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Alfa Development Taps Emily Beare of CORE as Exclusive Broker for 199 Mott Street Residence

Bespoke Residence is Last Remaining in Boutique Development in the Heart of Nolita



Alfa Development announced today that they have selected Emily Beare, top-producing broker at luxury real estate group CORE, to sell Residence 2, the last remaining unit at 199 Mott. 199 Mott is an 11-unit boutique development located in the heart of Nolita, with each custom designed residence celebrating the history of the neighborhood. The building is the fourth in Alfa's Green Collection of sustainable residential developments.

Residence 2 is a 2,907-square-foot full-floor unit with three-bedrooms, three-bathrooms, and 1,500-square-feet of exterior space. 199 Mott is designed to reflect the modern lifestyle of the quintessential Nolita resident, with classic materials and turn of the century details. The residence has wide plank oak floor, 10" base moldings, and character grade European oak paneled doors, with oversized windows, a state of the art central air system, a loft kitchen that opens onto the living space, and ceilings over nine feet. The residence is listed at \$7,775,000.

"Emily Beare is a talented broker and a strong new development marketing and sales force," said Michael Namer, Founder & CEO of Alfa Development. "We're confident that her industry expertise and knowledge of the luxury market will be instrumental in closing out sales at 199 Mott."

As with all projects in Alfa Development's Green Collection, interiors of 199 Mott feature various locally-sourced and sustainable materials, and it is a targeted LEED Gold certification condominium with a 24-hour doorman, storage, bike room, and rooftop lounge overlooking the city, with views of the Empire State Building, the Williamsburg Bridge and the East River. Period-specific details throughout the residence include tall raised panel doors, oiled bronze finishes and fixtures, and wide plank European oak flooring. The kitchen offers custom Siematic cabinetry and a suite of high-end appliances including a Bertazzoni Classic Collection stove and Siematic Chinese Wedding Cabinet refrigerator. Tailored marble clad bathrooms feature polished nickel fixtures and finishes from Lefroy Brooks' 19th century collection, a free-standing tub and Bosch washer and dryer.

ABOUT ALFA DEVELOPMENT/ MANAGEMENT LLC:

Founded in 1980, Alfa Development is renowned for developing innovative and remarkable properties in Downtown Manhattan. Alfa has built a reputation for being "hands-on builders," actively involved in every facet of their properties' development. Comprised of longtime residents of the downtown Manhattan area, the Alfa Development team has firsthand knowledge of the downtown experience. Always mindful of how their buildings will become part of the fabric of their community, Alfa's guiding

principle is best articulated by the theme line: “History, architecture, and sustainability on a human scale.” With an aesthetic attuned to the unique harmonies of each neighborhood, their buildings combine architecturally contextual exteriors with the most finely appointed modern interiors.

In 2007, Alfa Development made its pledge to target LEED-Gold Certification for all its future developments. The Green Collection is that group of properties. Comprised of Village Green at 311 East 11th Street, Chelsea Green at 151 West 21st Street, and 199 Mott Street in Nolita, The Green Collection represents the future of Alfa Development. www.alfadm.com

ABOUT CORE

CORE (Cayre Osher Real Estate) started in 2005 as a joint venture between Shaun Osher and The Cayre Family. Shaun Osher, a top Manhattan real estate agent since 1990, and The Cayres, owners of real estate investment and new development company Midtown Equities, shared a progressive vision for a new type of brokerage firm. Their goal was two-fold:

1. To create a boutique, full-service consulting platform for agents and developers to grow and strengthen their businesses.
2. To provide the most outstanding client service that is personalized and perfectly tailored to their clients’ needs.

CORE has since grown to over 120 real estate professionals and staff, with offices in Chelsea, the Flatiron and on Madison Avenue. We have marketed and sold over 30 new development projects and generated over \$5 billion in sales to date. In 2014, Related Companies acquired a stake in CORE to further expand the firm's brand and offerings throughout New York City. We continue to evolve the business of real estate by living this vision. <http://corenyc.com/>