



# The Townhouse edge

Summer 2007 Edition

Review of the Townhouse Market

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## Sales Spring 2007

### State of the Market

With Wall Street's year-end bonuses setting new records, Spring 2007 was anticipated to be an exciting season for Manhattan real estate. Certainly, since January the level of activity has been very high. In fact, this year's first quarter saw the number of deals in Manhattan increase 9% as compared to same quarter last year. Potential buyers found a wide variety of property choices available among small- to average-size apartments, but those looking for large luxury properties found their searches complicated by limited inventory.

Overall the demand has been strong and, for the first time in a few years, more apartments were sold this spring than what came on the market. By the end of the first quarter, the average sale price for all apartments (both coops and condos) in Manhattan was \$1.363M, up 4% from the same time a year ago and up 12% over the last quarter of 2006. Meanwhile the median sale price—the price most commonly paid by buyers—reached \$840,000, a 5% increase over both the first and last quarters of 2006. The average price per square foot similarly gained 4%, increasing from \$1,016 to \$1,053/sqft. In addition, 9% more

closings took place in the first quarter of 2007 as compared to the first quarter of 2006.

### Townhouse Market

Apparently bucking the upward trend, the townhouse category saw a decline in average sales prices. However, since only a few hundred townhouses are sold in Manhattan annually, and because they can command extraordinary prices, the sale of one or two significant properties has the power to shift the average markedly. For example, last year's sales of a number of high-profile homes meant that the average sale price for townhouses on the Upper East Side decreased by 19% in the first quarter of 2007, down to \$7.088M from \$8.735M in 2006. The situation was similar on the

Upper West Side, where the average price dropped 12%, from \$4.284M to \$3.749M. Downtown, perhaps the area with the greatest townhouse price appreciation in recent years, saw a modest 1% decline, with the average sales price sliding from \$5.315M to \$5.282M.

**Upper East Side** Last year's top two recording-breaking townhouse sales occurred on the Upper East Side. The 50 ft. wide Harkness mansion (4 East 75th St.) sold in October for \$53M, the highest price ever paid for a single-family residence in Manhattan. Earlier in 2006 the Duke-Semans mansion (1009 Fifth Ave.), across from the Metropolitan Museum of Art and with 22,000 sq. ft. of interior space, sold for \$40M.

[continued on page 2]

#### Upper West Side Single-Family Townhouses

\*Upper West Side is 60th - 96th Streets - West of Central Park West

	Price	Price per Sqft	Width	Sqft
(16) Total	\$6,676,063	\$1,252	20.50	5,243
(7) Active	\$7,805,714	\$1,390	22.60	5,613
(5) In Contract	\$6,336,400	\$1,273	18.25	4,895
(4) Sold	\$5,123,750	\$ 983	20.00	5,030

#### Upper West Side Multi-Residential Townhouses

\*Upper West Side is 60th - 96th Streets - West of Central Park West

	Price	Price per Sqft	Width	Sqft
(38) Total	\$5,443,658	\$ 936	18.83	5,819
(22) Active	\$5,510,227	\$ 971	18.71	5,855
(4) In Contract	\$5,661,250	\$ 984	19.00	6,133
(12) Sold	\$5,249,083	\$ 855	19.00	5,649

#### Upper East Side Single-Family Townhouse

\*Upper East Side is 60th -96th Street - Third Avenue to East End Avenue

	Price	Price per Sqft	Width	Sqft
(23) Total	\$6,170,217	\$1,649	18.36	3,809
(8) Active	\$5,811,875	\$1,688	18.40	3,602
(8) In Contract	\$6,784,375	\$1,693	17.33	4,019
(7) Sold	\$5,877,857	\$1,556	18.83	3,806

The trend in record-breaking continues into 2007 with the recent news that a deal has been struck for the Bronfman townhouse at 7 East 67th St. for a price of \$33M. Just off Fifth Avenue, and situated on one of Manhattan's most desirable Upper East Side townhouse blocks, it has a 14,000 sq. ft. interior, was renovated 10 years ago, and features a glass-enclosed four-story atrium. Another notable Upper East Side sale occurred this year at 47 East 68th St., where a six-floor home with 20 rooms and 10 fireplaces that was occupied by the same owner for 24 years sold for \$19M. The new owner plans a complete renovation and restoration of the 1906 structure. A bit further east, 114 East 65th St., an 1899 townhouse sold for \$15.25M. This 8,000 sq. ft. home has six levels plus a 19-foot long roof terrace and a 500 sqft backyard.

