

## LUXURYLOFT GROUP LAUNCHES **luxuryreel**

We are very excited to launch our industry-first ON-LINE VIDEO/TV CHANNEL, **luxuryreel** that will highlight all our fabulous listings in a moving format. Log onto: [www.luxuryreel.com](http://www.luxuryreel.com). The ultimate way to market your property without the endless wait of traditional television exposure which takes anywhere from weeks to many months to air!






250 WEST STREET (@ HUBERT) PENTHOUSE

## WHISPER LISTING SILLINESS? SHHHHHHHH.....

I often meet Sellers who do not wish their property to be marketed openly: instead they believe a really quiet 'whisper listing' is the solution. Really? I find the entire concept laughable. Is it realistic to obtain maximum valuation by exposing your property to a very limited audience in this global, google-able marketplace? It is usually these sellers who expect the very maximum pricing, yet they truly believe a quiet marketing effort produces the best results. I don't believe it. I think most of these sellers know their pricing expectations are not reality and simply don't want to listen to the facts. And the facts are pretty clear: when you open up your market widely, the chances of strong (possibly multiple) bidders emerging multiplies exponentially. Recently I witnessed a perfect example of this. I listed a property with a 'whisper campaign'. I called many brokers who I thought would have a customer for this. Some did, some didn't. At the end of the day none of the buyers who came in presented strong enough offers. Within weeks of listing it openly, a deal was done.

LEONARD STEINBERG

# DECEMBER 2013 SELECTION

<p><b>ONE MADISON PARK</b></p>	<p><b>FLATIRON</b></p>	<p><b>231 TENTH AVENUE</b></p>	<p><b>WEST CHELSEA</b></p>
			
<p><b>NEW!</b> The ONLY 2bed/3bath unit available at One Madison Park. The stunning, triple mint 1,962sf residence located in the spectacular tower condo designed by Centra Ruddy and Thomas Juul Hansen offers 4 exposures, breathtaking views and light from a large great room and split 2 bedrooms. <b>\$5.95m</b></p>		<p>This graciously proportioned large one bedroom, two bathroom apartment located directly alongside the Highline Park in the heart of West Chelsea features a private terrace, all in a mint, A+ 24-hour doorman building. <b>\$1.65m</b></p>	
<p><b>471 WASHINGTON STREET – NEW!</b></p>		<p><b>TRIBECA</b></p>	
		<p><b>NEW:</b> This immaculate, full-floor apartment boasts superb protected views towards the Hudson River. Massive entertaining spaces with a sleek, open, expertly equipped kitchen and three large bedroom suites (with superb storage) make this a unique find, in a modern, 24-hour doorman condominium. The light and multiple exposures are truly wonderful, with A-grade fittings and fixtures in a chic-contemporary style. Convenient to Tribeca, Soho and the Hudson River Park. <b>\$7million</b></p>	



BRAND NEW TOWNHOUSE FOR SALE  
450 WEST 25th STREET

WEST CHELSEA



Located in the heart of West Chelsea, across the street from AVENUES SCHOOL, and in the very center of the internationally acclaimed West Chelsea Art's District, just south of the Hudson Yards where an entire city is being constructed and connected to the city center via a new subway line, this magnificent, contemporary townhouse is undergoing a gut renovation to transform it into a superb single family residence with multiple terraces, A-grade finishes, an elevator and a sensational, south-facing, sun-flooded garden. Designed by Wayne Turett, the leading authority on contemporary townhouses, this townhouse will deliver lofty rooms of grand proportions, 4-5 bedrooms including a lavish Master Suite floor, a penthouse lounge and all brand new mechanicals, roof, re-configured floors and façade. Completion scheduled for winter 2013. CONTACT LEONARD STEINBERG AT (917)385-0565 **Offered at \$10.75million**

**NEW! 59 WEST 12<sup>th</sup> STREET**

GREENWICH VILLAGE



**59 WEST 12<sup>th</sup> STREET** – Recently featured in ELLE DÉCOR, this dreamy, gut renovated 3-exposure wing of one of the most prestigious Greenwich Village's full service pre-war condominiums, this 3 bedroom, 3 bathroom gem features a beautiful terrace, an open kitchen serving a 'great room', two wood burning fireplaces, an abundance of light and details too numerous to mention. This is a prize apartment not to be missed. **Offered at \$5.95million**

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

# DECEMBER 2013 SELECTION

300 RECTOR PLACE

BATTERY PARK



High above the trees of Rector Park sits the ultimate in spaciousness and comfort. Located in the elegant full service Battery Pointe Condominium building, this grand three bedroom home with an office is the neighborhood's prime address.

