

# BROKERS WEEKLY

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## PDE team closes out 34 Greene with \$19M rally

Prudential Douglas Elliman announced the closing of 34 Greene Street's final three apartments.

The \$19 million sale by agents Melanie Lazenby, Dina Lewis and Frances Katzen, was finalized in five days, making it one of the fastest closings since the recession hit.

The buyer was also represented by a Douglas Elliman agent, Bettina Schriver.



The duplex penthouse at 34 Greene

34 Greene Street is an exclusive collection of six full-floor condominiums, plus one duplex penthouse, housed in a combination of two historic cast-iron buildings on one of SoHo's most charming blocks.



DINA LEWIS

MELANIE LAZENBY

The transaction includes the duplex penthouse, which was sold at \$11.5 million, and two apartments on the 4th floor, sold at a combined \$7.5 million.

"We're very proud of this fantastic accomplishment made by Elliman's own Dream Team of Melanie Lazenby, Dina Lewis and Frances Katzen," said Howard Lorber, chairman, Prudential Douglas Elliman

"These agents are masters of their craft, incredibly knowledgeable, creative and motivated. I am confident we will continue to see them perform at the top of the industry with bright futures ahead of them."

"The sell-out of this incredible condo building was a winning combination of the unmatched sales and marketing expertise brought by our dynamic new developments team and Elliman's top agents," said Susan DeFrança, president and CEO of Douglas Elliman Development Marketing. "It was also a pleasure to work with the Sorgente Group, the building's developer, who delivered a gem of a building, lovingly restored to its original splendor."



BETTINA SCHRIVER

The duplex penthouse has 5,000 s/f of living space that boasts a wood-burning fireplace and an upper floor great room that leads to a 2,200 s/f private terrace.

One of the most desirable outdoor terraces in downtown Manhattan, the space has an outdoor kitchen, outdoor shower, and powder room.

Both apartments on the 4th floor, each approximately 2,000 s/f, feature travertine baths, double steam showers, soaking tubs,



FRANCES KATZEN

Schiffini, white lacquered kitchens, the finest Miele appliances and Calacatta marble countertops.

“Restoring this beautiful, historic cast iron property has been a passion project of mine,” said the project’s developer, Veronica Mainetti, president of Sorgente Group.

“Being able to render this incredible architectural icon to its original state was extremely rewarding and quite frankly an honor for me.”

34 Greene Street, a 27,000 s/f structure, houses six condo-lofts and one duplex penthouse. The luxury homes went on the market in January 2010 and have slowly but surely been sold, primarily to foreign buyers.

A slew of celebrities have also checked out the penthouse in recent months including Alec Baldwin, Jennifer Connelly and her husband Paul Bettany and, most recently, Pirates of the Caribbean director Rob Marshall.