing Group. In May, she'll open an office near Columbus Circle to promote luxury condos in vacation hot spots.

"This job seems like a dream come true," said Ms. Forman, who spent her childhood in her native Portugal and Paris before moving to the United States as a teenager.

Bond is the city's sixth-largest real estate agency when ranked by number of agents, according to trade magazine *The Real Deal*. The new division can help raise Bond's profile and diversify its business, said Ms. Forman, who added that she doesn't believe the darkening economy will slow the company's latest endeavors.

"We haven't seen a downturn in our business," said Ms. Forman, who joined Bond in October. "People still need a place to live."

At the new office, potential buyers will be able to peruse luxury properties through brochures and virtual tours given on flat-screen TVs. Ms. Forman doesn't expect people to buy on the spot, but she believes they will be intrigued enough to visit the location. Bond hasn't secured any developer clients, but Ms. Forman says that will change.

"There are hundreds of developments being built around the world, and they don't have a way to tap into the New York market," said Ms. Forman.

Her credentials make her a good fit for the job. Prior to joining Bond, she spent a year as director of residential marketing for Starwood Hotels and Resorts Worldwide, where she created plans to sell condos and villas in the company's mixed-use luxury properties. Ms. Forman started her career as an administrative assistant at the Essex House Hotel and spent 20 years at the Central Park West institution, eventually rising to become executive vice president of real estate sales and leasing.

She also marketed apartments in New York City, with stints as a sales executive at Caran Properties and DJK Residential.

That experience should help Ms. Forman step up the firm's efforts to market city properties, too. To that end, her group is creating on-site marketing offices for local apartment buildings, which Ms. Forman believes will help Bond win business by bringing a personal touch that can close a sale.

Mariola Zaremba, who developed two small condo projects in Williamsburg, Brooklyn, hired Bond and has been impressed. One project is completely sold out, and the units achieved the desired prices.

"Fernanda has a very warm personality, and she is very professional. You meet her, and you just trust her," Ms. Zaremba said.

**TITLE:** Managing director, Bond Property Marketing Group

**AGE:** 51

**RÉSUMÉ:** Director of residential marketing, Starwood Hotels and Resorts Worldwide; residential sales director, DJK Residential

**PERSONAL:** Founded Daughters of Portugal, a volunteer group for Portuguese women ♦

