

[External] 720 West End Avenue Press Placement: CityRealty // Sales Launch Announcement

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Thu 7/18/2024 6:24 PM

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Hi all,

As a result of our press outreach around the sales launch, we secured coverage of 720 West End Avenue with CityRealty, a widely read online source for NYC listings, data & news. CityRealty picked up today's article from 6sqft, CityRealty's sister publication, which announced the project's sales launch and included the story as a top news item of the day in their evening newsletter.

Please find a link to the coverage and the email newsletter below.

CityRealty – [720 West End: First look inside Emery Roth's pre-war UWS tower with spacious homes priced from \\$1M](#)

Thank you,
Olivia

From: **CityRealty** <info@cityrealty.com>

Date: Thu, Jul 18, 2024 at 5:18 PM

Subject: NYC listings with buyer incentives | Open houses in the Village under \$1.5M | Furnished Apartments | Look inside 720 West End — UWS condos from \$1M

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THURSDAY UPDATE

Real Estate Highlights

- [720 West End: First look inside Emery Roth's pre-war UWS tower with spacious homes priced from \\$1M](#)
- [Open Houses: Village listings to see priced under \\$1.6 million](#)
- [When, why, and how to negotiate the purchase of a furnished apartment](#)
- [NYC listings and new developments offering enticing buyers' incentives](#)



40 East End Avenue, #PH17

Condo in [Yorkville](#)

\$9,985,990

4 beds, 4.5 baths | 3,237 ft²

Transfer taxes, mansion tax, and two years common charges paid by sponsor

This generously scaled full-floor residence features direct elevator access, 11-foot ceilings, oversize casement windows, custom moldings, 8-foot doorways, white oak flooring, and private laundry room. The luxurious open chef's kitchen boasts high-gloss lacquer painted Italian cabinetry. **Private storage included in purchase. Transfer taxes, mansion taxes, and two years common charges paid by sponsor.**

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222 LES Tower + Lofts, 222 East Broadway, #19B

Condo on the [Lower East Side](#)

\$1,345,000

1 bed, 1 bath | 709 ft²

Sponsor offering five years paid common charges

This well-appointed corner exposure one-bedroom home has stunning views of the World Trade Center and downtown skyline, framed by floor-to-ceiling windows. The well-planned L-shaped kitchen is outfitted with top-of-the-line appliances and Zellige tile back splash. A gracious hallway separates the great room from the primary bedroom. **Sponsor offering five years paid common charges for a limited time.**

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London Terrace Towers, 405 West 23rd Street, #18C

Co-op in [Chelsea](#)

\$1,100,000 ~~**\$1,125,000**~~ (-2.2%)

Studio, 1 bath

Seller will pay buyer's co-op transfer fee at closing

Upon entering this one-of-a-kind masterpiece through a gorgeous entry foyer, one is guided into a generous size great room with its extra-high beamed ceiling, original wood burning fireplace with handsome mantle, oversize double pane casement style windows and solid oak plank-wood floors. A fully transformed open concept windowed kitchen is terrific for entertaining. **Seller will pay buyer's co-op transfer fee at closing.**

[VIEW LISTING](#)



96 16th Street, #1

Condo in [Gowanus](#)

\$1,595,000

1 bed, 1.5 baths | 1,538 ft²

Sponsor offering 1% credit at closing to cover mansion tax

From the moment you arrive at this garden-level duplex, you'll be captivated by the spaciousness and elegance of this artfully designed home which includes a 3-level private outdoor space with an outdoor kitchen. The interiors boast high-end finishes that exude elegance. **Sponsor is offering a 1% closing at credit to cover your mansion tax.**

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100 Avenue A, #2B

Condo in the [East Village](#)

