

# Fillmore Real Estate News

"Your Source For Everything In The Brooklyn Real Estate Market"

Volume 1 Number 1

Winter 2005

## FILLMORE HAS BEST YEAR EVER!!

New Offices, New Associates, New Sales Records!



Fillmore President John Reinhardt is congratulated by CEO Bill Reinhardt for the company's most successful year to date.

With the best sales record ever, many new faces on staff and two new offices to serve Brooklyn, there is no doubt that 2004 was Fillmore's best year ever.

In business since 1966, Fillmore is Brooklyn's largest real estate company, with 21 offices and over 500 agents. Family owned since its inception, Fillmore Real Estate is synonymous with providing clients with the best possible customer service, ensuring that each sale is successful and hassle-free.

"I am very pleased with our success in 2004," said John Reinhardt, President of Fillmore Real Estate. "Everyone in our company stepped up to the plate and made 2004 our most successful year in our almost 40 year history, and I am very proud of them."

Among the many accomplishments that Fillmore has made in 2004 include:

### Best Sales Year Ever

For the first time in the company's history, total sales reached over \$21 million, with 11 of our offices generating sales over \$1 million each. Compared to prior years, 2004's overall total is a 44.8% increase over the amount sold in 1995, and over the past ten years, Fillmore's total sales have increased exponentially, increasing by at least \$1 million each year.

In fact, at Fillmore's Annual Meeting, which will be held at the El Caribe on February 1st, 100 of Fillmore's agents and managers will be honored for sales over \$1 million, a number unmatched at previous annual meetings.

### Two New Offices

Each year, Fillmore Real Estate uses its vast resources to provide more locations for their customers, and this year was no different.

In January, Fillmore opened

*Continued on Page 7*

## BROOKLYN REAL ESTATE VALUES RISE!

Third Year Of Sharp Increases

According to a report released on January 14th by the New York City Department of Finance, New York City real estate rose 14% in 2004, marking the third year of steady increases in property values.

While totals for the City as a whole have increased, values in Brooklyn have seen the largest increase overall. For example, the value of vacant land in Brooklyn has risen by 40%, along with the number of homeowners, which has reached 69% borough wide.

"The continuing increase in the Brooklyn real estate market shows that Brooklyn is the place to live," said John

Reinhardt, Fillmore's president. "The value of real estate here will always increase in value and continue to be a great investment, and that is something we have known all along."

According to the report, there are many factors that are causing the increase in property values. Several years of historically low mortgage rates, coupled with the continued migration of new residents to the city, have kept demand high, and the market hot. It has even been said that real estate is replacing the stock market as the financial topic of choice to discuss among investors.

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## MEET 2004's FILLMORE'S FINEST

100 Of Brooklyn's Best Inducted In

Fillmore Real Estate President's Society

Each year, Fillmore Real Estate inducts those agents who have reached an intended target of success into the "President's Society," which includes four categories, The Million Dollar Club, The Multi-Million Dollar Club, The President's Club, and The Chairman's Circle.

"These various levels of achievements recognize the hard work and dedication our agents and managers have for this company, the real estate industry, and most importantly, our clients," said Bill Reinhardt, CEO of Fillmore Real Estate. "It is because of that dedication that they are worthy of proper recognition and accolades."



Inductees into the "President's Society" will receive a desk plaque commemorating their achievement, as well as immortalization on a wall plaque, which will forever hang on the Fillmore Wall of Fame.

Reinhardt said that he is most proud of this year's inductees. "We have had many superstars inducted in the past, but this year represents the cream of the crop of Brooklyn real estate."

