



New York's Relocation Expert

**The smartest move you'll ever make**





## STRESS-FREE RELOCATION

HOW TO MAKE ALL THE RIGHT MOVES

SEAMLESS  
TRANSITIONS  
TAKE  
COMPASSION,  
CONNECTIONS,  
COMMITMENT.

It's no easy task to uproot an employee; even more challenging is adding the accompanying spouse and children, then asking them to trek across the country or the world to work and live in New York City. It's critical to help them find the perfect rental accommodation or purchase a house in a neighborhood they can truly call home.

Compassion is needed but, to make things go as smoothly and stress-free as possible, it takes even more: trusted connections, specialized knowledge and experience in an atypical real estate market. I have that expertise and can provide those connections.

You also have to help your employee navigate and negotiate complex leases or purchase contracts in a city like no other. New York's condo and co-op boards can be convoluted. My depth of knowledge and breadth of contacts throughout this grand city will soothe and satisfy your most apprehensive of newcomers.

I have identified reputable landlords and real estate agents. Having cultivated close, productive relationships with many of them over the years, I can provide you with a level of confidence and trust you can count on.





## STRESS-FREE RELOCATION

### LIFE'S BIGGEST MOVES MADE EASY

My ability to act as a personal advocate or even a banker may be the linchpin to your employees' relocation success. Fielding their numerous questions and promptly handling every concern is my job. I know from experience exactly how much of your time those nitty gritty details can take.

We both know that the longer the relocation process takes, the longer it takes for the employee to become 100% productive.

Much has already been invested in this person. You want to ensure a substantial return on your investment of human capital. I'll help you ease your transferee into their new life as quickly and seamlessly as possible, with the least amount of stress for all concerned.

Bank accounts may take some time to be set up, particularly in the case of international clients. If a transferee is not yet established and a deposit or security is required (and the company so authorizes), I will pay the necessary funds on their behalf so as not to jeopardize the rental transaction or cause undue delay.

Many real estate firms are reluctant to take such a risk. I consider my understanding of the intricacies of international relocation and facilitating the process to be an integral part of my service offering – one that further sets me apart from the rest.

MAXIMIZE  
THE INVESTMENT  
MADE IN YOUR  
TRANSFEREES BY  
MINIMIZING  
THEIR STRESS





## WHY ADD TO YOUR STRESS?

RELAX! I HAVE YOU COVERED

My name is Daniel Baum. I understand exactly what your needs are and I'm here to assist your organization and your relocating executives.

I *know* New York! For more than a decade, I've been helping hundreds of corporate executives and employees successfully relocate to the city I call home. I'll tell you exactly how in a minute.

Are there other real estate services? Of course. This is New York! You've probably dealt with some already. But I promise that you won't find anyone *anywhere* who will devote as much care and personal attention to finding the perfect housing match for your executives' desires, needs and lifestyle in such a timely and efficient manner.

You can count on me to effectively manage your expectations as well as theirs with courtesy and respect.

And my involvement doesn't end with the physical move. I have developed and enjoyed on-going relationships with all my clients, to ensure they keep feeling happy and at home in their new surroundings.

Find a full bio for [Daniel Baum](#) at the back.

**Contact me today to book a FREE, no obligation 30-MINUTE consultation to review your current relocation needs or to discuss my services in greater detail.**

*"Daniel took the time to get to know me, before exploring every option in the city to find the best fit for my fiancée and me. His experience, connections and knowledge of New York City proved to be invaluable to me, during – and even after – our search for my first apartment in Manhattan. I have already referred friends to Daniel, with confidence that he will put the same effort into finding them the best available home in New York."*

R. Watkins, Pimco



## THEIR HOME IS WHERE MY HEART IS... 5 IMPORTANT STEPS TO SUCCESSFUL RELOCATION

After years of hands-on experience in the real estate market and relocation industry, I've developed a no-fail, systematic approach to successful relocation.

Each step builds on the previous one for superior results in far less time than you'd expect.

### STEP 1 – MAKING CONTACT AND KEEPING IT

Time really is money and you can't afford to waste either. I respect your time and your transferees'. You may phone or email me directly and expect a timely response. What's more, I will provide corporate HR with regular progress reports, updates and notifications as needed throughout the entire relocation process.

