



New Guard

STAR BROKER MATTHEW BREITENBACH AND HIS TEAM (BREITENBACHADVISORY.COM) CONTEMPLATE THE FUTURE OF REAL ESTATE IN THE HAMPTONS—AND THEIR OUTLOOK IS BRIGHT. BY JEAN NAYAR

How do you approach the business? There's a science to real estate today; the game is elevated—it's about high performance. I approach real estate as wealth advising, and with our exclusive listing platform, we offer solutions-based selling. The root of my business revolves around guiding buyers and sellers through market conditions. We look at it through a data-oriented approach.

You specialize in deals with sports and entertainment figures. I've worked with people like Kyrie Irving and Jeremy Piven, and I brought a buyer to the deal in the sale of Russell Simmons' house. But many of my buyers and sellers are new money people working in private equity or hedge funds in their mid-30s to mid-40s. They are moving to the Hamptons to live full time and are looking for a new kind of luxury. They speak differently, they communicate differently, and they look at real estate differently, so my agency and team are tailor made for them. I speak their language. I know where they search, how they search—and my strength is from a digital perspective.

How do you see the new Hamptons versus the old Hamptons? It has become a year-

round country place for new money people. The old money people saw it as a three-month summer beach place. But now, with technology, people can work remotely and younger people see the year-round pulse here and love it.

What's your take on the future of real estate here? To take it to the next level, people need to work as high-performance, goal-oriented sales teams. We have a once-in-a-generation team; it's the shining star of teams out here, and we understand what it means to offer a high service level with like-minded people united behind a vision with built-in systems.

Any recent notable deals? A deal in Bridgehampton at 9 Morgan Hill Way listed for \$21 million involved working with both the seller and buyer, two guys both in their 40s, both worth a lot of money. The new Hamptons buyers, who are often hedge fund people or tech entrepreneurs, are a whole different breed. This deal is a good case study of the kinds of transactions I do. Since they're in the same age bracket, they're like my people and I know how to do deals with them.



From top: A picturesque tree-lined property in the Hamptons; a unique and contemporary estate offering, a home with water access.