*To meet the members of the Fillmore 2004 President's Society, turn to pages 4 & 5.*

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**Fillmore Real Estate News**

"Your Source For Everything In  
The Brooklyn Real Estate Market"

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- 154 Montague Street  
718-858-0800
- 696 Grand Street  
718-486-5200
- 2111 Avenue U  
718-332-8800
- 9317 Avenue L  
718-922-2200
- 6416 Bay Parkway  
718-259-1600
- 345 Atlantic Avenue  
718-643-0040
- 503 Avenue U  
718-998-8820
- 627 Kings Highway  
718-375-6657
- 4936 Kings Highway  
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- 2926 Avenue J  
718-253-9600
- 4515 Avenue N  
718-377-6161
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- 1493 Hylan Blvd.  
718-351-3200

# "The Filly's" Culminate A Banner Year

## Annual Award Ceremony To Be Held At El Caribe

In order to properly celebrate the best year in the history of Fillmore Real Estate, the company will hold their annual "Filly's" at Brooklyn's El Caribe Catering Hall on Tuesday, February 1st.

"There is no other way to recognize this incredible year than to throw a party of this caliber," said John Reinhardt, Fillmore's President. "Our agents and managers worked as a team to make 2004 an unsurpassed milestone, and they deserve a party worthy of their unmatched success and accomplishments."

Located on Strickland Avenue in Brooklyn, El Caribe is synonymous with Brooklyn celebrations and borough events, and "The Filly's" will be no different.



"We will have an elaborate award ceremony, followed by an evening of dinner and dancing," Reinhardt said. "Only the best for our well-deserved agents."

Unlike past ceremonies, this

year's "Filly's" will feature a special real estate guest speaker, the debut of new and exciting Fillmore products and services, and some pre-award interviews on the "Orange Carpet" by "Joan Rivers."

# BROOKLYN REAL ESTATE VALUES RISE!

*Continued from Page 1*

Along with the rise in Brooklyn real estate values, emerging neighborhood development is also increasing. In Sheepshead Bay for example, there is a large number of new condominiums rising along Emmons Avenue, which will further increase the value of existing properties. In addition, neighborhoods like Homecrest and Gravesend are seeing a rise in home reconstruction, further adding to the values of the homes in the surrounding areas.

In Downtown Brooklyn, there has been a flurry of development in neighborhoods that were once seen as not prime areas, such as 4th Avenue and along Degraw and Sackett Streets in Park Slope. "This new interest in the Downtown market has drawn many Manhattan buyers who are anxious to live in these new emerging areas," said Camille Logan, manager of Fillmore's Atlantic Avenue office. "In the past, many buyers saw Manhattan as the premiere place to buy real estate, now, they realize it was Brooklyn all

along."

In the south end of Park Slope, there has also been a lot of new construction. "The new construction in Park Slope has created a shortage of available land, which has increased the price of vacant lots," said Niles Cruz, Fillmore's Park Slope manager. "At the same time, the new units that are being built on those vacant lots are luxury units, which has increased the price of square footage in the area. Those new condos and coops are pushing up the value of the pre-existing one and two family homes."

According to Monica Villard, the manager of Fillmore's Grand Street office, re-zoning is also responsible for the increase in Brooklyn real estate values. Many neighborhoods, including Williamsburg, are seeing changes in zoning that are allowing for new construction. "In the past, developers were only able to build two and three story buildings. Now, thanks to the re-zoning, they are able to build higher structures, and because of that, the existing

property values are doubling if not tripling."

As far as the real estate market in 2005, many real estate experts see this trend of increasing property values continuing. "Based on everything that is happening in Brooklyn; the new neighborhood development, the reconstruction and the re-zoning, it is no secret that property values in 2005 will be booming," said Reinhardt. "There is so much happening in Brooklyn that is making this market one of the hottest in the country, and I am very optimistic about its future."

**IN LOVING MEMORY OF  
"UNCLE" LOU  
BELISARIO  
FILLMORE'S EXECUTIVE  
VICE PRESIDENT**



Forever In Our Hearts

# Fillmore Real Estate Donates Sacks Of Toys To Salvation Army

## Company-Wide Effort Helps Bring Needy Children Holiday Joy

To brighten the holiday season for many of New York City's underprivileged children, the staff and agents of Fillmore Real Estate collected dozens of toys to give to the Salvation Army, who will distribute them to those in need, making their holiday season a little brighter.

