

EYES IN™ Edition 25 | EYES IN™ is a Publication from EYES IN™ Corp.

# EYES IN

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**World's Innovative Creators & Their Masterpieces**

In this edition:

**Painting Memories into the Present**  
Artist Jarmo Mäkila

**Creative Cohesion is the New Fine Art:**  
Photographer Tom Chambers

**Cannes 2013: The Lexus**  
Short Film Project

**Eyes in**

PENNSYLVANIA, CANADA, FINLAND,  
LONDON, NEW YORK, FRANCE, DENMARK,  
AFGHANISTAN, CALIFORNIA,

**Ole Yde's Modern Femininity**  
from the 18th Century

**Blake Morgan: Forging**  
"Diamonds in the Dark"

COVER ART PROVIDED BY PHOTOGRAPHER TOM CHAMBERS



ACTRESS SOPHIE DESMARAIS AND EDITOR-IN-CHIEF VIVIAN VAN DIJK



# Dear Reader

November is the month when we all start to prepare for the holiday season. The most exciting part is always right before the cold hits here in New York, which is also when I catch some extra vitamin D from the sun by traveling to Miami for Art Basel Miami and Design Basel Miami. At least that is always my intention; the perk of sunbathing between events sounds greater than it usually works out. Most time, the bikini never leaves the suitcase. This year, like every year, I plan to take more time to relax, but I'll see if I slow down a bit in between discovering new artists and designers. From all the art collectors I've seen, they appear to be the ones who "dine and wine" the most, so perhaps I should change professions! Before I promise you any journalistic pieces from Miami, let me decide if I will go as an art collector instead. Maybe our EYES IN December edition will only show you images of masterpieces and their collectors without any interviews! Perhaps we could all learn from the art collectors lifestyle and maybe it would give us the luxury of working a bit less. Who knows . . . ? Let's see which art pieces I view this year and how many articles I can collect by leaving my journalist badge in New York. But above all, how much extra sun tan and free time to party this new profession will bring me! Looking forward to talking with you in December.

Best wishes,

Vivian Van Dijk - Editor-in-Chief EYES IN Magazine and [www.eyesin.com](http://www.eyesin.com)

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A professional headshot of Misha Haghani, a man with dark, wavy hair, smiling warmly. He is wearing a dark suit jacket, a white dress shirt, and a red patterned tie. The background is a plain, light-colored wall.

Editor-in-Chief Vivian Van Dijk: “Misha Haghani works in an industry where innovation does not always seem to fit. Real estate is a cut-throat profession . . . or isn’t it? Haghani uses his innovation to trump the standard mode-of-operation, and is in a league of his own because of it. His daring approach perfectly complements his brilliant mind, fostering the beginnings of a revolution and a revamp toward efficiency in real estate sales. I hope more find the courage to follow him in this bold and better approach.”

## Innovation in Sales: Misha Haghani’s New and Better Way to Sell Real Estate



In the world of real estate, the traditional method of seller, broker, buyer prevails. However, a different method is preferred by real estate expert Misha Haghani, founder of Paramount Realty USA in New York City. His boutique real estate firm deals exclusively with marketing commercial and residential properties in a new and innovative way: via auction.

***“I would love to make more common our model of marketing and selling real estate, which thus far has been very niche. I would love to make it much more mainstream. Creating value and innovating is really what inspires me. My whole life, efficiency has inspired me. I’ve always believed that there is a better way of doing something.”***

Haghani, a highly respected leader in his field, received a finance and business degree from New York University, as well as a business law degree from Cornell Law School. It was during an internship at NYU that he explored the potential of this different auction style to marketing and selling real estate. He sees the approach as one that is much more transparent and beneficial, to both buyer and seller.

By choosing to sell a property via live auction, the seller is nearly guaranteed a greater efficiency to the process that the traditional method cannot accommodate. “Our program provides our clients with the competitive advantages they seek in both robust and challenging markets, connecting serious buyers with serious sellers on an accelerated basis,” said Haghani.





For example, his past condominium development listing at One Hanson Place in Brooklyn, New York was on the market for only four weeks and the bidding lasted for only 20 minutes and sold for 11.5 million. Fueled by his aggressive marketing campaigns and smart business, Haghani capitalizes on efficiency. He gets deals closed quickly and avoids the traditional problems with traditional real estate — property listings sitting on the market for endless months and losing value and sales momentum. Through the live auction process, potential buyers are afforded the opportunity to review the property, do their due diligence and have greater transparency with the property and other offers on it.