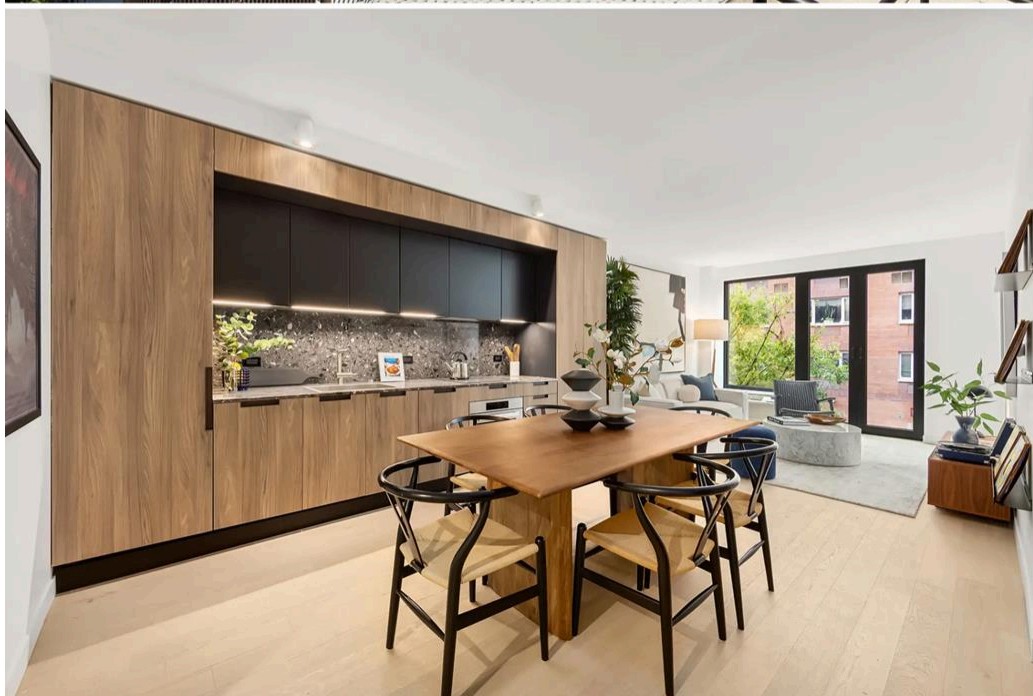
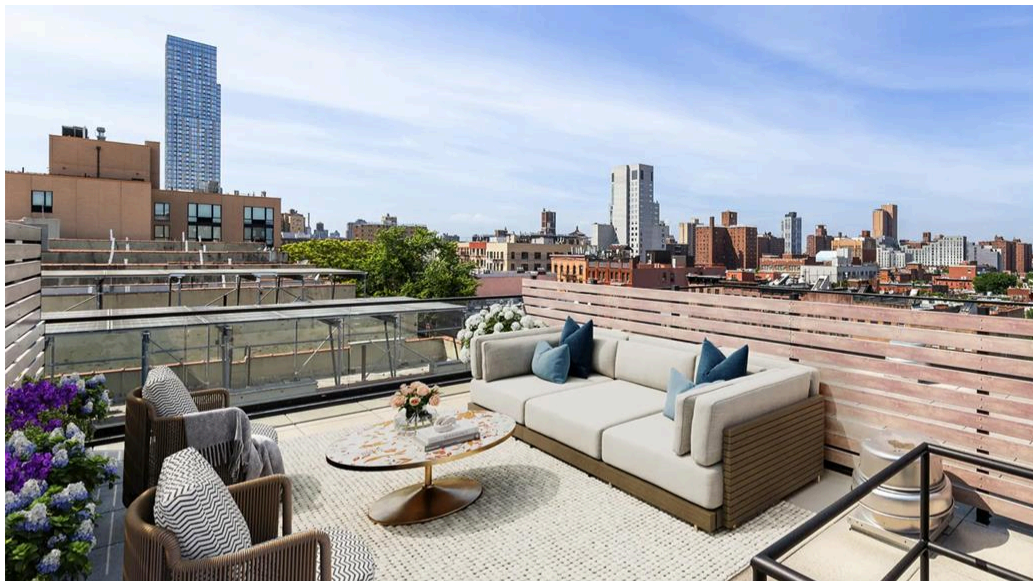
\$1,150,000

1 bed, 1 bath | 676 ft²

Rate buydown to 4.5% for contract signed by 7/31/2024

This bright and sunny one-bedroom in the vibrant East Village features a spacious layout, oversized casement windows with western exposure, gorgeous finishes, white oak herringbone floors, washer/dryer in unit and central A/C. An extra large open kitchen is perfect for entertaining. The western tree-top view from the primary bedroom is serene and features a huge-walk in closet. **Incentive available for buyers who sign a contract at asking price by July 31, 2024.**

[VIEW LISTING](#)



Huxley, 181 East 101st Street, #PH1

Condo in [East Harlem](#)

\$899,000

1 bed, 1 bath | 652 ft²

24 months common charges waived

Move right into this stunning 1-bedroom, 1-bathroom home plus home office with a private rooftop cabana! Interiors feature high-end Italian finishes, lovely wide plank oak floors, high ceilings, custom built-in wardrobe cabinets from Santalucia Mobili, and oversized black framed windows that fully open to create an indoor/outdoor oasis. **Now offering 24 months common charges waived.**

[VIEW LISTING](#)

272 19th Street, #5

Condo in [South Slope-Greenwood Heights](#)

\$795,000 ~~**\$849,000**~~ (-6.4%)

1 bed, 1 bath | 808 ft²

Seller is offering concession to buyers for interest rate buy-down

Welcome to this duplex 1.5-bedroom condo with a private roof deck! Upon entering, you are greeted by double-height ceilings and an inviting open layout that seamlessly combines the living, dining, and kitchen areas. The living room is bathed in natural light through its oversized windows and two large skylights. **Tax abatement in effect until 2036. Seller is offering concession to buyers for interest rate buy-down.**

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The Luminaire, 128 East 28th Street, #6A

Condo in [Kips Bay/Flatiron](#)

\$2,195,000

2 beds, 2 baths | 1,292 ft²

\$50,000 closing credit for contracts signed by July 31, 2024

Introducing this brand new floor-through condo where residents enjoy a private balcony, contemporary finishes, thoughtful tech and wellness features, low monthlies, and an exciting NoMad address. This sterling home begins with a sun-drenched open-concept living room, dining room, and kitchen imbued with northeastern light. **\$50,000 closing credit for contracts signed by July 31, 2024.**