**\$2m**

VILLEFRANCHE-SUR-MER

FRANCE



State of the art property in the Heights of Villefranche located within 3.5 km of Cap Ferrat & 14.5 km of Monaco. Loft-like, with two separate living areas and dining room all lead into the custom kitchen, which opens onto a wooden decked terrace with a sizeable hot tub. Superb views. Price upon request

KANE MANERA: m: (432) 559-7213

**NEW!** 8-10 WARREN STREET – FULL FLOOR 3 BEDROOM + HOME OFFICE

TRIBECA



Gorgeous full, private floor Tribeca home with three real bedrooms plus a home office. The gracious entertaining space features a fireplace with a south-facing balcony. Large windows flood the apartment with light all day. A chic kitchen has an adjoining dining area. There is a large laundry room. With all this plus low monthlies, this condominium truly has it all, located within moments of everything great about Tribeca, City hall Park and so much more. Not to be missed.

**\$4million**

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BRAND NEW TOWNHOUSE FOR SALE  
6 BEDFORD STREET

GREENWICH VILLAGE



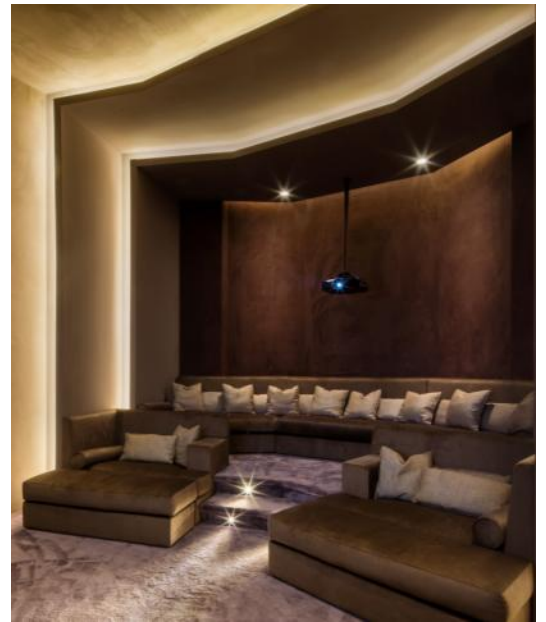
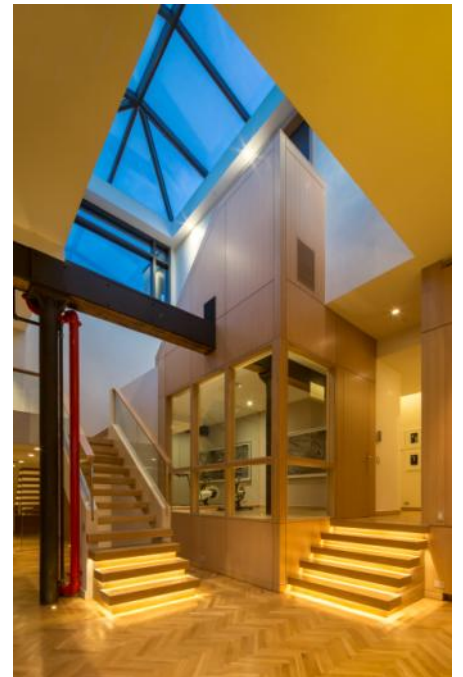
Nestled amongst the most charming townhouses of Central Greenwich Village, conveniently located to the West Village and Soho, this recently completed 5-story, 22 foot wide house with an elevator has been gut renovated with an exceptional structural framework. The Historic Landmark's approved façade with its landscaped set-back porch is a welcoming face, but enter to discover a wonderfully contemporary interior: the entry vestibule leads to a cozy living room overlooking the rear garden courtyard. Stairs lead you to the lower level that is grandly voluminous. The kitchen with its radiant heated floors serves a dining room that leads onto the elegant courtyard. The house features 5 real bedrooms with a generously proportioned master suite. All bathrooms feature radiant heated flooring. The stairs lead all the way up to the roof where a deck is possible. Wide, rift-cut, quarter sawn solid oak flooring is featured throughout the house and all the brand new mechanicals, including 10-zone heating and air, low voltage wiring and systems streamline the entire concept of townhouse living. Rarely, if ever, does a mint, move-in townhouse become available in a prized location with over 4,000sf of living space.