**The Upper West Side** Higher prices have been achieved on the Upper West Side as well—and more often than ever before. Currently on the market, and of some note, is the trio of houses on Riverside Drive in the low 100's (335, 351 and 352 RSD). They are unique in many ways and asking uniquely high prices as well. Two of the three are exceptional historical homes that have at least three exposures. The most noteworthy, the 41-ft wide white marble townhouse at 351 RSD, is a free-standing mansion—a rarity in Manhattan—surrounded by 3,500 sq. ft. of exterior space on a corner lot with views of the Hudson River. The asking price is \$30M.

Relative to the other prime neighborhoods, the Upper East Side and Downtown, the Upper West Side has been undervalued greatly, but there have been some exceptional sales most on the CPW block:

15 West 68th Street which closed for \$14,500,000 in December '06 - a very special 25'+ mansion

306 West 77th for \$7,770,000 in May of '07 – a two-family renovated home!

26 West 68th Street signed while asking \$10,995,000

**Upper East Side Multi-Residential Townhouses**

\*Upper East Side is 60th -96th Street - Third Avenue to East End Avenue

	Price	Price per Sqft	Width	Sqft
(19) Total	\$5,109,474	\$1,003	19.00	5,544
(7) Active	\$6,503,750	\$1,019	20.80	7,056
(7) In Contract	\$3,950,000	\$ 793	19.80	5,336
(5) Sold	\$5,019,000	\$1,304	15.50	3,628

**Upper East Side "Gold Coast" Single-Family Townhouses**

\*Gold Coast is 60th - 96th Street -Fifth Avenue to Lexington Avenue

	Price	Price per Sqft	Width	Sqft
(29) Total	\$20,396,897	\$2,353	22.75	8,339
(19) Active	\$22,961,579	\$2,498	23.87	8,899
(5) In Contract	\$13,849,000	\$2,162	20.25	6,588
(5) Sold	\$15,116,667	\$2,072	20.67	7,069

**Upper East Side "Gold Coast" Multi-Residential Townhouses**

\*Gold Coast is 60th - 96th Street -Fifth Avenue to Lexington Avenue

	Price	Price per Sqft	Width	Sqft
(18) Total	\$18,989,722	\$2,314	25.20	8,099
(13) Active	\$21,095,769	\$2,515	27.00	8,594
(2) In Contract	\$21,450,000	\$1,960	25.00	9,990
(3) Sold	\$8,223,333	\$1,678	18.67	4,692

**Downtown Single-Family Townhouses**

\*Gramercy, Chelsea, Flatiron, Greenwich Village, West Village, Murray Hill, Soho & Tribeca

	Price	Price per Sqft	Width	Sqft
(32) Total	\$10,789,375	\$1,993	23.14	5,788
(16) Active	\$11,870,313	\$1,838	22.70	7,312
(6) In Contract	\$10,115,833	\$2,208	23.25	4,599
(10) Sold	\$9,464,000	\$2,113	23.63	4,062

**Downtown Multi-Residential Townhouses**

\*Gramercy, Chelsea, Flatiron, Greenwich Village, West Village, Murray Hill, Soho & Tribeca

	Price	Price per Sqft	Width	Sqft
(47) Total	\$6,133,511	\$1,298	21.68	4,850
(20) Active	\$7,696,250	\$1,543	23.12	4,999
(10) In Contract	\$5,164,500	\$1,209	20.33	4,372
(17) Sold	\$4,865,000	\$1,063	20.50	4,956

The surprises have been on the WEA/RSD block for close to \$8M which is amazing. The house wasn't huge but it was newly renovated and easily convertible to a single-family.