### STEP 2 – COMPREHENSIVE PRE-ARRIVAL CONSULTATION

My commitment to personal attention continues when I contact your employee directly, either by phone or email, at their option and convenience.

*"My biggest concern in relocating from California to New York City was finding the right location with the most affordable housing options. Daniel paid careful attention to my needs, taking note of what locations would fit my age group, lifestyle and would make traveling to and from work most convenient.*

*"He did his research and had a plethora of options to show me my first week in the city. Daniel not only secured a deal that allowed me to live close to work, he found me housing that was spacious and more inexpensive than I had expected. I would recommend that anyone relocating to New York work closely with him to ensure a seamless transition."*

R. de la Rosa,  
Funds Development Specialist, Pimco





## THEIR HOME IS WHERE MY HEART IS...

HERE ARE THE OBJECTIVES OF STEP 2

- Introduce myself and my services. This creates rapport, builds trust and establishes a comfort level.
- Gain an in-depth understanding of your employee's unique wants and needs. These may include accommodating an accompanying spouse, children, pets or taking into consideration proximity to acceptable schools, transportation, recreational facilities or any other amenities.
- Manage expectations, to ensure all concerned understand the nuances of the relocation process. I'll also explain how it works within your company, if you wish for me to do so.
- Discuss qualifications, allowances/limitations as well as any documents they'll need to have with them, such as passports, visas, proof of employment, etc.
- Answer any and all questions your employee or their family might have. Assure them I'll always be at their service to address all their concerns in order to make a seamless, stress-free transition to their new home.
- Arrange to forward any desired educational materials, such as relocation guides, email listings, websites, etc. in advance of their arrival.

ALWAYS  
AT YOUR  
SERVICE  
TO LISTEN,  
GUIDE AND  
HELP



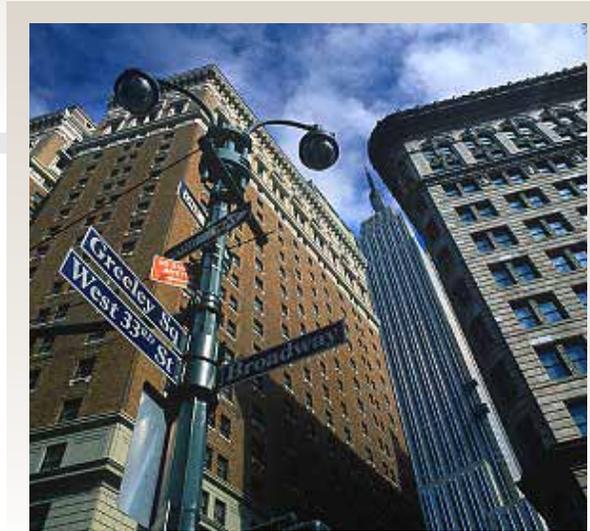


## THEIR HOME IS WHERE MY HEART IS...

### STEP 3 – ONE-ON-ONE GUIDED AREA ORIENTATION TOUR & HOME SEARCH

HERE'S WHAT THIS STEP CONSISTS OF:

- I pick your transferees up at their office or hotel, with Google's customized "My Maps" and my iPad in hand. Then I take them on a tour of different Manhattan neighborhoods so they get to know the subtle nuances and lifestyles that each has to offer and decide which might be the right fit for them.
- I personally select properties from among thousands of available listings, based on the specific criteria we previously discussed. Again, I will not waste their time by showing them anything I already know they won't like or that the company will not allow (for instance, co-ops).
- I help educate them on the current housing market. Then I personally assist and escort them throughout the entire home search process.



ONE-ON-ONE  
PERSONALIZED  
ATTENTION

This is the service my clients say they appreciate most of all. In fact, many have said they chose me because my unique orientation tour developed their confidence in me personally as well as in my ability to understand their needs and find a perfect housing match.

There's no voodoo involved. I just listen, more actively and attentively than most relocation specialists do. Unlike many other real estate groups, I won't hand your transferees off to a junior agent. I give them my personal attention.





