



Matthew Berkson is a Senior Associate Broker and a seven-year veteran of Citi Habitats, one of New York City's leading full service real estate firms. Skilled at working with both renters and buyers, Matt embodies the firm's "hybrid agent" philosophy. Citi Habitats' agents are trained to advise clients of all their housing options (both rental and sale), and let the individual make the best choice for his/her lifestyle. However what makes Matt a success is not just his flexibility and hard work, but an impassioned focus on building relationships and customer service.

Born in Westchester County and raised in the New York City area, Matt attended the University of Michigan and the University of Miami. His college years were followed by stint in Southern California where he worked in entertainment industry for a variety of companies such as MTV and Miramax.

Ultimately, Matt missed the excitement and opportunity of New York, but his experiences in California proved valuable in his real estate career. He learned that "the entertainment industry is all about relationships and dealing with people. In fact, it is just about the best training ground possible to learn how to handle any situation and ensure that clients are as pleased as possible." Matt returned to New York in 2003, and immediately obtained his broker's license. He has been a valued member of the Citi Habitats team ever since embarking on his real estate career.

The Extra Mile

Matthew Berkson "With Citi Habitats, you have access to only the best listings on the market for both sales and rentals" **Citi Habitats**

When asked why he chose to join Citi Habitats, Matt stated, "With Citi Habitats, you have access to only the best listings on the market for both sales and rentals. With this in your arsenal, if you are honest, sharp, and motivated, there is no limit to how successful you can become."

Gary Malin, President of Citi Habitats, describes Matt as "a dedicated, professional, hard working agent who is very knowledgeable about both the sales and rentals marketplace and puts the best interests of his clients above all else."

Matt's strengths in the area of customer service have been acknowledged numerous times by Citi Habitats. He has been tapped as Top Customer Service Agent and Top Producer since 2004. In addition, Matt has earned the prestigious Platinum Award (for over 50 real estate transactions each year) since 2007, and is also valuable asset to Citi-Habitats' training program where he advises the incoming agents on his experiences in his years in real estate.

Matt says, "Whether my clients want to buy, sell, or rent, there is nothing I won't do to help them achieve their goals... both now and in the future. I aim to be my clients' broker for life."

Matt's clients come from all walks of life, from recent college graduates to high-ranking corporate executives, to famous actors and TV personalities. However his primary focus is always the people themselves. "I

hear most real estate agents continually use the word 'deal' to describe a transaction when it is always a human being we're talking about. To be successful not just in real estate, but in life, you must always have the person as your primary focus."

As a result of going the "extra mile" for his clients and truly addressing their needs and concerns, Matt has made the kind of relationships that transcend real estate. He has had numerous unique experiences outside of real estate, like once being invited to a dinner celebrating the launch of a client's modeling agency. In addition, he was given a private tour of a Major League Baseball team's ballpark after helping the owner's daughter find not just an outstanding apartment, but a roommate as well.

"When people work with me, they have a friend in the real estate industry fighting for them. I love watching my clients celebrate when they find the perfect place. However, I keep in touch with my clients long after their search is over to ensure that they are as happy as the day they moved in," says Matt. "Ultimately, relationships are everything." ■

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