

BROKERS WEEKLY

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Fall sales Point in the right direction *Crystal Point models help spur rush of new deals*

The traditionally slow summer sales period didn't deter prospective purchasers at Crystal Point where the iconic 42-story condominium building directly on the Hudson River in downtown Jersey City is reporting accelerated and strong buyer interest since May.

The high sales volume during the summer months has been quickly equaled by a flurry of activity in early fall with 19 condominium homes sold within the last two weeks, according to Fisher Development Associates, which is developing the building a mere 25 feet from the banks of the Hudson River.

Much of the success is being directly attributed to the debut of the professionally-decorated model residences and continued construction progress at the building which enable visitors to get a true sense of the property.

Also contributing are limited-time summer Grand Opening prices starting from the low-\$500,000s.

"We typically see a slow down in sales activity during the summer months as prospects spend more time with family and friends, vacationing and enjoying the warm weather outside," said Brian

Fisher, a principal of Fisher Development Associates. "That hasn't been the case here where we've experienced a significant uptick in buyer interest since May.

"Our sales numbers have seen a dramatic rise as buyers have been allowed to tour our models, experience the building as it nears completion and see for themselves exactly what the buzz surrounding Crystal Point is all about. Of course, the opportunity to purchase at grand opening prices before it's too late is also spurring buyers to act now."

Created by the New York City architectural firm Gruzen Samton LLP, the design of the landmark Crystal Point building maximizes its waterfront location and creates homes with modern, open and furnishable living areas.

"Unlike many high-rise developments which often seem cavernous with long hallways, we split the Crystal Point plan in half with elevators positioned in the middle of the residential floors to create short corridors and provide the building a very intimate feel," said Jordan Gruzen (FAIA) of Gruzen Samton.

"We utilized multiple façade planes to break the building's mass up and ensure that every home had magnificent views. Each condominium was designed so from the moment the front door of each home is opened one is aware of the views and the light emanating from the water."

Crystal Point features a glass exterior and inside, one-, two- and three bedroom homes will range from 800 to 1,817 s/f. Residents will benefit from free on-site parking, SMART home technology capabilities and a washer and dryer.

The Marketing Directors, Inc., is Crystal Point's marketing and exclusive sales agent.



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