## THEIR HOME IS WHERE MY HEART IS...

### STEP 4 – HOME PROCUREMENT AND RELATED ACTIVITIES

Finding the right home takes time and patience. My 5-step process is efficient and relatively fast, but I will never EVER rush your transferee or pressure them to settle for less than they want, need or deserve. I'm in this for the long-term satisfaction of all concerned, not to close a quick sale and move on.

I'm sensitive to the unique situation of every transferee and will bend over backwards to make each transaction as pleasant, seamless and stress-free as possible.



Once your transferee has been educated about the market, has viewed suitable properties and is ready to decide on one, I will:

- Personally guide them through the home procurement process.
- Effectively mediate communication between renter and landlord, as necessary. I'm well equipped to do this, thanks to the strong relationships I've developed with many of the city's building owners and property management companies.
- Serve as an advocate when negotiating or resolving any issues that may arise.
- Review the lease or home purchase agreement and handle negotiations with any changes, if necessary (such as adding a lease break clause, for example).
- Facilitate the closing. When it's time to review the final lease or home purchase agreement with your transferee, rest assured I'll be there in person to ensure they're completely comfortable with all the final details.

NO DETAIL  
IS TOO  
SMALL  
FOR ME  
TO HANDLE



## THEIR HOME IS WHERE MY HEART IS...

### STEP 5 – AFTER THE SIGNING & SETTLING IN

I never charge additional fees to help my clients get acclimated to their new homes. I consider that an essential part of my service's total value.

#### IN ADDITION, I WILL:

- Explain how to set up utilities and ancillary services.
- Help them identify and source reputable businesses and services.
- Provide guidance and support long after the financial side of the transaction has been completed.
- I will regularly follow up to make sure your transferees are happy for as long as they live in Manhattan.

IT'S MY GOAL  
TO EARN A  
CLIENT'S  
BUSINESS  
FOR LIFE.



*"Daniel Baum was an absolute delight and joy to work with. He totally invests in you as a customer and dedicates his time and energy to finding the best solution for you based on all your needs. He's trustworthy, smart, proactive, detail-oriented and full of integrity. I highly recommend him."*

K. Rockwell,  
Global Business Director, JWT



# DANIEL BAUM

New York's Relocation Expert



In June 2009, **DANIEL BAUM**  
was named one of the  
**"Most Powerful People  
in New York Real Estate"**  
by the  
*New York Observer.*

PROUD MEMBER OF:

**REBNY**<sup>®</sup>  
REAL ESTATE BOARD OF NEW YORK



## CONTACT DANIEL BAUM THE SMARTEST MOVE YOU'LL EVER MAKE

**DANIEL BAUM** is **New York's Relocation Expert**,  
the first choice "go-to" real estate professional to the corporate community.

He understands the needs of both the individual and the corporate relocation decision-maker. His in-depth knowledge and experience, combined with his sincere compassion, empathy and unsurpassed dedication to superlative customer service have already put him on top of the highly competitive Manhattan real estate industry in just over ten years.

He began his career in the corporate relocation division of Citi Habitats Inc., one of the largest and most successful real estate firms in Manhattan. He quickly rose to become the firm's top producing real estate broker. He went on to co-found **The Real Estate Group NY (TREGNY)**, now known as **MNS Real Estate**, where he held the position of COO and Director of Corporate Relocation.

During his tenure at TREGNY, Daniel created and authored **The Manhattan Rental Market Report**. It was the first report of its kind, offering the monthly asking prices of rental apartments in 15 different Manhattan neighborhoods and tracking their trends. As a result of this most noteworthy accomplishment, Daniel was cited in over 200 publications and was a regular contributor to the news media in the New York real estate community.

For more details, please Google:  
**"Daniel Baum Manhattan Rental Market Report"**.

**Contact me today to book a FREE, no obligation 30-MINUTE  
consultation to review your current relocation needs  
or to discuss my services in greater detail.**

Contact **DANIEL BAUM** 646.373.2959 [daniel@reloagentnyc.com](mailto:daniel@reloagentnyc.com)