The Salvation Army provides toys for children from low-income families who cannot afford to buy their children gifts for Christmas. The Salvation Army believes that no child should be without a Christmas, so the employees of Fillmore joined the Salvation Army to help make the dreams of needy children come true.

"Our agents, managers and executive staff did an outstanding job making this happen," said John Reinhardt, President of Fillmore. "I commend each and every person who donated an



The staff of headquarters stands proudly above the huge collection of toys donated to the Salvation Army.

unwrapped toy, and our own Estate, asking them to make Ann Marie O'Brien for Real a donation of a particular

unwrapped toy that was on a list compiled by the children who would receive the gifts. Each child was directed to choose a certain toy that they really wanted this Christmas, but would otherwise not receive. Once the list was generated, O'Brien sent the list to all of Fillmore's 21 offices, so each child's wish for the toy of their choice would come true.

"Toys kept pouring in day after day," said Reinhardt. "I was very moved by the outpouring of love that our agents and staff felt for these children and the meaning of Christmas spirit." Reinhardt says this tradition will continue for many Christmases to come. "I only wish that we could have been there when the children got their toys, so we could see the look on their faces."

## Fillmore.com Gets Over 800,000 Hits Every Month!

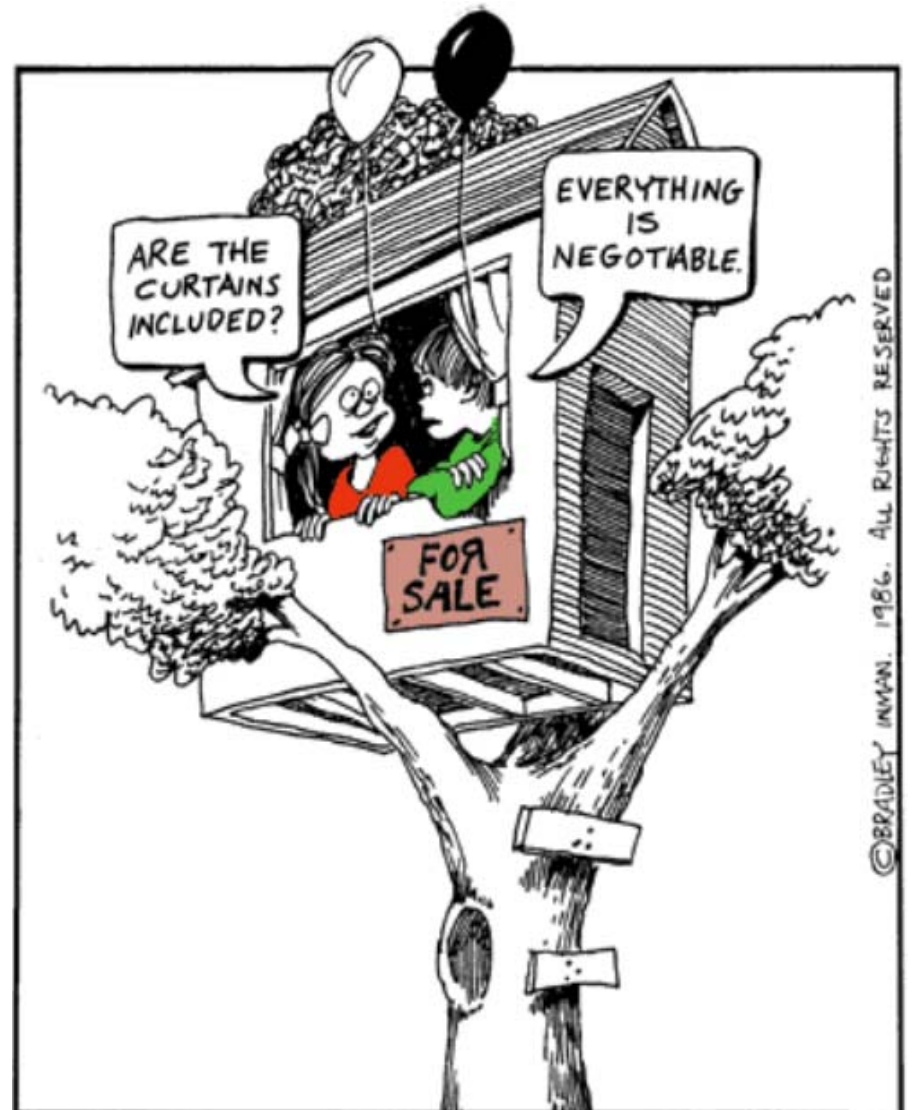
Over 70% of all new homebuyers look on the Internet before they contact a Realtor.

