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Your Guide To New York Real Estate And More

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First-Time Buyer? These Luxury NYC Homes Around \$1M Offer an Ideal Entry into the Market

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With spring blooming across New York City, now is the ideal moment for first-time buyers to seize the opportunity to enter the luxury real estate market. Trading skyrocketing rents for long-term investments is more appealing than ever, especially as these premier residential buildings provide approachable price points around \$1 million alongside luxurious amenities typically associated with multimillion-dollar residences. From wellness-driven amenities to sophisticated co-working spaces, discover how some of the city's most sought-after properties are redefining luxury living for a new generation of buyers.

720 West End Avenue



Photo Credit Colin Miller

720 West End Avenue is the transformation of an Emery Roth-designed pre-war building into a premier residential development in a landmarked area of Manhattan's Upper West Side, one of the city's most beloved neighborhoods. Renowned designer Thomas Juul-Hansen is leading the complete redesign of the interiors at the 17-story building, which will now offer 131 luxury residences ranging from one- to five-bedroom homes priced from \$1M to over \$12M. Juul-Hansen's residential interiors offer a modern take on classic Upper West Side living and pre-war design with integrated lighting, bespoke architectural details and coveted views of the nearby Hudson River and sweeping city skyline. Asking \$1,015,000, **Residence #6L** at 720 West End Avenue is a spacious one-bedroom, one-bathroom home with northern views overlooking the building's tranquil, landscaped terrace. Gorgeous natural light accentuates the thoughtful design details of this well-appointed home, with highlights including white oak flooring throughout, a luxe, marble-clad primary bathroom featuring a custom Juul-Hansen-designed vanity, and a custom Italian kitchen by Boffi. Residents will enjoy access to the development's expansive 30,000-square-foot indoor and outdoor amenity suite, which includes private parking, a fitness center, yoga and pilates rooms, sports courts, a bar, dining and co-working spaces, a gaming lounge and more.

As the real estate market heats up, these buildings represent the perfect intersection of affordability and luxury, enabling first-time buyers to finally invest in homes that deliver lasting value. Whether you're looking for dynamic Manhattan living, serene waterfront views in Brooklyn, or timeless elegance on the Upper West Side, these properties offer more than just residences—they offer a lifestyle of elevated comfort and convenience. Now is the moment to make your mark in New York's ever-competitive market, without compromising on your dreams of luxury living.

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