

CHELSEA'S PREMIERE LUXURY CONDOMINIUM CARRIAGE HOUSE HOSTED BRADY BUNCH ACTRESS EVE PLUMB'S ART UNVEILING

Noir and Western Paintings Adorn Walls of Development's Penthouse through March

A CHARGED MIX OF ART ENTHUSIASTS AND REAL ESTATE AFICIONADOS

recently flocked to Chelsea's Carriage House, a luxury condominium located at 159 West 24th Street, to catch the first view of Brady Bunch actress and artist Eve Plumb's noir and western oils on canvas last Wednesday, Feb. 22, in Penthouse B – a 2,449-square-foot, two-bedroom, two-and-a-half bath duplex with wood hot tub, natural gas barbeque and gas-burning fireplace.

Well-known for her childhood role as Jan Brady in the hit series "The Brady Bunch," Plumb is now making headlines for her take on a classic style of painting, a new genre she calls "spontaneous still life."

"Everything was fantastic – the venue, the atmosphere, the turn out," said Plumb. "Carriage House was a perfect location – especially the penthouse – since it felt very much like an art gallery space with the high ceilings, and open and airy flow."

On the market for \$3.6 million, Penthouse B also features white oak floors, exposed brick and exquisite interiors created by internationally acclaimed designer Gustavo Martinez. The residence offers plenty of wall space for showcasing art, as highlighted during last week's event. A first floor room was decorated with an arrangement of Plumb's "western" paintings, while guests discovered her "noir" series in the master suite upstairs. The paintings will remain on display through March.

From all perspectives, the debut was a hit. Guests mingled, sipped Prosecco and explored the spacious penthouse home, as well as model residences on the fourth floor, while sharing congratulatory remarks on Plumb's unveiling.

"Congrats to Eve Plumb on her terrific presentation – these noir and western pieces offer fresh views of

token American imagery in a way that is both charming and personal," said Eamon Roche of Broad Mill Development Group, developer of Carriage House along with Eric Gray and Joshua Sacks. "We are absolutely thrilled to welcome Plumb and her many guests into this exceptional living space for an event that celebrates great art and great design."

Kitchens at Carriage House are outfitted with top-of-the-line Sub-Zero refrigerators and Wolf oven cooktops, while bathrooms feature Carrera marble countertops, a white Thassos tile stall shower, a large soaking tub, gorgeous mosaic tile floors and radiant floor heating. In addition, all residences are customized with Italian cabinetry and moldings, personal washer and dryer and seven-inch white oak hardwood flooring. Residents can take advantage of a beautiful shared rooftop, equipped with a six-burner natural gas barbeque and outdoor kitchen with sink.

Carriage House features a part-time doorman and IP video intercom system and all homes are pre-wired for a full array of high-tech audio-visual applications. With security and convenience a top priority, cameras are placed throughout the building, allowing residents to control access from any location. The property also features eight private indoor parking spots, a true rarity in Manhattan. Utilizing a cutting-edge hydraulic lift parking system developed by Harding Steel, residents can park their vehicle in the garage and access the lobby from the same floor.

Located in the heart of Chelsea, Carriage House is surrounded by numerous dining, retail, cultural and entertainment options. Directly across the street are Whole Foods and Garden of Eden grocery stores; fashion boutiques like Balenciaga and Parke & Ronen; and popular eateries such as Café Grumpy, La Bergamote,



Top: Eve Plumb in Carriage House's \$3.6 million Penthouse B – a 2,449-square-foot, two-bedroom, two-and-a-half bath duplex with wood hot tub, natural gas barbeque and gas-burning fireplace. Photo courtesy: Hundred Stories PR
Bottom: An Eve Plumb Noir painting. Photo courtesy: Eve Plumb

Eataly and Billy's Bakery. In addition, the High Line, Madison Square Park, Gagosian gallery and Barbara Gladstone gallery are all nearby.

Carriage House comprises a mix of two-bedroom penthouses, duplex lofts, studio lofts and one-bedroom units. Prices start at \$695,000 and range up to \$3.6 million. Jocelyn Turken, Joël Moss and Herbert Chou of Warburg Marketing Group are handling sales for the building.

For more information please visit the sales office at 159 West 24th Street, call 212.24 HOUSE (4-6873) or visit the website at www.carriage-house24.com.

