

THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

The new negotiability

For new condos, brokers say sticker prices no longer matter

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By [Candace Taylor](#)



From the March issue: During the boom, purchasing a new condo was like buying Manolo Blahniks or an Arr. Shopping in an elaborate showroom, buyers wouldn't dream of offering less than the sticker price.

These days, the showrooms are still around, but the process is more like haggling at a flea market.

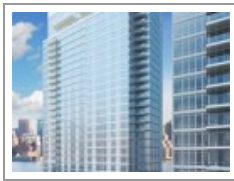
Asking prices for new condos — the figures quoted in online listings and in advertisements — now have little the final sale price. While developers are reluctant to lower their official prices, units are selling for anywhere 30 percent less than the sticker price, brokers say. That's a huge change from just a few years ago, when the new condos were considered nonnegotiable.

Developers "are not willing to bring down their asking prices, and some have list prices that have been around beginning of the recession," said Laurielle Noel, a sales and listing specialist for Platinum Properties. "If you call and start negotiating, they can come down, depending on the situation, 15 to 30 percent. The asking price is not really reflecting what they are at."

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