**Offered at: \$9million**

CONTACT LEONARD STEINBERG AT (917) 385-0565

SOHO LOFT PENTHOUSE MANSION  
383 WEST BROADWAY

SOHO



Never before has a loft penthouse of this caliber existed in the Downtown market: while it has the authentic and impressive scale of the best Soho tradition, the quality and detailing of finish out is of a standard that defies description. With almost 7,500sf of interior space with ceiling heights ranging from 16ft to almost 30ft, and 4,200sf of magnificent terraces with panoramic views bracketed by the Freedom Tower and the Empire State Building, this property boasts grand entertaining spaces with exposed, illuminated steel columns, a wood-burning fireplace, a spectacular media room/cinema, an expertly appointed kitchen engineered to perfection and a Master Suite that enthralls with dreamy closets and a bathroom that features a hexagonal skylight (one of several throughout the apartment). There are an additional three bedroom suites, a powder room, home office, gym, spa, massage or maids room and an outdoor kitchen serviced by a dumbwaiter. Each room is meticulously appointed with the very best fittings, fixtures and materials. This brand new, never-lived-in apartment can be delivered fully furnished. Co-exclusive. **Offered at: \$32million**

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



## MINLUXE – VOLUME DOWN, PRICING RISES

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

# of properties sold: 145 SIGNED AND CLOSED (DOWN compared to previous month)  
 Average price: \$1,455m (\$1,249/sf, UP compared to previous report)  
 Average size: 1,166sf (DOWN slightly compared to previous report)  
 OUR ANALYSIS: \*Volume slows down again. Pricing approaches \$ 1,250/sf. Sizing shrinks.

## MIDLUXE –VOLUME DIPS AGAIN, PRICING RISES

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

# of properties sold: 81 SIGNED AND CLOSED (DOWN notably compared to previous month)  
 Average price: \$2,654m (\$1,698/sf, UP compared to previous month)  
 Average size: 1,788sf (DOWN compared to previous month)  
 OUR ANALYSIS: \* Volume continues to fall, but pricing jumps almost to \$1,700/sf

## ULTRALUXE –VOLUME DOWN, PRICING OVER \$ 2,000/sf

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

# of properties sold: 10 SIGNED AND CLOSED (DOWN compared to previous report, yet strong)  
 Average price: \$4,493m (\$2,011/sf, DOWN since previous report)  
 Average size: 2,194sf (DOWN compared to previous month)  
 OUR ANALYSIS: \* Activity weakens, but pricing back up over \$2,000/sf.

## MEGALUXE –VOLUME STRONG, PRICING ALMOST \$ 3,000/sf

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

# of properties: 29 SIGNED AND CLOSED (DOWN compared to previous month)  
 Average price: \$8,164m (\$2,996/sf, UP again compared to previous month)  
 Average size: 3,136sf (DOWN compared to previous month)  
 \*Pricing rises, approaching the \$ 3,000/sf mark, and although there were fewer transactions, the volume was very strong again.

## HOUSELUXE – VOLUME DOWN, BIG VILLAGE SALE

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

# of properties: 10 SIGNED OR CLOSED (DOWN compared to previous month and STRONG)  
 Average price: \$9,542m (UP compared to previous month)  
 Average width: 21 feet  
 OUR ANALYSIS: \*The signed contract for 42 West 12<sup>th</sup> Street was the highest priced townhouse sale of the month: it was asking \$28 million, and was once rumored to belong to Tom Cruise. It is located on a prize block and designed by Steven Harris.

Leonard Steinberg, Hervé Senequier, Lois Planco, Matt Amico, Alexander Bank, Amy Mendizabal, Yoko Sanada, Kane Manera, Aimee Scher and Maria Hadjidemetriou 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](http://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.

DOUGLAS ELLIMAN  
26 West 17<sup>th</sup> Street 7<sup>th</sup> Floor  
New York, NY 10011

## LUXEFIND – A SERVICE ALL SHOULD CONSIDER

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Tel: (845) 750-8111



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