

Home > Cover Story

TAKING THE HAMPTONS BY STORM: JARED SELIGMAN

by Sydney Sadick — September 18, 2023 in Cover Story



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Real estate agent and guy-about-town **Jared Seligman** is here to find you your dream home—and in style. The Corcoran Hamptons-based talent shares his journey to building his career and why like there's someone for everyone, there's a *house* for everyone, too.

Jared, how did you get into the world of real estate?!

I was interning and working full time in public relations while I was finishing high school and one night my uncle turned to me during dinner and said, "You know that you can get a real estate license when you're 18, right?" I went home, googled it, and thought it could be a fun and glamorous summer job before college.

You're officially a Hamptons resident now. What sparked this move?

I had friends and family with homes here growing up, and I've fallen in love with everything about the Hamptons ever since. The lifestyle is unlike any other place I've been; I love everything from its historic architecture, incredible farmstands, amazing gardens, art galleries, one-of-a-kind specialty stores, and most importantly, the people. I love how casual it is, where it's okay to go shopping for a home in your bathing suit. I also love entertaining friends and loved ones at home.

You've been known as the agent to sell to NYC's NextGen set. How is working with the next generation different from other clientele?

I started selling to people very close to my age. I quickly went from selling my friends' homes to selling to their parents or being referred to corporate executives and family offices. Back then, it was extremely difficult to compete with the old guard who had a tight grip on many of these clients. I dealt with a lot of rejection, either because of my age or my lack of experience in the ultra luxury market. Now that I'm almost a 20-year veteran in the business, I would say my clientele, although still diverse, has transitioned as I've grown and matured over the years.

What is your advice for millennials looking to buy their first Hamptons home?

I would give the same advice to millennials as I would any other generation: The Hamptons market, like any other, goes up and down, and I would encourage prospective buyers to focus on finding a property that works for them and less about trying to time the market. There's always inventory, and great homes *do* come on the market, but it can be challenging to find something extraordinary that checks every box. Align yourself with a talented and knowledgeable broker who can help navigate and advise through these opportunities, both on and off the market. Buying a home in the Hamptons is not always an overnight process, and it's important to know the market well before pulling the trigger.

How will you work with clients here?

I will bring my years of experience in luxury real estate and in selling and renting homes here part time to help guide clients through their transactions. I'm selective about who I work with, and I specialize in buyers looking for once-in-a-lifetime opportunities. As a result, I'm discreet and do many transactions off-market. I have a great team of agents that I work with, so we can cover all types of clients and price points. In addition to the Hamptons, we retain a footprint in Palm Beach, where I also advise and refer real estate clients.

What types of homes do you specialize in?

I've always been an admirer of historic properties and think it's a huge reason why I love it Out East so much. I love when a home has character and unique features that aren't found in your typical spec home. I also love working with contemporary homes and beautifully designed properties by notable architects, designers, and builders.

One of your first major gigs was listing Mary-Kate and Ashley Olsen's NYC penthouse. How did that happen?

The Penthouse at 1 Morton Square was my first big listing and most certainly cemented my seat at the luxury real estate table in NYC. The owners were friends of mine and saw the business that I was doing, and I'm so grateful they trusted me with that sale. It was a complex transaction and am proud to have taken it to the finish line, especially at such a young age.

We have to talk about your wedding while we have you. How have the first months of marriage been going?

It's been amazing, although I'm so glad to no longer be planning a wedding! I'm still getting used to saying husband, but truly, I'm just so grateful to have found my other half. We're enjoying our time together with our family, Winston Churchill and Queen Elizabeth, and our home in Bridgehampton, which we just finished renovating after the past three years.

How did you and your husband [Max Schapiro] first meet?

Max saw me on an episode of *Million Dollar Listing* and made it his mission to meet me. It finally happened over Christmas, seven years ago in Palm Beach. We met through some mutual friends, and the rest is history.

Your pal Nicky Hilton was the belle of your wedding! How did you two first meet?

Nicky and I had quite a few mutual friends, but we hung out the first time in L.A. almost 20 years ago. It was love at our first Taco Bell together. I'm so lucky and fortunate to have such a kind, loving, and loyal best friend to share life's greatest triumphs and challenges with. I'm truly blessed.

Would you ever be open to reality TV?

In the past I had turned down some extraordinary opportunities in TV and I regret saying no to a couple of them. In this next chapter, I'm open to different opportunities and am currently exploring some options. I just signed on as an executive producer for a film being produced in the Hamptons, and I'm going to be appearing in my first movie with a small cameo as a "Hamptons Real Estate Broker," which is fun and exciting.

You always have such great outfits. How important is style and having a brand when it comes to standing out as a real estate agent today?

I think it's so important to build your brand as a real estate broker. Having your own style and point of view is critical, and I think people respond positively to genuine people with their own sense of style. There are many different great brokers with completely different styles, either when it comes to fashion or how they do business. In the Hamptons, there is really someone for everyone!

What does your typical Hamptons weekend look like?

It can be a bit of a zoo in the summer, so I try to prioritize some me time when I can. I like going to farmer's markets, spending time with my dogs, entertaining at home, showing my support for special local organizations, and of course, attending some of the best parties and events all summer long.

What are you working on now?

I'm looking at some restoration and development opportunities throughout the Hamptons for my next project, developing a podcast series, and building a lifestyle brand to hopefully bring my tabletop line into production soon! I'm also super excited about my new web series I'm doing on TikTok and YouTube where I feature people, places, and houses, giving you a unique point of view and an inside look into some of the best that the Hamptons has to offer.

What's next for you?

I was known in NYC for acquiring extraordinary deals for my buyers and commanding previously unmatched prices for some of the most iconic properties. I broke a lot of records in the city and look forward to building another record-breaking portfolio in the Hamptons.

Anything else we should know?

I worked as an interior designer for a couple years doing fun projects and that has been integral part of my success, both on my own projects, as well as for my clients.

"I believe that sometimes the best real estate deal is the one you don't do. You should never be pressured into pulling the trigger on something."

"I think laughter is the best medicine."

"I have overcome countless hurdles and obstacles in my life but after surviving a brain tumor, I feel so lucky to be alive and to be happy and healthy today. Going through a major health obstacle like that changes your perspective. These days, I try not to sweat the small stuff, and I know there's no hurdle I can't overcome."

