

April 2013

## THE EVENTS

### DOUGLAS ELLIMAN HOSTS SALES LAUNCH EVENT FOR NEW BOUTIQUE CONDO THE WHITMAN

Recently, Dottie Herman, Howard Lorber, Dina Lewis and Melanie Lazenby of Douglas Elliman along with David Mitchell of Mitchell Holdings hosted an exclusive broker event for the boutique luxury condominium The Whitman on Madison Square Park. Guests gathered at Eleven Madison Park's private dining room to learn about the condo conversion, meet the developer, brokers and other building affiliates, and have a glance at the building fixtures and renderings that were on display.

The New Georgian style building, located at 21 East 26<sup>th</sup> Street,

was originally built in 1924 as the corporate headquarters and showroom for textile king Clarence B. Whitman and Sons. Developer David Mitchell purchased the building and along with Jeffrey Cole of Jeffrey Cole Architects and Edward Martell of Maverick Real Estate Partners, set to reconstruct it into a magnificent four-unit condominium which will be completed this summer.

Located steps away from the Flatiron District, Gramercy Park and NoMad, in one of Manhattan's most fashionable and elegant downtown neighborhoods.



Dina Lewis, Executive Vice President of Douglas Elliman; Dottie Herman, President and CEO of Douglas Elliman; David Mitchell, President of Mitchell Holdings LLC; Howard Lorber, Chairman of Douglas Elliman; and Melanie Lazenby, Executive Vice President of Douglas Elliman



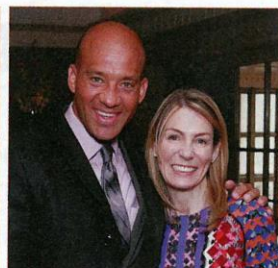
Howard Lorber; Herve Senequier, Agent of Douglas Elliman; Natalia Gavrilov, Senior Vice President of Douglas Elliman; and Dina Lewis



Howard Lorber and Howard Margolis, Executive Vice President of Douglas Elliman, The Margolis Group



Amy Kane, Vice President, Director of Business Development, Westchester and Vice President, Director of Sales, TriBeCa Gallery/90 Hudson and Dottie Herman



John Gomes, Executive Vice President of Douglas Elliman and Dina Lewis



Andrew Anderson, Executive Vice President of Douglas Elliman and Dottie Herman



Dina Lewis and Melanie Lazenby



Andrew Anderson; Karen Mansour, Executive Vice President of Sales and Marketing, Douglas Elliman Development Marketing; and Mark Menendez, Executive Vice President, Director of Rentals, of Douglas Elliman



Melanie Lazenby and Ryan Serhant, Executive Vice President and Managing Director of Nest Seekers International



Melanie Lazenby, Natalia Gavrilov, Herve Senequier, and Dina Lewis

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Melanie Lazenby and Eric Liebman of Douglas Elliman



Ted Martell, Director of Development at Maverick Real Estate Partners and Doug Arnaudin



Andrew Anderson and Melanie Lazenby



Howard Margolis, Jamie Mitchell, and Doug Arnaudin



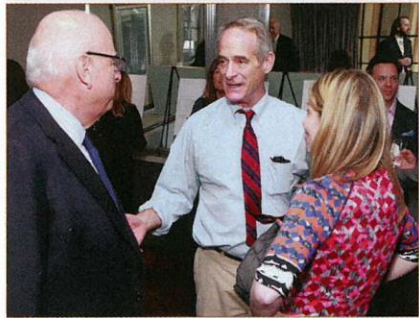
Geoffrey Adler, David Mitchell, and Howard Lorber



Ted Martell and Geoffrey Adler



Dina Lewis, Andrew Anderson, and Dottie Herman



Howard Lorber; Robby Browne, Senior Vice President of Corcoran; and Dina Lewis



Jamie Mitchell and David Mitchell



Dottie Herman, Jamie Mitchell, Dina Lewis, Howard Lorber, and Melanie Lazenby



Chris Peters, Senior Executive Vice President & Director of Sales of Douglas Elliman and Herve Senequier



Melanie Lazenby



Dottie Herman



Viewing the displays