***“My ethnicity as a Persian Jew has trained me to be aggressive. My family has taught me how to be fair. My education has taught me to be formal and comprehensive in my dealings.”***

While the method is truly innovative, Haghani has solid confidence in his approach and the track record to prove the success of the auction style real estate. For more than a decade, Haghani has “marketed, sold or advised on nearly \$2 billion worth of real estate and mezzanine auctions, consisting of residential, commercial, land, industrial and special-use properties throughout the United States and Mexico.” He serves as corporate real estate attorney at Milbank, Tweed, Hadley & McCoy, and represents trusted business institutions such as JPMorgan Chase, as well as the Rockefeller family.

A photograph of a bright, empty interior room. On the left is a large, rustic stone fireplace with a dark opening. To its right is a built-in wooden cabinet with three shelves. The floor is covered in large, square, terracotta-colored tiles. On the right side of the room, there is a large bay window with multiple panes and a wooden door with glass inserts. The walls are white with a wooden crown molding. The ceiling has recessed circular lights.

**“The process is transparent and the buyers know what the other competitors are bidding, so there is no overpaying in the process. In the regular process of real estate, a lot of that information is hidden from the group of potential buyers.”**



The progressive and unique business model is gaining a lot of attention, drawing in exclusive opportunities such as the auction of the Greenwich Mansion. Located in the exclusive Conyers Farm in Connecticut and just an hour outside of Manhattan, the “4-story, 11,000 square foot stately stone center hall colonial features a 3-car garage, 4 fireplaces, his and her master baths, soaring ceilings and tremendous amenities, along with a separate 20-stall barn, professional riding arena and riding trails—ideal for the equestrian enthusiast.” Previously on the market for 16.25 million, and valued at 13.7 million, the opening bid starts at 4.6 million.

But a listing as exclusive as the Conyers Farm isn't just open to the general public. In order to participate, there is a preliminary

screening process. Interested bidders must submit written offers of interest prior to the auction date, and only the top three bidders are invited to participate in the live auction.

Even with such great success and growing momentum, Haghani admits many sellers still have fears about the auction process, simply because it is a new approach. But he is certain that it is just a matter of time and marketing before his model catches on and changes the landscape of real estate sales.

To learn more about the innovation that Misha Haghani and Paramount Realty USA are bringing to the real estate business, and also to learn about their upcoming auctions, please visit the Website

[www.prusa.com](http://www.prusa.com).





## A Conversation with Real Estate Expert: Misha Haghani

### As a child, what did you want to become?

I always wanted to be a singer or an actor. Truthfully, speaking from the heart, I would have loved to be a singer, but I can't sing. I have a terrible voice. But it's a dream.

### In which town did you grow up?

Great Neck, New York.

### Do you think your background has influenced your real estate business style? If so, what specific element in your background is most pervasive in influencing your business style?

My ethnicity as a Persian Jew has trained me to be aggressive. My family has taught me how to be fair. My education has taught me to be formal and comprehensive in my dealings.

### What inspires you in the job of real estate?

I would love to make more common our model of marketing and selling real estate, which thus far has been very niche. I would love to make it much more mainstream. Creating value and innovating is really what inspires me. My whole life, efficiency has inspired me. I've always believed that there

is a better way of doing something. I learned about the auction business through a college internship while I was at NYU. I think this way is much more efficient than the brokerage model, and that is what this is — a more efficient way of selling real estate.

### Your company, Paramount Real Estate, sells real estate via online auctions — Can you tell us how that works and the benefit it provides over the traditional method?

It is more efficient for the buyer because they are not wasting any of their time in the process. They know when it will be sold, they can view everything in advance and compete against buyers on the same terms. Because of those things, the buyers set the price of the property. The process is transparent and the buyers know what the other competitors are bidding, so there is no overpaying in the process. In the regular process of real estate, a lot of that information is hidden from the group of potential buyers.

From the seller's perspective, it is a much faster process. The seller gets to reduce the carry cost of the property and also control the timeline of sale. Instead of listing the property with a broker for 12 months and waiting to see what offers they get, the auction process with us is streamlined; the auction date is announced and the sale occurs in a set timeframe at a marketable price.

