



THE REALITY CHECK OF 2011

Brokers are commissioned to maximize pricing for their clients. That is their fiduciary responsibility. My response to any Seller, when asked what is the very maximum we can sell their property for, is and always has been the same: No broker, no Seller can EVER determine what a property will sell for. The markets as they exist do that, and can only do so effectively when the property is exposed to the widest possible qualified audience. Guessing markets is dangerous at best, especially in these volatile times. Sellers are uniquely positioned where low inventory and low interest rates have fueled a very healthy market. This is beginning to change, so if you are selling now, please consider the following should you think your property is worth much more than it really is:

- Inventory levels are rising. The difference in volume of condos and co-ops is narrowing more so than any time in the past 5 years.
- New construction inventory will rise soon: yes, the new buildings being planned right now will only be deliverable in 12-36 months: what will interest rates be then? Significant new choices will be added to a market currently plagued by limited options. PS: the stuff I am seeing on drawing boards looks beautiful!
- Interest rates are very low right now. They may remain stable for a while, but then they are certain to rise.
- The full effects of high gas prices, rising food prices and high commodity prices have not reached our shores yet, but they will. If corporate earnings are hit, so too will bonuses be hurt for 2012.
- As we head into an election year in 2012, you can hear the political drums beating. Political uncertainty is not great for markets. And every politician will focus on what is BAD right now that needs to be changed. At the top of this list will be the deficit.....and no-one has been able to prove that low taxes help deficits.

Our point this month is simple: yes, this is a great time to sell, and yes, your prize property will sell for a premium. But this will not last forever, and whenever the list of options grows, the best units at the top of the list now, those commanding premium pricing, will be joined by additional competition. It's all about supply and demand. LS

JUNE 2011 SELECTION

477 BROOME STREET

SOHO



An authentic, elegantly renovated pre-war loft with 2 bedrooms and 2 full bathrooms in the heart of SOHO with central air, superb finishes throughout, beautiful tin ceilings and Corinthian columns. Collector quality.

\$1.695m

212 EAST 47TH STREET

MIDTOWN



NEW! This gorgeous sun-flooded, corner home has been converted from a 3-bedroom apartment to a generously proportioned 2-bedroom or 1 bedroom plus home office showplace. Located in a full service condo close to everything!

\$1.4m

333 WEST 21ST STREET

CHELSEA



NEW! This thoroughly charming home is flooded with south-facing light, perfectly positioned close to central Chelsea as well as The Meatpacking District, The Highline Park and the Chelsea Arts District. Walk up and fall in love!

\$ 450k

151 EAST 37TH STREET

MURRAY HILL



NEW! This elegant 2-3 bedroom duplex is set in a charming, historically significant townhouse and awaits your touch. With tall ceilings, pre-war detailing, two fireplaces and a beautiful terrace overlooking treed gardens.

\$ 1.7m

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

74 HICKS STREET BROOKLYN HEIGHTS

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This superb 25.5 ft wide Brooklyn Heights two family townhouse located on the most picturesque tree-lined block combines a meticulous world-class restoration with state of the art mechanicals. The elegant double parlor with two working fireplaces leads into an eat-in kitchen facing an exquisitely landscaped outdoor terrace. The owner's triplex offers six bedrooms, 2.5 baths, six wood burning fireplaces, and two serene outdoor spaces. The recently completed renovation was done with the highest quality materials and attention to detail. The kitchen features a Sub-Zero refrigerator, DCS range, Bosch dishwasher and washer/dryer in the pantry. There is ducted central air throughout, with a fully wired sound system, cable and internet. The spacious two bedroom garden apartment can easily be combined with the triplex to create a one family home. Offered at: \$ 6.5million

200 ELEVENTH AVENUE -PENTHOUSE 1

WEST CHELSEA ARTS DISTRICT



THE LAST UNIT AVAILABLE: This superb 3 bedroom, 3,5 bathroom penthouse duplex spans 80ft of frontage onto the Hudson River and Chelsea Cove Park. With panoramic park, river and skyline views, a family room boasting 23ft ceilings, 2 exceptional loggias, over 300sf in size each, a 24 hour doorman and of course, the only En-Suite-Sky-Garage in the USA. Across the street from the Chelsea Piers and Chelsea Cove Park with access to the Highline Park just around the corner. www.200eleventh.com Offered at: \$ 12,475million

