

the only monthly market report on downtown new york luxury real estate that matters

Other Real Estate Reports provide information that may not be current enough to fully assess the state of the market: we offer an alternative. We are brokers working in the New York Luxury Residential Real Estate market on a daily basis, giving you an insider's perspective to understanding the market as it is...today. While other reports focus on average, we choose to focus on luxury.

presented by: **LUXURYLOFT**.....leonard steinberg, hervé senequier, lois planco, terry nye



Chelsea Summer-style outdoor living at it's best.....

AUGUST 2006 LUXURYLETTER HEADLINES

A BUSY SUMMER, RENTALS CLIMB + VULTURE BUYERS!

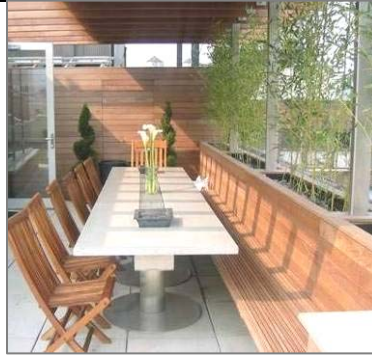
- Surprisingly, with the increased inventory and all, the prophets of doom at large and every day another sound-bite about the plummeting real estate market, this Summer has been very busy. Obviously there is always the fair share of SUMMER LOOKERS, but many of these lookers are converted renters who have discovered that quality rental prices are on the rise... we estimate that high end rentals will average a 10-15% increase this year.
- In the sale market, pricing seems to be the key ingredient that determines success: careful analysis of exactly what is selling for what based on current signed contracts (not closings of sales that happened months ago!) combined with the schedule set out by the seller can produce a definite sale.....but nothing happens super-quickly anymore as buyers feel empowered, have much more to look at, and take their time making decisions.
- VULTURE BUYERS: These are the buyers who save their pennies, wait for declining markets....and then pounce on properties they perceive as well priced or 'bargains'. We do not see any bargains out there....and usually a bargain in is a bargain out. In between there are some 'good buys'. One always becomes a little nervous when the VULTURE BUYER emerges (often the signal of bad things ahead) but this time around, there are so many of them, that the sheer volume will dilute their impact on the market, and actually be good for pricing stability.
- Quality is always tough to find in New York, especially in the real luxury market. Cosmetic luxury does not qualify: The term 'luxury' has been mis-used recently, but real luxury will always prevail. The term LIFESTYLE is already rather tired....a very short, sad life indeed.

2nd YEAR ANNIVERSARY FOR LUXURYLETTER! Yes, it is true: LUXURYLETTER is officially 2 years old....and the recognition and distribution is growing. Mailed to about 4,000 high end residences in Downtown New York and e-mailed electronically to several thousand more, including a growing international list, LUXURYLETTER has become *the* authority on what is happening Downtown NOW...as opposed to all the other reports that summarize real estate activity in blind averages and on sales that happened MONTHS ago.... Bankers, reporters, savvy sellers and buyers locally, nationally and internationally turn to LUXURYLETTER for an insight they can find nowhere else....and smart Sellers recognize that the exposure in our monthly report is quite simply priceless.



AUGUST 2006 FEATURED PROPERTIES

132 WEST 22ND STREET- PENULTIMATE PENTHOUSE WITH A ST.TROPEZ-STYLE TERRACE + EAGLE PERCH SPA



This private full-floor dream penthouse boasts sensational views, a world-class finish out blending exotic woods, concrete, raw brick and glass. The Master Suite with its dual sided fireplace inspires: a custom Bond-style Wine cellar entices... the exotic fish tank takes it to another level. An unparalleled rooftop terrace with a kitchenette and outdoor dining area is topped off with an eagle-perch jet spa featuring sensational sunsets.
\$ 6,375million

CHELSEA PENTHOUSE PERFECTION – 224 West 18th Street \$ 7,25million



This exquisite, Chelsea duplex penthouse has just recently completed a no-expense-spared renovation of the most exacting standards. It boasts superb un-obstructed Southern views, magnificent light, multiple, large landscaped terraces, 3 fireplaces and so much more. 12" wide walnut flooring, custom-everything, a Crestron system with numerous Plasma TV's, a Gaggenau eat-in kitchen are but a few of its many features. And all in a boutique-sized condo building with 24hr doorman.

MINT, MOVE-IN PERFECTION STEPS OFF UNION SQUARE

\$ 1,495million



Exquisitely gut-renovated, West-facing high floor 1 bedroom, 2 bathroom loft-style apartment. This sun-flooded home has been meticulously renovated to exacting standards. The Gourmet kitchen features every conceivable luxury. The Bedroom is separated for the living room by exotic carved wood doors from the Far East. The bathrooms are spa-perfect mixing rustic stone with crisp white porcelain. Soaring ceilings and gleaming cherry wood floors feature throughout.

UN-RIVALLED UNION SQUARE LOFT – 115 Fourth Avenue

\$ 1,199million

Simply gorgeous large 1-bedroom, 2 bathroom loft in a 24hour doorman building of distinction: THE PETERSFIELD. Quiet, treed exposures with bright morning light through large windows. Enormous kitchen with stainless cabinetry, hardwood floors, 11 foot ceilings and lots of storage.
The best buy at under \$1,000/sf. Certainly smarter than renting.... A great Investment too.