As of this writing, the West Side townhouse market seems to be on the rise with single-family and houses that can be delivered vacant, leading the way.

**Downtown** Downtown has had its own record-breaking sale this year—a renovated, 15,000 sq. ft., 55-ft wide townhouse built in 1847 at 11 West 10th St., which recently sold for \$34.53M. The West Village, and in particular the Village's Gold Coast along lower Fifth Avenue, currently has a cluster of high-priced homes either for sale or under contract. Notable examples include 19

# TOP 10 TIPS

## ON BEGINNING A RENOVATION & LOOKING FOR A CONTRACTOR OR DESIGNER

By Lee J. Stahl, President, The Renovated Home

*The single most important bit of advice I can give to anyone who is about to start a renovation project is this:*

Never underestimate the size of the project or overestimate your knowledge of what it takes to get the job done.

The expense of a renovation done by a quality company with proper organizational and management skills will almost always be more expensive than one might have anticipated. Trying to control the costs of the renovation, some people decide that they, or a family member, can act as the general contractor or project manager. But don't be short-sighted and believe that the renovation will just automatically fall into place; you are bound to be disappointed and unhappy if you do.

To get the job done properly and on schedule, nothing can replace the years of experience that a quality contractor or project manager will bring to your project. Considering that the project will likely involve various trades and suppliers, regulated hours of work, a building manager and superintendent, permitting and inspections, and much more, the cost of experienced

management can be a bargain when compared to going over budget and running way over a time schedule.

Based on my years of experience as a successful contractor/designer in Manhattan, I offer the following helpful tips to consider as you search for the right contractor for your renovation:



**245 West 104th Street**

### Visualizing a Raw Space

This unique and dramatic raw space was recently listed with The Deanna Kory Team, allowing the purchaser to create a one-of-a-kind penthouse home. It is a full floor w/ private entrance from elevator. 2000+ sqft wrap terrace & 3721 sqft interior, with access to the outdoors from almost every room. Our team created a 3-bed layout and rendered each room, stylizing paint, furniture & decor and created a virtual fly-through so potential purchasers could visualize this unique apartment as a dream home. The penthouse sold in record time.

### 1. Ask about the contractor's financials.

A common cause for an unsatisfactory experience with contractors relates to

their ability to handle money. Some contractors are not adept at managing proper cash flow due to lack of experience or because they run their jobs too tightly, using the deposit from a new job to pay bills from a previous one. Ask the contractor for his average monthly bank balance. Or, ask for the phone number of his banker to find out if he manages his accounts responsibly (i.e. no bounced checks, average minimum balance).

### 2. How does the contractor organize and track his jobs?

Simply stated, if it's all in the details, it's also about tracking those details. How does the contractor do that? Computer programs like Microsoft Project or Excel can be valuable tools for a contractor and can also provide you with a window into how he organizes his projects, keeps track of details, and updates his documents.

### 3. Find out who you will be working with.

While every project has a key person, no one person can do it all. It's important for you to meet the team that will be working for you and

with you. Always go with your gut. No matter how well-recommended, no matter how pretty the pictures of past work, if the personal chemistry between you, the contractor, and his team doesn't seem right, walk away.

(continued on page 6)

# INNOVATIVE MARKETING

*Showcasing Properties in Style*

## Cocktails at the Penthouse



On February 8th, the Deanna Kory team hosted an event that literally helped the attendee 'see' how to transform a dramatic raw space into a high-end, one-of-a-kind penthouse on the Upper West Side. The evening

took place at the penthouse apartment at the Armstead (245 West 104th Street). While guests sipped on wine and nibbled on fantastic food they were engaged by professionals, which included Gordon Kahn, Architect, Bilotta Kitchens, and Zach Kaplan, contractor of the ZMK Group, on renovating & designing a dream penthouse from the bottom up.

