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[PriceUpper](#)

123 Third Avenue Readies for Market by Raising Prices

by Sara

A few months after its teaser website first went live, **123 Third Avenue**, the luxury condo building that topped off in January and is hoping to bring in some buyers with an [East Union Square](#) label, is finally planning to launch sales within the next few weeks. One [broker-blogger](#) predicted way back when that the building's glacially slow entry on the market was due to the developers' plan to [raise prices](#). And...right in one! [The Real Deal](#) catches up with one of the building's developers, who says pricing will now be in the **\$1,100-\$1,150/square foot** range, the same per-square-foot prices planned before the downturn. That works out to one-bedrooms starting at \$585,000, two-bedrooms starting at \$1.25 million, and penthouses starting at \$3.5 million. We're a little skeptical about the building's fall construction completion claims, but grudgingly impressed by the attempt to defy the [curse of 14th Street](#).



- [Better late than earlier](#) [Real Deal]
- [123 Third Avenue](#) [Curbed]

http://ny.curbed.com/archives/2010/06/02/123_third_avenue_readies_for_market_by_raising_prices.php