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April 25, 2011

Pamela Liebman
President and CEO
The Corcoran Group
660 Madison Avenue
New York, NY 10065

Dear Ms. Liebman:

I write to request that you change your marketing and advertising materials as it relates to the boundaries of the Prospect Heights neighborhood that I represent, pursuant to Sec. 441-c(a) of Article 12-A of New York Real Property Law.

This section provides the Secretary of State with the ability to sanction a licensed real estate broker "if such licensee has been guilty of fraud or fraudulent practices, or for dishonest or **misleading advertising**, or has demonstrated untrustworthiness or incompetency to act as a real estate broker or salesman."[1]

The Prospect Heights neighborhood is immediately adjacent to the Crown Heights community. It is well established that the eastern boundary in Prospect Heights is Washington Avenue.[2] The marketing and advertising materials being used by the Corcoran Group, however, blatantly misrepresent the eastern border of Prospect Heights as Bedford Avenue.[3]

In my view, this misrepresentation appears deliberately designed to artificially inflate housing prices in the Crown Heights community to the detriment of both working families who reside in the neighborhood and the prospective residents who are being deceived. There are several Crown Heights properties that your company is inappropriately advertising as being within the Prospect Heights community, including, but not limited to, 892 Bergen Street, 255 Eastern Parkway and 727 Prospect Place.[4] Indeed, the property at 727 Prospect Place is located between Nostrand

[1] See Exhibit A, Section 441-c(a) of Article 12-A of New York Real Property Law (emphasis added).
[2] See Exhibit B, Prospect Heights map. Source: New York Times.
[3] See Exhibit C, The Corcoran Group Neighborhood Guide: Prospect Heights.
[4] See Exhibit D, The Corcoran Group online property listings.

Avenue and Rogers Avenue, falling outside even the Corcoran Group's erroneous boundaries for the Prospect Heights community.

These listings are "misleading" under Section 441-c(a). Accordingly, I request that the Corcoran Group cease referring to real estate listings east of Washington Avenue as in the Prospect Heights neighborhood, and modify all marketing and advertising material forthwith.

Sincerely,

Hakeem Jeffries

Hon. Hakeem Jeffries, New York State Assembly, 57th District