

# BROKERS WEEKLY

January 23, 2013

## Done Deals

### Randolph's dram fine deal

A full floor, four bedroom penthouse inspired Jarrod Guy Randolph to host a whiskey tasting event to show off the space.

"The layout of the property was not traditional, so I thought that marketing it to single men or a couple would be the best approach," said the CORE agent.

"We staged the property in such a way that it was handsome and sophisticated.

"Then I hosted a whiskey tasting event to target buyers and showcase how well suited the space is for entertaining and allowed guests to enjoy the outdoor spaces."

The result was a \$4.685 million dollar sale closed within a few weeks of the apartment at The Isis condominium, at 303 East 77th Street, hitting the market.

And it was a pair of empty nesters who were won over with the 360 degree views, 800 s/f of terrace and the private elevator.

The new development is a full service building with a 421A tax abatement.

Elisabeth Mohlmann at Elegran brought in the buyers.

