

TOP AGENT MAGAZINE

SARAH HOOFF



If you've been sleeping on Newburgh, New York, it's time to take another look. Thanks to the vision of Sarah Beckham Hooff and her international team of creatives at Reattached Real Estate, homebuyers and investors are rediscovering the beauty of the city's fine historical architecture, and once-abandoned buildings

are finding new life as artfully renovated, flexible spaces for professionals seeking that ideal life-work balance.

An eclectic herself, Sarah is the right kind of Realtor to lead the effort. She spent ten years abroad working in Russia and Eastern Europe as an environmental conflict specialist, which gave her a lot of experience assessing property development and land use. During that time she also acquired several languages, including Russian, Czech, and Modern Greek. She's been a Fulbright Scholar, grant writer, activist, and performing artist.

Her return to the US landed her in Newburgh, where she found many down-in-the-heel commercial buildings—and opportunity. “I realized the real estate here was grossly undervalued,” Sarah explains. “We bought a home for \$7,000 and began renovating it. I even turned an abandoned hair salon into a performance and recording studio. Newburgh is such a fun, active, diverse community that's only about an hour out of New York City.”

Sarah got her Realtor's license in 2015, working first as a renovator before becoming an agent and eventually getting her broker's license. Today she's the owner/broker of Reattached Real Estate, and manages a construction crew that assists with renovations. She sold over \$8.8 million in 2021, with 80 percent of that business coming through referrals. Sarah's high-info-low-pressure approach has won her clients' trust and kept them coming back.

“I'm very transparent,” says Sarah. “Most of these buildings are pre-twentieth century and need quality renovation. The process also comes with a lot of bewildering particularities. There's incredible value here if

you are willing to invest in the necessary work, and I make that clear.” She laughs, adding, “I'm actually selling to people who will be my neighbors, and I don't want them giving me the evil eye when I'm walking down the street with my children.”

The key to Sarah's success is that she has built the kind of business and relationships to help her clients see their investment through to its rewards. As a member of the City of Newburgh Planning Board she has a strong grasp of code, conversions, zoning areas, and the requisite paperwork. She's also built relationships with everyone a buyer would need to work with to complete their project. Moreover, her construction crew and team of designers can deliver on the renovation itself. “We aren't just talk. We take financial risks to make sure the work we do is high quality. This is a collective effort that reinforces community.”

Going forward, Sarah wants to continue adding innovative agents and designers to her team, as well as strengthening the services she can offer through her construction company. Most importantly, she wants to be able to ensure all of her clients a wonderful experience. “There's no rush, because everything has to be done right. I enjoy helping people think holistically, building super-functional relationships with my team and my clients, bringing people into this sort of cozy fold where everyone knows one another.”



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