

# LUXURY LETTER

AUGUST, 2008

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

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 Residential Real Estate market on a daily basis, giving you an insider's perspective to gauge the market as it is...today. While other reports deal with average, our focus is luxury.

## 'THE 15 CPW-PLAZA FACTOR'

Expect a lot of drama.....LOTS of drama.... when the next quarter's figures are released and they don't include any sales at 15 Central Park West or The Plaza Hotel, two buildings that have contributed heavily to swaying averages upwards for the New York market. Without these figures, one can almost be certain that the next set of headlines will be all about 'SHARP PRICE DECLINES IN MANHATTAN'. Again, proof that average pricing for real estate is a joke, and a bad joke at that. Try to avoid the headlines and look at the details if you want to make good decisions about real estate.

## WHY SUPER-LUXURY MAY BE CHEAP

With recent news about soaring construction costs and the other intense costs and complexities related to developing super-luxury property in Manhattan, not to mention the difficulty in obtaining the financing to do so, it would be prudent to state that lots of what is considered extremely expensive, may in actual fact be rather well priced....

Most of the new super-luxe buildings involve intricacies and complexities in their design and construction that are proving to be much more costly to the developers in actual delivery. Many of the components installed are imported and hence significantly more expensive now than when the buildings were planned. We have heard of one or two buildings that are seeking additional financing to deliver the ultra-customized, complex designs that the 'starchitects' have designed. This could herald the end of an era of this type of construction, at least for a while, and make those properties that qualify actual collector items that could soar in value over the next decade.

## THE GLOBAL COUNTRY CLUB

While our planet is a very big place indeed, with billions of people, in the luxury arena, a country club exists that unites a small group of people through their wealth and interests. While they may speak different languages, have very different sources of wealth, and have different cultural backgrounds and appearances, they have a commonality through their extraordinary wealth. It ceases to amaze us as to how many 'members' of this highly exclusive club know one another.

# AUGUST 2008 FEATURED PROPERTIES

## 69 EAST 91<sup>ST</sup> STREET – CARNEGIE HILL'S BEST TOWNHOUSE WITH A GARAGE

**\$17,5MILLION**



The finest fully renovated single family townhouse in Carnegie Hill: The best block, the smartest layout, all exquisitely executed by world-renowned architect Annabelle Selldorf. The quality of finish out, rooftop terrace, garden, elevator, garage, light and location make this a collector item.

**\$17,5M**

## 47 MERCER STREET – SOHO AT ITS FINEST



Exceptional full floor classic SoHo masterpiece with superb original Corinthian Columns, 14ft ceilings and no-expense-spared finish out. Combined with a superb lobby and large elevator, this is THE SOHO PRIZE. 3 beds + study.

**\$7,5M**

## 59 WEST 12<sup>TH</sup> STREET – A RENOVATOR'S DREAM



Rarely, if ever, does a large combination of 2 apartments become available in this elegant, 24-hour doorman pre-war Bing and Bing condominium. Perched on a high floor with open views, 3 exposures (North, East and West) and a lovely terrace, this apartment is on the quiet side of the building. With 2 fireplaces and an abundance of windows, this is every renovators dream come true.

**\$4,2M**

## 20 EAST 9<sup>TH</sup> STREET – PRIME CENTRAL VILLAGE



In the heart of the 'Gold Coast' of Central Greenwich Village, this breathtaking, spacious one bedroom home is perfectly positioned on a sunny south West corner of the Breevort East, one of Manhattan's finest co-operative full service buildings.

**\$1,3M**

## 40 EAST 20<sup>TH</sup> STREET – FLATIRON TREASURE



NEW! This gorgeous 2 Bed / 2 bath full floor pre-war loft features exposed brick walls, hardwood floors and pressed tin ceilings. The private elevator opens into the loft: Northern light radiates throughout the large living/dining space with an open kitchen, perfect for entertaining. An interior study is a definite bonus. The entire apartment was recently renovated, in a newly finished out condominium with brand new lobby.

