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123 Third Avenue Reaches Sales Milestone

Tags: 123 Third Avenue, East Union Square

After just two months on the market, 123 Third Avenue, the 47-unit condominium located on 14th Street and Third Avenue in New York City, is 55-percent sold. Following a sales launch in early September, 26 homes are in contract at the latest residential addition to East Union Square, reports exclusive sales and marketing agent Corcoran Sunshine Marketing Group. By culling a priority list of 1,800 prospective buyers before launching sales in early September, Corcoran Sunshine set the groundwork for the sales milestone. These diverse and eager buyers were drawn to the building's refined finishes, design, and Downtown Manhattan location.

The team surpassed the 50-percent mark at remarkable speed, which "speaks volumes to the desire for homes of this caliber in East Union Square," said Elaine Diratz, of Corcoran Sunshine Marketing Group. Set at the nexus of Union Square, Greenwich Village, the East Village and Gramercy Park, East Union Square contains some of the best dining, parks, entertainment and shopping. The famed Greenmarket, Momofuku, Pure Food & Wine, Kiehl's, and ABC Carpet & Home all provide the quintessential shopping and dining experience. New York is a cornucopia of different neighborhoods, but none with more "best of's" than in East Union Square.

The 19-story condominium, by award-winning architecture firm Perkins Eastman, is designed for LEED certification. With 47 homes, ranging from one-, two- and three-bedroom layouts, as well as four penthouse residences, 123 Third offers an intimate environment with only one to four residences per floor. The interior, by Modern Arc Inc., takes full advantage of the building's 14th Street location with abundant light and air, further emphasized by soaring ceilings and oversized picture windows, giving you high acoustic performance and energy conservation. Finishes and fixtures are more typical of a high-end loft renovation, such as premium brands Poliform, Miele, Duravit and Dornbracht.



Sleek kitchens and master bathrooms include renowned manufacturers and custom high-end finishes. Kitchens include: Pioggia Grey high-gloss finishes by renowned Italian manufacturer Poliform, white Luna Quartz countertops and high-performance Miele appliances including custom-paneled refrigerators, stainless steel ovens, gas cook-tops and fully integrated dishwashers. While the master bathrooms include custom walnut-faced floating cabinets, floor-to-ceiling large-format marble tile from Italy, Dornbracht polished chrome fixtures and custom Duravit tubs and shower modules with integrated benches.

123 Third boasts top amenities, including a full-time doorman, fitness center, bike storage, additional storage rooms, refrigerated storage, iLounge (a multimedia center with computer suites containing the latest in high-tech printing, editing and audio-visual facilities), and an exquisitely landscaped private residents' garden with outdoor kitchen, lounge seating, sun terrace and full-sized movie screen.

Recently approved for FHA-insured loans and conditional Fannie Mae financing, 123 Third offers a number of trusted lending options. Prices range from: \$660,000 for one-bedroom, one-bathroom homes; \$1,340,000 for two-bedroom, two-bathroom residences; and up to \$4,425,000 for a three-bedroom, three-bathroom duplex penthouse. For more information and to explore this desirable East Union Square location in more detail, visit 123 Third's sales center at 90 East 10th St., or visit www.123third.com.

—Sonja York

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