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## Tour The Fastest Selling Luxury Condo On The Upper West Side



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We recently had the chance to check out The Laureate, one of the fastest selling luxury residences in the city. Despite the difficult market conditions, this project was one of the few major high-end residential real estate developments completed since the financial crisis. And it seems like people are finding the money for it.

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*Daniel Goodman / Business Insider*

We met with Shlomi Reuveni, Executive Vice President at Brown Harris

Stevens Select, who has also served as the exclusive sales and marketing broker on this project and has worked with the developer from inception to completion. He is also responsible for selling the units, and they have been selling fast.

Reuveni explained to us that the building was designed to resonate with the pre-war architecture of the neighborhood (Stahl also owns interests in the nearby iconic Ansonia and the [Apple Bank Building](#)), but to update it for the contemporary luxury buyer. This means that while the building's limestone exterior and classic art-deco elements hark back to an older time, the modern interiors contain some of the finest amenities and conveniences.

In developing the property, Reuveni said, the developers wanted to create a building that would fit in with the surrounding area. The Laureate caters to families and contains a unit-mix that includes 3, 4, 5, and up to 7 bedroom set ups. And it has an in-house children's playroom that's appropriate for toddlers and tweens.

While the building plan originally called for 76 units with the largest at around 4,200 square feet, some buyers have requested even larger apartments and Mr. Reuveni said the final count is likely to sit around 65 units. He also said that demand has been so high there have been 10 price increases since they started selling units in March 2011 and the average price now sits at \$6.5 million. And there aren't many left.

The property was developed by the Stahl Organization, with architecture by SLCE Architects, construction by the Cauldwell Wingate Company, interior design by Deborah Berke and Partners Architects, and exclusive agent Brown Harris Stevens Select.

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