

The Art of the Penthouse

Toni Haber Team | Private Client Advisors

COMPASS

Dear penthouse owner,

After a year of buyer hesitation, is 2019 shaking off the fears? The fear of rising interest rates, further price declines, and political uncertainty kept Manhattan buyers on the sidelines in 2018, while the economy and financial markets outperformed. Aside from politics, these fears are diminishing in 2019 as interest rate hikes appear unlikely and real estate price trends point to stabilization. Timing is everything, and now is the time for buyers to take advantage of lower costs to purchase a home.

Albeit a slow start to 2019, Manhattan's luxury market is showing signs of life as pent-up buyer demand unwinds on the heels of almost two years of price declines. Aspirational pricing of the past was eye-catching when the U.S. record-breaking \$238 million penthouse sale closed in January. While an impressive record, this sale actually occurred in 2015, at the height of the Manhattan market. Since 2015, developers have released an unprecedented volume of luxury homes, affording buyers a plentiful selection to choose from.

In a market where supply of luxury properties exceeds demand, how will your home stand out from the crowd? Now more than ever, it's vital that your penthouse makes a great first impression. A beautifully decorated home, staged or not, that

reflects well-designed space, is more likely to sell, and also commands a higher price. Of equal consideration to price, buyers are seeking a home that speaks to them. Here's where we come in. From staging to deep-cleaning, we'll cover the upfront cost of select services to elevate the story of your home and increase its market value. If you're selling a home this year, ask me about Compass Concierge.

With Spring almost here, can we expect a market rebound in 2019? Just like booming real estate markets come to an end, so too do downward cycles. Market trends are signaling an uptick in activity and this window of opportunity for buyers, and sellers who wish to upgrade, won't last forever. As your trusted advisor, I look forward to creating value and delivering results, no matter the market conditions.

All the best,



Toni Haber
Founder, Toni Haber Team | Private Client Advisors
Licensed Associate Real Estate Broker
toni@compass.com
917.543.1999





Located in the heart of Noho, this exquisitely designed, light-flooded duplex penthouse boasts open contemporary living spaces and one of Downtown's most impressive outdoor terraces with multiple entertaining areas.

56 Cooper Square, Penthouse 52

\$14,500,000

4 Bed | 3.5 Bath | 4,506 Int SqFt | 1,452 Ext SqFt



Introducing Compass Concierge

The secret to selling your penthouse at a higher price?

A great first impression and powerful marketing plan. We'll cover the upfront cost of select services to unlock your home's hidden potential and increase its market value. From staging to deep-cleaning, we'll work together to elevate the story of your home and create a custom marketing plan to maximize results.

Call me today to learn more about how
Compass Concierge can help sell your home.

2019 design trends



What's in

Luxurious textures

Textures add warmth and depth—from walls to floors and furnishings.

Re-emergence of black

Kitchens are bearing black hues—from cabinetry to fixtures—to create a dramatic & unexpected effect.

Eco-chic living

Sustainable natural fabrics, materials, furniture, and plants create a sense of comfort and well-being.

Historically layered spaces

Influences out of different eras—from art to furniture—create timeless spaces.

What's out

Industrial aesthetic

Sparse and cool finishes and furnishings.

Fashionable colors

Kitchen hues that ebb and flow with the latest fleeting trends.

Synthetic furnishings

Finishes, furnishings, and home systems that emit toxins.

Time capsule design

Spaces with furnishings from the same period or the same designer.

We know penthouses...

For over 30 years, we've been successfully advising discerning clients on both the personal and financial aspects of selling and buying penthouse properties—from boutique havens graced with scenic terraces to mansion-scaled masterpieces crowning Manhattan's most iconic towers. Today, having closed over \$2 billion in sales volume, and **responsible for more than \$200 million in penthouse transactions—just since 2017**, we offer a unique combination of skilled guidance and the leverage of Compass' national network by which we serve our clients from coast to coast.



