



27 NORTH MOORE STREET



1 IRVING PLACE

INFORMATION OVERLOAD?





We have expressed our concerns before about the volume of information being spewed out on a daily basis, much of it inaccurate and confusing. Unfortunately, it is only upon looking back that we can see what information was good or bad. Consumers are bombarded daily with real estate news and advice on ABC, CBS, NBC, CNN, CNBC, Bloomberg, MSNBC, ZILLOW, STREETEASY, CURBED, etc, plus every newspaper and magazine, not to mention the numerous blogs. All these outlets speak with authority and absoluteness that is often very believable. None of them are accountable in any way for misinformation, just like our beloved politicians. Here are some examples:

- 1) TARP FUNDS, TAXPAYER ROBBERY: Everyone from the Tea Party to the Rachel Maddow show have hysterically exclaimed the destruction of our economy by the TARP program bail-outs: the reality is that the TARP program will cost the USA 10% of what was initially estimated. A prime example of EXTREME misinformation.
- 2) THE BANKS DESTROYED THE ECONOMY: The reality is the banks followed the law of the land: Congress imposed very strict laws to encourage home ownership, especially amongst those that could not afford it. Banks were certainly partly to blame for not shouting loudly enough about this folly and making oodles of money with these bad loans. Some banks also manipulated the markets to their benefit. But what about Congress' blame?
- 3) THE CONSUMER, THE VICTIM: Certainly many consumers were victims of the recklessness of politicians, banks and industry in general. But many, many consumers took on incredible levels of debt to finance what amounted to gambling.....taking vast sums of money out of their homes to buy all sorts of things that should be paid for with cash.
- 4) SELL, SELL, SELL, BEFORE ITS TOO LATE: Who exactly benefitted from this advice? Let's face it, selling your investment portfolio in March 2009 when the DOW was around 7,000 was really foolish considering it is trading 50% higher today. Those who sold their homes then out of fear probably lost out too.

What we have learned from this information overload, is that too much information is indeed potentially useless, or worse, damaging. It is critical to edit the information and analyze it carefully. We live in a Billboard mentality society where headlines trump content and substance: this may be fun and entertaining at times. It may force us to 'tune in' more, or buy more newspapers, but it can also hurt our take on reality and fact. Trust, but verify. LS

NOTEWORTHY: 30 YEAR FIXED MORTGAGE RATES FELL TO A NEW LOW AGAIN: IF YOU ARE THINKING OF RE-FINANCING OR BUYING WITH A MORTGAGE, DON'T THINK THESE RATES WILL LAST FOREVER. NOTHING LASTS FOREVER. CALL: (212)727-6164 IF YOU NEED GUIDANCE.

OCTOBER 2010 SELECTION

<p>1 IRVING PLACE GREENWICH VILLAGE</p>	<p>505 GREENWICH STREET WEST SOHO</p>
	
<p>NEW! Perched over UNION SQUARE, this high floor 2bed/bath unit with open protected views requires a full renovation to create a magnificent home in a true full service condo building with a large terrace! Pool, garage, gym, etc . \$2m</p>	<p>This perfectly proportioned 2 bedroom home is nestled between Tribeca, the River and Soho on the quietest, most discrete block anywhere: Finished out to perfection in an A-grade full service new building. \$1.695m</p>
<p>350 WEST 23RD STREET CHELSEA</p>	<p>450 WEST 17TH STREET CHELSEA</p>
	
<p>Penthouse Perfection! A magnificent, brand new 3 bedroom steps from the Highline Park AND all Chelsea conveniences + transportation with lovely park views, a fireplace + superb terraces. This sleek boutique Condo with PT Doorman is 80% sold. \$4.75m</p>	<p>REDUCED! A rare mint one bedroom one bath Condominium directly overlooking the Highline Park. 11' ceilings and oversized windows fill the space with light. The Caledonia is a full service Condominium perched atop the Highline Park featuring Equinox Gym & Sun Terraces \$1.075m</p>

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 \$ 4.75million.

3rd Floor: 2-3bedrooms, 2.5 bathrooms, 2,274sf, offered at \$ 4.5million.