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

JUNE 2011 SELECTION

66 LEONARD STREET

TRIBECA



This perfectly proportioned, real 3 bedroom, 2.5 bathroom condominium located on a high floor in this full service prized pre-war building boasts superb views and light plus many custom finishes including a fireplace! **\$3.5m**

55 WHITE STREET

TRIBECA



Located on a prize block, this outstanding pre-war triplex is zoned to allow live/work with a separate street entrance. Currently set up mostly as office space, bring your architect to transform this huge loft into a great home. **\$4.75m**

20 EAST 9TH STREET

GREENWICH VILLAGE



This breathtaking, spacious one bedroom home is perfectly positioned on a sunny South-West corner of the Brevoort East, one of Downtown's finest co-op full service buildings. **\$1.125m**

415 GREENWICH STREET

TRIBECA



Located on the best cobbled street in one of few full service buildings with a garage, gym, playroom, etc, this grandly scaled 2 bedroom, 2 bathroom loft is a rare find indeed. **\$2.5m**

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



PRIME GREENWICH VILLAGE

26 DOWNING STREET FOR IMMEDIATE DELIVERY: 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, with 5 bedrooms and multiple terraces this is a unique opportunity to own a contemporary property in a historic district unlike any other.
Offered at: \$16.95million.

www.downingstreet.us

50 BOND STREET

PENTHOUSE

NOHO



Located on the most prestigious block in Noho, this remarkable penthouse combines all the authenticity of a pre-war traditional loft, with the contemporary architectural details expected in this caliber of real estate. The finishes, views and light are as good as it gets. Superb entertaining spaces with exceptional, multiple terraces.

Offered at \$8.5m

505 GREENWICH STREET

PENTHOUSE

SOHO



Nothing compares to this extraordinary penthouse with absolutely breathtaking, protected Hudson River, Statue of Liberty and skyline views from all rooms. The magnificent terrace is a true one-of-a-kind spanning the full width of the apartment, approximately 75 feet. Located in a full service A-grade condo on a charming quiet block moments from Soho. \$3.5m

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

245 TENTH AVENUE PERCHED ABOVE THE HIGHLINE

WEST CHELSEA



245 TENTH AVENUE: BRAND NEW CONDOMINIUM RESIDENCES FOR IMMEDIATE OCCUPANCY. Hovering above the recently opened extension to The Highline Park, this iconic landmark designed by Della Valle Bernheimer in the West Chelsea Arts District is located next to the new AVENUES SCHOOL amongst the world's leading contemporary art galleries. All apartments feature surprisingly exciting views, outstanding light, superbly large kitchens, oak wood floors, ducted multi-zone central air-conditioning and custom designed finishes throughout. Apartments include 1 bedroom + home office, 2 bathroom units starting around \$ 1.675million, 2 bedroom + home office, 3 bathroom units starting around \$ 2.575million, and 2 penthouses starting at \$5million.

For appointments: (212)727-6162

www.245tenthave.com

101 WEST 24TH STREET PENTHOUSE

CHELSEA



Soaring above Manhattan, this trophy top floor Chelsea penthouse features helicopter, open and protected views of all of New York City, truly a sight to behold. Enter through a gracious gallery foyer that leads to the dramatic living room with a fireplace and south-facing terrace: The 12ft ceilings and floor-to-ceiling windows further enhance the spellbinding vistas beyond. An alcove dining area surrounds diners with the exhilaration of Manhattan's nightlights: the adjoining windowed kitchen is expertly equipped. The Master bedroom wing features a breathtaking north-east exposure with a private terrace, en suite bathroom and superbly outfitted closets. A separate wing houses two additional bedrooms and another bathroom. This sleek home is impeccably finished with the best materials and the most fastidious attention to detail including Crestron AV systems. The Chelsea Stratus is a full service building, conveniently located 1 block from Madison Square Park, Eataly, all transportation and amenities, and features a large gym, dog run, lounge and bike storage. Nothing compares to this extraordinary blue-chip real estate.