That's great news for Fillmore, because Fillmore.com is the most popular real estate website in Brooklyn. In fact, over 869,000 people visited Fillmore.com last month alone.

We believe that our sellers are getting maximum exposure from our website, and we do everything possible to let the public know about us. If you're living in Brooklyn, you can't seem to miss one of our 25 billboards that are painted throughout the borough. You also see Fillmore.com on all of our advertising and our familiar orange lawn signs. We even enjoy being placed as the number one real estate on the world's most powerful search engine; Google.com. It's no wonder why more people who are looking for a home online find Fillmore first, and that translates to maximum exposure and more sales for hundreds of homes that are always available to view at Fillmore.com

## The Fillmore Funnies

Compliments of Inman.com

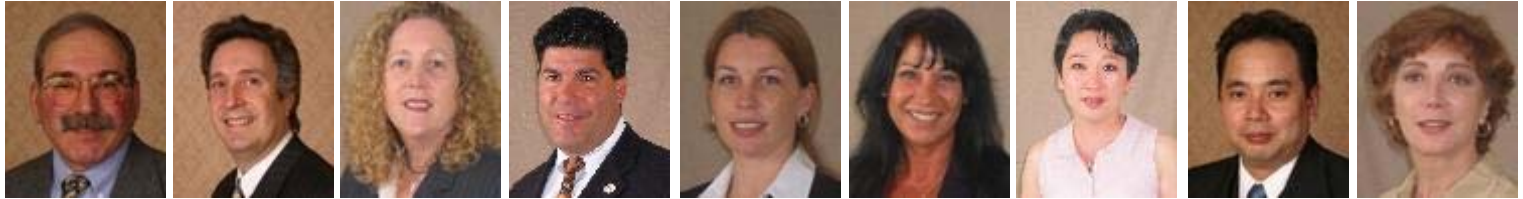


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# Meet Fillmore's Finest

We at Fillmore are proud to present the Best of the Best of 2004, Fillmore's finest. This group of men and women perfectly demonstrate Fillmore's promise of professionalism and excellent customer service. Through their hard work and diligence, they have proven that they are committed to providing our clients with the best possible service and support when it comes to selling their home. Congratulations to these fine real estate professionals!

## The Chairman's Circle

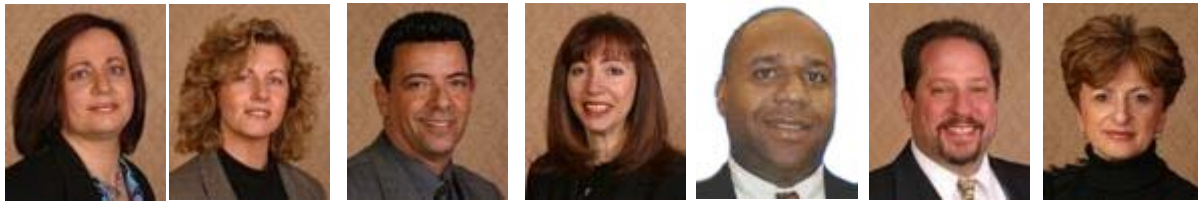


Alan Bernstein    Sal Cappi    Vera Cappi    Charles D'Alessandro    Tami Dillin    Estee Gamlial    Tina Guo    Jean-Paul Ho    Joan Lamanna



