



WILL REDUCED BONUSES IMPACT NEW YORK'S LUXURY REAL ESTATE MARKET?

As the busiest January real estate market in years draws to a close, the one question being asked by brokers, buyers and sellers is just how impactful the sharply reduced banker bonuses will have on Manhattan's luxury real estate market. No-one knows the answer to this question, but if January's activity is any indicator, the impact will be minimal....for now. As banks cut back, the best of their prime personnel are figuring alternative ways to make large sums of money. Many are exiting traditional banks for hedge funds and private equity. Some are starting their own companies. And for the first time in a century, it appears that New York luxury real estate is not as reliant on Wall Street bonuses as it has been in the past. Maybe in the past these bonuses have fueled about 10-20% of the market: maybe to-day that void is being filled by the **BRIC BUYERS** (the Brazilians, Russians, Indians and Chinese)? New York has also diversified its wealthy buyer pool rather dramatically, with a strong contingency of business owners, tech, media, healthcare and entertainment leaders growing in numbers. Empty nesters and suburbanites-moving-to-the-city are also a newer buyer pool. Time will tell.

THE FUTURE WEALTHY: WHAT DEVELOPERS SHOULD KNOW

In a recent Standard Chartered Private Bank report on the 'Future Wealthy' it appears that the next generation of wealthy are a somewhat different breed to the wealthy of to-day. They are an extremely discerning group with a greater desire and capacity to do their own research, yet as they age they are seeking the advice of professionals with their decision making. They are very detail conscious and averse to the schmoozing of salespeople. They take more time to make decisions. They have great wealth aspirations that probably will require more effort and time than it took the wealth creators of to-day. They may also be taxed more. True luxury to the future wealthy is only meaningful with authentic traditions and substance. It is brands such as Hermes, Ferrari, Rolex that combine substance, strong design and instant brand name recognition that perform best. Life simplification is critical to this group, and while they are very independent, they seek help in their lives. Developers evaluating who their buyers will be tomorrow....take note.

IS JAPAN WAY AHEAD OF US IN CREATING THE HOME OF THE FUTURE?

Major home builders in Japan are taking a big step toward creating the definitive "dream home" that combines cutting edge energy conservation with the conveniences of information technology. These futuristic "smart houses" are constructed around a computer system that monitors electricity supply and usage and guides the utilization of varying energy sources or conservation methods. The Smart Energy House's main feature is its utilization of three energy sources--solar cells, a lithium-ion storage battery and a fuel cell, which generates heat and electricity through chemical reaction. A high-tech control system manages the 3 systems and controls the flow of electricity from these sources depending on the power supply and demand situation. The fuel cell creates electricity and heat during the late night hours when electricity usage is low and surplus power is stored in storage batteries. The stored electricity is released during peak usage periods when demand exceeds the generation capabilities of solar cells and other sources, such as in the evenings. The control system also advises dwellers on tips to conserve energy, such as switching from using the air conditioner to the floor-heating system when surplus heat is available. The house is also equipped with unique features that can reduce electricity use, such as an exterior misting system that cools the air during hot weather to lessen the need for air conditioning. By fully utilizing the prototype house's features, officials said an average household of four can reduce their carbon emissions by 71 percent when compared to a standard home with a floor space of 1,250sf: If our government cannot formulate an energy policy, we should. Leonard Steinberg

FEBRUARY 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 \$650/sf. Gorgeous hardwood floors with beautiful southern light make this loft a desirable home located moments from Herald Square, Bryant Park, all transportation and amenities. **\$680,000.00**

40 WEST 67TH STREET

UPPER WEST SIDE



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**

45 PARK AVE

MURRAY HILL



NEW! Located moments from Bryant Park and Grand Central Station, this West-facing, high floor, sun-flooded home with bedroom suites on opposite ends of the apartment (plus a powder room) is located in a pristine, new full service condominium. **\$2,4m**

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

FEBRUARY 2012 SELECTION

205 EAST 63rd STREET

UPPER EAST SIDE



NEW! This south-facing, sunny apartment is an incredible find: A REAL 3-bedroom apartment in a full service building in a prime location is hard to find: combine it with the adjoining studio for a really large apartment, impossible to find at this price-point.
\$1.25m (+ 375k for the studio)

133 WEST 22nd STREET

CHELSEA



NEW! Perfectly proportioned 1 bedroom plus home office, 2 bathroom condo. apartment in a super-prime topnotch building with garage, pool, roof terrace and more. Pristine move-in condition, southern light, balcony, dreamy kitchen. This has it all.
\$1.5m

40 BOND STREET

NOHO



NEW! In Noho's most prestigious building and block, this rare duplex townhouse features a beautiful private garden, a large eat-in kitchen, 3 full bedroom suites and a dramatic double-height living room featuring a Herzog De Meuron designed architectural stairway.
\$6.75m

