

BROKERS WEEKLY

Wednesday, April 9, 2008

Marketing Directors tapped to sell Tribeca treat

R Squared Real Estate Partners, an investment/development firm that owns and operates over seven million square feet of property throughout the New York metropolitan area, has retained The Marketing Directors Inc. as exclusive sales agent for its newest, luxury residential project at 34 Leonard Street in TriBeCa.

"We are thrilled to have The Marketing Directors on our team and are confident in their abilities to position 34 Leonard Street as the premier choice for discriminating home buyers looking for the best in luxury living," said R Squared's Mitchell Rechler, who along with Gregg Rechler are developing 16 limited edition, private loft-style homes at 34 Leonard Street.

From identifying key target audiences and surveying the current residential market to developing a full blown marketing and sales program for 34 Leonard Street, The Marketing Directors developed a comprehensive campaign for positioning the luxury cooperative as the finest luxury building in TriBeCa.

"34 Leonard Street represents the ideal image of an upscale New York experience," said Jacqueline Urgo, president of The Marketing Directors Inc. "Very few homes currently on the market command the level of sophistication found at 34 Leonard."

Designed by the historically sensitive architecture firm Beyer Blinder Belle, the new development integrates vintage TriBeCa trademarks like industrial-scale windows, exposed materials and fluid, flexible spaces.

The 16 residences consist of one-, two- and three-bedroom homes ranging from 1,541 to 2,792 s/f, as well as a dramatic 3,086 s/f penthouse residence with a 2,215 s/f wrap-around terrace.

"We are proud to announce the development of 34 Leonard Street, a one-of-a-kind luxury property with an innovative design in a historic and exciting neighborhood," said Mitchell Rechler, principal of R Squared. "34

Leonard is a great addition to TriBeCa, offering discerning buyers one of the most compelling residential opportunities currently on the market and featuring exceptional space fitting a number of unique lifestyles."

34 Leonard further extends TriBeCa's history of design originality by introducing renowned installation artist Jennifer Steinkamp's original creation to the building, a three-dimensional visual illusion of trees that envelops the lobby in a sensory experience that is entirely unique.

What sets 34 Leonard Street farther apart from any other luxury residential community in the City is that it was specifically designed with layouts to accommodate art collections. Furthermore, art expert Carol Dorksy can be made available to offer her insight to potential buyers interested in starting or expanding their art collections. As one of New York's elite art consultants, Dorksy sits on the board of White Columns.