The presentation included stylized renderings, architectural plans, and a virtual fly-through of the entire apartment. This penthouse was completely gutted (originally five apartments) and was listed to sell with the Deanna Kory Team in January. To properly market the apartment, the team 'created' a vision of this space as a three bedroom home, by creating an alternate layout and completely stylizing and rendering each room in order to help a potential



purchaser visualize how this empty, construction space can convert into an extremely unique and exceptional home. The property sold in record time.



## Tango and 'tinis



On a beautiful evening in March, our team hosted a contemporary dance performance in one of the beautiful landmark residences of 455

**Central Park West.** Alessandra Corona and Eric Revera from The Ballet Hispanico Dance Company of New York delighted the audience with a tango-inspired modern dance to the music of Argentinian composer Anton Piazzolla. It was a delightful way to view the immense and unique home that includes an extremely large circular pavilion living area which doubled as a

performance theater on this night. These grand and gracious homes also feature, direct views of Central Park, 37 ft high turrets, wbf's, Jacuzzi tubs, walk-in closets, marble baths, and gourmet eat-in kitchens, all within a 120 year-old chateau land marked building on Central Park West. Often times, our teams' efforts are doubled with the attention of the media, and this particular evening was no different.



## Daily News THE CLOSER

March 23, 2007

*\*\*Tango and 'tinis anyone? Creative event of the week goes to broker Deanna Kory and her Corcoran team charged with selling 455 Central Park West for coming up with the martini-meets-modern dance event to promote the building's \$4.8 million plus apartments. A duo from the Ballet Hispanico Dance Company of New York performed a dance to showcase 'urban living' in the 2100 square-foot living room of one of the units still on the market. The unit, Landmark 16, was part of the original castle built by architect Charles Haight. "We wanted to show how dramatic a space this is," says Karen Kelley, the former opera singer handling sales for Kory's team. "You're living in a castle turret."*

# ON THE MARKET

Deanna Kory Team Exclusives

## M at BEEKMAN

A prewar luxury condominium with an exceptional twist! A combination of four beautiful prewar brownstones have been reconfigured and expanded to eight stories to create the most unique residences in the Beekman neighborhood. Trickle-



down the sides of the brownstones are individual glass balconies for the simplex and duplex apartments therein. And at street level, the triplex apartments boast private entrances for the full brownstone feel.

The fusion of brownstone and glass blend the disparate styles of antiquity and modernity offering the best of both worlds. These apartments provide residents both the intimacy of a brownstone

combined with all the amenities and services of luxury living.

*The M at Beekman is 23 unique and dramatic residences in the heart of Beekman.*

1 -2 Bedroom Homes from \$998,000  
Penthouse Suites with private roof decks and Tread pools  
Duplexes & Floor-Thrus



343 East 50th Street (212) 234-1933  
[www.mbeekman.com](http://www.mbeekman.com)

## Triplex Townhomes with Private Gardens



There are four townhomes from \$2.795M. The rear two feature double-wide English gardens-ideal retreats for basking in the sun, serene quiet moments or entertaining. The front two have their own entrances which are perfect for a private practice or a busy New York lifestyle. Inside these homes, master baths offer spa-quality Bain Ultra Temazkal shower cabins & therapeutic Chromatherapy tubs. Gourmet kitchens boast Sub-Zero refrigerators, Fisher & Paykel dishwashers and Miele steam ovens.

## 233 WEST 100<sup>TH</sup> STREET



Located a block from the serenity and beauty of Riverside Park, this very

special 25' wide house has 5 floors and offers the ability for an owner to build considerably more. Approximately 6,000 square feet, the zoning and FAR indicate 9,188 square feet of additional air rights. Fully renovated in the 1980s, the electrical and mechanicals are in good shape and the space is well laid out. It is officially a single-family house but can function as an ideal live/work situation or as a two-family home. Its wonderful sunny landscaped garden is surrounded by other brownstone gardens and provides a private oasis. Currently 4-5 bedrooms, 3.5 bathrooms, large living room, sitting room,



dining room, large eat-in-kitchen and an oversized recreation room perfect for kids of all ages. Listed with the Deanna Kory Team at \$5,200,000.  
Corcoran Web # 1007464

