



LUXURY PREDICTIONS FOR 2012

As we enter 2012, we turned to some of the world's leading architecture and design professionals for their vision of LUXURY in high end residences in New York in a new era for the wealthy. Common themes focus on *real* quality, authenticity, attention to detail, sustainability and uniqueness.

RICK COOK, COOK + FOX "I follow the collector car market fairly closely and through these turbulent economic times the sophisticated buyer has clearly seen the strongest value and safest investment in the highest possible quality. The prices for the *truly original* and well done have continued to escalate to new levels while the lesser quality "commodity" marketplace has suffered. I see many similarities in the Manhattan luxury home market: We have a uniquely stable and rare resource for the International market. The sophisticated buyer has clearly sought out the very best and paid to acquire it. I envision the trend to see safety and value in the *truly special and high quality* home to continue to outperform the market in general. From a design point of view I see the luxury home buyer seeking the absolute highest quality in every detail, from the hardware they touch, to the windows they look through to the views which they frame. The luxury buyer will continue to see comfort and value in the *finely tailored* and in impeccable quality over the latest fashion."

JAMIE DRAKE, DRAKE DESIGN ASSOCIATES: "The quest for *personal luxury* is the biggest trend as we enter 2012. The desire for *large master suites*, with *exceptional bathrooms* and great closet space or dressing rooms continues unabated. Client's want their interiors to be sophisticated and urbane, with a real preference for comfortable contemporary styling. Interesting and provocative art and *a curated approach* to furnishings that reflect a worldly life and a personal eclecticism is how we are approaching projects."

STEVEN GAMBREL, S.R. GAMBREL: "I would say that luxury in the city has to do with *layers of finishes*, all designed to be patinated and feel *authentic to the style of the architecture*. Luxury comes in mellowed wooden millwork, specialty finishes and slabs of stonework."

ANNABELLE SELLDORF, SELLDORF ARCHITECTS: "People are ever more interested in *quality construction* and increasingly understand the difference. While there always was a premium for space and light – *good layouts* which are well proportioned and solidly constructed using lasting materials paired with a meaningful effort to create *a sustainable environment* are a real priority now."

ALAN WANZENBERG, ALAN WANZENBERG ARCHITECT AND DESIGN "*Uniqueness* is what people are going for. They want unique spaces and amenities and these are often found outside the traditional neighborhoods. They are confident, adventuresome. Once found, they are prepared to take on considerable work to achieve their desires. Quality is well understood and people can speak specifically to it very extensively. Lastly, they are private. This may be the type of client I attract but they seem specifically focused on *privacy and anonymity*."

EDWARD YEDID, GRADE: "I would see a trend in the use of *high end materials*, like custom stained woods, metals, stone and a very strong attention to detail in finishes, material connections and fabrics. I would like to see a trend of "quality" in design, materials and production *from development through completion*. I'm hoping that because the development business is competitive again and deals are hard to come by the result will net quality projects with an *attention to detail* and ultimately the end user in mind rather than just the dollar earned."

JANUARY 2012 SELECTION

200 ELEVENTH AVENUE

WEST CHELSEA



REDUCED! Un-paralleled perfection. This sponsor owned, never lived in collector item features the only En Suite Sky Garage in the U.S.A. Teak flooring, central air, custom finishes throughout with protected panoramic river views. **\$6.75m**

372 FIFTH AVENUE

FLATIRON



This massive loft with 15ft ceilings on Fifth Avenue is priced under \$650psf. Gorgeous hard wood floors with beautiful southern light makes this loft a desirable home.

\$680,000.00

40 WEST 67TH STREET

UPPER WEST SIDE



NEW! Located on one of the most desirable tree lined blocks off Central Park West, this absolutely charming high floor classic 2 Bedroom 2 Baths is located in a prized pre-war building of notable architectural merit, designed by Rosario Candela in 1928. **\$1.5m**

285 LAFAYETTE STREE - RENTAL

SOHO



NEW! Located in a prestigious 24hr doorman building, this massive corner loft with soaring ceilings and many windows has one bedroom with a brand new en suite windowed bathroom boasting the proportions of a mega-loft with a grand kitchen. **\$25,000/month**

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

152 WAVERLY PLACE

GREENWICH VILLAGE



This perfectly proportioned, single family 1839 Greenwich Village townhouse located moments from Washington Square Park, was gut renovated retaining all the superb details of its era: Built on a 22ft x 97ft lot, this spectacular five-story home with grand ceiling heights throughout measures approximately 5,500sf, complete with more than 2,000sf of outdoor space including a dreamy patio, a terrace, a landscaped garden, and a rooftop terrace affording charming views of the Village. The residence, with northern and southern exposures, has been meticulously renovated (a coat of paint is all that you may require) and fitted with top-of-the-line appliances, fixtures, and a new video security system. Ducted central air conditioning provides comfort throughout. The interior encompasses 11 rooms, five bedrooms, a generous living room and library, entertainment room, and game room, five full bathrooms, two powder rooms, and a laundry room. The beautiful eat-in kitchen, adjacent to the formal dining room, incorporates a huge island, Sub-Zero fridge, Viking stove, an abundance of countertops and cabinets and two ovens and Bosch dishwashers. This is collector quality real estate at its best. Offered at \$12.75million