[VIEW LISTING](#)



The John James, 775 Riverside Drive, #3B

Condo in [Washington Heights](#)

\$619,000

1 bed, 1 bath | 853 ft²

Sponsor will pay the entirety of a assessment linked to Local Law 11 work on the building

Sunny, spacious mint condition prewar condo with parking in the building! The large, sleek, open kitchen is open to a large living room that is an excellent entertainment space. On the other side of the apartment, there's a hallway leading to the bedroom and bathroom. **Sponsor will pay the entirety of a assessment linked to Local Law 11 work on the building.**

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As 609 Second Avenue readies to launch sales, see NYC listings and new developments offering enticing buyers' incentives

Recent market conditions would indicate that there is no time like the present to buy in New York, but it is still a massive undertaking. Not only is New York notorious for high sticker prices, but closing costs can add up quickly and monthly fees can prove costly. However, a number of developers and sellers recognize this, and are prepared to offer concessions to help with this.

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720 West End Avenue: First look inside Emery Roth's pre-war UWS tower with spacious homes priced from \$1M

A 100-year-old Upper West Side building that once served as a hotel and a senior center is now a luxury condominium. The **Emery Roth**-designed tower at **720 West End Avenue** has been reimagined by Thomas Juul-Hansen and renovated by BP Architects as 131 modern residences. Sales officially launched this week at the building, with homes starting at roughly **\$1 million** to over **\$12 million**.

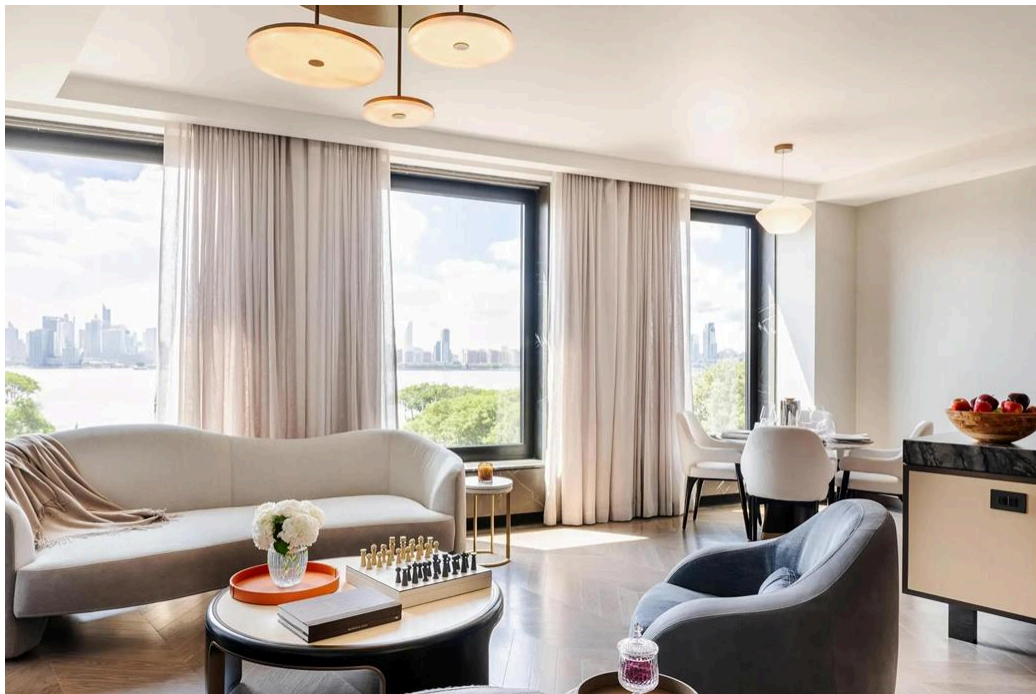
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Open Houses: Village listings to see priced under \$1.6 million

The Village is an area of Lower Manhattan encompassing some of New York City's most historic and highly coveted neighborhoods, including Greenwich Village, the West Village, NoHo, and the recently incorporated East Village. Known for its beautiful architecture, the area is particularly celebrated for its low-rise buildings and early 19th- and 20th-century townhouses and walk-ups. At the link, we present a selection of listings priced under **\$1.6 million**.

[LEARN MORE](#)



Fully furnished apartments in NYC: When, why, and how to negotiate a purchase

From 2020 to 2022, pandemic-related supply chain problems left many consumers waiting months for household items that were once available within days. In this climate, turnkey and even fully furnished properties started to experience an uptick in popularity. But even with the supply chain beginning to recover, the demand for properties that are already fully set up and furnished appears to be on the rise. This article explores when, why, and how to negotiate a fully furnished apartment.

[LEARN MORE](#)

[See more listings with incentives here](#)→

Schedule an appointment to tour any of these listings today.

Call us at [\(212\) 755-5544](tel:2127555544)

Email us at info@CityRealty.com

Reach out to CityRealty to schedule a complimentary consultation with a knowledgeable NYC real estate agent.



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