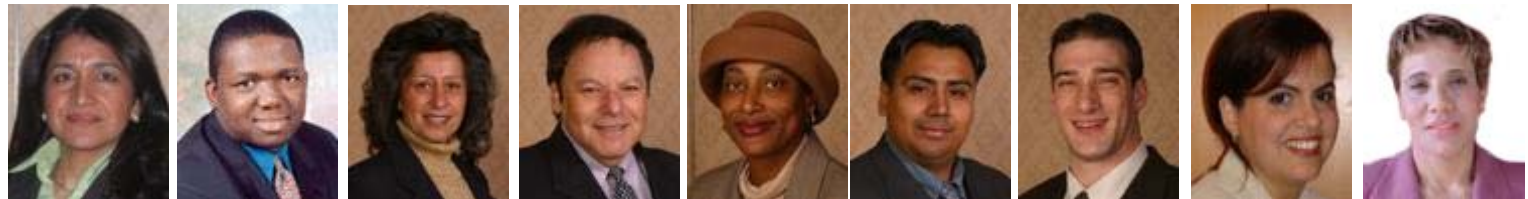
Ann-Marie Lanza    Tam Le    Ken MacBride    Anthony Omisore    Michele Pietrafesa    David Reinhardt    Anita Yeung

## The President's Club

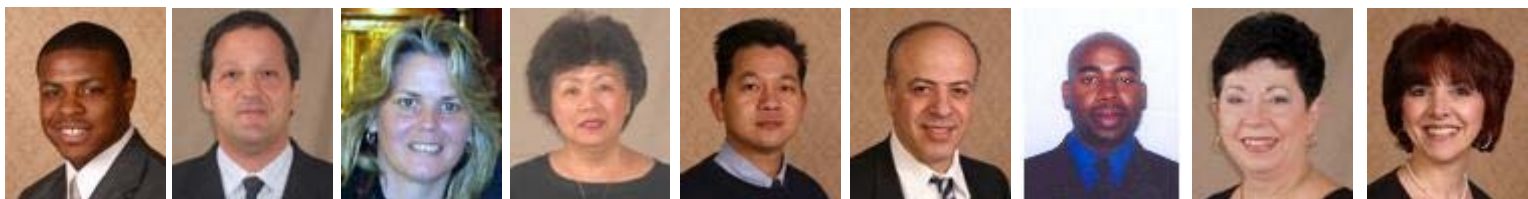


Lucy Ciocia    Maria Ciocia    Joseph Devito    Angela Friedman    Jean Roody-Hyacinthe    Howard Witz    Elizabeth Zelkin

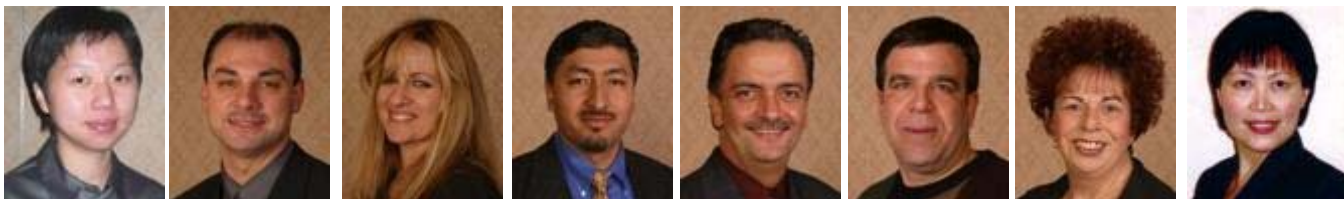
## The Multi-Million Dollar Club



Lolita Andrade    Lawrence Awe    Judith Blatt    Marty Cohen    Ingrid Compton    Edgar Cordova    Peter Destefano    Jacqueline Genao    Cathy Ghuzlan



Jamel Gibbs    Jeff Grandis    Barbara Horan    Kim Kee    Kevin Kong    Gus Ktistakis    Edvard L. Larose    Josephine Liascas    Camille Logan



