

SERHANT. Realtor Profile: Jonathan Nørmølle

by Kayla Eddy

Danish model-turned-realtor Jonathan Nørmølle with SERHANT., connects with the next generation looking to invest in downtown, earning more than \$100 million in sales in 2022 alone.

SERHANT. REALTOR, Jonathan Nørmølle, had a simple answer when I asked him what advice he had for people who may be looking to change careers like he did, when he jumped from modeling to real estate. “If you love it, do it.” Just six words, but this piece of advice is an important one, and one that Nørmølle himself clearly followed. When you speak with him, his love for real estate, particularly the downtown area, is evident. The results are evident too, with more than \$100 million dollars in sales in 2022 alone.

Nørmølle and his family moved to Chicago from Denmark when he was 13; it didn’t take him long to fall in love with the United States. “Chicago is very different from Denmark. Everything was very new, and my English wasn’t great, but I quickly grew to love America and knew I wanted all it had to offer!”

In Chicago, he attended high school at The Rudolf Steiner School of the Arts. It was during his junior year at Steiner, when he was discovered at Lollapalooza. “I was scouted by Ford Models and at just 16, I was off to NYC.”

Working in the modeling industry taught him invaluable skills for his future career in real estate. “During my time as a model, I met a ton of truly amazing people who allowed me to thrive in what I do today. I think having a deeply connected network of people in the city you’re in is very understated and sure, living in NYC from the age of 16 had its ups and downs, but I wouldn’t change it for the world. New York is the greatest city in the world with even greater people in it, and it has shaped me as a person.”

Four years ago, Nørmølle began his career in real estate, and has been thriving in the industry. “It’s everything I am and have accumulated over my years in NYC combined. It’s people skills, it’s trust, it’s love for the city, and it’s all around us!” Nørmølle has been able to use his age as an advantage to connect with the latest generation of renters and buyers, helping him bridge the age gap in the real estate industry. “Everyone needs a home,” Nørmølle said. “There aren’t a lot of people my age to help and relate to the new generation. Hopefully I can help fill that gap.”

SERHANT. is Nørmølle’s home in the industry. SERHANT. understands that the industry is changing, that the new generation is buying, renting, and selling, and that technology is key for

helping clients find the perfect place to call home. The company was founded by Ryan Serhant, renowned from hit shows including Million Dollar Listing and Sell It Like Serhant. “Ryan has been a huge help & mentor for me. I think he also saw this gap in the industry—which is why he started SERHANT.—and we just can relate to each other which is an amazing thing to have with your boss.”

“Jonathan is a firecracker,” Ryan told us. “But he’s a humble firecracker. He has his own brand. He has his own style. And he is the face of the next generation of home buyers and sellers.”

While at SERHANT., Nørmølle has focused his attention on the downtown market. “I am a big believer in downtown NYC. We have some exciting years ahead of us. It’s been amazing to see downtown recover from Covid and come back even stronger. Areas such as Seaport & FiDi are filled with new life--Pier 17, Chef Jean-Georges’s new market [Tin Building], the Perelman Performing Arts Center...so many new projects coming to life. Downtown, in my opinion, embodies the most of NYC and is rapidly returning to its full glory. We are seeing a huge increase in families & first-time homeowners in the downtown area, which means it’s a place people are looking to start a life, expand, grow and enjoy.”

Larry Silverstein, the man behind the rebuilding of the downtown area after 9/11, says that “It’s young, it’s vibrant, it’s enormously exciting.” Downtown is resilient. It always comes back—after 9/11, Hurricane Sandy, the pandemic—downtown is here to stay.

In his four years as a real estate agent, Nørmølle has already seen and adapted to changes in the industry. “It’s a brand new world! We have young YouTube stars, social media stars, fashion icons, crypto titans, entrepreneurs, entertainers, high-paid employees, the list goes on. They are buying.”

Nørmølle credits his success to both his past modeling career, and to Ryan. “Modeling really exposed me to the world, a certain crowd, a niche.” His past has given him a leg up in his present.

His work ethic follows the rule that the early bird catches the worm. A typical day includes: a 4am wake-up, a trip to the gym and a walk along Pier 17, homemade breakfast, piano, and then the office. “I ride my motorcycle to the SERHANT. Soho office, show homes, catch up with friends and clients for lunch and dinner. Everyday is different in real estate so it’s hard to lay out, but that’s part of what I love about it.”

With a highly successful modeling career and four years in the real estate industry, Nørmølle has a wealth of advice to share. The most important thing he has gleaned from modeling that carries over to being a realtor is “People and networking. That’s something many don’t learn.”

To people who might want to be a realtor, Nørmølle warns, “I think real estate has been glamorized a bit. Don’t get me wrong, it can be glamorous! But it’s not as easy as getting your license and you’re off to the races. Ninety-five percent of real estate agents quit within three years. Again, if you love it, do it. You won’t succeed if you don’t, in this business.”

And for potential buyers and renters he advises, “BUY! Downtown is the new Soho. I’m biased because I love it, but the proof is in the pudding [data]. There isn’t an area in Manhattan where they are actively making the kinds of changes and improvements we are currently seeing in downtown.”

The future of downtown is in good hands with Jonathan Nørmølle. “Downtown for me captures NYC the best. There is something for everyone. I feel and see the changes happening, and I want to be a part of the change.” *DT*