

October 24, 2008

# THE CLOSER

CORE Group Marketing broker [Emily Beare](#) put one and one together and got a pretty good rental out of the deal. While the luxury market softens, Beare got creative and put one of her buyers, wedding planner [Colin Cowie](#), into an \$8.5 million penthouse at the Chelsea Mercantile building at 252 Seventh Ave. Cowie will rent the apartment while he waits for his own penthouse to be completed around the corner at 21st St. Beare, of course, sold Cowie his own unit. Not letting a good thing get away, she held an event for brokers in the rented penthouse, furnished, of course by Cowie himself. Nothing like free staging.



Wedding planner Colin Cowie