Anita Luo    Nicolò Mastropiero    Gina Mazza    Felix Rios    Anthony Santangelo    Frank Santano    Stephanie Warren    Winnie Yau

# Meet Fillmore's Finest

## The Million Dollar Club



Michele Admoni



Michael Alexander



Carl Andre



Jerome Anixter



Elaine Au



Salvatore Baio



Renee Bocignone



Michele Cadogan



Laura Caputo



Stephanie Chin



Ann Coraci



Rick Dean



Linda Doyle



Michael Drozdov



Pierre Duverseau



Lakeisha Edwards



Victor Flagg



Michelle Folkes



Charles Francis



Joe Fruscione



Phyllis Gaeta



Trudy Galli



Brett Gartner



Mark Geller



Michael Jenkins



Michael Johnson



Anna Kader



Melanie M. Kishk



Nechemia Kohn



Antoinette LaHage



Michael Lan



Deborah Lerner



Richard Mollica



David Ng



James Ngai



Claire J. Noorwood



Anthony Patrizio



Nancy Pecoraro



Hyacinth Phillip



Berthony S. Poux



Edgar W. Reddock



Darlene Scott



Mollie Sheinkopf



Hayden Stephen



Darryl K. Taylor



Carol Touma



Glenna Warner



Tasneem Zia

*No Photo Available: Mabel Chin, Cherry David, Igor Makler*

20 Offices. 500 Agents. Serving Brooklyn Since 1966.



# Fillmore Neighborhood Profile: Coney Island

Believe it or not, the first inhabitants of Coney Island were rabbits. Upon their arrival, Dutch settlers are said to have called the area now known as Coney Island Konijn Hok, which means "rabbit hutch" because of the thousands of rabbits that lived on the island when the settlers first arrived.

During a terrible snowstorm on January 1, 1839, Coney Island lost its famous creek, which separated Coney Island from the mainland. It took some time for the sand and low tides to re-attach Coney Island to the rest of Brooklyn, where it has remained securely ever since.

During the late 1800's, the only attraction Brooklyn had to offer was Prospect Park. In 1894, the landscape of Brooklyn entertainment changed forever. Captain Paul Boynton was a pioneer, introducing a whole new form of entertainment to Brooklyn by building the first amusement

park in Coney Island, Sea Lion Park.

The park featured pavilions illuminated by thousands of electric lights, something which was new to people of the time. It offered many different attractions such as roller coasters, which gave people who were used to slow-moving trolleys a whole new sense of movement. Sea Lion Park's success quickly brought other entrepreneurs to Coney Island, such as George C. Tilyou, who constructed the famous Steeplechase Park in 1897.

Upon the close of Sea Lion Park in 1903, Luna Park, a simulated city of Baghdad, was built over the old Sea Lion Park site. In 1904, Dreamland, which boasted the biggest ballroom in the nation, which was called "Creation" was erected. Dreamland burned to the ground in 1911 due to faulty electric wiring. Most people who saw the fire did nothing to



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<b>Fillmore Headquarters</b> 2990 Avenue U (in Marine Park)	<b>Brooklyn Marriott</b> 333 Adams Street (in Downtown Brooklyn)
---	--

**2005 Career Night Schedule**

February 23	June 22
March 30	July 27
April 20	September 21
May 25	October 26
November 30	

For more information on our career nights, call Nina at (718) 368-2500

**Fillmore.com**  
 Real Estate the way it should be.

stop it, believing it was part of a regular act called Fighting The Flames. During its heyday, from the 1890's to the 1950's, most of Coney Island's attractions charged patrons only five cents, earning Coney Island its nickname, "The Nickel Empire." After the 1950's, Brooklynites began seeking other forms of entertainment and many of the parks in Coney Island began to close, causing Coney Island's popularity to fade.

Today, two parks remain in Coney Island; Astroland and Deno's Wonder Wheel Park, which provide entertainment to a new generation of thrill seekers flocking to The Nickel Empire. Offerings such as high-tech video games and virtual reality now take the place of the attractions of yesteryear. Though the arcades and rides currently cost more than a nickel, droves of people still seek their entertainment in Coney Island.