PLATINUM PROPERTIES ANNOUNCES \$100,000 BONUS TO BROKER WHO SELLS PENTHOUSE AT TRIBECA'S 200 CHAMBERS STREET

Exclusive Sales Team Incentivizes Sale of Luxurious Residence



PLATINUM PROPERTIES, a renowned real estate services firm based in New York City, announced recently that it will offer a \$100,000 impetus to the broker who is able to spearhead a successful closing at 200 Chambers Street's penthouse C/D (PH200). To fuel a deal, the firm, tapped as the exclusive sales team for TriBeCa's paragon of luxury living, will offer this generous incentive in addition to commission.

"We're shaking things up," said Khashy Eyn, CEO of Platinum Properties. "It's true that \$100,000 is a tidy bonus, but this penthouse – with world-class finishes, lavish size, dream location, and striking design – is more than worth it. PH200 is in a league of its own."

Masterfully designed by an Italian businessman with an appreciation for beauty and detail, the four-bedroom, four-and-a-half bathroom PH200 towers 30 floors above TriBeCa, one of the city's most coveted neighborhoods. The 4,700-square-foot posh home be-

tween Warren and West Streets boasts a stainless steel kitchen, limestone baths, custom closets, lighting and temperature controls, and sinks that feature their own water treatment system.

"No effort was spared in the design and preparation of PH200, and we're raising the bar with its sales endeavors as well," said Daniel Hedaya, president of Platinum Properties and the exclusive agent for the exquisite home. "This stellar home is on the market for \$17.995 million and we're confident that we will match it to the right buyer."

Fit for royalty, this residence contains a floating limestone bathtub and double shower with eight spigots and two rainwater nozzles, which runs the length of the home with views of lower and midtown Manhattan, while an eye-catching 53-foot wall of windows rises from floor to ceiling.

Platinum Properties is not only the exclusive firm with the listing, but also coordinated the design and staging of the home with more than \$1.5 million

worth of art and furniture. The art was curated by Victoria Brooks and Jonathan Berkenstadt of BB Advisors, and includes classic works by Andy Warhol, George Condo and photographer Marilyn Minter. The elegant furnishings all provided by Domus Design Collection include a \$63,000 accordion sofa from de Sede; a \$13,000 American Walnut sideboard; a \$7,315 goatskin rug and \$1,808 curved-glass side tables. The antique chandeliers and porcelain throughout the residence, provided by the east midtown shop D&D Antiques Gallery, date to the 18th century and average nearly \$50,000 per piece.

Everything inside the home – art, furnishings and antiques included – is for sale.

For more information on PH200, contact Platinum Properties at 212-825-0050 or visit the website at www.ph200.com.

PH200 was also featured on CBS's "Living Large" and can be watched by visiting www.ph200.com/press.aspx.

STAR OF BRAVO'S *MILLION DOLLAR LISTING NY* LAUNCHES GROUNDBREAKING WEBSITE TO COINCIDE WITH THE SHOW PREMIER

Fans Are Invited To Follow The Eklund-Gomes Group And Its Lucrative Business, Now Totalling Nearly \$2 Billion in Sales Revenue

THE EKLUND-GOMES GROUP, an ever-innovative residential real estate team responsible for nearly \$2 billion in sales over the past 8 years, is generating buzz again with the recent launch of a sleek new website. Managing director Fredrik Eklund and John Gomes, executive vice president of Prudential Douglas Elliman (PDE), created EklundGomes.com as an interactive space to promote their particular brand of service.

"We represent a 'new guard' of brokers," said Eklund, who will star in Bravo's new reality show, "Million Dollar Listing New York," slated to air tonight at 10 p.m. "Future 'super' real estate agents need TV, web, social media and international outreach in order to compete and truly stand out."

Rather than going the traditional route, Eklund and Gomes have opted for an eye-catching and user-friendly interface that speaks to a luxurious and glamorous lifestyle. The website not only serves as a platform for the team's exceptional portfolio of properties, but also reflects their commitment to creativity and entrepreneurship. By painting a portrait of Eklund and Gomes, the site allows clients to get to know the team more intimately. Visitors then have the option to reach out directly to experience their unparalleled services.

And with Bravo's large audience watching "Million Dollar Listing New York" in more 150 countries, the team hopes to see their site grow quickly to 50,000 members. "Million Dollar Listing NY has caused a tremendous stir, and the reviews just in the two weeks since the pilot episode have been phenomenal!" Eklund said. "Our website is perfectly poised to capture this interest."

