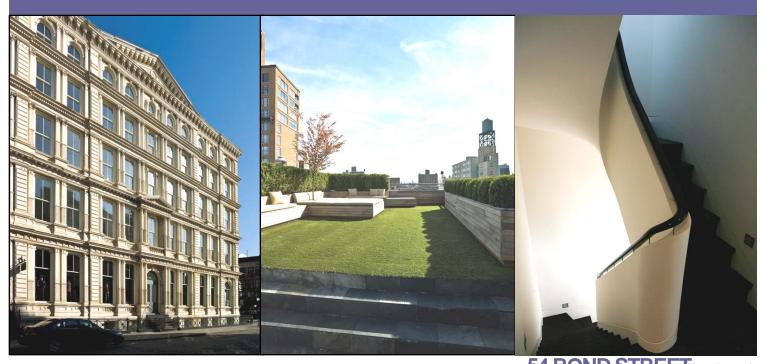
LUXURY *LETTER*

March, 2010

the only monthly downtown new york luxury real estate market report



54 BOND STREET(see Page 3)

THE TOP 10 CHELSEA BUILDINGS

These are the buildings we consider to be the best in CHELSEA. Many are brand new....all are condominiums:











200 Eleventh Avenue 100 Eleventh Avenue

206 West 17th Street

252 Seventh Avenue

177 Ninth Avenue 520 West 19th St.









524 West 19th Street 101 West 24th Street

We carefully considered all buildings in the Chelsea area, and these 10 won our hearts. They are all very different, but each excels in the combination of building and unit quality & overall design. Some compensate with superb space volume, or extraordinary views. Most of them are newer buildings, and all are condo. There were several runners-up, but we only had ten spaces....

456 West 19th Street 459 West 18th Street

MARCH 2010 SELECTION

130 E 18th STREET

GRAMERCY - UNION SQUARE

51 CROSBY STREET

SOHO





Perfectly positioned on Irving Place, steps from Union Square and Gramercy Park, this 2,000sf combination awaits your touch, with multiple bright exposures, views and a charming balcony overlooking Union Square.

Reduced \$1.85m

This full-floor loft style apartment may be entered on Crosby Street or at 210 Lafayette Street with a 24 hour doorman. A classically modern 2 bedroom, 2 bath, with tall ceilings, a fireplace, large windows and superb finishes. \$2.25m

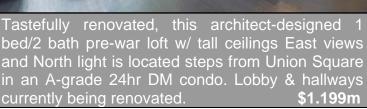
115 FOURTH AVENUE

GREENWICH VILLAGE

519 BROADWAY

SOHO







NEW! This massive, full floor loft in the heart of SOHO has been gut renovated, including a new lobby. Every imaginable designer fixture features, but it is the many side windows allowing four bedrooms that sets it apart.

For more information on any of these properties, or to schedule an appointment to view, please call: (212)727-6162











54 BOND STREET

Seldom, if ever, does a property of this caliber come to the market: Located on Noho's prized block with 106ft frontage on Bond Street, sandwiched between Greenwich Village, The East Village and Soho, this extraordinary example of Cast Iron architecture is a neighborhood landmark. After recently completing an extensive, detailed renovation to the most exacting standards, the building now comprises 2 retail spaces, 2 full floor loft apartments, and a triplex penthouse with significant outdoor space: 7 floors in total plus the basement. No expense has been spared in this meticulous renovation that is respectful of the past, yet delivers every conceivable modern convenience including a virtual doorman system with a package room. The building represents a unique opportunity for a user/investor or a single user with office space needs. Ceiling heights range from 19ft to 10ft, and the 1,760sf basement has 7ft ceilings. The building has the capacity to generate annual income in excess of \$ 1.65million. The building is delivered with a completed certificate of occupancy. Financing is available. Offered at: \$ 29,950,000.00

The building is also being sold as individual units as well:

Penthouse: 3-7 bedrooms, 4-6.5 bathrooms, 4,863-7,137sf, offered at \$14,95million - \$19.9million

4th Floor: 2-3 bedrooms, 2.5 bathrooms, 2,274sf, offered at \$ 4.95million. 3rd Floor: 2-3bedrooms, 2.5 bathrooms, 2,274sf, offered at \$ 4.85million.