*Top Ten Tips* (continued from page 3)**4. Experience in what your project demands.**

As an interior designer and contractor for the past 20 years in Manhattan, I have the experience required to renovate high-end residential interiors. But ask me to build a 20-story building from scratch? No way! The point is that



it's critical to hire people who have not only talent, but also the experience in the specific field that relates to your project. And experience includes knowledge of the geographic area, the codes, the building department nuances, etc.-all are as critical as knowing whether a 2 x 4 is installed plumb and level.

**5. Research the contractor before you sign a contract.**

You're about to give someone your hard-earned money for a project, and in return you will be given a contract. But before handing over your money, and signing that contract, check him out! Along with following up on personal references provided by the contractor, make use the Better Business Bureau, KnowX.com, or a simple Google search--all are good ways to make sure that your potential project partner has not been involved in questionable activities, attracted unflattering attention, or worse.

**6. If the contractor isn't a sole practitioner, talk to the talent.**

Be sure to meet the lead carpenter and/or project manager who will be assigned to your project. Ask questions so you can gauge his level of competency and also whether he will easy to work with. If you plan on being on the job site during the project and don't feel you can communicate with the tradesperson on your site, this could be a potential problem.

**7. How does the contractor communicate?**

In this age of emails, Blackberrys, and advanced computer programs for designing and project managing, it's important to make sure that the people you hire not only use cell phones and

email, but also return voice mail messages in a timely manner. Here's a little tip: since most cell phones hold between 30 and 40 voice mail messages, if you find yourself calling the contractor and his voice mailbox is full, it may mean that he is not organized enough to keep on top of his messages.

**8. Find out if the contractor maintains relationships with past clients.**

Are the references that a contractor gives you current? What about his clients from one, three, or five years ago? Ask for references from some of these clients as well. Does the contractor keep in touch? Are clients still serviced as though the job was just finished, or is the contractor's attitude "once complete...it's on to bigger and better projects"?

**9. The best craftsmen rarely make the best business people.**

While it is critical that the person you

hire be an expert in his field, many times the most talented designers, contractors and artisans are not the most astute in handling money, payments to subcontractors, and the procurement of materials. It's important to keep in mind that you are entering into a business relationship; make sure that the person's business acumen is equal to his artistic abilities.

**10. The best \$50 you can spend.**

Buy every interior design magazine you can find and look for pictures of the specific rooms you are going to renovate; pull out pictures of designs that you find appealing. A good contractor will be able to interpret your preferences and incorporate them into his proposals.



*Lee J. Stahl has been the president and lead designer at his family-run design/build firm, The Renovated Home, since its inception in 1989. Having completed more than 700 renovations on the upper east and west sides during his 20-year career, Stahl and his firm have become known as "The Renovators of Park Avenue."*

*The Renovated Home  
1477 Third Avenue  
New York, NY  
(212) 517-7020  
leestahl@therenovatedhome.com*

*The value of your property may surprise you in this market!  
For a free and confidential valuation of your home or if you would like us to keep you updated monthly on the current market via email, please contact:  
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*Revealed.....Fall 2007*

## *Market Analysis*

*(continued from page 2)*

West 12th St., a 25 ft. wide Late Greek Revival built in 1845 and on the market for \$15M, 47 West 9th St., an Italianate townhouse with a \$18M price tag, and a Greek Revival home gut renovated in contemporary style, priced at \$15.5M and with an accepted offer.

