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| HEDDINGS PROPERTY GROUP |



Seasoned NYC Broker Leads Cutting-Edge Firm

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Marketing Platform Douglas Heddings, Founder and President of Heddings Property Group, is quickly becoming a household name in the world of New York City residential real estate. Known for his above-and-beyond customer service platform and cutting-edge marketing strategies, Douglas Heddings works tirelessly to dispel the “salesman mentality” that is so often associated with his industry, perhaps leading the way for the next generation of brokers.

Heddings launched Heddings Property Group (HPG) in 2010 in Manhattan and has since celebrated four significant growth spurts with the openings of virtual locations in Greenwich and Westport, Conn., Rockland, and Westchester. A seemingly overnight success, HPG boasts an all-star team of close to 30 brokers, who truly value customer relationships and measure their accomplishments by repeat and referral business, not commissions.

The thriving boutique firm pairs above-and-beyond customer service with a highly innovative sales platform that includes a pioneering video marketing campaign, hyperactive social media outreach and the comprehensive True Gotham Blog, one of the original broker blogs to launch in Manhattan. Heddings was also one of the first brokers to create high-quality video home tours and leverage emerging Internet media by sharing them online.

“The Heddings Property Group mission is simple: we want to ensure the best possible experience for our customers—whether

they are buying their first home or putting their beloved property on the market,” Heddings said. “That has been my personal goal since day one in this industry.”

Originally from Baltimore, Maryland, Heddings moved to Manhattan in 1989, in part to pursue a career in acting (he made a few commercial cameos for Snapple and MTV). He ventured into real estate on a whim and became a licensed agent in 1992, brokering his first deal—a \$10,000/month rental—not long after. “I was hooked,” he said.

Heddings was inspired by that first transaction, and went on to establish himself in the Manhattan residential market. Building his career upon a demonstrated commitment to honesty, integrity and ingenuity in his business practices, Heddings went on to become a top producing Senior Vice President with Prudential Douglas Elliman, a company with which he spent 11 years.

Now, as the President of his own boutique firm, Heddings is driven by a quest to nurture his team, capitalize on technology, and always find new and innovative ways to improve customer service. He has always prided himself on his knowledge of the marketplace, his negotiating skills, his meticulous research, and innovative marketing techniques, and is thrilled to surround himself with brokers that share these same values.

He hopes to continue expanding Heddings Property Group, and eventually create a network of offices across the country that

run on the same marriage of exceptional customer service and technological advancement as the Manhattan home base.

A Manhattan resident, Doug spends almost all of his free time with his wife Kate and their two children. Kate is the deputy food editor of Food and Wine, so much of that time is spent eating incredible food.

The Heddings Property Group is a true team, with their clients, and within their company. They partner closely with every buyer and seller to assure the proper alignment of interests; and compensate all their agents for every transaction that comes through the door—a unique philosophy that benefits our clients in terms of the complete and unbiased attention they receive. Also, because they are independent and not tied to large-company procedures, they use unbridled creativity and ingenuity to market and syndicate our property listings the way they should be, to gain the widest exposure and highest return possible.

At The Heddings Property Group, they are inspired by relationships, not commissions. They love what they do and the people they work with, and that’s how real success happens. ■

*Douglas Heddings
President, Heddings Property Group
1140 Broadway, Suite 902
New York, NY 10001
Tel: 646-726-4860
dheddings@heddingsproperty.com
www.heddingsproperty.com*