These hotshot brothers sell $50 million penthouses for Manhattan's elite — and their swanky new home is the ultimate bachelor pad

By Madeline Stone and Sarah Jacobs

Tal and Oren Alexander want you to know they're not your average salesmen. Calling themselves "The A Team," these brothers have sold some of the most expensive properties in New York City, the Hamptons, and Miami.

Their most recent listing is a $50 million penthouse at the top of New York's famed Plaza Hotel — the fifth listing of more than $40 million they're currently selling exclusively. They're also working on a brand-new development in Miami, in addition to all of the homes they're marketing in Manhattan.

"Everyday is different and interesting," Oren told Business Insider. "We do laps around this city. We're meeting with some of the most important people in the world in some of the most important residences in the world."
It makes sense, then, that the brothers themselves would make their home in an equally gorgeous space. They recently moved into a fifth-floor loft in a Soho building where Arianna Huffington and Jon Bon Jovi have at different times owned units.

Tal and Oren gave Business Insider a tour of their new digs — and we found that it was the ultimate upscale bachelor pad.

The Alexander Brothers live in the New Museum Building, a high-end condo building where Arianna Huffington also owns a unit. In June 2014, after more than a year on the market, Bon Jovi sold his penthouse atop the building for $37.5 million.

Each unit is incredibly spacious and open, with a 4,200-square-foot floor plate and 12-foot ceilings. The Alexander brothers' unit was fully renovated six years ago.
A large glass wall can be slid across the floor by turning this wheel. Doing so effectively divides the space into separate rooms.

The Alexander brothers say their choice of lifestyle is intentional. "It shows that we live like our clients, which is very important to our business. It makes people feel comfortable that we're not just your average real-estate peddlers," Oren said. "They trust us because we not only do it for work, but we also engage in it in our lifestyle, and that's always been our competitive advantage."
"We realized early on that the common denominator for a lot of our high-profile clientele is art. We have a passion for it as well," Oren said. "We realize it's a great opener for a lot of our clients." Tal adds, "Just this year alone we were at Art Basel in Switzerland, Biennale in Venice, Frieze in London, and now we're preparing for Art Basel Miami, and an art show in Dubai."

Sarah Jacobs

Like many of their clients, Tal and Oren filled their new home with original art. Though these may look like boards of magnets, these pieces actually each took an artist about an hour and a half to carefully arrange.

Sarah Jacobs

And here they've hung a famous photograph of artists Jean-Michel Basquiat and Andy Warhol that was taken across the street from the Alexander brothers' loft in 1985.
Sarah Jacobs

The kitchen is spacious, with a large center island and gorgeous mahogany cabinets. The brothers don't spend too much time eating at home, though — they enjoy taking clients out to lunch or dinner at places like Sadelle's, Lure Fishbar, and classic power-lunch spot Harry Cipriani, where they have table No. 1 anytime they want. "You can see everyone who walks in and walks out," Tal said. Oren added, "I can't even tell you how much wealth was there last Friday. That's the place to go."

Sarah Jacobs

Tal and Oren often use their home to entertain guests, and they host a small group of potential clients for intimate dinners every Friday night. They consider it a casual business meeting, where influencers can network over catered dinners and wine. "We try to bring together people who might have similar synergies, similar businesses," Tal said. "That way, again, we like to think of all of our clients as friends of ours. Between our networks, we might be able to connect them with someone they would want to do business with."
For now, Oren spends most of his time in Miami, while Tal sleeps here. He told us he was happy with a lot of the finishings on the apartment, including the leather-paneled walls in the bedroom.

Tal went to Burning Man for the first time this year. "It took me a few days to get adjusted, to fully understand what was going on," he said. "No business is spoken about while you're there, but then you say, 'When we leave Burning Man, let's connect.'" Now, he tells us, he's helping to sell the home of someone he met there.
Sarah Jacobs

Tal told us he liked this piece by Barbara Kruger because he thought it was emblematic of today's generation. He picked it up at Frieze in New York. "When I go to the fairs I try to buy one or two pieces," he said.

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Rows of shelves display the brothers' awards, plus photos with notable people like Larry Gagosian and the consulate general of the state of Qatar. There are family photos as well, and a shot with an undisclosed client on a yacht in Ibiza.
Sarah Jacobs

The walk-in closet is definitely impressive. The chandelier was already here when Tal and Oren arrived. "It reminds me of what you'd see in a hotel in Aspen," Tal said.

Sarah Jacobs

"We're Tom Ford guys," Tal said.
There's even a glass case for Tal's shoe collection. "Our home is a great way for us to display our most important works," Oren said. "The art, the design — this is all part of the game. We're not just helping you sell your place; we're helping with every aspect, whether that's placing art, or furnishing design pieces — we're kind of a one-stop shop for our clientele."