



Real Estate

Jaylen Brown Lists His Boston Pad, a Westport Home Could Set a Selling Record, and More News

Here's what you need to know now



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In the world of real estate, there's always something to see. This week, NBA star Jaylen Brown listed his Boston penthouse, a home once owned by TV royalty Marlo Thomas and Phil Donahue went up for sale, a Hawaii compound by an AD100 firm hit the market, and a prewar building reimagined as luxury condos opened sales. In this roundup, AD PRO has everything you need to know.

Sales Launch

A reimagined prewar building by iconic 20th-century architect Emery Roth opens sales



A proposed look into what Roth's building will look like once it's been converted into condos. Rendering Courtesy of VMI Studio

Known for his work in the '20s and '30s in New York, Emery Roth created some of the most beloved—and now historic—residential properties on Manhattan's Upper West Side: He had his hands on the El Dorado, The Beresford, The San Remo, and plenty more projects across the city. One such building is 720 West End Avenue, a 17-story structure built in 1927. Newly reimagined as luxury residential condos by [Glacier Equities](#), [InterVest Capital Partners](#), and designer [Thomas Juul-Hansen](#), sales for the building's 131 residences have officially launched.

Units in the building will range from one- to five-bedrooms, with the largest homes clocking in above 3,700 square feet. Boffi custom kitchens, white oak flooring, and integrated lighting will appear in each home. The building will have roughly 30,000 square feet of amenity space, with a fitness center, sports simulator/VR room, and coworking spaces among the many planned offerings. Prices start at approximately \$1 million, with top residences priced above \$12 million.

“Discerning buyers in today’s market are looking for the pinnacle of city living combining authentic character with modern conveniences, and we expect 720 West End Avenue to exceed all expectations,” Tricia Hayes Cole, the executive managing director of Corcoran Sunshine Marketing Group, which is handling sales exclusively, said in a statement shared with AD PRO.