

Inside the fight for Manhattan's most valuable new development exclusives

TRD takes a look at which firms scored the biggest projects and why

March 15, 2016 03:10PM

By Katherine Clarke

« PREVIOUS

NEXT »



From left: Compass' Robert Reffkin, Susan de Franca of Douglas Elliman, Kelly Kennedy Mack of Corcoran Sunshine and Elizabeth Stribling

Condominium construction hit record highs in Manhattan over the past year, with hundreds of new high-end homes rising across the borough. With luxury condo inventory at an all-time high, developers need top broker talent to help sell all these pricey residences, and brokerages are fighting more fiercely than ever to go home with the spoils.

So, which new development marketing firms are talking the best game and scoring the biggest projects?

To answer that question, *The Real Deal* took a look at all Manhattan condominium offering plans approved by the New York Attorney General from January 2015 through the end of February 2016, weeding out all projects with sellouts of less than \$25 million. We then matched those projects with the firms that have been tapped to market them. (Those projects for which the sales team has not yet been announced were omitted.)

Read on for a closer look at which firms scored which projects and why.

Top projects: 360 Central Park West, 221 West 77th Street, 275 West 10th Street



212 Fifth Avenue

5. Town Residential– \$798.25M

The majority of Town Residential's stake in the new development market comprises projects developed by its co-owner, Joseph Sitt of [Thor Equities](#). Town, headed by Andrew Heiberger, is marketing a condo conversion at [212 Fifth Avenue](#), which has a projected sellout of \$431.76 million and is developed by a partnership of Thor, Madison Equities and Building and Land Technology, according to the offering plan. Its other projects include 52 Wooster Street, a boutique building developed by Continental Ventures, which has a total projected sellout of \$36.45 million, and Circa, a 38-unit building by Artimus Construction at 285 West 110th Street, which has a total sellout of \$141.34 million. Former Brown Harris Stevens managing director [Shlomi Reuveni](#) joined Town as managing director of new development in 2014.

Key clients: Thor Equities