### What do you think it will take in order for this model to become more mainstream?

More publicity and more transaction value. The more deals done this way, the more common and normal and accepted it will become.



### What are your thoughts on the current trends in real estate, particularly in New York City and the surrounding area?

New York City real estate is on fire, particularly in Manhattan, in everything from residential, commercial and retail. Development has picked up considerably, as well. Condo supply is low and pricing is at an all-time high. Manhattan is doing very well right now; the only question is how long will this last? What's fueling it? Is it artificial or is it grounded in some fundamental recovery? No one knows the answer. I believe when it comes to Manhattan's recovery, regardless of whether it is fundamental or artificial, it is an artificial market anyway, because it is a small island and is its own market.

### Which basic elements of creativity did your family teach you?

Generally, my father always taught us to be different, think differently, try something different and do not just do what everyone else does. That really sunk in and has become a part of who I am.

### What do you think New York City will look like in 20 years from now? How do you think it will change, for better and for worse?

I think we'll see incredible extension of everything, everywhere, again because of the artificial markets fueling demand. I think we'll see a lot more development and every square inch of Manhattan will look like Midtown. I think anything bought in 2009 will make a lot of money by the end of 2013. Many buyers wonder If they buy now, are they overpaying? Will they make money? If you buy in Manhattan, anytime, in the long run, you will always be up.



### **What would you say is the number one thing to keep in mind when looking for a home/investment property?**

When buying a home, everyone says to try not to think of it as an investment or business transaction, because it's your home. But it's hard to take the business out of it. Really, though, the best advice is to buy some place that you expect to stay in for 7-10 years, will meet your changing needs and I advise to always stay away from short-term decisions.

### **What has been or do you expect to be the most exciting real estate listings in New York?**

Right now, it is The Greenwich Mansion. We have been hired by a bank that has foreclosed on the exclusive mansion/ranch in a remarkable area of Conyers Farm, Connecticut. It is really a magnificent home and a truly irreplaceable location.

### **What is the most difficult thing of your job?**

Getting the type of deals and the number of deals that we would like to get. Because what we do is still not mainstream, convincing some sellers to sell their property this way is sometimes difficult, because they are afraid of the auction style.

### **What is the most fun part of your job?**

The variety in building/property types and locations. We get to get in and get out within a few months, so it's always exciting and nonstop, a sprint for marketing, showing, due diligence — close quickly and move on to the next project.

### **Do you embrace the changes in the real estate industry regarding social media and technology influences?**

Social media is very helpful to us. Being in real estate, the most important thing we do is marketing. We are sellers/agents, and we can only do that through properly marketing. Social media is an essential aspect of that and a very effective way of reaching buyers.

### **How do your auctions work?**

Our auctions are live auctions, not online auctions. Some of these are open to the public, while others are a hybrid, where we require those who want to participate in the auction to inform us in writing prior to the auction date, thereby ensuring only serious inquiries. We employ exclusive bidding formats for exclusive properties.

### **Do you have any preferences for an artist and/or for creators of artistic or innovative works?**

Personally, I'm not that artsy. What's interesting is that I am generally not a fan of contemporary or modern art or structures.

### **Do you follow any philosophical or psychological approach in your work?**

Not really. I have no rituals.

### **What is your favorite building in the world?**

My favorite building is the Hearst Building on 8th and 57th. It's gorgeous, the colors are beautiful, with the navy blue and limestone.





**“Because what we do is still not mainstream, convincing some sellers to sell their property this way is sometimes difficult, because they are afraid of the auction style.”**

#### **What is your favorite hotel?**

I'm more a fan of the charming, boutique hotels, rather than the massive ones.

#### **Where is your favorite place to work?**

My office, before 8am or after 7pm. It's nice and quiet then, and I can really get things done. I believe I get more done in two "off" hours, than I can during the typical work hours.

#### **What would be your ideal home?**

I like the Colonial styles, but we have a English Tudor home and we are really happy with it.

#### **Do you have any personal and/or professional dreams for the future?**

Professionally, I would love to do a handful of great deals each year. That would be perfect. I don't need to do 100 — just a handful of unique, exciting deals each year. Personally, I hope to continue to grow the family and enjoy them.