



PROFILES

New Executive: *Kim Mogull*

Trump has broker fired up

Real estate pro mixes charm and chutzpah to lease retail space for The Donald

BY CHRISTINE HAUGHNEY

SPEAKING FROM EXPERIENCE, Kim Mogull has some boardroom advice for Donald Trump's chosen apprentice. Ms. Mogull, the newly appointed exclusive retail broker for Trump Plaza and 40 Wall St., says his new sidekick should stay focused, defend his or her ideas and not waste Mr. Trump's time. He fires his questions quickly, but he wants thoughtful answers.

"Whenever I sit with him, it's like injecting caffeine in my veins," she says.

While Mr. Trump has been serenading contenders with his gravelly delivery of the phrase "You're fired" on NBC's hit *The Apprentice*, this 38-year-old broker is now working as a real-life apprentice, finding tenants for 75,000 square feet of retail space. Her story, a 17-year tale of working her way up through Manhattan's real estate

world, is a more prolonged and realistic portrayal of the path to Trump's executive offices.

"We love Kim and think she does a great job," says Mr. Trump.

A mogul's Mogull

In *Apprentice*-speak, Ms. Mogull has Heidi's chutzpah, Amy's grace and Carolyn's business instincts. Her personal life is filled with anecdotes of befriending assorted New York souls. A cab driver asked to write to her after driving her from SoHo to 86th Street. Waiters once left tables available around her until they could seat the most attractive men nearby. By the time business deals are signed, most clients call her their friends.

Her instincts and connections have helped Ms. Mogull find many tenants for the meatpacking district, including designers Henry Béguelin, who took space in the Hotel Gansevoort, and Catherine Malandrino, who is located across the street. Ms. Mogull is the exclusive broker for the Scoop clothing store chain, and major Times Square landlord Sherwood Equities Inc. just hired her as a consultant.

"She's very aggressive," says Jeffrey Katz, chairman of Sherwood

Equities. "At the same time, she's very charming and she gets what the deal is about."

The road to an association with Mr. Trump started in childhood, when Ms. Mogull teed off on a lease, she jokes. Following her parent's divorce, her father, a clock salesman, brought her to trade shows; she learned from his selling skills and later went on to peddle costume jewelry to her elementary school classmates. Ms. Mogull's mother, a commercial broker, dragged her and her two brothers around New Jersey in a station wagon and made them write down available real estate sites.

From the get-go

While at Northwestern University, Ms. Mogull was a top salesperson for Encyclopaedia Britannica, selling sets at state fairs in the Midwest. After college, she started out as a Coldwell Banker broker, renting out space for the Sigety family at 1760 Third Ave., between East 96th and East 97th streets.



KIM MOGULL

COMPANY Mogull Realty Inc.

TITLE President

AGE 38

RÉSUMÉ 17 years as a Manhattan broker

MISSION To find the tenants best suited to Donald Trump's Trump Plaza and 40 Wall St.

For years, she kept taped to her computer some choice advice from a fortune cookie: "As long as you're going to be thinking anyway, think big."—Donald Trump.

Mr. Trump's office first called late last summer and asked to meet with Ms. Mogull to talk about retail leasing. Since winning Mr. Trump as a client, she has convinced him to focus a bit less on flashy ten-

ants and more on those that will pay the highest rents—though she notes that he will always be interested in attracting trendy tenants.

Ms. Mogull has learned how to turn his frown into a dotting grin: Show him a picture of his properties, which he gazes at like grandchildren, she says. But she hasn't had much time to get caught up in the frenzy surrounding Mr. Trump's show. Her hours are so long that she typically watches *The Apprentice* in reruns. ■

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