**Survey of Market Averages** While a select group of townhouse sellers are achieving record prices, a survey of recent sales and properties currently on the market reveals a wide range of price points which vary according to neighborhood and whether the structure is a single-family or a multi-unit residence. Viewed by region, the Upper East Side's Gold Coast (the blocks running along and between Fifth, Park, and Madison Avenues) remains the ultimate luxury address with the city's highest average sales price so far this year of \$15.12M for single family residences. Beyond the Gold Coast, the Upper East Side's average price drops to the \$5.8M range. The Upper West Side's the average sales price for a single-family home is \$5.1M. Downtown, south of 34th St. (more specifically the neighborhoods of Gramercy, Flatiron, Chelsea, Central and West Villages) the average price for single-family homes sold this year is \$9.464M. As for the multi-unit category, these properties are often purchased by buyers who plan a restoration to a single-family home. Typically these townhouses have a lower price point although this has not been the case so far this year on the Upper West Side and to a lesser extent the Upper East Side that excludes the prime Gold Coast blocks.

## Recent Townhouse Sales

*This past year was an incredible year for our team in many ways.*

*We want to express our gratitude to everyone we have met and worked with along the way, especially our valued clients. With the team growing exponentially larger, we have become a unified, diverse and strong presence all over the city and we hope to continue with our efforts to help our clients realize their real estate goals this year!*



*Following is a sampling of houses our team has sold in the last year in different segments of the city.*

### *upper west side*

41 West 74th Street

Price: \$5,750,000

308 West 102nd Street

Price: \$3,060,000

252 West 71st Street

Price: \$5,650,000

626 West End Avenue

Price: \$6,250,000

### *harlem*

228 West 137th Street

Price: \$2,400,000

### *west village*

243 Waverly Place

Price: \$6,800,000

### *brooklyn heights*

140 Columbia Heights

Price: \$12,750,000

# THE DEANNA KORY TEAM



# The Townhouse edge

Summer 2007 Edition

Review of the Townhouse Market

## Deanna E. Kory

An absolute professional, Deanna never departs from the highest ethical standards, while thriving on the remarkably productive relationships she develops with whomever she deals with professionally.

Besides her intelligence, intuition, empathy, and sensitivity to her clients' specific requirements, Deanna possesses vast knowledge of the industry and an unmatched expertise in marketing properties and selling them in record time and at record prices. She is a superb negotiator, able to represent both buyers and sellers with great success. Deanna has consistently ranked in the top five brokers in Corcoran.

Deanna stands out in the industry for her staging ability to show properties at their best to obtain the highest possible price. She is most attentive to the unique qualities of each property, ensuring that all transactions proceed smoothly, always putting her clients' needs first.

## Colleen McCullough

For nearly ten years Colleen McCullough has proven herself to be a market leader in luxury and estate property sales. As a specialist in development, she is exceptional in guiding her clients through all aspects of the real estate transaction.

## Layla Rose

Knowledgeable, service-oriented, and results-driven, Layla provides honest, straightforward advice throughout the transaction process. Her enthusiasm is surpassed only by her commitment to her clients.



## Karen Kelley

Karen has distinguished herself as a top-producing broker among her peers. She is forthright, intelligent and passionate in her dealings with buyers & sellers, always working to achieve a positive outcome. Prior to becoming a real estate broker, Karen enjoyed a successful career as an opera singer, performing in several prestigious opera houses around the world. Employing those same skills and work ethic as a residential real estate expert, Karen has a new audience—the buyers and sellers of Gotham real estate.

## Christine K. Morgan

Coming to real estate from a successful career in publishing, Christine Morgan brings to her clients and customers a reporter's attention to detail and an orderly approach to realizing their real estate goals.

## Meghan Kelly

A graduate of the London School of Economics, Meghan worked for three years in finance and marketing at a top Wall Street investment firm before joining the Deanna Kory team. As a buyer's broker, Meghan stands out for her knowledge of the market and her keen ability to match clients with their dream home.

## Jennifer Taylor

Jennifer truly understands the importance of home, both from a professional stance and from a personal perspective having bought and sold several Manhattan properties. She is a superb communicator and most sensitive to her clients needs.

## Aric Boyles

Aric Boyles is as effective interpersonally as he is technically. A background in internet advertising & web development has enabled him to optimize the technology used to facilitate the search for and marketing of properties.

*CORCORAN*

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