

# THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

## Need a renter? Try giving away free bikes

*In down market, freebies proliferate at rentals and condos*

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By Joel Marino

*From the May issue:* Prospective buyers playing hard-to-get? How about sweetening the deal with an iPad? Some developers and brokers turning to quirky giveaways, hoping the extra incentives will help fill buildings during this tough economy. The freebies, often tacked on to incentives such as fee eliminations or coverage of certain taxes, are the latest trend in attention-getting promotions.

In one online ad, a broker with Platinum Properties offered to throw in two custom suits worth \$2,000 each with the keys to a penthouse apartment. The broker could not be reached to say if the penthouse had been rented.

Last month, Alchemy Properties gave away iPads and 42-inch high-definition televisions to anyone who signed a contract to buy units at the Court Condominium in Midtown. More than 150 people stopped by the property during the promotion's first two weeks, said the president Kenneth Horn. [\[more\]](#)

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