Recently, a crusade has

been mounted, trying to bring Coney Island back to the way it was in the prime of its youth. The addition of Keyspan Park and the restoration of the Stillwell Avenue Subway Station will help revitalize Coney Island and hopefully, return the famous neighborhood to what it was, the main attraction of Brooklyn once again.

Though Coney Island may never be what it was, perhaps it will be something even greater.



# Meet Gregory Miceli: Fillmore's RELO Coordinator

If you are looking to sell your home and move either out of the city, the state or the country, Fillmore's RELO Coordinator, Gregory Miceli can help you.

RELO is the country's largest network of leading independent residential real estate firms. Just as the RELO trademarked name is an industry standard, they also set the standard of quality service in the real estate industry, focusing on the special needs of individuals and families relocating from one area to another.

The job of Fillmore's RELO Coordinator is to handle all incoming and outgoing referrals for local and national home searches, attend all RELO functions, like the 2005 RELO Conference in Scottsdale, Arizona from April 14-16, and introduce Fillmore to the other members of the vast RELO network, which encompasses over 700 member firms and 100,000 sales associates worldwide.

RELO was established in 1960 as the first national real estate relocation service organization of its type. Through several industry consolidations, RELO has emerged as the leading non-franchise residential organization, with collective annual home sales of over \$310 billion. This represents nearly 20 percent of the residential market, and more sales than any single national franchise brand.

RELO is comprised of the best-known local, regional and international real estate names in the business. Their members rank Number One or



**Gregory Miceli, Fillmore's RELO Coordinator.**

Number Two in market share in two-thirds of the United States' top 80 markets.

Through RELO, their member brokers work with individual relocating home buyers and sellers, and through their corporate relocation division, RELO Direct, Inc., they manage the employee transfer needs of a large base of client corporations.

RELO is a company which believes that performance, value, and relationships are the heart of all business. Everything they do for their relocating clients is meant to support those results. When it comes to quality real estate and relocation, RELO means business.

Greg says that he welcomes the opportunity to meet with all of our clients. "I am always accessible," he says. "I check my e-mails every hour and always return phone calls promptly. If you are looking to move out of the state or out of the country, just give me a call."

You can reach Greg at his desk at Headquarters at (718) 907-1116, or by e-mail at gregorymiceli@fillmore.com.

A recent addition to the Fillmore family, Gregory has been married to Silvia, an agent in the Avenue J office, for the last 15 years. Together, they have an eight-year-old daughter named Alexandra.



# FILLMORE HAS BEST YEAR EVER!

*Continued from Page 1*

an office located at 154 Montague Street, right in the heart of Brooklyn Heights. In April, another office was opened, this time in Williamsburg, located at 696 Grand Street. At present, both offices have over 25 agents working there who are providing excellent service to their respective communities. "Fillmore is extremely excited about our ability to better service our clients through these new offices," Reinhardt said. "With Manhattan housing prices going through the roof, potential home owners are looking for alternatives to city living. Brooklyn Heights and Williamsburg are benefiting from this interest as more people relocate to these neighborhoods."

## New Departments, New Staff, New Look

Since the first sale made by Fillmore Real Estate 39 years ago, the company has always been one to expand and grow with the times and the technology. In 2004, Fillmore kept that tradition alive more than ever before.

In February, Peter Riviuccio was hired to head Fillmore's Business Development Department. His duties entail sending out mailings alerting various communities of what houses are being listed and sold in their area, generating a

list of Open Houses for placement on our website, and assisting the Accuracy Department with Internet leads and active listings.

In addition, Fillmore also created two other prominent positions, a Director of Marketing and a Director of Technology, both of whom will work in conjunction to help bring Fillmore to the next level. The Marketing Director will create a new look and campaign for Fillmore that will consist of one uniform look and feel, while the Director of Technology will harness the benefits of the Internet and the many software programs available to make Fillmore a more dominant online presence.