In addition, Eklund and Gomes see the visually striking digital platform as a way to reach their audience for Eklund

Stockholm New York, the team's international brand and Sweden's leading luxury real estate brokerage, which has closed \$600 million in sales since its inception in 2009.

"The new web interface features real time web tickers for the New York, London and Stockholm stock exchanges, along with videos and other live bulletins," said Cassandra Tai-Marcellini, who designed and art directed the site alongside Alexander Lins of Olex, who handled all of its development and programming. "Our mission is to showcase Fredrik and John's expertise on an urbane international lifestyle."

"We are also providing a section called 'NY Now,' which will be updated monthly with a curated selection of the city's best offerings," Tai-Marcellini said.

This endeavor not only stands testimony to the team's trendsetting choices, but also displays the changing face of Manhattan's competitive real estate market. Today, high-end brokers like Eklund and Gomes are relying on innovative digital strategies to connect with potential buyers.

"Our website is the culmination of a lot of thought and effort," said Gomes. "It makes a strong statement and allows us to directly communicate with prospective clients. This is an immensely exciting undertaking and both Fredrik and I look forward to achieving our goal of 50,000 website members in the coming months."

iPhone and iPad applications are also on the horizon for the Eklund-Gomes Group and will be rolled out later this year.

The URLs for the website are as follows:

- www.Eklundgomes.com
- www.Fredrikeklund.com
- www.Fredrikeklundonline.com
- www.Fredrikeklundstore.com



*Fredrik Eklund, managing director of the Eklund-Gomes Group.
Photo courtesy: The Eklund-Gomes Group*



*John Gomes, executive vice president of Prudential Douglas Elliman.
Photo courtesy: The Eklund-Gomes Group*

EKLUND-GOMES GROUP OF PRUDENTIAL DOUGLAS ELLIMAN ANNOUNCES TEAM GROWTH WITH FIVE NEW HIRES

Fredrik Eklund and John Gomes Gear Up For the Spring 2012 Selling Season



From left to right: Fredrik Eklund, managing director and breakout star of Bravo's "Million Dollar Listing New York" and John Gomes, executive vice president of Prudential Douglas Elliman who lead the Eklund-Gomes Group.



From left to right: John Gomes, executive vice president and Fredrik Eklund, managing director of Prudential Douglas Elliman.

FREDRIK EKLUND, managing director and John Gomes, executive vice president of the Eklund-Gomes Group at Prudential Douglas Elliman, announced recently that five new brokers have joined their team, and in addition, have four new seats opening at Elliman's TriBeCa office.

"New developments are back this year, and we [Eklund-Gomes] are preparing to launch three projects, which will require a talented and dedicated team," stated Eklund, also a main cast member of Bravo's "Million Dollar Listing New York."

The Eklund-Gomes Group's new team members include:

- Hunie Kwon, who was already with Elliman and actually hired Eklund nine years ago
- Jane Calvin, formerly of Corcoran
- Rosaria (Sara) DiMaggio, formerly of Cantor Pecarella, Inc.
- Brian Kelley, also from Corcoran
- Genifer Lancaster, also of Elliman

"As a result of the exposure of the show, we are growing organically and are able to add on more members to the team," said Gomes. "We are looking to hire experienced sales agents who can work with buyers [and sellers] in the luxury sector not only in TriBeCa but throughout New York City."

Recently, the Eklund-Gomes Group also debuted the team's new website – EklundGomes.com – an interactive space to promote their particular brand of service and serves as a platform for the team's exceptional portfolio of properties, and also reflects their commitment to creativity and entrepreneurship.

Responsible for nearly \$2 billion in sales over the past 8 years, the Eklund-Gomes Group was ranked as one of Elliman's top 10 teams in Manhattan (by gross commission) in 2011.

For more information on the Eklund-Gomes Group, please call (212) 321-7154 or visit the website at www.EklundGomes.com.

About Eklund-Gomes Group

Led by Fredrik Eklund, managing director and John Gomes, executive vice president of Prudential Douglas Elliman, the Eklund-Gomes Group joined Elliman in 2010 and in only one year, was ranked as one of Elliman's top 10 teams in Manhattan, by gross commission, in 2011. Responsible for nearly \$2 billion in sales over the past eight years, the team continues to grow and be one of Manhattan's leading teams. For more information visit the team's website at www.eklundgomes.com.