

Celebrating Success

AVENUE and Corcoran Sunshine honor the top-selling development of the year, The Rushmore by Extell Development Company

Located at 64th Street and Riverside Boulevard, The Rushmore condominium soars above The Hudson River and Riverside Park, reaching 41 stories at its pinnacle. Here, amidst views of the water and beyond, is the perfect place to reflect upon the past year. With over 100 closings in 2009 and \$50 million in sales in the Fourth Quarter alone, it's no surprise that The Rushmore was honored as this year's top-performing building within the Corcoran Sunshine portfolio.

Throughout an uncertain market, this new-construction condominium has benefited from an uncomplicated approach to success. Simply put by Gary Barnett, president of Extell Development Company, "The development team behind The Rushmore is the most experienced in Manhattan." Kelly Kennedy Mack, president of Corcoran Sunshine Marketing Group, commends the onsite sales team for an outstanding volume of deals. "This is one of the most thorough and knowledgeable teams in the business," she says.

"The reality is better than the dream," says Barnett of The Rushmore. "The finished product has surpassed our buyers' expectations." Since closings began in March of 2009, new residents have included everyone from young professionals to retirees. An international tennis pro now calls The Rushmore home, drawn to the building's fitness facilities by New York's venerable LA PALESTRA.

The Rushmore's broad appeal stems from its choice of finish packages, as well as its extensive amenities. In addition to LA PALESTRA, onsite luxuries include a cinema, library, billiards room, concierge and a cushy indoor playroom designed by Kidville, NY. After a December 2009 tour, the New York *Daily News* reported that The Rushmore "isn't like a five-star hotel; it's better."

As the 2010 market heats up, momentum at The Rushmore remains strong. Deal volume this year has already surpassed \$30 million. The building is now poised to release a collection of high-floor homes known as the Tower Residences onto the market. Potential buyers may wonder whether it's lonely at the top. If you ask The Rushmore team, they'll tell you that the view is actually quite nice. ♦



The Rushmore's onsite sales team in the expansive lobby (from left): Lynne Brown, Melissa Ziweslin and Graham Spearman

A BANNER YEAR

Number of closings in 2009: 100

Percent sold: 70 percent

Sales volume in Fourth Quarter 2009: \$50 million

Deal volume so far in 2010: \$30-plus million

From left: Melissa Ziweslin, Graham Spearman and Lynne Brown in a model residence with jaw-dropping river and bridge views



Part study, part salon, the billiards room welcomes residents for a friendly game of pool and some conversation

PORTRAITS BY JACK DEUTSCH; INTERIOR BY PHILLIP ENNIS