



Selling New York Episodes 1 & 2: Now With More Selling!

Friday, January 7, 2011, by Joey Arak

Every Thursday night, HGTV's Selling New York rides along with boutique brokerages CORE and Gumley Haft Kleier and Warburg as they try to sell fabulous properties fabulously. Here, our recap of how the NYC real estate industry is portrayed to the world...



Last year marked the debut of *Selling New York*, a melodrama chronicling the real-life adventures of a group of men and women brave enough to attempt to sell multimillion-dollar Manhattan properties in a busted real estate market. There was laughter, there was pain. There was Reggie the Energy Guy. But there weren't many deals! Now the HGTV reality show, following agents at boutique brokerages **CORE** (the sleek Downtown condo specialists), **Gumley Haft Kleier** (the family that caters to Upper East Side blue bloods) and new addition **Warburg** (all of the above), is back for a second season. What's changed?

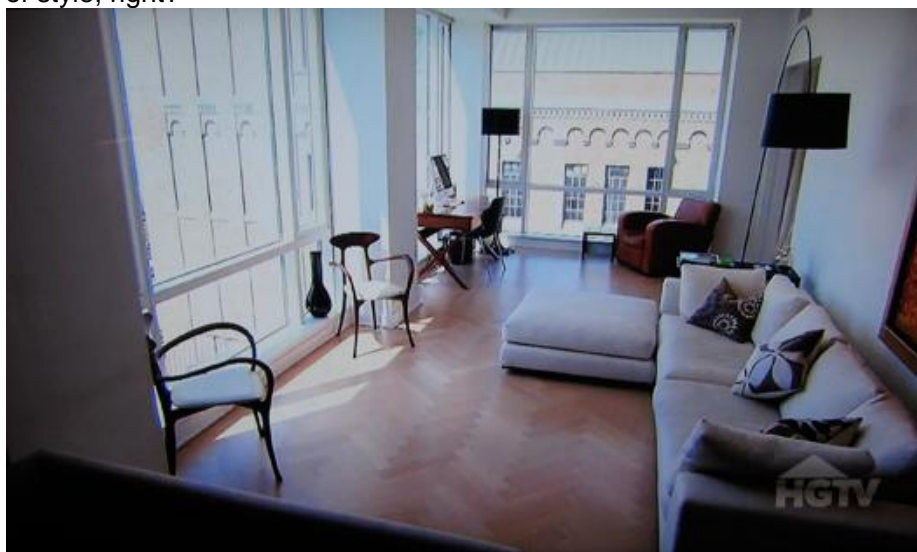
Well, the real estate market, at least in New York City, is in a more comfortable place than it was one year ago, so it's no longer in poor taste to rub television viewers' noses in the absurdities of luxury Manhattan real estate. Plus, with *another* NYC realty reality show in the works, it's clear that **apartment porn is back in vogue**—and last night's pair of premiere episodes laid it on thick. Join us, won't you, as we get reacquainted with some old friends, and make some new ones. Away we go on the first recaps of the glitzier, more fab SNY!

CRISIS #1: URBAN GLASS HOUSE VS. THE TOWER O' GARBAGE!

Yep, the premiere episode of Season 2 of SNY gave a starring role to everyone's favorite (well, maybe not James Gandolfini) Hudson Square menace, the Sanitation Department's **garbage truck garage** at Canal and Spring Streets. You see, velvet-voiced CORE crooner Tom Postilio has two listings in the **Urban Glass House**, which overlooks the lot that will soon become the Tower O' Garbage. As Frank Sinatra would say, "That sucks."

Nothing has sold in the building (by any broker) in **two years**, so Postilio brings in CORE boss Shaun Osher to have a confab about sales strategy. As they stroll by the lot that will become the Tower O' Garbage, Postilio talks about the plans that have been released, and since garbage trucks will live *inside* the building instead of out on the street, the garage might actually be a good thing. Osher agrees, but **complains that the area smells bad**. This source of early tension is pictured above. Can you feel the drama? Should we have drawn stink lines?

They head inside to get away from the stink, and we must say, despite the garbage and the narrow feel of some of the rooms, the Urban Glass House looks alright. Huge windows and river views never go out of style, right?



Osher thinks the apartments will sell themselves, they just need some foot traffic. Postilio floats the idea of getting all the brokers with Urban Glass House listings together to **coordinate a mass open house**. Yep, the famed Urban Glass House broker roundtable was a device for a reality TV show! Is nothing sacred?

Back at CORE's sexy glassy offices in Chelsea the **roundtable assembles**, kind of like King Arthur's posse, but replace the suits of armor with, um, suits..



"Obviously the building has a bad rap," a Corcoran frienemy says, but they all agree that the Urban Glass House's trashy new neighbor will be beautiful. "It **looks like a condo building**," Osher proclaims, while mentally doing the quick commission calculations on a future conversion. They agree on the open house plan, and to "educate" their fellow brokers on the Tower O' Garbage's charms.

Cut to Postilio guiding a group of brokers through a 1,457-square-foot 2BR/2BA in the Urban Glass House listed for **\$1.795 million**, with a Statue of Liberty view. When someone comments that a water tower is nearly blocking Lady Lib, Postilio shoots back: "That's classic New York!" Everyone seems to like the master suite, with its large walk-in closet. "**That's a bedroom in the East Village!**" one broker says, to laughter all around, and our tears.

Postilio is also listing a slightly larger and unstaged 2BR/2.5BA on a higher floor with a big and bright living room.



It's asking **\$2.395 million**, and unfortunately it has a direct view of the Tower O' Garbage lot, which Tommy P must answer a million questions about. But suave dudes don't get flustered over such trifling concerns, and when all that's done, Postilio checks in with the other brokers to make sure they all stuck with the party line about the sanitation garage. Pardon us, the "**condos for garbage trucks.**"

The end of this plot has Postilio returning to the building, where—surprise!—he **managed to sell one of the apartments**. And it was #11A, the one with the extra-troubling view. The deal, for **\$2 million**, remains the only sale in the UGH in the past 2.5 years. Postilio loves what the buyers have done with the place "in such a short time," and we're guessing that amount of time was, what, five minutes or so?



When Postilio busts out a rendering of the garage, buyer Ceyla Gokahmetoglu is not phased. **"I can live next to this building,"** she whispers, hoping that if she says the words aloud enough times, they might become true.

Episode grade: 3 out of 5 Cackling Kleiers!