**\$2,595M**

## 60 GREENE STREET – SOHO MASTERPIECE



NEW: This SoHo masterpiece combines the most exquisitely refined structure, craftsmanship and location. Located in a classic cast iron loft building flooded with Western light, no detail has been ignored in this meticulous renovation featuring the very best of everything. **\$6.25m**

## 200 ELEVENTH AVENUE



Designed from the inside out, 200 Eleventh Avenue offers 16 residences. Homes feature double-height ceilings and oversized glass doors that open to outdoor glass balustrades facing CHELSEA COVE and the Hudson River. Only 3 remaining Units priced from **\$6.25M**

For more info visit our web site at:

[www.200eleventh.com](http://www.200eleventh.com)

► FOR FURTHER INFORMATION ON ANY OF THESE PROPERTIES: (212)727-6164

## AUGUST, 2008 REPORT: Our 5 classifications of property:

### MINLUXE - SALES VOLUME DROPS, PRICING RISES

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

# of properties sold: 188 SIGNED (DOWN COMPARED TO PREVIOUS MONTH)  
Average price: \$1,940m (\$1,290/sff.....UP compared to previous report)  
Average Size: 1,488sf (UP SLIGHTLY compared to previous report)  
OUR ANALYSIS: \* Activity levels dropped from previous month and are about 40% off from 2007.  
\* Surprisingly, pricing rose.

### MIDLUXE - SALES ACTIVITY EVEN, PRICING UP

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

# of properties sold: 141 SIGNED (EVEN compared to previous month)  
Average price: \$2,771 million (\$1,505/sf... UP SLIGHTLY compared to previous month)  
Average Size: 1,853sf (DOWN compared to previous month)  
OUR ANALYSIS: \* Pricing rises slightly, and number of transactions is healthy and UP from 2007.

### ULTRALUXE - VOLUME UP, PRICING DOWN

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

# of properties sold: 30 SIGNED (UP compared to previous report)  
Average price: \$ 4,421 million (\$1,746/sf, DOWN NOTABLY from previous report)  
Average size: 2,294sf (DOWN compared to previous month)  
OUR ANALYSIS: \* Price per square foot drops.  
\* Sales volume rises.

### MEGALUXE - BUSY, YET VOLUME/PRICING SLIPS.

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

# of properties: 28 SIGNED (UP from previous month)  
Average price: \$9,037million (\$ 2,940/sf. UP NOTABLY compared to previous month)  
Average size: 3,1066sf (UP compared to previous month)  
\* Many of these sales are attributed to the SUPERIOR INK building. Somewhat skewed.

### HOUSELUXE - A DECENT PACE

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

# of properties: 10 (UP slightly compared to previous month)  
Average price: \$7,982 million (EVEN compared to previous month)  
Average width: 21 feet  
OUR ANALYSIS: \* This market has more inventory, but not much is fully renovated  
\* The pace for mid-Summer is not bad at all.  
\* Most houses require gut renovation.

## LUXEEATS – SOCARRAT PAELLA BAR – 259 WEST 19<sup>th</sup> STREET

Socarrat Paella Bar is named for the crust that forms on the bottom of a paella pan: It's the second restaurant venture of Jesus Manso, who also owns La Nacional. This 24-seat gem specializes in traditional tapas like gambas al ajillo and patatas bravas, and for the entrées, Chef Felipe Camarillo (Suba and Marichu), focuses on paellas and fideuas, which substitute Spanish noodles for rice. Communal-table and bar seating evoke Sunday dinner at a friend's house. What a great addition to this Chelsea neighborhood.

Telephone: (212)462-1000



## LUXEUCUISINE

A mini kitchen that is actually chic? Miracles happen. Boffi has relaunched the multi-tasking Minikitchen, trimmed out in Corian and featuring an induction cook top. Like the original, the unit is theoretically intended for small apartments, offices, or patios, although its greatest strength may be its novelty factor.

[www.boffi.com](http://www.boffi.com)



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Leonard Steinberg & Hervé Senequier, Terry Nye and Lois Planco are consistently Downtown's leading brokers specializing in the luxury real estate market.... with a track record for integrity, professionalism and results. For more information about our unique full service brokerage, view: [www.luxuryloft.com](http://www.luxuryloft.com) .....or contact us at: (212)727-6164 to learn how you can benefit from our *REAL ESTATE SOLUTIONS*.

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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.