Looking ahead to 2005, John Reinhardt says that Fillmore will continue to grow and expand, generate record sales, and most importantly, continue to do what it has for nearly forty years, help residents of Brooklyn and Staten Island fulfill the American Dream of homeownership. "It is my hope that in January of 2006, we will once again be celebrating a successful 2005, and I know that with the team we have in place and the track record of success this company has, 2005 will be even more successful than 2004."

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**(347) 219-5813**

# Fillmore's Featured Properties



**Madison:** Two single-family detached homes on Bedford Ave. 3 bdrms with 2 full and 2 half baths. Prime area. Must be sold as package. \$3M  
**FIN#411223 718-259-1600**



**Boro Park:** Nine family, 11 bedroom house with nine baths. Excellent location, great income potential. \$8,000 in annual real estate taxes. \$1.1M  
**FIN#431107 718-435-6006**



**Bay Ridge:** This nine bedroom, three bath castle boasts an old-style foyer, a large eat-in kitchen with its own bath, and king size master bedroom. \$2.5M  
**FIN#438117 718-748-3331**



**Fort Greene:** Sunny apt on high floor. Spacious 2 BRs with dinette area. All newly renovated. No board approval. Only 5% down. \$419,580  
**FIN#405258 718-858-0800**



**Brighton Beach:** Steps from the Ocean! 3 bdrms plus 3 baths in oceanfront private community, Parking attendant and many other luxuries. \$999K  
**FIN#411205 718-259-1600**



**Flatbush:** Great Brownstone investment opportunity! Eight studio apts and 2 two-bedroom apts. Guaranteed Income! Asking \$900K  
**FIN#407103 718-332-8800**



**Midwood:** Multi-family attached w/5 bedrooms and four baths. Spacious living & dining rooms. Master bedroom w/ pvt. bath. \$1.3M  
**FIN#403046 718-253-2500**



**Crown Heights:** Stately 2 family brownstone on a lovely tree lined street. 2 BRs apts w/ finished basement & detached garage. Many original details. \$875K  
**FIN#412288 718-643-0040**



**Canarsie:** This three family home is immaculate! A total of 8 bedrooms and 5 baths. Truly an immaculate showplace. Asking \$850K  
**FIN#419107 718-253-9600**



**Kensington:** 2 BR, 2 bath co-op with balcony. Maint-\$768/mo. Apt will be sold w/ furniture. Owner wants to hear all offers. 510 shares & laundry. \$375K  
**FIN#404102 718-858-4700**



**Windsor Terrace:** Prime corner property. Modern kitchen and baths. 8 car garage, 3 move-in condition apartments, full basement. \$1.3M  
**FIN#415141 718-375-6657**



**Red Hook:** This home has a gourmet Viking kitchen with granite Italian tiles, washer / dryer, 4 marble baths plus views of water and bridge. \$875K  
**FIN#312192 718-643-0040**



**Marine Park:** This is a one family with many options. Can be a large duplex with a huge one bedroom apartment. Won't last! Asking \$639K  
**FIN#426031 718-907-1128**



**Clinton Hill:** Two-family semi-detached with a total of four bedrooms and three baths. Great neighborhood. \$1,870 in annual real estate taxes. \$650K  
**FIN#405057 718-858-0800**



**Sunset Park:** Three family high ranch style. Total of nine bedrooms and four bathrooms. Prime location, prime building. Asking \$829K  
**FIN#434132 718-788-7001**



**Mill Basin:** Owner needs quick sale on this 2 family brick. 3 over 2 with large rooms and a full basement. Needs some TLC. Broker has keys. \$699,999  
**FIN#412052 718-643-0040**

## Coming Next Issue

Fun At The Filly's  
 Story And Photos

Fillmore Office Profile  
 1856 Flatbush Avenue

Neighborhood Spotlight  
 Prospect Park

Fillmore Featured Properties  
 Our Latest Available Listings

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