

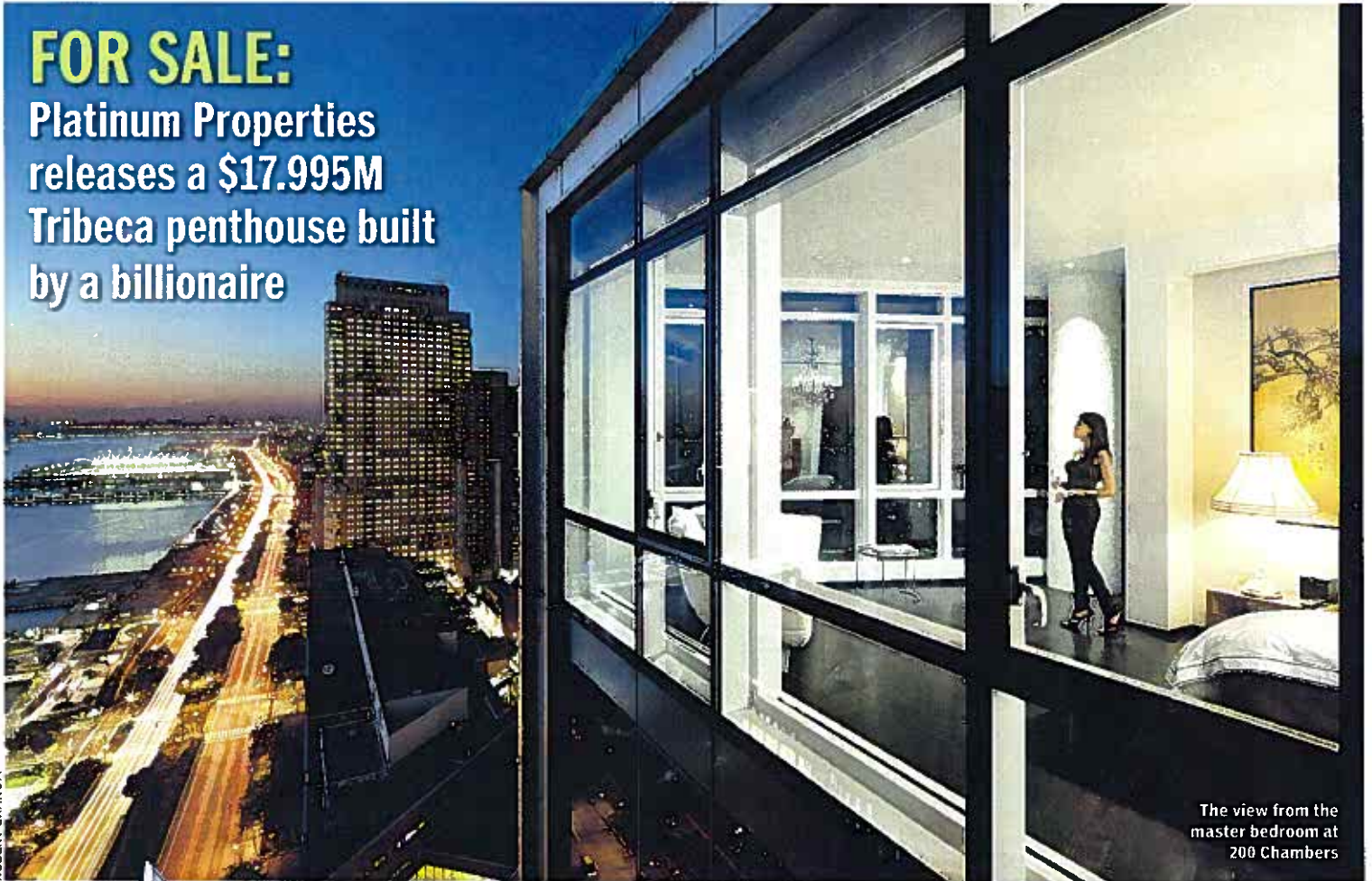
# Best Places to live in NY

JASON  
SHEFTELL



## FOR SALE:

Platinum Properties  
releases a \$17.995M  
Tribeca penthouse built  
by a billionaire



The view from the  
master bedroom at  
200 Chambers

200 Chambers,  
one of Tribeca's  
top buildings

# NEW LEVEL

**H**e never got to live there. An Italian businessman built the New York City apartment of a lifetime in Tribeca and passed away before he could move in.

