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NEW DEVELOPMENT

FiDi record-breaker on its way to full occupancy

By MAGGIE HAWRYLUK

Although the onsite sales office has officially opened for business, sales at the William Beaver House have been steaming along for a while now.

"We sold almost half without even showing the building," said Fredrik Eklund, senior vice president at CORE Group Marketing, the exclusive sales and marketing agent for the Andre Balazs-developed project.

Even the sales team is impressed with the results at the project that has reportedly brought in record-breaking sales for the Financial District. A \$5.7 million (\$3,512 per square foot) penthouse was among the first units to go last November.

"I've never seen the most expensive units in a building being sold first," said Yuri Holohan Herrera, vice president at CORE.

She added that only two units on the 30th floor in the 47-story building are left, with all of the penthouse units already sold.

Another popular feature in the

building has been the chance to have townhouse-living in the Financial District. The building offers 10 duplex apartments that feature soaring 20-foot ceilings in the living room, floor-to-ceiling south-facing windows and spacious outdoor space with city views and peeks of the water.

"These are things you can never get in a brownstone," said Eklund.

Half of the duplexes, which start at \$1.8 million and all feature unique floorplans, have been sold.

In total, there are about 100 units left in the 319-unit tower that includes 29,000 s/f of indoor and outdoor amenity space. "We always joke that you're paying for 800 s/f, but you're actually getting 29,800 s/f," said Eklund.

And with Balazs' chic hotel background, there's no surprise that the amenities at the William Beaver House are top of the line.

Once the building is completed, residents will be able to enjoy 24-hour concierge service, valet parking, a cinema and private nightclub, and much more.



This duplex rendering shows the view from the terrace looking into the home. Half of the duplexes — which start at \$1.8 million — have already been sold.