Retail: 2 retail stores generating in excess of \$ 600k revenue, offered at \$ 6,95million

MARCH 2010 SELECTION

115 FOURTH AVENUE



GREENWICH VILLAGE



REDUCED! Rarely does a large combination of 2 apartments become available in this elegant, 24H doorman pre-war Bing and Bing condominium. With 3 exposures, terrace and 2 fireplaces, this is every renovators dream come true.

NEW! Beautifully renovated, located steps off Union Square in the best 24 DM condo building, perched on a high floor, flooded with Southern light: move right in to this amazing 900sf+ home priced well under \$ 1,000/sf. \$839,000.00

41 WEST 74TH STREET

UPPER WEST SIDE

350 WEST 23RD STREET

CHELSEA



Located on the most sublime Park block steps off Central Park, this 3 bedroom Triplex with superb outdoor space, located in a historic 2 unit brownstone is the dream of owning a townhouse \$7.25m without the hassles. Mint.



Last 3 BEDROOM UNIT AVAILABLE! This superb brand new modernist condo apartment with a features surprisingly fireplace. quiet treed exposures north and south in the heart of West Chelsea, close to parks & transportation.

For more information on any of these properties, or to schedule an appointment to view, please call: (212)727-6162



THE TOWNHOMES OF DOWNING STREET

Nestled at the southern end of Greenwich Village, steps from Winston Churchill Park, these newly constructed townhouses offer lofty open spaces with large windows, tall ceilings and beautiful gardens. Over 6,000sf in size, this is a unique opportunity to own a contemporary property in a historic district unlike any other. Offered at \$17.5million.

Info: Leonard Steinberg

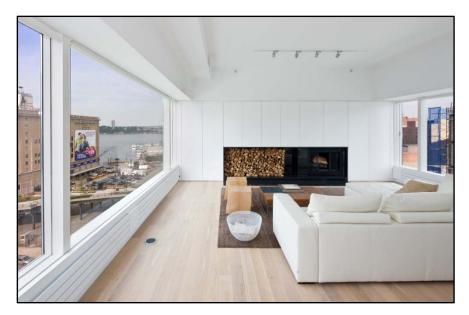
T:(917)385-0565

www.downingstreet.us

WEST CHELSEA/HIGHLINE PARK

459 WEST 18th STREET

Perched over the Highline Park in the West Chelsea Arts District, this sleek, sophisticated penthouse Duplex sits atop this brand new Della Valle Bernheimer doorman condominium that has set a new standard for the architectural revolution that is taking place in the area. With three bedrooms and four bathrooms, a wood burning fireplace, superb light and views in every direction and a rooftop terrace that defies description, this is a prize property with collector quality written all over it. \$7.5M





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



ALMOST COMPLETE: in the heart of The Chelsea Arts dramatic duplex Chelsea Cove and the Park. Hudson obstructed. protected park river views. A private elevator opens to a foyer that leads to the grand double height 24ft ceiling living with over-sized double doors that let the outdoors in.... Enormous southern walls are an art collectors dream. The adjoining dining area abuts a custom crafted kitchen that is concealed by folding teak doors. A study or bedroom suite and powder room are on this floor. A dramatic stairway leads to the Master & 3rd bedroom suite. The Master Suite boasts sweeping river views with an adjoining bathroom that features a soaking tub carved out of a solid block of granite. Also featured adjoining En-Suite Sky Garage, a New York first. Close within 60 days. Starting at \$6.23 million. www.200eleventh.com

123 EAST 61st STREET

SIXTH FLOOR 1.002 Sq. Pt y 8° Ceiling Height FIFTH FLOOR 1.404 Sq. Pt y' 2° Ceiling Height THIRD FLOOR 1.404 Sq. Pt y' 2° Ceiling Height THIRD FLOOR 1.404 Sq. Pt y' 2° Ceiling Height THIRD FLOOR 1.404 Sq. Pt y' 2° Ceiling Height 1.00 2° Ceiling Height 1.00 3° Ceiling Height 1.304 Sq. Pt y' 2° Ceiling Height 1.305 Sq. Pt y' 2° Ceiling Height 1.305 Sq. Pt y' 2° Ceiling Height

An extraordinary, mansion sized townhouse on a prized block nestled between Park and Lexington Avenues can be delivered as-is with plans in place for a spectacular home, or it can be delivered fully renovated with your specific needs and tastes in mind. The elevator home has a brand new front and rear façade and has been gutted. Please call Leonard Steinberg at (917)385-0565. \$13.95M

FLATIRON DISTRICT



This impressive duplex located at 40 East 20th Street in the heart of the Flatiron District, has been superbly renovated with a double-height ceiling living room, 3 bedrooms and extraordinary entertaining space. Steps from Gramercy Park, Madison Park, all transportation, shopping, entertainment and Union Square. Offered at: \$ 4.25million

MINILUXE -PRICING AND VOLUME DIP.

