

# Ex-photog joins the family biz

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Sunshine scion launches new career

Photographer **Sam Sunshine** spent a decade using his artistic talents to bring out the best in his subjects. As the **Corcoran Group**'s newest salesperson, the sure shot is now utilizing his expertise to make listings look good, while building a flashy new resume in the brokerage biz.

Raised in a real estate family anchored by industry maven Louise Sunshine, it's no surprise that he'd one day find his way into residential sales.

"I grew up in a real estate environment and, subconsciously, I absorbed all of the lessons in the real estate business," Sunshine said. "When I was 11, Donald Trump became my mother's mentor. During high school, I used to visit my mother and Donald at their two-room office on Lexington Avenue over Grand Central Terminal. Observing them realize Donald's vision of the Convention Center, the Grand Hyatt Hotel and Trump Tower - from conception to implementation - was an extraordinary experience. Witnessing that accomplishment and transformation at an impressionable age was fascinating and informative."

For Sunshine, though, it was all about timing and waiting for a marquee first listing to come along. While he eventually extended the reach of his photography to include high-profile buildings, his career began in the portrait and fashion world.

A native of the Upper East Side, Sunshine attended New York University's film school to exploit his artistic abilities, before ultimately honing in on the camera.

"I studied all the mediums: video, photography and television," Sunshine said. "I liked photography best because it was the most direct and personal."

Sunshine's work - consisting of portrait and fashion shoots - brought him out to the Hamptons. There, he photographed a number of "illustrious" subjects (that he wished to leave unnamed) for several Manhattan-based publications.

Sunshine's creative philosophy entails telling a narrative through imagery. He looks to each subject to intrinsically tell a story; the photographs convey a lifestyle or meaning. In real estate, he strives to capture the value in a building, but when photographing people, his agenda is more candid.

"When I photograph people, I try to capture a genuine moment in the subject that brings out the best in the person," Sunshine said.

It can often take 20 or more shots to capture that magical one that places the subject in the best light. Sunshine said the most challenging aspect of a creative career in photography is working with multiple parties and coming away with a single unified vision of what the image will represent.

Segueing into his sales position at Corcoran, Sunshine has photographed high-profile buildings earning him some additional acclaim. He's photographed Richard Meier's 165 Charles Street, ultimately published in New York Times Magazine, as well as a seven-page spread for Trump Park Avenue.

Peering through the glass walls at 165 Charles, Sunshine captured a sunset over the Hudson River through the living room. At Trump Park Avenue, he "cast" a multi-generational family to create a lifestyle narrative that conveyed "the values of childhood education, bonding through generations, and a creative and collaborative family spirit." Both marketing campaigns, he noted, were

"momentous" for his career.

As a salesperson at Corcoran, he'll apply that same creative spark with all of his listings. In fact, he's already done so with his first listing, at One Beacon Court, which he photographed for three full-page spreads used in its marketing collaterals.

"My plan is to use my own images and my own writing. That's what I did for this assignment - that's what I insisted on," said Sunshine, who looks forward to being a hands-on salesperson.

One Beacon Court, an impressive listing with floor-to-ceiling windows, 29th floor lounge and fitness amenities, Central Park views and a dramatic landmarked courtyard, brings Sunshine the perfect branding opportunity. With the challenges of today's market, he wanted to wait until the right inaugural listing came along - one that would help him build a name in the high-end condo market while allowing him to showcase his creativity marketing-wise.

"I like advising people on personal investments that will enhance their quality of life," he said.

And the \$6.8 million listing is a family affair; the 2,000 s/f condo belongs to Sunshine's stepfather, Martin Begun. He also has one of the industry's best singing his praises.

"I have a close relationship with my mother," said Sunshine, whose sister Suzanne and brother Paul are also in the real estate business. "She's been very pleased with the way the listing is going. I feel comfortable asking for her advice and she has a lot of wisdom."

Sunshine, who's grateful for support from manager **Bill Cunningham** and **Corcoran CEO Pam Liebman**, said starting his career with such a coveted listing is nothing short of fortuitous. He hopes to use One Beacon Court as a platform for securing other luxury listings of the same caliber. He also anticipates seeing some of his fashion industry contacts turn to him for their real estate needs.

A Manhattan resident, Sunshine enjoys reading and watching films in his free time.



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