For more information on this property, or to schedule an appointment to view, please call:
T: (212)727-6162

OCTOBER 2010 SELECTION

520 WEST 19th STREET

WEST CHELSEA



Located in the heart of the West Chelsea Arts' District, hovering over the Highline Park, this sleek 2 bed, 2.5 bath condo home features Selldorf-designed sophistication and a 24 hour doorman on Architecture Row. **\$2.45m**

61 JANE STREET

WEST VILLAGE



REDUCED! Beautifully renovated studio facing sun-filled, quiet, pretty treed exposure of the West Village, located in a solid 24-hour DM building with a roof deck, steps from the Meatpacking District & Highline. New hallways planned. **\$499,000.00**

201 WEST 21st STREET

PRIME CHELSEA



This Jumbo alcove Studio in the heart of Chelsea is perched on a high floor with open views and extraordinary southern light: a renovated kitchen & windowed bath complete the picture. Full service Doorman building centrally located. **\$459,000.00**

200 11th AVENUE

WEST CHELSEA



Never again will a building of this caliber be developed in Manhattan combining the intimacy of a small building with protected park, river & skyline views, incomparable architecture and an En Suite Sky Garage. 3 beds, 3.5 baths. **\$5.95m**

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



26 DOWNING STREET
Nestled at the southern end of Greenwich Village, steps from Winston Churchill Park, this newly constructed townhouse offers lofty open spaces with large windows, tall ceilings and beautiful gardens. Almost 6,500sf in size, this is a unique opportunity to own a contemporary property in a historic district unlike any other.
Offered at \$16.95 million.
Contact: Leonard Steinberg

T:(917)385-0565
www.downingstreet.us

81 BARROW STREET



Located in the heart of Greenwich Village, this extraordinary 25 foot wide 1852 townhouse, rebuilt and renovated to perfection by a master builder, is divided into two residences with a third 'suite' perfect for a housekeeper. The finishes are sublime throughout, and the multiple outdoor spaces of a caliber never seen before, with a rooftop spa and outdoor dining room and kitchen. Simply spectacular!

Offered at \$15.95million

55 WEST 9th STREET



Steps off Fifth Avenue, in the heart of the Village Gold Coast, this superb single family townhouse boasts a magnificent private garden with mature trees on one of the prettiest townhouse rows. With a grand parlor floor, a huge kitchen and dining room on the garden floor, a full floor master suite and 4 additional bedrooms, this imposing house is one of the area's prize properties. Owner financing available.

Offered at \$10million

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

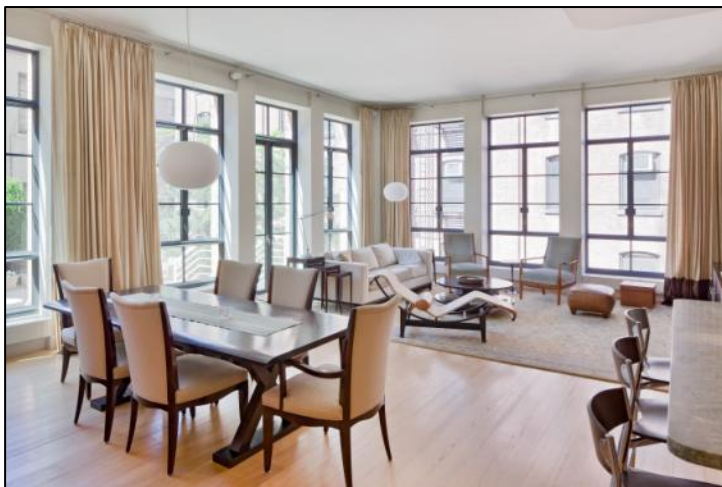


THE TRIBECA SUMMIT

This extraordinary federal landmark exudes the sophistication that has made Tribeca the prized neighborhood of Downtown Manhattan. After years of complex construction, these beautiful condominium homes are now occupied and a few units remain for immediate occupancy. Boasting the best proportions of any new building in the area, these lofts are beautifully finished out with Bulthaup kitchens, refined bathrooms and superb closets. Large windows fill all units with magnificent light. With a 24 hr doorman, garage, gym, roof terrace and playroom this building delivers a quality of life seldom found: A structure of this caliber is rare indeed.

