



**What is the proudest moment of your career?**

At the end of my first eight months [as a broker], I realized I had finally found a calling that inspired me, challenged me and provided unique daily experiences.

**As a leader in your field, what would you say makes an iconic broker?**

Customers, sellers and colleagues must be able to trust you implicitly, you must be likable and you must have great closing skills.

**In your opinion, what makes New York an iconic city?**

New York City is symbolic worldwide as a financial and cultural hot spot where many of the most interesting and inspiring people choose to live.

**When did you first realize you were a true New Yorker?**

Being born and raised in New York certainly helped. I've never contemplated living and working anywhere else in the world.

**When and why did you decide to become a broker?**

When I was working at CBS Records International producing music videos of acts like the Jacksons and Julio Iglesias, I developed a TV show called "Name That Video," which I sold to CBS. Although the show ultimately wasn't produced, I discovered a new talent: selling. A friend of mine sent me an article about real estate that really excited me, and I just followed my intuition and became a broker.

**Based on your extensive sales, what do you think defines an iconic New York apartment?**

One that stands head and shoulders above the rest because of a combination of outstanding location, superb architectural elements, spectacular space and unique "wow" features.



817 Fifth Avenue: Iconic, triple mint, full-floor, pre-war condo asking \$25 million.

**SOTHEBY'S INTERNATIONAL REALTY**

212.606.7612

roger.erickson@sothebyshomes.com

roger-erickson.com

