

At Your Service

The Rushmore on Riverside South raises the bar on luxury living for the Upper West Side



In a city where convenience is paramount, The Rushmore on Riverside South caters to every aspect of a fast-paced, urban lifestyle. The new Upper West Side development combines coveted amenities, such as an indoor swimming pool, with services designed to make each day easier and more pleasurable—every need is addressed, and every want considered.

“Life at The Rushmore offers the highest level of seamless convenience and service from the moment our clients sign their contracts,” says Melissa Ziweslin, the sales director for The Rushmore on Riverside South. “At that point, their membership with Luxury Attaché Concierge Service begins, and our Luxury Attaché Concierge contacts each resident to begin generating a dossier on their hobbies, favorite restaurants, activities; becoming familiar with personal preferences in order to provide thoughtful and accurate future recommendations.”

The partnership between The Rushmore on Riverside South and Luxury Attaché Concierge Service ensures that residents at The Rushmore have access to the best of what The Rushmore and Manhattan have to offer. Founded by veteran concierge Jenene Danenberg, Luxury Attaché Concierge Service caters to every aspect of residents’ busy lives—from proactively scheduling white-glove cleaning services to local and international private travel arrangements, from private fashion consultations and shopping, to recommending child care and educational programs. “The opportunity for our residents to utilize these services even before closing on their home is a great value and one that no other new development on the Upper West Side offers,” adds Ziweslin.

“We knew this service would be appreciated by our residents to not only help make everyday tasks and activities easier, but to also assist our residents globally with Luxury Attaché’s international contacts,” says Donna Gargano, a senior vice president at Extell Development Company.

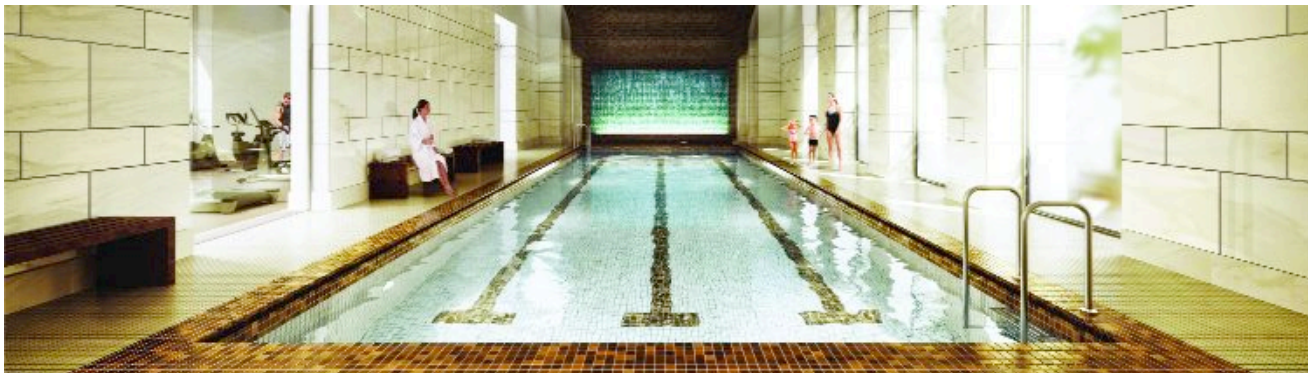
The expert integration of Luxury Attaché services with The Rushmore’s extensive amenities program also sets The Rushmore apart from other luxury developments in New York.

“Extell wanted to provide this meaningful service in addition to and to complement our 15,000 square feet of physical amenities, which includes a 7,000-square-foot LA PALESTRA Wellness Center with a 50-foot-long indoor pool, a Kidville-designed indoor playroom and a sun deck,” says Gargano.

At residents’ request, for instance, The Rushmore’s Luxury Attaché Concierge Service will coordinate playgroups in the Kidville-designed children’s playroom, providing children of the same age in the building the chance to meet each other. The concierge may also coordinate training or spa sessions in the LA PALESTRA Wellness Center, or arrange catering for private lunches on the sun deck.

The Rushmore’s Concierge Service also adds an element of thoughtful convenience with day-to-day activities. For instance, if a resident decides that the dress chosen for that evening’s dinner party isn’t what she wants, her concierge can quickly and efficiently arrange a private shopping appointment at Bergdorf Goodman. A driver will zip the resident to Bergdorf’s, where sales associates, who already have her measurements, will have selected a few dresses that are appropriate for the event.

For those arriving at The Rushmore after months away, one call informing the concierge of an arrival date ensures everything will be perfectly arranged as soon as residents step in the door. The concierge can arrange for a white-glove cleaning service that will consider the residents’ preferences for everything from how a bed is made to the type of cleaning products used. The concierge can also place an order with Zabar’s to make sure the pantry and



Clockwise from the top: The Rushmore's 50-foot-long indoor pool; Traveling is made easy with Luxury Attaché arrival services; The lobby of The Rushmore; Residents at TheRushmore can begin their day with LA PALESTRA fitness classes; TheRushmore's Kidville, NY-designed children's playroom.

“The opportunity for [The Rushmore’s] residents to utilize [Luxury Attaché Concierge Services] before closing on their home is a great value, and one that no other development on the Upper West Side offers.” —Melissa Ziweslin

refrigerator are stocked upon arrival, and arrange for fresh flowers to be placed in the kitchen, dining room and bedrooms.

As for moving, there are few tasks that are more daunting in New York. With that in mind, The Rushmore’s concierge makes the move-in process smooth and hassle-free. The concierge is available prior to moving to offer packing and moving referrals, as well as recommendations for design services, home organization, wine cellar and closet design, art installation and home audio-visual purchase and installation.

These concierge services are coordinated with Extell Development Company’s walk-through and closing process, utilizing a finely-tuned quality control system and featuring a designated closing coordinator assigned to track every punch-list item and make sure each residence is ready for move-in day.

Extell Development Company has also cultivated strong banking relationships with Chase, Wells Fargo, Manhattan Mortgage Company and HSBC to provide purchasers with an array of effective financing options. “Each institution is familiar with The Rushmore and is prepared to assist with the process and provide an array of effective options,” says Anne Young, senior managing director at Corcoran Sunshine Marketing Group.

Providing residents the luxury of life “On the Water and On the Park,” The Rushmore features unobstructed views of the Hudson River and is situated between two parks. By offering amenities and services conceived to provide residents the utmost in ease, selection and exclusivity, life at The Rushmore is considered the epitome of New York City living. ♦