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Over 100 Real Estate Brokers Turn Out For New Release Of Condominium Homes At Peninsula At City Place

By Mel Fabrikant



New Home Sells Just One Day After Broker Party

Over 100 real estate brokers gathered at The Peninsula at City Place to view a new selection of recently-released condominium residences at the luxury community located along the Hudson Riverfront in Bergen County's Edgewater. The well-attended Fall Broker Event took place in one of Peninsula's two bedroom homes, a spectacular 1,693 square-foot residence which

offers sensational Manhattan and Hudson River views accentuated by an outdoor balcony. The home is priced at \$975,000.

Tours were also given of a new 835 square-foot one-bedroom home with reduced pricing of \$399,000, and a 1,125 square-foot one-bedroom with home office, which sold the following day. Brokers were also informed about a new pricing structure at Peninsula which starts in the mid-\$300,000s.

"We were thrilled with the turn-out," says Angela Ferrara Vice President of Sales for The Marketing Directors, Inc., the community's exclusive sales and marketing agent. "The brokerage community has been an integral part of our success to date, and we were delighted that they once again came out in such large numbers to view our newly-released selection of homes. We're confident the positive response we received to both the new residences and corresponding pricing will result in continued sales at the community."

The Peninsula at City Place is a condo conversion which blends newly-designed, modern living spaces and exciting amenities with a unique location atop a world-class offering of national and boutique shops, restaurants and entertainment.

The result is a dynamic "downtown" urban setting for residents who appreciate the convenience and energy of living in the heart of a vibrant, pedestrian-friendly neighborhood where they can walk to such popular spots as GAP, Pier 1 Imports, Fleming's Steakhouse, Banana Republic, Anthropologie, Victoria's Secret, BoConcept, Ann Taylor, Can Do Gym, Koi Spa, Chipotle, Panera Bread, Haagen-Dazs, Bath and Body Works, Express and more.

"The 'new urbanism' trend of living, shopping and dining within the same setting continues to gain favor with buyers," Ms. Ferrara points out. "This is true across the board, from young professionals to empty-nesters. The ability to offer that lifestyle with attractively-priced homes, high-end amenities and services, favorable property taxes compared with other 'Gold Coast' towns like Hoboken and Jersey City, and a well-established retail offering has truly distinguished The Peninsula from the marketplace."

Of course, all that New York City has to offer is also just minutes away from The Peninsula thanks to its proximity to the Lincoln Tunnel, George Washington Bridge and Port Imperial Ferry Terminal.

Residents also enjoy such exclusive on-site amenities as a 24-hour attended lobby, fitness center, children's playroom, residents lounge with WiFi, full bar, catering kitchen, billiards table and Plasma television; complimentary shuttle to the Port Imperial Ferry Terminal and free on-site covered parking.

The community's one- and two-bedroom condominium residences range from approximately 850 to 1,700 square feet of living space with prices starting in the mid-\$300,000's. Stylish interior features and appointments include hardwood floors and cabinetry, kitchens with stainless steel appliances and granite countertops, and master bedrooms with walk-in-closets and marble bathrooms and shower enclosures.