200 ELEVENTH AVENUE -PENTHOUSE 111

WEST CHELSEA ARTS DISTRICT



This superb 3 bedroom, 3.5 bathroom penthouse duplex spans 80ft of frontage onto the Hudson River and Chelsea Cove Park. Now with added square footage from the neighboring apartment taking the total square footage to well over 4,000sf. Panoramic park, river and skyline views, 23ft double height 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: \$16.5million

For more information on this property, or to schedule appointments, please call: (212)727-6162

JANUARY 2012 SELECTION

66 LEONARD STREET

TRIBECA



REDUCED! This perfectly proportioned, real 3 bedroom, 2.5 bath condo 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!
\$3.25m

55 WHITE STREET – LIVE/WORK

TRIBECA



REDUCED! Located on a prize block, this 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.
\$4m

14 EAST 4TH STREET NOHO/GREENWICH VILLAGE



NEW! Perched above NOHO, this renovated duplex features panoramic views and superb light from its north-east positioning through numerous large windows. Mint kitchen. Two full bedrooms and bathrooms. Fireplace. Condo. Doorman.
\$2.5m

306 MOTT STREET

NOHO



Extraordinary triplex penthouse perched atop a boutique-sized doorman condominium Moments from Whole Foods, the best boutiques, the Bowery with 4-5 bedrooms, amazing views and light, numerous balconies plus a huge rooftop terrace.
\$4m

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

54 EAST 81ST STREET

TOWNHOUSE

UPPER EAST SIDE

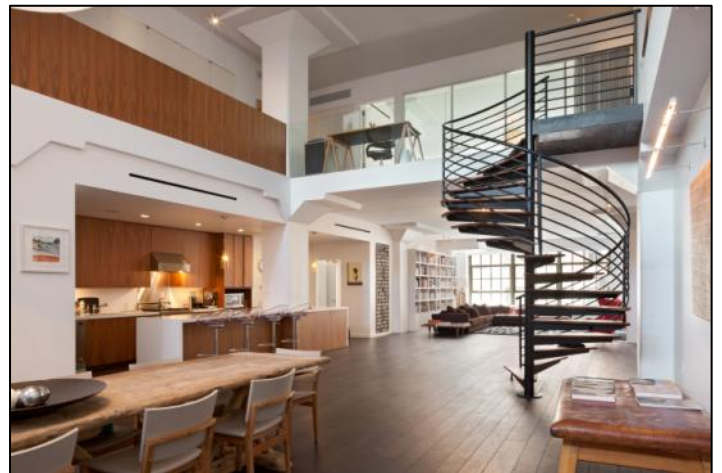


NEW! Beautifully positioned on a prime treed block between Madison and Park Avenues, this remarkable house is being gut renovated with the most fastidious attention to detail, scheduled for Fall 2012 completion. The imposing limestone facade welcomes you into the 20ft-wide house. An elegant centered stairway connects each of the elegant floors, as does the elevator. Over 7,500sf in size, this superb house offers the best of traditional townhouse living with every conceivable modern convenience. \$17.95million (or buy as is, for \$ 12.95m)

25 NORTH MOORE STREET

DUPLEX

TRIBECA

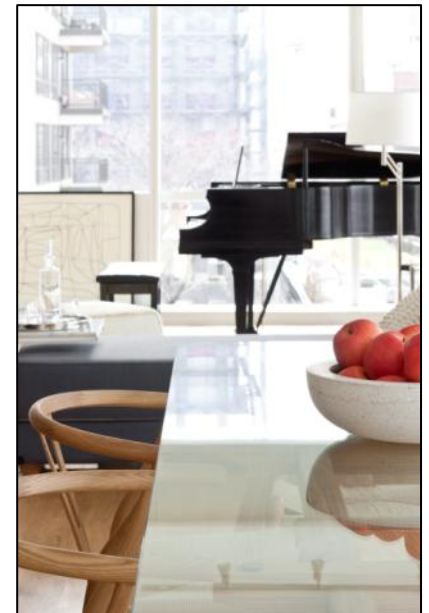
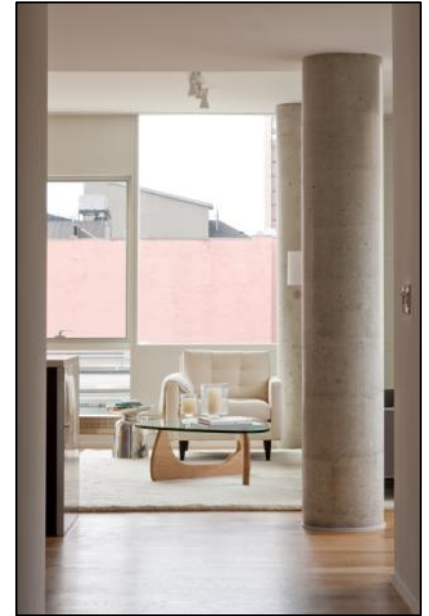


