

THE RESIDENTIAL MARKETPLACE Wednesday, March 7, 2012 D1

# BROKERS WEEKLY

## Seeing Greene



Developer Veronica Mainetti celebrates multi-million dollar sell out at 34 Greene Street.  
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## NEWS

# PDE team closes out 34 Greene with \$19M rally

Prudential Douglas Elliman announced the closing of 34 Greene Street's final three apartments.

The \$19 million sale by agents Melanie Lazenby, Dina Lewis and Frances Katzen, was finalized in five days, making it one of the fastest closings since the recession hit. The buyer was also represented by a Douglas Elliman agent, Bettina Schriver.

34 Greene Street is an exclusive collection of six full-floor condominiums, plus one duplex penthouse, housed in a combination of two historic cast-iron buildings on one of SoHo's most charming blocks.

The transaction includes the duplex penthouse, which was sold at \$11.5 million, and two apartments on the 4<sup>th</sup> floor, sold at a combined \$7.5 million.

"We're very proud of this fantastic accomplishment made by Elliman's own Dream Team of Melanie Lazenby, Dina Lewis and Frances Katzen," said Howard Lorber, chairman, Prudential Douglas Elliman.

"These agents are masters of their craft, incredibly knowledgeable, creative and motivated. I am confident we will continue to see them perform at the top of the industry with bright futures ahead of them."

"The sell-out of this incredible condo building was a winning combination of the unmatched sales and marketing expertise brought by our dynamic new developments team and Elliman's top agents," said Susan DeFranca, president and CEO of Douglas Elliman Development Marketing.

It was also a pleasure to work with the Sorgente Group, the building's developer, who delivered a gem of a building, lovingly restored to its original splendor."

The duplex penthouse has 5,000 s/f of

living space that boasts a wood-burning fireplace and an upper floor great room that leads to a 2,200 s/f private terrace.

One of the most desirable outdoor terraces in downtown Manhattan, the space has an outdoor kitchen, outdoor shower, and powder room.

Both apartments on the 4<sup>th</sup> floor, each approximately 2,000 s/f, feature travertine baths, double steam showers, soaking tubs, Schiffini, white lacquered kitchens, the finest Miele appliances and Calacatta marble countertops.

"Restoring this beautiful, historic cast iron property has been a passion project of mine," said the project's developer, Veronica Mainetti, president of Sorgente Group.

"Being able to render this incredible architectural icon to its original state was extremely rewarding and quite frankly an honor for me."

34 Greene Street, a 27,000 s/f structure, houses six condo-lofts and one duplex penthouse.

The luxury homes went on the market in January 2010 and have slowly but surely been sold, primarily to foreign buyers.

A slew of celebrities have also checked out the penthouse in recent months including Alec Baldwin, Jennifer Connelly and her husband Paul Bettany and, most recently, *Pirates of the Caribbean* director Rob Marshall.



34 Greene Street

## JUST THE FACTS

### Manhattan listings ...

For sale: 4,065

For rent: 2,510

### Brooklyn listings ...

For sale: 938

For rent: 504

### Bronx listings ...

For sale: 348

For rent: 49

### Queens listings ...

For sale: 110

For rent: 34

### Staten Island listings ...

For sale: 1

For rent: 2

### Total NYC listings ...

For sale: 5,462

For rent: 3,099

### NYC mortgage rates:

- 15 yr. .... 3.55%

- 30 yr. .... 4.24%

- 1 yr. adj...3.69%

### Exchange rates

Euro to USD ... 1.31

Pound to USD...1.58

USD to CAD ... 1.00

USD to Peso...12.81

USD to Yen ... 79.33

Source: NY1Residential.com



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