

Market with The Elegant Soho Mews Property

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NEW YORK, NY—East Egg Realty has been chosen to assist Soho Mews, a 68-unit enclave of two elegant buildings connected by a private garden, in its efforts of reaching their sell-out goals. In the two months since being awarded the assignment, East Egg Realty has leveraged its multifaceted business expertise and cross-platform marketing models to bring new energy to building sales and assist in bringing the building to 60% sold.

East Egg Realty, with offices in Manhattan and Long Island operates an innovative practice predicated on a formula of “smart marketing” techniques applied within a service-oriented ethos distinctive to the luxury industry, to bring Soho Mews a new wave of sales.

“Our efforts have allowed us the ability to quickly engage new clientele and ensure the deals get done”, said Leslie C. French, Chief Executive Officer and Co-Founder. “Our targeted strategies allow us to reach real buyers and drive sales.”

Through East Egg Realty’s active marketing initiatives, focusing on online initiatives and an overall aggressive targeting of buyers in markets both domestic and international, they have matched the building with its ideal clients.

“In addition to our marketing efforts with a heavy emphasis on technology, East Egg Realty employs a business model that is distinct in the industry,” said French. “Everyone who works for East Egg is a highly educated full-time employee. We do not use independent contractors and that helps to keep our level of service at a consistent and very high level, no matter which one of our highly qualified and dedicated agents buyers work with.”

East Egg Realty’s management team seamlessly combines a transformative perspective in sales and marketing with best practices from allied industries such as luxury goods marketing, investment banking, online advertising and staffing. This unprecedented, yet strategic approach to the real estate business has quickly proven successful in both the Long Island and Manhattan markets.

Located at 311 West Broadway, Soho Mews is an elegant enclave of two luxurious buildings, featuring 59 (two to five bedroom) lovely lofts, five roomy townhouses and four awe-inspiring penthouses in two buildings that straddle a bucolic garden. The unique residential property represents a modern intervention into a very classic cast-iron neighborhood built on the idea of the artist’s studio, whose roots are in Europe, but has been transplanted into the heart of New York with its scale intact.

An excellent interpretation of the SoHo aesthetic and a beautiful and supremely



appropriate addition to the neighborhood, the contextual Soho Mews façade of highly engineered glass curtain walls with powder-coated white aluminum mullions and clear fritted and translucent recessed glass panels was meticulously designed by Gwathmey Siegel and Associates Architects.

The best in class and exquisite Soho Mews interiors include tri-panel nesting glass walls in townhouse residences, Volcano oak wide plank flooring, 10'2 ceilings with floor-to-ceiling windows festooned with custom drapery systems, Valcucine kitchen cabinets of striated elm and smoked matte glass, Franke Professional PSX under-mounted sinks with Lefroy Brooks polished chrome, single-lever kitchen mixers with pull-out hoses and Insinkerator food disposals, Gaggenau, Miele and Sub-Zero appliances, Kohler Tea-for-Two 6' cast iron tubs with Statuary White marble surrounds, decks and aprons all in honed finish, frameless glass shower enclosures with Lefroy Brooks polished chrome custom fittings, Statuary White marble floor tiles and walls in honed finish, and under-slab radiant heat systems with timer-control functions. Penthouses feature gas-burning fireplaces with electronic ignition and stone surround and private set-back wrap terraces with spa tubs.

In addition to the top of the line apartment interiors, the West Broadway lobby is spacious and serene with a sculptural and figured French walnut concierge desk with Jet Mist granite countertop, French walnut seating area, Jet Mist granite floors with thermal finish, walls featuring quarter sawn figured French walnut paneling and framed black glass panels with a view of the glorious private garden skillfully designed by Peter Walker and Partners Landscape Architecture, the same firm tapped to landscape the World Trade Center Memorial.

The architecture of the 4,000 square foot Soho Mews courtyard garden features flamed and packed decomposed granite dust laid in checkerboard pattern occasionally interwoven with grass, vines such as clematis, climbing hydrangea and Easter egg vine which will grow over metal and glass trellis connecting both buildings and providing protection from inclement elements. Viburnum, holly in planters, as well as vibrant tree species enhance the organic and natural atmosphere that is exceptionally rare for this neighborhood.

A welcomed reprieve from stagnant and traditional living, Soho Mews offers a cultivated living experience through its many unsurpassable and eclectic amenities which include 24-hour doorman and porter service, comprehensive concierge service provided by Jenene Danenberg's acclaimed Luxury Attaché, a well-equipped fitness center and an attended parking garage.

Through partnerships with Soho Mews, residents can take advantage of discounted health club membership, housekeeping services, personal shoppers and preferred access to area restaurants and entertainment.

Soho Mews apartments range in size from 1,200 to 3,500 square feet and range in price from the low \$2 millions to \$10 million. Soho Mews carries a 10 year 421a tax abatement and its common charges are uncommonly low.

