

BUSINESS INSIDER

The Waldorf Astoria luxury condo sales director who's fielded over 5,000 inquiries for the famed hotel's new units breaks down his daily schedule from 7 a.m. to 9:30 p.m.

By Libertina Brandt
Impressions: 35,370,424



The Waldorf Astoria New York and Dan Tubb, senior director of sales. The Towers of the Waldorf Astoria

- In an email to [Business Insider](#), Dan Tubb, senior director of sales at The Towers of the Waldorf Astoria, broke down what his daily schedule has looked like since New York City entered phase two.
- [The Towers of the Waldorf Astoria](#) is part of the Waldorf Astoria New York — a famous five-star hotel in Manhattan.
- [Visit Business Insider's homepage for more stories.](#)

New York City has just entered phase two of its reopening initiative, which means real estate is picking back up again.

June 28, 2020
Business Insider

Douglas Elliman's [Dan Tubb](#), the senior director of sales at [The Towers of the Waldorf Astoria](#), has been busy in quarantine handling his most fascinating deal. As [Business Insider reported](#) in early March, the famous five-star hotel in Manhattan of the same name is selling residences — these so-called towers — for the first time ever.

The hotel is currently closed and undergoing renovations, but when it reopens, it will have converted 375 rooms into luxury condominiums. The prices range from around \$1.7 million to \$18.5 million apiece, and the building is slated to open in the second half of 2022.

"Just the other day we passed 5,000 inquiries in the building," Tubb told Business Insider. "The fascination with the building and the amount of inquiries we deal with on a daily basis is higher than any building that I've ever sold."

Starting his morning at 7 a.m., Tubb drives from New Jersey to the sales gallery on Park Avenue in Midtown. His day consists of covering safety procedures, continuing a series of exclusive webinars for the brokerage community across the country and internationally, holding marketing meetings to discuss partnerships, and having in-person showings while observing new safety procedures.

7 a.m.

Morning Routine:

Wake up. Coffee, pray, and spend time with my 2-year-old "daughter" (the most gorgeous Shizapoo on the planet!). I do a quick workout, shower, dress and get ready to hit the road.

8:30 a.m.

Commute and Morning International Calls:

On my commute into Park Avenue via car from New Jersey, I make my first calls of the day. Waldorf Astoria New York is an international brand, so the sales team is consistently speaking with buyers and agents in many different time zones. Early mornings are for Europe, and later in the evenings are for Asia! This morning, I'm checking in with Stacey Watson at the main London office of Knight Frank, the international partner of Douglas Elliman and Douglas Elliman Development Marketing.

June 28, 2020
Business Insider

9:45 a.m.

Arrive at Residential Gallery:

Showtime! My day at the Residential Gallery begins with a full walk of the 14,000-square-foot space to make sure everything is game ready and looking spectacular.

We then have a team meeting. Our team is taking the safety of our clients very seriously. We have our temperatures checked daily and wear personal protective gear at all times, as well as provide masks to our guests. We also have a dedicated Hospitality Director who will ensure that all protocols are enforced. We have implemented a touchless registration experience that provides registration forms electronically prior to a visit and we limit the amount of clients to no more than three people per showing. We also go over the schedule of appointments for the day.

10:30 a.m.

In-person sales gallery appointment:

We have appointments scheduled throughout the day, each scheduled over two hours apart, so we have time to fully sanitize the full residential gallery. Due to the size of the residential gallery, as well as our incredible video assets and building models, it's easy to continue to give property tours in a nearly similar fashion to before the shutdown.

Earlier in the week, we had done a few test runs with the sales team posing as buyers, and made a few slight adjustments to how we move about the space versus our previously choreographed routine. The tours take shape depending on the interests of the clients – some are very interested in the history (we have longtime Waldorf resident Cole Porter's actual piano displayed in the residential gallery,) and some want to focus more on the residences and amenities themselves.

Everyone loves the concierge closet, which is perhaps the most luxurious "social distancing amenity" in New York City; every residence has the concierge closet integrated into the entryway of their home to be used for the secure and private delivery of packages, laundry and room service. It's accessible via a locked door from both the common corridor as well as the inside of the home, so items will appear in the concierge closet with a notification from the staff, but without any personal interaction.

June 28, 2020
Business Insider

Clients are very grateful for the safety procedures we have put in place, and we are still able to run the appointments very smoothly.

11:30 a.m.

Webinar or Podcast with Douglas Elliman in Los Angeles:

Though we are back open for in-person appointments in the residential gallery, we still have a robust series of exclusive webinars for brokerages across the country. The Towers of the Waldorf Astoria has worldwide name recognition, so virtual appointments and the associated assets were part of our marketing and sales strategy from the very beginning. Today's virtual seminar was with the Douglas Elliman office in Los Angeles.

During these webinars, the sales team does an in-depth look at the property, including the incredible history of the Waldorf Astoria, the residential interior design by Jean-Louis Deniot, the 50,000 square-foot of private residential amenities, and lifestyle and hotel services from Waldorf Astoria New York hotel that residents will have access to.

12:15 p.m.

Lunch:

I take a walk in the neighborhood to grab a bite for lunch. It's amazing to be able to take such a short walk to Central Park from the Waldorf Astoria and have my lunch in the city's most famous green space.

The area around the Waldorf Astoria has some of the most stunning architecture — Fifth Avenue window shopping, the modernist office buildings of Park Avenue, and looking down towards Grand Central Terminal and the Helmsley Building on Park Avenue, one of NYC's celebrated structures.

2:30 p.m.

Marketing Meeting with the Development Team:

Our full development team still does marketing meetings virtually, and it's consistently a full agenda. We were a main sponsor of a Drive-In Movie Night in the Hamptons,

June 28, 2020

Business Insider

partnering with BLADE, and got the final download that the event had raised \$200,000 for local food banks in the Hamptons, which is very exciting.

We are also finishing up a campaign that we produced to support NYC charity God's Love We Deliver, which also raised thousands of dollars to support New Yorkers in need. In our meeting, we also go over domestic and international marketing and advertising campaigns, and high-end partnerships in the works.

4:30 p.m.

Showing with VIP Broker:

This VIP agent was looking for residences for multiple clients. Real estate agents are more used to the safety procedures, as they have been preparing their own listings to bring back on the market.

6:00 p.m.

Check in:

I check in with sales team to wrap up the day, set action items and review appointments for the next day.

6:30 p.m.

Outreach to local top brokers and clients:

We have received thousands upon thousands of inquiries for the project from all over the world, and as close as just a few blocks away on Park Avenue. We're constantly getting calls and following up with top agents who have interested clients, as well as buyers who have reached out directly to us. During the shutdown, we actually signed a contract with a buyer living in Australia who had fond memories of his stays at Waldorf Astoria New York. We were able to show him the development and identify a residence for him completely virtually, using digital marketing materials created in anticipation of sales launch.

7:30 p.m.

June 28, 2020
Business Insider
Dinner:

I like to have dinner nearby in the neighborhood — my favorite is Avra on 48th Street, just a block from the Waldorf Astoria — they just opened for outdoor seating.

8:30 p.m.

Virtual presentation for Knight Frank Hong Kong:

One final presentation of the day with Georgina Atkinson of Knight Frank's Hong Kong office, who are 12 hours ahead.

9:30 p.m.

End of the Day:

Make the decision to sleep in the model apartment or drive home 🤔

This story is exclusively available to BI Prime members. Thank you for being a member!

<https://www.businessinsider.com/the-daily-schedule-of-the-senior-sales-director-at-the-waldorf-astoria-2020-6>