Officially on the market today for \$17.995 million after four months of marketing strategy and preparation, Penthouse C/D at 200 Chambers St., with east, west and north exposures, has views, stunning moments and the highest-quality construction that money can buy.

The speakers are hidden under plaster in the ceiling.

The lighting is

museum quality. The powerful, in-home HVAC system is tucked away behind two thick doors. Each wall and all ceilings and floors are acoustically engineered to never let sound pass through.

The apartment has its own water treatment system, ensuring that liquid pouring out of every faucet, sink and shower spray is purified. The floors have four layers of wood and rubber to give comfort and quiet. Nothing squeaks. Each doorknob is oil-rubbed bronze. Architectural details such as moldings or floorboards cover grates and air ducts. Warm LED lights hide behind wall reveals.

"When a developer builds an apartment, they cut costs and are only profit-driven," says listing broker Danny Hedava, president of Platinum Properties.

the boutique agency with midtown and downtown offices that specializes in service and high-end sales and rentals.

"This home was built by the person who was going to live here. He had only one thing in mind — quality. It's the most perfect home I've ever seen built."

As soon as you walk in you have a moment. The views of the Hudson River hit you and so does a round room covered in shimmering silver. This cylinder is actually a half bathroom, covered in mother-of-pearl and Venetian plaster. Inside, a sink is carved from one slab of granite and the toilet flushes like a jet engine revving up.

The second moment is the one that makes you realize you can't put any price on this home. The master suite

*Continued on next page*

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ROBERT GRANOFF

## Platinum's TOP SALES



### REPPED BUYER, \$33.7M

**WHEN:** September 2007

**WHERE:** Trump Tower PH 89/90A, NYC

**WHAT:** A New York City penthouse record at the time



### SOLD FOR \$11.5M

**WHEN:** July 2011

**WHERE:** 92 Laight St. 12D, NYC

**WHAT:** Second-highest square-footage price ever in Tribeca, \$2,996



### CLOSED IN 36 HOURS, \$9.9M

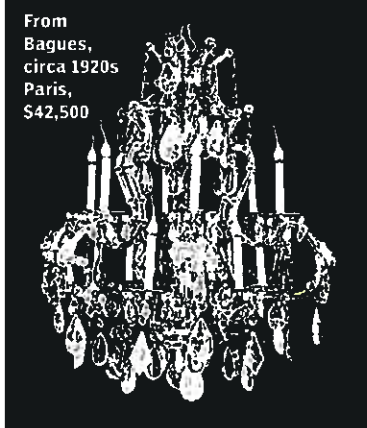
**WHEN:** May 2009

**WHERE:** Continuum PH1, Miami

**WHAT:** Brought the buyer to 7,374 square foot stunner



From  
Bagues,  
circa 1920s  
Paris,  
\$42,500



ANDREA MEGGIOLO

*Continued from previous page*

and bathroom is the apartment's soul. In all my time as a real estate writer I have never had a moment when I have turned a corner in an apartment, townhouse or mansion and come across a section of a home like this.

Set along a 53-foot wall of floor-to-ceiling windows and elevated on a platform 10 inches above the rest of the home, the 1,000-square-foot master bathroom suite continues down the length of the home while giving views of lower and midtown Manhattan. From the limestone-wrapped bathtub or the double shower with 8 spigots under two rainwater nozzles, you can see the Frank Gehry tower, Woolworth Building, City Hall, three bridges, the Empire State Building and deep into Brooklyn.

This isn't a room. It's a reason for insider trading. Forget an athlete or a rock star, this is for the person who owns the team or record label. Two commodes (each with bidet), two sinks, a wall of closets

whose doors roll on neoprene caster wheels facing a wall of mirrors, and its own sitting room toward the back, complete with what could be the single best experience in New York real estate today. You can turn the corner into the master bathroom 15 times (and I did) and it's more beautiful each trip.

"We had to elevate it to get the bathtub against the



window," says Drew Stuart, a partner at Incorporated Architecture and Design who designed and built this home, as well as the owner's previous home at 92 Laight St. That residence recently was sold by Platinum Properties after five weeks on the market for \$11.5 million. "The owner liked open space loft living and he thought of home as an experience. He didn't just want to take a bath or have someone go to the bathroom. He wanted it to be something special. He had impeccable taste and an eye for detail."