56 Cooper Square, PH52

FEATURED



NoHo

\$14,500,000

4 Bed | 3.5 Bath

4,506 Int SqFt | 1,452 Ext SqFt

522 West 29th Street, PH9C

SOLD



West Chelsea

522 West 29th Street, PH9C

\$6,250,000

2 Bed | 2.5 Bath | 1,638 SqFt

56 Leonard Street, PH54

SOLD



Tribeca

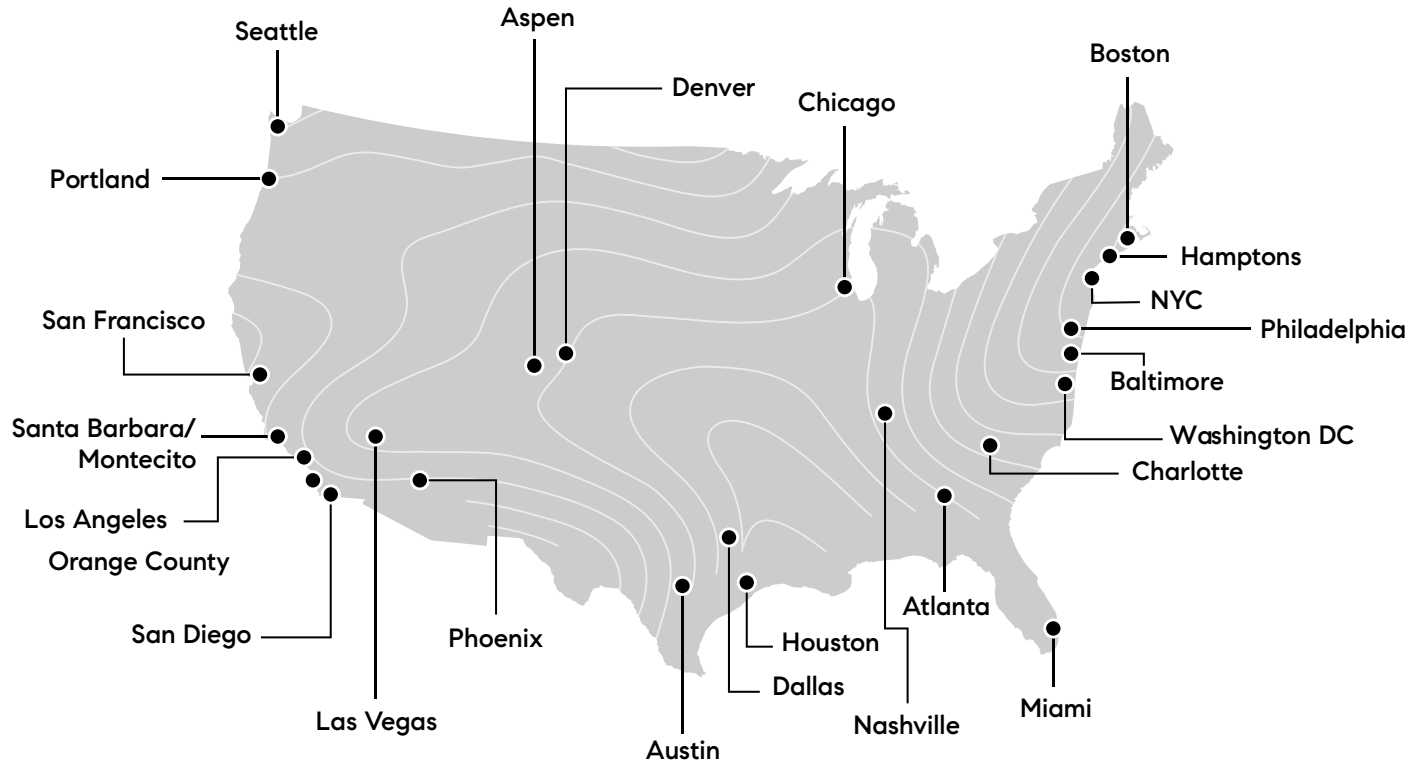
56 Leonard Street, PH54

\$27,000,000

4 Bed | 4.5 Bath | 6,400 SqFt

National network

Serving our clients coast to coast
with over 230 Compass offices nationally.



Our Team



Toni Haber



Carol Burns



Victoria Frost



Robert Faust



David Dubin



Lindsay Lyon



Daniel Koch



Bonita Lau



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toni@compass.com

[@thehaberteam](https://www.instagram.com/thehaberteam)