



Manhattan Transfers

RECENT TRANSACTIONS IN THE REAL ESTATE MARKET

BY KATE KELLY AND CARL SWANSON

UPPER EAST SIDE

710 Park Avenue

One-bed, one-bath, 1,039-square-foot postwar co-op.

Asking: \$420,000. Selling: \$405,000.

Maintenance: \$1,181; 48 percent tax-deductible.

Time on the market: one day.

IT WAS THE BEST OF TIMES. IT'S OVER. It was almost as if Goldman, Sachs & Company was still going public and sellers of real estate hadn't gotten a case of the shakes. The couple who owned this apartment was about to put it on the market after buying a larger co-op at 812 Park Avenue when the broker who sold them their new place proffered a potential buyer in the form of an executive at a public relations firm. He made a bid immediately. But after that, things got distorted—or not distorted enough, if you're looking at it from the selling end. Though the P.R. guy was quick to act, he offered \$15,000 less than the asking price. And when another buyer approached offering more, the sellers declined the higher offer, explaining that they had given their word to a man in public relations. Ah, the sweet smell of success. The sellers' broker, Patricia Burnham, claimed the couple also had a knack for spinning, at least when it comes to interior design: The apartment, on a low floor of a 1948 red-brick building whose entrance is actually on East 70th Street, "is traditionally designed, with an L-shaped living room," said Ms. Burnham. "Instead of putting a dining table in the 'L,' they put a pull-out couch there, which makes it seem a bit bigger. You come around the corner and there's a library." Gotcha! Broker: P.S. Burnham Inc. (Patricia Burnham); Stribling & Associates Ltd.

UPPER WEST SIDE

2000 Broadway (Copley)

Two-bed, two-bath, 1,350-square-foot condo.

Asking: \$889,000. Selling: \$885,000.

Charges: \$1,019. Taxes: \$853.

Time on the market: six weeks.

SPANISH PRISONER OF BROADWAY His parents traveled all the way from Madrid to give him this gift. They wouldn't settle for anything "cookie-cutter" or "generic," said their broker. Their son would have "curvy corners and wrap walls." Their son was a banker

descended from commercial real estate barons. "I sort of read their mind," claims broker Naomi Klein, who was charged with selling this apartment. It took only five tries

Inc., only about 20 apartments were sold. The man-



FRANK STEWART

agement opted to rent the apartments instead. Not until 1993 did the company have any success selling them at the prices they had projected. (They even claim that they didn't sell a single apartment for less than they were originally asking.) The woman who sold the banker his apartment lived here while working for the Metropolitan Opera. After she left for Santa Barbara a few years ago, she rented it out to musician friends. The banker rejected her asking price—paying instead \$24,000 less than she wanted. Broker: William B. May Company (Toby Gamsu); Halstead Property Company (Sharon Bergh).