How do you sell a home of such quality? Platinum thinks it knows — and experience suggests it does. To sell 92 Laight St., the apartment got its own website and color brochure. It sold for \$2,996 per square foot, the second-high-

est square-footage price in Tribeca ever.

In recent years, led by founding CEO Khashy Eyn, Platinum represented the buyers of the Trump World penthouse for \$33 million in 2007, and worked with a private client and Miami brokerage to close on a Miami penthouse for \$9.9 million in 36 hours. This past year, their new commercial division brokered two deals for about \$50 million each. They beat out major New York City real estate agencies for the Laight St. and 200 Chambers listings. Eyn has an idea on why.

"This client is getting the individual attention of the president and CEO of this firm," says Eyn. "Not many other firms can offer that. You lose control when you get too big. We like being a boutique because it allows us to focus on service. Plus, no other apartment in the history of New York City is staged with over \$2.5



More than 53 feet in length, along a wall of windows, this could be the best bathroom in New York City

million in art, furniture and antiques. Staging isn't even the right word."

The proper term for what Platinum has done here might be styled — or "designed," as Hedaya put it. The art alone is valued at over \$1.5 million. Curated by Victoria Brooks and Jonathan Berkenstadt of BB Advisories, it includes works by Andy Warhol, George Condo and photographer Marilyn Minter. The furnishings, provided by New York-based DDC (where Diddy shops), include a \$63,000 accordion sofa from de Sede, \$13,000 American Walnut sideboard, \$7,315 goat-skin rug and \$1,808 curved glass side tables. Antique chandeliers and porcelain, provided by the east midtown shop D&D Antiques Gallery, date back to the 18th century and cost nearly \$50,000 each.

"This took four months to put together," says Hedaya, who noted that a video tour on the apartment's website will eventually be translated into multiple languages to attract international buyers.

"We wanted to take everything with this apartment to the next level. Like everything we do as a firm, we put our blood and sweat into this apartment. That's what service is about for us. For this or for a \$4,000 rental, it's how we operate."

Adds Eyn, "If our name is on this then we will do everything humanly possible to sell it. Our goal is to become the top firm representing sellers of trophy apartments and penthouses anywhere in New

York City. This is our specialty. We'll move this home for record prices, I promise you."

Everything inside the home is for sale, including the art, furnishings and antiques. When Platinum sold 92 Laight, the new buyer purchased much of the existing furnishings. Here, Eyn jokes, he'll even throw in a new toothbrush. More seriously, he thinks this apartment is especially unique because the purchaser will get what Eyn considers the most precious of commodities.

"Whoever buys this apartment is buying time," says Eyn. "It would take someone two years to build a home this perfect anywhere in the world. This is completely done. Nothing can be built better, and they can move right in. That's true luxury."

PHOTOS BY ONLINE RESIDENTIAL

Styled by DDC, the living room features a \$63,000 sofa

ROBERT GRANDOFF

## YOU SHOULD KNOW

**FOR SHOWINGS:** Contact Danny Hedaya, (212) 825-0050, platinumpropertiesnyc.com

**PROPERTY WEB SITE:** Go to PH200.com to see photos, floor plans, specifications and, soon, video.

**FURNISHINGS:** Provided by Domus Design Collection, 136 Madison Ave., (212) 685-0800, ddcnyc.com

**ANTIQUES:** D&D Antiques, (212) 319-9323, ddantiques.com

**ARCHITECTS:** Incorporated Architecture and Design, (212) 673-1695, Incorporatedny.com

# DAILY NEWS

NYDailyNews.com for daily rates.

## Mortgage Guide

Bankrate.com

Program	Rate	Points	Fees	% Down	APR
<b>BROOKLYN FEDERAL SAVINGS BANK 800-880-8535</b>					
<a href="http://Brooklynbank.com">http://Brooklynbank.com</a>					
30 yr fixed	4.625	0.000	\$1100	20%	4.728
20 yr fixed	4.250	0.000	\$1100	20%	4.388
15 yr fixed	3.500	1.000	\$1340	20%	3.767
10 yr fixed	3.500	0.000	\$1100	20%	3.740

July Summer Sale- 15-year fixed rate mortgage as low as 3.50%.  
(D) Nassau, Suffolk, Westchester and the 5 boroughs of NYC.

