High-level market analysis, pictures of luxury real estate, pop culture references, and more. Written weekly by this pretty face.

Good morning! Yes, New York Notice has a new logo. And no, I won't design your logo for you. My services are not for sale. Unless we're talking real estate, then I'm absolutely for sale and you should call me at: (646) 609-8868

Speaking of real estate, the second penthouse at 70 Vestry went into contract this week at $65,000,000 and when it closes, it will be downtown Manhattan's biggest residential deal EVER! (The first penthouse, in contract at $50,000,000, will be downtown's third-biggest residential deal. They're killin it.)

How does that affect you? Well, unless you're a billionaire, it probably doesn't. But everyone loves reading about $65 million penthouses! I'm pretty sure it's one of the laws of nature. I remember reading about it in biology class before I dropped out of college. Isn't science great?

Anyway, let's talk about the things that do affect you:
Can't Spare One Square

Hudson Yards is shaping up to be a lot of things, but old school New York is not one of them. Developers are trying hard to change that and it's impossible for even the most old school New Yorker to not like this idea. Bear with me because it's going to take more than one paragraph to explain!

First: there is a **new rental building on its way called Henry Hall**, which is named after Julia Louis-Dreyfus (Elaine from Seinfeld)'s son. Second: the building is being constructed on the site of the former Legacy Recording Studio (which later became part of the more well-known MSR Studios), where artists like Elton John, Beyonce, and J. Cole have recorded some of their classic hits.

Third: Henry Hall will emulate some of Fifth and Park Avenues' most elite buildings by incorporating its own **private lounges and VIP rooms for residents**. And finally, there will be a **restaurant named Legacy Records on the first and second floor** that will be operated by Delicious Hospitality, the same firm that's behind Pasquale Jones and Charlie Bird in Soho. (Thankfully, the restaurant will be open to the public.)

That's some pretty cool shit for a rental building. Most condos don't even have that many amenities. As for prices, studios start at $3,000 per month and the move-ins start this September. You know how to reach me if you're interested in living here!
Abundance Mentality

The biggest problem that I see with new brokers - and also with not-so-new brokers who haven't developed a strategy to earn their own business yet - is that they have a mentality of scarcity. They look at other brokers as enemies, not potential business partners. It's almost like they think other brokers are taking food out of their mouths.

They're looking at the business with a mentality of scarcity. It's a very insecure way of looking at not just real estate sales, but it must be a miserable way to live your life, too. I've compared sales to dating before, and I'm going to do it again here because this is a perfect example:

Picture a single guy at the bar. He has three or four girls talking to him and he seems to be doing well... until another guy comes up and starts talking to the girl that he's paying the least attention to. Imagine Mr. Playboy has a reaction - any kind of reaction - toward the second guy for talking to this girl that he's not even paying attention to. Then, imagine Dr. Casanova does something petty just to undercut guy #2.

Do you think those 3 or 4 girls are going to keep talking to Sex Master Steven after that little stunt? Absolutely not! By having any kind of reaction to the second guy, he broadcasted to the entire world that he is insecure about himself and his ability to hold the girls' attention. The reality might be that this guy would do just fine - he does have 3 other girls to talk to, after all - but he doesn't see himself that way. And he just let everyone know that he sees himself that way.

That's just self-destructive. The only way to fix that in someone is to change their thinking. They need to learn how to look at the world with a mentality of abundance. They need to believe that there is plenty of business for everyone, that someone else's success will not take away from their own. That's the only way to maintain relationships in business. And real estate is all about relationships.

Basically: Money and girls are exactly the same. If you're not afraid to go for what you want - and as long as you don't try too hard - then eventually you will get it.
400 West 12th Street, 10A
West Village Manhattan
CLOSED
$4,500,000

360 East 89th Street, 6AB
East End Manhattan
IN CONTRACT
$3,820,000

Courtesy of Corcoran Sunshine.

Thank you for reading. Please add my e-mail to your contacts to ensure delivery the next time. Looking forward to connecting with you soon.

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Before starting his own company, Nick was the youngest head of a sales team in the history of Douglas Elliman at just 25 years old. He was also a member of the #1 real estate sales team in NY for 2015 (Wall Street Journal REAL Trends).