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<http://newyork.citybizlist.com/18/2012/3/2/Prudential-Douglas-Elliman-%E2%80%9CDream-Team%E2%80%9D-Achieves-Soho%E2%80%99s-Biggest-Sale-Of-2012-At-34-Greene-Street.aspx>

Prudential Douglas Elliman “Dream Team” Achieves Soho’s Biggest Sale Of 2012 At 34 Greene Street

34 Greene Street Reaches Full Occupancy and Closes Sale of Three Remaining Apartments for \$19 Million

New York, NY - **Prudential Douglas Elliman** announced today the closing of 34 Greene Street's final three apartments. The **\$19 million** sale by agents **Melanie Lazen** by, **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.

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. 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 Chief Executive Officer 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."

The duplex penthouse has 5,000 square feet of living space that boasts a wood-burning fireplace and an upper floor great room that leads to a 2,200 square feet private terrace. One of the most desirable outdoor terraces in downtown Manhattan, the space has luxurious amenities such as an outdoor kitchen, outdoor shower, and powder room. Both apartments on the 4th floor, each approximately 2,000 square feet, feature the modern amenities that 34 Greene Street has to offer. These include luxurious, travertine baths, double steam showers, soaking tubs, 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 square foot structure, houses six condo-lofts and one duplex penthouse, each ranging in size from 2,000 to 4,800 square feet with 12 to 14 foot ceilings. The homes have grand living rooms that offer ample light from the nearly floor to ceiling windows, wide-plank solid wood floors and exposed brick, making for modern and luxurious living and at

the same time retaining the charm of the historic SoHo neighborhood.

For additional information please visit www.34GreeneStreet.com.

About Prudential Douglas Elliman Real Estate

Prudential Douglas Elliman Real Estate is New York's largest residential brokerage, with over 60 offices in New York City, Long Island, the Hamptons and Westchester/Putnam, more than 3,800 real estate agents and a network of national and international affiliates. They are exclusive strategic partners with London-based Knight Frank LLP for residential business in all of their New York markets. Prudential Douglas Elliman ranked in the top four of all real estate companies in the nation in 2007, 2008, 2009, and 2010. The company also controls a portfolio of real estate services, including Manhattan's largest residential property manager, Douglas Elliman Property Management, as well as PDE Title and DE Capital Mortgage. For more information on Prudential Douglas Elliman as well as expert commentary on emerging trends in the real estate industry, visit the Prudential Douglas Elliman site at www.elliman.com.

About Douglas Elliman Development Marketing

Douglas Elliman Development Marketing, a branch of Prudential Douglas Elliman Real Estate, offers unmatched sales and marketing expertise for properties throughout New York City, Long Island, Westchester and the Hamptons, as well as throughout the United States. The firm ranks amongst New York City's most prominent sales and marketing firms. Drawing upon decades of experience and market-specific knowledge, the Elliman team offers a multidisciplinary approach that encompasses every aspect of real estate including comprehensive in-house research, product development, marketing and sales, operations, property management, and mortgage financing. Through a strategic international partnership with Knight Frank Residential, the world's largest privately owned property consultancy, the company markets their properties to global audiences in 43 countries across six continents.