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

of properties sold: 133 SIGNED AND CLOSED (DOWN NOTABLY COMPARED TO PREVIOUS MONTH)

Average price: \$1,514m UP (\$1,075/sf.....Price/sf DOWN compared to previous report)

Average Size: 1,414sf (UP compared to previous report)

OUR ANALYSIS: * Pricing and activity dropped from the previous month.

* There was a notable slowdown in signed contracts.

MIDILUXE -VOLUME DIPS SLIGHTLY, PRICING STEADY

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

of properties sold: 74 SIGNED AND CLOSED (DOWN slightly compared to previous month)
Average price: \$2,885 million (\$1,360/sf... DOWN compared to previous month)

Average Size: 2,170 sf (UP compared to previous month)

OUR ANALYSIS: * Pricing remains rather stable. Volume dipped slightly, but is still strong. Quality inventory

keeps being absorbed. The demand for prime, well located, mint move-in units is highest.

And those buyers are willing to pay a premium.

ULTRALUXE - ACTIVITY OK + PRICING DOWN

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

of properties sold: 11 SIGNED AND CLOSED (DOWN SLIGHTLY compared to previous report)

Average price: \$4,568 million (\$1,474/sf, DOWN from previous report)

Average size: 3,105sf (UP compared to previous month)

OUR ANALYSIS: * Pricing slip and activity remains even. Inventory keeps being absorbed. The best quality stuff

is harder to find.

MEGALUXE -PRICING UP, VOLUME SLIPS

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

of properties: 19 SIGNED AND CLOSED (DOWN compared to previous month)
Average price: \$9,379million (\$2,183/sf. DOWN FROM PRIOR RECORD MONTH)

Average size: 4,305sf (UP compared to previous month)

* Activity levels taper off after a super-robust January...but this is still lots of activity.

* Pricing actually ROSE from the previous month. We see a possible trend: The very wealthy are

actually doing quite well....and the product that caters to them is in limited supply.

HOUSELUXE - LOW VOLUME AND OK PRICING.

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

of properties: 5 SIGNED or CLOSED (DOWN compared to previous month)

Average price: \$ 5.32 million Average width: 18 feet

OUR ANALYSIS: *Decent activity, but no prize houses traded in February. Very few mint, move in houses to

choose from Downtown.

Leonard Steinberg & Hervé Senequier, Terry Nye and Lois Planco are consistently Downtown's leading brokers specializing in the luxury real estate market with a proven track record for integrity, professionalism and results. For more information about our unique full service brokerage, view: www.luxuryloft.com or call: (212)727-6164 REAL ESTATE SOLUTIONS.

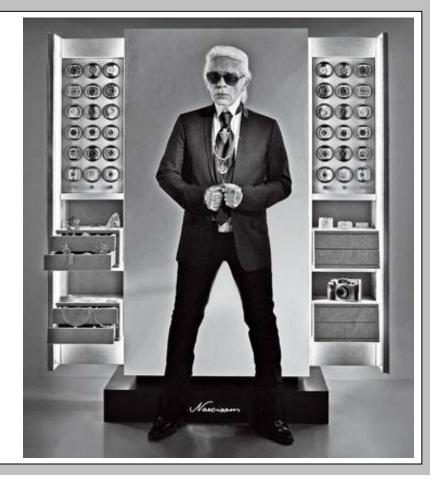
Prudential Douglas Elliman 26 West 17th Street 7th Floor New York, NY 10011

***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.

LUXEFIND – FASHIONABLY SAFE....

Fashion's Wunderkind Karl Lagerfeld has teamed up with luxury German safe maker Dottling to design the ultimate luxury safe. The bespoke safe titled "Narcissus," stands six-feet tall and less than a foot deep with stainless steel body, sheathed in high-gloss chrome-plated aluminum for an invincible build. And when activated the doors fling open to reveal interior cabinets containing watch winders and jewelry drawers. Only 30 models will be made to make it even more desirable, with a price tag of \$339,000, and the first one will be owned by the designer himself.

www.doettling.com





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