Located on the most prestigious block in Tribeca, this Mansion-scaled duplex loft is positioned in one of the best full service condominium buildings downtown, The Atalanta. Enter through a gracious foyer that leads to the impressive double height ceiling entertaining. The south-facing living room is flooded with light through enormous windows. Superbly proportioned bedrooms, huge closets and lavish bathrooms complete the picture. Offered at \$8.25m

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 2 bedroom, 3 bathroom units starting around \$2.575million, and 1 remaining exceptional penthouse with superb views terrace asking \$5,65m.

NOW OVER 50% SOLD/IN CONTRACT! For appointments: (212)727-6162 www.245tenthave.com

MINLUXE – VOLUME, PRICING DOWN SLIGHTLY

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

# of properties sold:	145 SIGNED AND CLOSED (DOWN SLIGHTLY COMPARED TO PREVIOUS MONTH)
Average price:	\$1,436m (\$1,096/sf DOWN compared to previous report)
Average Size:	1,318sf (UP SLIGHTLY compared to previous report)
OUR ANALYSIS:	* Pricing slips below \$ 1,100/sf, yet this pricing is above pricing of 12 months ago, hence a clear indicator that the Manhattan market remained stable through 2011, ending on a positive note. Volume slipped slightly.

MIDLUXE –VOLUME RISES NOATBLY, PRICING RISES

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

# of properties sold:	81 SIGNED AND CLOSED (DOWN compared to previous month)
Average price:	\$2,788m (\$1,449/sf UP compared to previous month)
Average Size:	2,031sf (UP compared to previous month)
OUR ANALYSIS:	* Pricing rises and volume drops again. * Pricing in this category rose nicely through 2011, signaling a slow, but steady recovery.

ULTRALUXE –VOLUME RISES, PRICING DIPS

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

# of properties sold:	9 SIGNED AND CLOSED (UP compared to previous report)
Average price:	\$4,509m (\$1,557/sf, DOWN again from previous report)
Average size:	2,859sf (UP compared to previous month)
OUR ANALYSIS:	* Activity rises, but pricing dips back to more normal levels as more larger units sell. * Pricing in this category remained steady through 2011, signaling market stability in an area that was not too beaten up by the Great Recession.

MEGALUXE –VOLUME RISES, PRICING AVERAGE DIPS

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

# of properties:	25 SIGNED AND CLOSED (UP compared to previous month)
Average price:	\$ 8,104m (\$2,245/sf. DOWN compared to previous month)
Average size:	3,200sf (UP compared to previous month)
	* The high end continues in strength, yet pricing is below where it was this time last year.
	* Activity volume is very strong on the high end.

HOUSELUXE – MINIMAL SALES ACTIVITY, BUT BUSY

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

# of properties:	2 CLOSED (DOWN compared to previous month)
Average price:	\$8,965m (UP compared to previous month)
Average width:	25 feet
OUR ANALYSIS:	*Volume for the month of December was very low, so these averages are meaningless. *Showing volume picked up rather notably, more so than is normal for the month of December. Townhouse sales activity throughout 2011 was rather tepid, mostly due to a lack of great product in prized areas: this may fuel pricing escalation through 2012


Leonard Steinberg, Hervé Senequier, Lois Planco, Matt Amico, Kane Manera, 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.

LUXEFIND – ENERGY MANAGEMENT SYSTEMS



nucleusTM
INSIGHT | CONVENIENCE | CONTROL

-  Play our video to see what Nucleus can do for your home
-  Learn how Nucleus is helping Martha's Vineyard achieve greater energy independence

With monthly maintenance costs rising, a new luxury emerging involves making energy usage in the home more efficient. Do you know how much energy un-used appliances consume just by being plugged into the wall? Entertainment, security and convenience are not the only benefits to consider when planning an integrated system in your home. There are many practical reasons to “go green” and save. An energy management system allows you to monitor and control your consumption of electricity, heating and cooling system, lights, electronics and water heating. Core energy management services are solar power, climate control, lighting control and shade control. These services protect the environment, enhance convenience and can dramatically reduce your utility costs. And help eliminate future blackouts.....remember, as more electric cars come to the market, the needs on the power grid will increase, so we all should play a role in reducing energy usage to avoid future blackouts. GE is doing the NUCLEUS system, but there are several others, and soon we will look back at these systems as mainstream and expected home 'luxuries'.



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