Program	Rate	Points	Fees	% Down	APR
<b>WELLS FARGO HOME MORTGAGE 516-449-8484</b>					
30 yr fixed	Call for Rates				
15 yr fixed	Call for Rates				
30 yr FHA	Call for Rates				
30 yr FHA refi	Call for Rates				

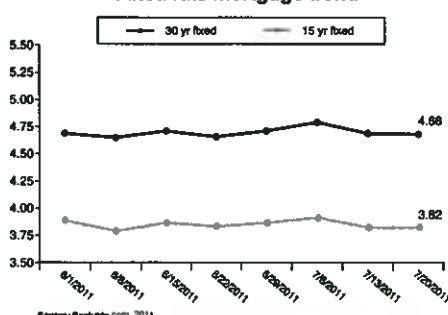
Long Term Rate Locks-Free Bi Wkly Program-Loans in all 50 states  
(C)

## MORTGAGE RATES & INFORMATION AVAILABLE

24 HRS A DAY,  
ON THE INTERNET

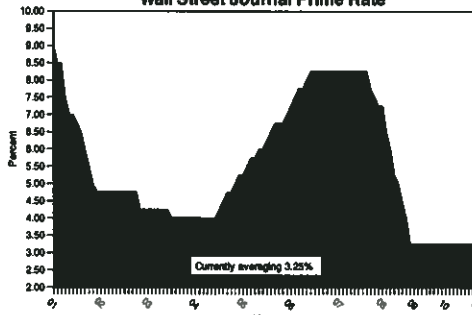
@ [nydailynews.com](http://nydailynews.com)

### Fixed rate mortgage trend



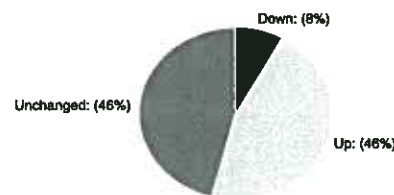
Source: Bankrate.com, 2011

### Wall Street Journal Prime Rate



Currently averaging 3.25%

Each week Bankrate survey's mortgage experts predict which way rates will go in coming weeks: up, down, or stay about the same. Here is what they say this week (7/21/11 - 7/27/11)



Source: Bankrate.com, 2011

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Legend: The rate and annual percentage rate (APR) are effective as of 7/27/11. © 2011 Bankrate, Inc. <http://www.bankrate.com>. The APR may increase after consummation and may vary. Payments do not include amounts for taxes and insurance. The fees set forth for each advertisement above may be charged to open the plan. (A) Mortgage Banker. (B) Mortgage Broker. (C) Bank. (D) S & L. (E) Credit Union. (F) Indicates Licensed Mortgage Banker. NYS Banking Dept. (FR) indicates Registered Mortgage Broker. NYS Banking Dept. (G) Loan originator. (H) Loan originator. (I) Loan originator. (J) Loan originator. (K) Loan originator. (L) Loan originator. (M) Loan originator. (N) Loan originator. (O) Loan originator. (P) Loan originator. (Q) Loan originator. (R) Loan originator. (S) Loan originator. (T) Loan originator. (U) Loan originator. (V) Loan originator. (W) Loan originator. (X) Loan originator. (Y) Loan originator. (Z) Loan originator. Bankrate, Inc. does not guarantee the accuracy of the information appearing above or the availability of rates and fees in this table. All rates, fees and other information are subject to change without notice. Bankrate, Inc. does not own any financial institutions. Some or all of the companies appearing in this table pay a fee to appear in this table. If you are seeking a mortgage in excess of \$417,000, recent legislation may enable lenders in certain locations to provide rates that are different from those shown in the table above. Sample Repayment Terms - ex. 360 monthly payments of \$5.20 per \$1,000 borrowed ex. 180 monthly payments of \$7.56 per \$1,000 borrowed. We recommend that you contact your lender directly to determine what rates may be available to you. To appear in this table, call 800-509-4636. To report any inaccuracies, call 800-509-4636. • [www.bankrate.com](http://www.bankrate.com)