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A beaver's blessing? 15 William penthouse breaks FiDi square foot rental record

Unit at the former William Beaver House rented for \$15,000 per month

By [Guelda Voien](#)



From left: 15 William and Khashy Eyn, founder and CEO of Platinum Properties

A penthouse at 15 William Street, the luxury condominium tower formerly known as the William Beaver House, has rented for the highest amount ever paid per square foot in the Financial District, *The Real Deal* has learned.

The 1,625-square-foot unit rented for the full ask of \$15,000 a month, according to Platinum Properties CEO Khashy Eyn, whose firm represented both sides in the deal. That puts the rental price at \$111 per square foot, a neighborhood record, according to Eyn and others familiar with the area.

Indeed, the asking price was also the highest for any FiDi apartment, according to StreetEasy. Part of the reason for the extraordinary pricing is the highly efficient floor plans at the swanky tower, at Beaver Street, Elie Pariente, CEO of Synergy New York, told *The Real Deal*.

"William Beaver would fetch high numbers per square foot, because [plans] are more efficient than elsewhere in the neighborhood," said Pariente, who brokers many deals in the area. He said he had never seen a taking rent over about \$105 per square foot in the FiDi.

Just last month, speculation swirled that the tower would drop the "beaver" from its name, as newly appointed exclusive broker Town Residential confirmed its intentions to market the building as "[15 William](#)." The building now appears as "15 William" on StreetEasy.

Platinum also rebranded recently, unveiling yesterday a new, updated logo and a revamped website with an improved user interface, Eyn said.

The two-bedroom, two-bathroom unit includes a 516-square-foot private terrace, triple exposures and a walk-in closet that “in any other apartment could be a third bedroom,” the listing said.

Platinum brokers Cash Bernard and Jeff Gordon represented the owner, an international investor whose name was not disclosed. The sold to an entity identified only as “La La La LLC,” for \$2.67 million in 2009, city records show. Platinum’s Adam Mariucci and Tony Leondis represented the renters, but the firm declined to name them, except to say they are also international.