25 NORTH MOORE STREET

TRIBECA



Gigantic duplex loft on Tribeca's prime block in a full service building with enormous windows, southern light and majestic proportions. Beautiful Walnut kitchen with Corian counters. Master suite with windowed en suite bathroom and movie-star closets.
\$8.25m

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FEBRUARY 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

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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)**

152 WAVERLY PLACE

GREENWICH VILLAGE

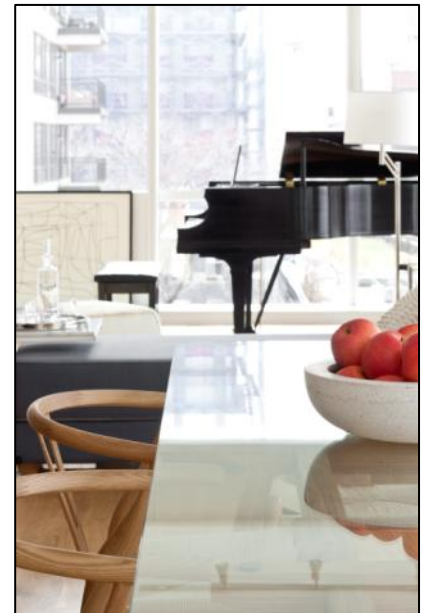
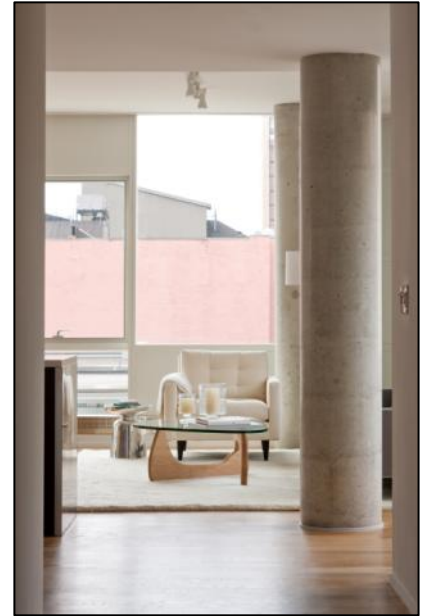


This perfectly proportioned, single family 1839 Greenwich Village townhouse located moments from Washington Square Park, was gut renovated retaining all the superb details of its era: Built on a 22ft x 97ft lot, this spectacular five-story home with grand ceiling heights throughout measures approximately 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**

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 60% SOLD/IN CONTRACT!

For appointments: (212)727-6162 www.245tenthave.com

MINLUXE – VOLUME DOWN, PRICING RISES

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

of properties sold: 116 SIGNED AND CLOSED (DOWN COMPARED TO PREVIOUS MONTH)

Average price: \$1,493m (\$1,159/sf UP compared to previous report)

Average Size: 1,295sf (DOWN compared to previous report)

OUR ANALYSIS: * Pricing recovered well to above the \$ 1,100/sf mark.

Volume slipped; we suspect many contracts are in the works that did not get signed on time.

MIDLUXE –VOLUME SLIPS, PRICING DOWN

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

of properties sold: 60 SIGNED AND CLOSED (DOWN compared to previous month)

Average price: \$2,788m (\$1,330/sf) (UP compared to previous month)

Average Size: 2,229sf (UP compared to previous month)

OUR ANALYSIS: * Pricing and volume drop again.

ULTRALUXE –VOLUME DOWN, PRICING RISES

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

of properties sold: 6 SIGNED AND CLOSED (DOWN compared to previous report)

Average price: \$4,863m (\$1,697/sf, UP again from previous report)

Average size: 2,869sf (UP compared to previous month)

OUR ANALYSIS: * Activity waned a bit, but pricing rose.

MEGALUXE –VOLUME DROPS, PRICING AVERAGE DIPS

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

of properties: 14 SIGNED AND CLOSED (DOWN compared to previous month)

Average price: \$ 7,274m (\$2,341/sf. UP compared to previous month)

Average size: 3,244sf (UP compared to previous month)

* 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

***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.

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LUXEFIND – CREATE THE VIEW OF YOUR DREAMS



Sometimes a room with no view or a bad view is a tough sell, or worse, depressing to live with. While creative window treatments or fabulous art are usually the best solution, we found something rather interesting that could be done tastefully: NEW ERA WALLS allows you to select from a multitude of existing images or use an image of yours that can be transferred into a wallpaper that produces a wall 'view'. Maybe an open field in the midst of Summer would be more inspiring? A city panorama? This idea could be horribly cheesy too, so exercising caution is best. A basement with no view would benefit most. I created a wall of forests in my home gym and while a bit artificial in flavor, I have to say working out in a forest is a lot better than in a bland, basement environment.

www.Newerawalls.com



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