For more information on any of these properties, please call: (212)727-6164

THE AUGUST 1, 2006 REPORT: Our 5 classifications of luxury property:

MINLUXE

Although smaller, luxury is not compromised, priced between \$1 and \$2 million.

# of properties:	289 (UP, compared to previous month)
Average price:	\$1,494m (\$1,003/sf even previous month)
Average Size:	1,489sf (UP slightly from previous month)
OUR ANALYSIS:	* Activity very healthy. This area of the market is BUSY especially as an option to renting * Low inventory in certain locations, especially for move-in re-sales. Rental comparables are high enough to warrant buying instead.

MIDLUXE

Mid-sized luxury properties, priced between \$2million and \$4million

# of properties:	130 (UP compared to previous month)
Average price:	\$2,745 million (\$1,189/sf...DOWN compared to previous month)
Average Size:	2,304sf (UP compared to previous month)
OUR ANALYSIS:	* Average price per square foot drops...more sales usually affect averages.

ULTRALUXE

Larger, luxurious properties priced between \$4million and \$5million

# of properties:	15 (UP NOTABLY, compared to previous month)
Average price:	\$ 4,891million (\$1,341/sf, DOWN SLIGHTLY compared to previous month)
Average size:	3,406sf (UP slightly compared to previous month)
OUR ANALYSIS:	* Average pricing is down slightly. More volume of sales.

MEGALUXE

Large, exceptional properties, priced over \$ 5million mostly with outdoor space

# of properties:	14 (DOWN from previous record-breaking month)
Average price:	\$ 7,468million (\$ 1,939/sf. DOWN compared to previous month)
Average size:	3,842sf (UP compared to previous month)
OUR ANALYSIS:	*Super-luxe properties command around \$ 2,000+/sf consistently, but they MUST deliver. *There is actually now a shortage of super-luxury apartments available that truly deliver...only 3 units remain at 165 Charles Street, a few units at 50 Gramercy Park North and some at 40 Bond Street and 101 Warren Street. *The Downtown market is DESPERATE for apartments priced between \$ 4 - 8million with superb views and light, ceiling height, services, boutique-sized, fine finishes....

HOUSELUXE

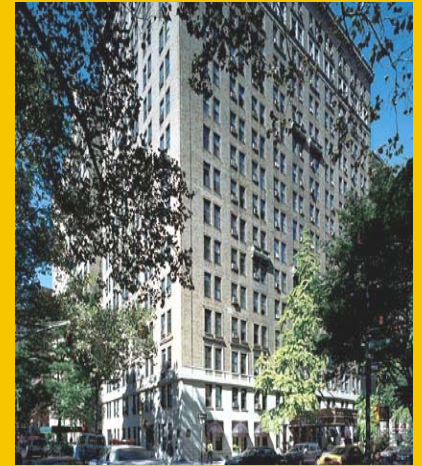
Large, Single family townhouses are a rare breed in the Downtown market.

# of properties:	14 (UP compared to previous month)
Average price:	\$6,495 million (UP NOTABLY compared to previous month)
Average width:	23 feet
OUR ANALYSIS:	*Higher activity this month. *A new record is set on JANE STREET, where Harvey Weinstein paid \$ 15million for a renovated, single family house....well over the asking price. The price of love.... *Few renovated townhouses on the market.

LUXURY OPENINGS

THE GRAMERCY PARK HOTEL

Located on the North Side of exquisite Gramercy Park, this Ian Schrager re-incarnation opens its doors on August 8th....and what doors! Designed by artist Julian Schnabel (an unusual concept in a field of decorator-done hotels), the interior is a mix of Goth-Baroque, Soho loft and sultry cool mixing in a sensational Art collection (including Twombly's, and Warhols) with many custom designed furniture pieces. The lobby features an enormous fireplace and the second floor has been carved out to create more ceiling height. There is a members-only rooftop club, bound to be an instant hit with the Soho House crowd....it's doubtful Halston, Liza and Bianca will be present, but you never know..... Park Chinois is the fine dining Chinese restaurant opening in the fall...and the SPA is supposed to be divine. The rooms, each colored very differently in seductive shades of Green, Red and Pink are all individually designed and larger than the HUDSON for sure. At last some real competition for the W on Union Square! Telephone: 212-920-3300



LUXURY CONNECT

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Leonard Steinberg & Hervé Senequier, Terry Nye & Lois Planco are consistently Downtown's leading brokers specializing in the Luxury Real Estate Market.... highly regarded by both their peers and their clientele. For more information about our unique full service brokerage, view: www.luxuryloft.comor contact us at: (212)727-6164 to learn how you can benefit from our *REAL ESTATE SOLUTIONS room*

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***While every effort has been made to provide accurate, up-to-the minute information based on closed *and* contract-signed transactions, the information is provided subject to errors, omissions and changes. Our criteria for luxury may be different to others. Some prices are estimates only as they have not closed yet. For 100% accurate information, please consult a legal professional to perform the necessary due diligence.