

# Outperforming the Market

Corcoran Sunshine and AVENUE honor the year's top sales teams

The sales at 75 Wall and Riverhouse, One Rockefeller Park would be impressive in any given year. But 2008 was not just any year in Manhattan real estate, and these sales teams far exceeded the pace of the overall industry.

Corcoran Sunshine Marketing Group honored their exceptional year of success by presenting 75 Wall with

the 2008 award for most units sold, and Riverhouse with the award for highest dollar volume within the company's portfolio of ultra high-end new developments.

"Corcoran Sunshine has the most innovative sales force in the business, and I am thrilled to honor the teams at Riverhouse and 75 Wall for their outstanding work," says Kelly Kennedy Mack, president of Corcoran Sunshine.



Larry Krusman and Meghna Krishna on the 75 Wall rooftop terrace.

### 75 WALL: MOST UNITS SOLD

Not only New Yorkers took notice when 75 Wall opened. "Much of our success has been with the global buyer, attracted to the hotel aspect of the building," says Larry Krusman, managing director. The residences—atop Andaz, a stylish new hotel brand—will enjoy full-hotel services à la carte beginning later this year. Other reasons for record sales? "An investment-friendly 421G tax abatement and an address known the world over," according to Krusman. Immediate occupancy; 212.344.7500 or 75wall.com.

PHOTOGRAPHY BY JOSH LEHRER

### RIVERHOUSE, ONE ROCKEFELLER PARK: HIGHEST DOLLAR VOLUME

This year, the island's greenest waterfront condo welcomed Leonardo DiCaprio and Tyra Banks amongst its new residents, all attracted to the quality of life at Riverhouse. "I like to mention that a river runs through it, not a highway," says VP of Sales Elizabeth Unger, noting that "other Manhattan buildings claim to be waterfront, but are separated from the river by traffic." While the hottest months slow the general market, not so at Riverhouse. "We did a lot of deals over the summer," says Justin D'Adamo, sales director. "That's when the lifestyle of Battery Park City really comes to life." Seventy-five-percent sold, immediate occupancy; 212.587.1200 or the-riverhouse.com.



Clockwise from upper left: Vanessa Low Mendelson, Lori Bender, Andrew F. Whitehead, Justin J. D'Adamo, Paula G. Burchill, James Lansill and Elizabeth Unger in the Riverhouse Lobby.

Both teams are well poised for success in the coming year. Justin D'Adamo explains, "Flight to value is a reality right now, and Riverhouse has inherent, timeless value in its sweeping river views." The building's LEED-gold certification makes it a market-leading investment for many years to come.

At 75 Wall, Larry Krusman has confidence in 2009, reminding purchasers of today's highly unique conditions: Many developers are negotiating for the first time in years and interest rates are at historic lows. "When the market has fully stabilized, buyers will no longer enjoy the benefits of both, making now the right time to buy."