Offered at \$ 6,25million

MINLUXE –VOLUME AND PRICING DROP.

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

of properties sold: 145 SIGNED AND CLOSED (DOWN NOTABLY COMPARED TO PREVIOUS MONTH)
Average price: \$ 1,438m DOWN (\$1,137/sf DOWN compared to previous report)
Average Size: 1,273sf (UP compared to previous report)
OUR ANALYSIS: * Notable drop in volume, pricing eases slightly.

MIDLUXE –VOLUME STABLE, PRICING RISES

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

of properties sold: 107 SIGNED AND CLOSED (DOWN slightly compared to previous month)
Average price: \$ 2,771m (\$1,327/sf UP compared to previous month)
Average Size: 2,091sf (EVEN compared to previous month)
OUR ANALYSIS: * This area of the market extends its strength from the prior month, and pricing rises.

ULTRALUXE –VOLUME DROPS, PRICING RISES

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

of properties sold: 10 SIGNED AND CLOSED (DOWN NOTABLY compared to previous report)
Average price: \$ 4,673m (\$1,681/sf, UP from previous report)
Average size: 2,800sf (UP compared to previous month)
OUR ANALYSIS: * The very strong activity of the prior months ends, with strong pricing.

MEGALUXE –VOLUME BACK TO NORMAL, PRICES EVEN

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

of properties: 17 SIGNED AND CLOSED (DOWN compared to previous record month)
Average price: \$ 7,13m (\$1,992/sf. DOWN SLIGHTLY compared to previous month)
Average size: 3,571sf (DOWN compared to previous month)
* Activity levels back to 'normal' after prior month's excesses
* The penthouse at One Jackson Square sold for just shy of \$ 3,000/sf, a 'good buy' in our opinion: across the street at 2 HORATIO (a co-op) the penthouse is in contract for \$ 4,000+/sf.

HOUSELUXE – STRONG VOLUME

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

of properties: 14 SIGNED or CLOSED (UP compared to previous month)
Average price: \$ 6,386m (DOWN compared to previous month)
Average width: 22 feet
OUR ANALYSIS: *Healthy activity continues.
*Southern Greenwich Village"/West Soho witnessed a sharp escalation in activity and pricing.

Leonard Steinberg, Hervé Senequier, Lois Planco, Matt Amico, Julie Owen, Aimee Scher and Amy Mendizabal 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

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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.

LUXETRENDS

THE MISSING STUDIO? Have we spotted a trend? The Manhattan market is missing A-grade studio apartments in condominiums. Most studios are in co-ops. Cleverly designed, expertly engineered studios that function super-efficiently are an area of the market that has been neglected. There is a group of buyers for whom affordability is a big consideration, but who also may own a home outside of Manhattan for professional (or taxation) reasons. Their quality and style sensibility is not compromised in any way, yet their choices in Manhattan are. I am not talking about those hideous pseudo-rental studios or the hotel rooms pretending to be homes....

THE NEWS HEADLINES

The media exploded this morning with all the statistics indicating a double dip housing recession. It is very possible that pricing AVERAGES will be adjusted downwards over the next few months in certain areas of the country. Consumers should be careful again not to look at these averages and be MUCH more specific in their data collection. They should also be reminded how governments revise figures often months after the fact. The headlines were based on CLOSED sales: it is very probable these transactions were negotiated several months ago. If the New York City average pricing dipped would that necessarily mean the pricing in Greenwich Village or West Chelsea has dipped too? Probably not. And the same would apply to the prime suburbs of other cities too. In many markets throughout the USA, banks that were holding off on foreclosure proceedings are foreclosing now. This rash of forced sales could push pricing averages down artificially, but that could be very temporary. Banks would be smarter to re-negotiate these loans rather than affect the values of entire neighborhoods. But that would mean long term (wishful) thinking. Leonard Steinberg



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