



Crafton joins Harlem Lofts

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According to Harlem Lofts, John Crafton has been hired as a full-time real estate associate broker to buy and sell real estate and bring new strategic opportunities in the Harlem market. Crafton joins Harlem Lofts having most recently been an associate broker with Nest Seekers International where he also focused exclusively in the city.

"We are very excited to have a broker join Harlem Lofts that has spent his entire career working in and focused on Harlem" said Robb Pair, president of Harlem Lofts. "It is this sort of focus and achievement on a community that separates brokers like John and firms like Harlem Lofts".

At a prior firm, Mr. Crafton was named "Rookie of The Year" (one of the industry's highest honors) in setting sales performance records. Mr. Crafton has been featured in publications such as The New York Times, Real Estate Weekly, New York Magazine and Metro NY. In 2007, Mann Report Residential named him the "Prince of Harlem Real Estate." John was featured among seven top-performing Manhattan agents in the Mann Report "Broker's Issue."

In 2006, as a new agent, Mr. Crafton originated over \$3 million dollars in exclusive listings his first 90 days of being hired. He rented 90 apartments and closed \$5 million in residential sales in his first year in the business. Prior to his tenure in real estate, Mr. Crafton was influential in the music business, and appeared on CNN to deliver expert commentary on the entertainment industry.

According to Craig Rothfeld, Chief Operating Officer, "The addition of John to the Harlem Lofts team is in keeping with our continued growth strategy to hire the best agents and brokers with Harlem experience in order to be the premier real estate brokerage boutique in Harlem servicing the Harlem market."

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