

BROKERS WEEKLY

THE RESIDENTIAL MARKETPLACE

A Real Estate Weekly Publication

November 5, 2008

Guest starring role for Tribeca tower

Amenities include unit for overnight visitors



Fifty Franklin, Tribeca's newest luxury condominium, has announced that Prudential Douglas Elliman has been retained as the exclusive sales and marketing agent for this 18-story tower, designed by Rawlings Architects.

Developed by W Developers, Fifty Franklin is situated in the midst of the cross section of Tribeca, Soho, Chinatown and the Financial District in the heart of Tribeca—recently named the most expensive zip code in the country by Forbes magazine.

Priced from the \$600,000s to \$3 million, the residences at Fifty Franklin were designed for maximum utilization of space and to accommodate a wide range of buyer needs, including those of purchasers who have been priced out of most other new luxury buildings in Tribeca, but who still desire all of the high-end features and finishes that characterize true luxury living.

And the building includes a 500 s/f guest suite that will be available for resident use and will include a full kitchen and bathroom.

Jason Walker, the number one broker in Prudential Douglas Elliman's 90 Hudson Street Tribeca office, is leading the sales team at Fifty Franklin along with Louis Leone, another of the office's top brokers, and sales agent Lynne White, a former broadcast personality and three-time Emmy award winner.

"We are very excited to be marketing Fifty Franklin, especially at a time in

real estate when buyers, more than ever, are seeking true value and attainable pricing, without having to compromise on the exceptional living features they have come to expect in a true luxury condominium tower," stated Walker.

"This building, with its incredible location, world-class architectural design, high-style residences and complete range of lifestyle-enhancing amenities and services, promises to be the most successful new luxury condominium in all of Tribeca."

Fifty Franklin features studios at 604 s/f, one-bedroom condos from 719 to 779s/f, two-bedroom residences from 993 to 1,366 s/f, as well as three-bedroom apartments at up to 1,654 s/f.

All of the tower's residences include wide-plank hardwood flooring, floor-to-ceiling glass windows, Bosch stacked washer/dryers.

Most apartments, including some studios and one bedroom homes, feature private balconies or terraces with Arcadia sliding doors.

The building was designed by Ed Rawlings, principal of Rawlings Architects, the renowned architectural firm behind such New York City buildings as the new Thompson Hotel on the Lower East Side and the Dance Theater Workshop.

Amenities include a rooftop lounge, fitness center, pet spa, residents' lounge, 24/7 concierge, mail rooms, storage units and 11 onsite parking spaces.

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