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With over 70% of adult New Yorkers totally vaccinated, real estate buyers are streaming back into one of the safest places to live and play. John Rusk, President of Rusk Inc., talks Abode2 readers through how to acquire, renovate, and move into a New York City apartment or townhouse

According to the Wall Street Journal, prices for New York City properties priced at \$4 million plus, are down by nearly 35%. There is no time like now to buy and build in NYC. John Rusk, President of Rusk, talks us through the process.

Building in the Big Apple can be daunting, but there are some simple rules to apply to ensure your dream home is ready by the time NYC reopens:

- Take the opportunity to build something special to share with family and friends. An apartment in NYC should be an expression of your taste. Assess the space, location, and views, then create something that delights you every time you walk through the door.
- Hire a designer who understands your tastes. You may consider using the design team you've used for your projects back home, and then team up with a NYC architect. During the pandemic, it's much easier to have meetings where you currently reside to review material samples in person. Your designer can then collaborate with a NY architect to put the plan onto paper and manage the project. Rusk is happy to make those introductions.
- Buy everything from your general contractor so they warranty and service it all; this includes tile, shades, audio visual system, plumbing fixtures and appliances. Using one company to call for service and maintenance allows you to keep it simple and focus on the fun aspects.
- Employ professionals with long, successful track records of providing full service. There will always be someone with more attractive pricing working to break into the market

but they may not have the required expertise and may cost you more in the long run.

- Building is a collaboration. When building for long-term service and cost efficiency, a good builder will step up to help refine details and find a better way to achieve the best result.
- Choose technologically savvy firms that can use video conferencing to host virtual meetings and keep you in the loop regarding the construction. Rusk has been working through the pandemic and has the safety protocols and technology to help you manage and monitor your project from across the country or across the world. We can introduce you to world class realtors, owner's representatives, interior designers, and architects to facilitate your move to New York. Please don't hesitate to call. Timing is in your favour. Purchasing a property will take three to four months, securing building plans and approvals will take another four to six months, and construction will take four to ten months. By the time the process is complete, you will have the perfect place to stay when you visit one of the greatest places in the world.

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