

# The New York Condo Blog

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## 20% Sold as Location, Design and High-Tech Touches Drive ONE48 Sales

ADG Langsam and Halstead Property Development Marketing announced today that 27 contacts have gone out in just seven weeks at [ONE48](#), a new residential condominium located at 148 East 24th Street. With 11 contracts fully executed, 20% of the building's units have been sold in just nine weeks on the market, signaling that the development's offering plan has been declared effective by The New York State Attorney General's Office.

*"We are extremely pleased by our progress and to have reached this important milestone,"* said Perry M. Finkelman, CEO of American Development Group, the developer of ONE48. *"Buyers, as expected, have been drawn to the location, the design and the lifestyle ONE48 has to offer."*

Located between Lexington and Third Avenues, ONE48 is a 14-story development with 55 units comprised of studios, one- and two-bedroom homes ranging from 400 to 1,175 square feet in size, initially priced from \$425,000 to \$1,650,000. Closings and occupancy are expected to begin in fall 2011.



All residences at ONE48 are designed with spacious layouts, white oak hardwood floors, large storage closets and floor-to-ceiling windows. Kitchens feature custom, self-closing, white lacquer cabinetry accented by quartz stone countertops and glass backsplashes. Stainless steel appliances include: Fisher & Paykel refrigerators and ranges equipped with a warming drawer; a Frigidaire dishwasher; a Sharp microwave; a custom beverage/wine rack; and a deep Vasser sink. Master bathrooms include custom walnut bath vanities; deep-soaking tubs with oversized rain shower head; custom mirror with integrated medicine cabinets; a storage cabinet with full-length, internal mirror; modern Vasser fixtures; and dual flush Vasser commodes surrounded by imported European porcelain floor and wall tiles.



“I am thrilled with the response to ONE48. With the record-setting pace of sales at this fabulous new development, we are now considering raising prices in an upcoming amendment,” stated Stephen G. Kliegerman, president of Halstead Property Development Marketing. “Working with ADG has truly been a pleasure as they built a beautiful, well thought out product. With our partners at Alexander Scott Graphics, we have created a marketing and social media campaign that has given the project immediate exposure to the public and brokerage community. With over 5,000 hits to the website in just four weeks and a ‘no broker turned away’ sales philosophy, buyers are afforded easy access and plenty of information to determine why they want to buy at ONE48.”



Building amenities include a state-of-the-art media room lounge with a 63-inch home theater system with surround sound in addition to three gaming systems (Wii, Sony Playstation (PS3) and Xbox), a foosball table and an iPod docking station. ONE48 also has: a high-tech Automotion Parking System as its neighbor; a 24-hour attended lobby; a furnished common roof terrace with unparalleled views of the Empire State Building; a built-in barbecue grill; modern laundry facility; a live-in superintendent and bike storage facilities available.





Situated at the confluence of the three hottest neighborhoods in New York City, ONE48 is closest to the 6, N and R trains at 23rd Street. The neighborhood is crowded with some of the city's finest restaurants, upscale shopping and trendiest nightspots — from Anthony Bourdain's Les Halles, Mario Batali's Eataly and Shake Shack, to Madison Park, the Ace Hotel and, in the Flatiron District, the many floors of ABC Carpet & Home.

ADG Langsam is the developer of ONE48 and Halstead Property Development Marketing is the exclusive marketing and sales agent. The Boland Group is spearheading sales for ONE48. For more information, visit [www.ONE48ny.com](http://www.ONE48ny.com).