

THE REAL DEAL

October 2008

AT THE DESK OF: BRUNO RICCIOTTI

Bruno Ricciotti, co-founder of the brokerage Bond New York, in his brand-new office on the 19th floor of 1776 Broadway. Founded eight years ago as a rentals-only firm in an office above a strip club and gun range, the now 200-employee firm said it expects to book \$500 million in sales this year. Bond specializes in projects in up-and-coming neighborhoods, but still works in high-end rentals like 148 Mercer Street in Soho, where the top apartment leased for \$25,000 a month. *By C. J. Hughes*

A magazine cutout of martial-arts icon Bruce Lee reminds Ricciotti to “not be controlled by tradition.”

The bearded-man sculpture was purchased on a trip into the Alaskan wilderness with his father.

Framed copy of *The Real Deal's* February 2007 issue, which features him on the cover.

Photo from 2004 debut party for Bond's Mercer Street office, its second.

A wooden chessboard.

This hardcover ledger recorded Bond's first transaction — a \$2,000 apartment on Horatio Street — in a two-deal month. An average month now produces 400 deals.

Christmas gift from vendor Online Residential.

A Hacky Sack, which keeps his reflexes sharp.

“Snuff,” the new book by Chuck Palahniuk, author of “Fight Club,” and a Coldplay songbook that Ricciotti, a guitarist, is learning.

The glass-enclosed clock is from a 2005 Aruba wedding where he was best man. The wedding was conducted in the ocean, where Ricciotti held the ring between his toes.