Starting at: \$ 2.5million
Telephone: (212)965-0030

7 HUBERT STREET



Enter through a gracious gallery hallway that leads to the impressive south-facing living room overlooking the ultimate asset: an immaculately landscaped garden-sized terrace. The huge Master Suite boasts outstanding closets and a dreamy marble bathroom with heated floors. Two additional bedrooms and bathrooms and a laundry room plus storage complete the picture.

Offered at: \$ 5million

27 NORTH MOORE STREET



Located on the best block in Tribeca, this south-facing, 2 bed/2 bath sunny apartment has been gut renovated to the most fastidious standards. Large windows, a fireplace, ducted central air-conditioning and sophisticated AV system are some features. The custom kitchen is a masterpiece, with Viking range and superb marble counters. The dreamy marble bathrooms feature radiant heated floors. Full service, prize condo building with gym + garage. \$3.1million

MINLUXE –VOLUME DROPS, PRICING SLIPS.

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

of properties sold: 138 SIGNED AND CLOSED (DOWN COMPARED TO PREVIOUS MONTH)
 Average price: \$1,421m UP (\$1,099/sf.....Price/sf DOWN compared to previous report)
 Average Size: 1,312sf (DOWN slightly compared to previous report)
 OUR ANALYSIS: * Activity dropped again from the previous month....this is always expected when labor Day is later combined with the Jewish Holidays. Showing activity was surprisingly strong.
 * Pricing dips slightly.

MIDLUXE –VOLUME DOWN, PRICING DIPS SLIGHTLY

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

of properties sold: 60 SIGNED AND CLOSED (DOWN NOTABLY compared to previous month)
 Average price: \$2,744m (\$1,303/sf... DOWN slightly compared to previous month)
 Average Size: 2,233 sf (DOWN compared to previous month)
 OUR ANALYSIS: * Volume of signed contracts down, typical for September. Showing activity strong.

ULTRALUXE –VOLUME EVEN, PRICING DOWN

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

of properties sold: 9 SIGNED AND CLOSED (DOWN SLIGHTLY compared to previous report)
 Average price: \$ 4,568m (\$1,449/sf, DOWN from previous report)
 Average size: 3,193sf (UP compared to previous month)
 OUR ANALYSIS: * Activity evened out.
 • Pricing adjusted back from the previous months sharp rise.

MEGALUXE –VOLUME AND PRICING SLIGHTLY DOWN

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

of properties: 14 SIGNED AND CLOSED (DOWN SLIGHTLY compared to previous month)
 Average price: \$7,247m (\$2,086/sf. EVEN COMPARED TO PREVIOUS MONTH)
 Average size: 3,518sf (EVEN compared to previous month)
 * Activity remains rather strong for September: LOTS of deals happening right now, not signed.
 * The high end of the market remained busy throughout the summer, rather unusually.

HOUSELUXE - STRONG VOLUME AND PRICING.

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

of properties: 10 SIGNED or CLOSED (EVEN compared to previous month)
 Average price: \$ 8,204m (UP CONSIDERABLY)
 Average width: 22 feet
 OUR ANALYSIS: *Strong activity continues. A steady stream of buyers continued through the summer.
 *The price point of townhouses selling rises notably

Leonard Steinberg, Herve Senequier, Lois Planco, Matt Amico, Julie Owen, Paulette Demers and Vincent Milosevich 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 T:(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—THE BEST LADDER FOR NEW YORK APARTMENTS



This remarkable SLIMLINE ladder from FRONTGATE is the perfect New York ladder....not only is it sleek and elegant design-wise, its huge selling point is that when folded, it measures 2" deep, making it perfect for storage behind a door or even hung onto the back of a door. The anodized aluminum construction makes it sturdy too, with 10" x 12,75" steps: it extends to 60"and the best part is the price: \$ 99.95.

www.frontgate.com

LUXEFIND – THE BEST PURIFIER ACCORDING TO NASA!



A NASA research document came to the conclusion that house plants can purify and rejuvenate air within our houses and workplaces, safeguarding us all from any side effects connected with prevalent toxins such as formaldehyde, ammonia and also benzene. This would certainly be an esthetically pleasing alternative to the somewhat cumbersome air cleansers on the market.....as long as you select the right plant and you take care of it well! For every 100sf of space allow for 6 inches of plan material. THINK GREEN!



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