

THE REAL DEAL

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Core Group celebrates new office opening

By Candace Taylor

Core Group Marketing celebrated the opening of its sleek new Chelsea storefront office with a soiree last night.

Agents, guests and curious neighborhood residents sipped cocktails while exploring the 3,500-square-foot space, which officially opens today. The office is located at 127 Seventh Avenue at 18th Street on the ground and basement floors of the new condominium Yves Chelsea, which Core is not marketing. □□

"We've had a wonderful response from the neighborhood," said Core CEO Shaun Osher, of the boutique sales and marketing firm's first storefront office. □□



CoreGroup Marketing's new Chelsea office

The two-floor space is certainly hard to miss. Large color renderings in the lobby will show off a rotating display of Core's new developments: currently, it's 141 Fifth Avenue and 520 West Chelsea. Meanwhile, apartments for sale are displayed on 12x17 light boxes in windows facing the street, backlit to heighten visibility. □□

"At night, the whole place glows," Osher said. □□

The basement level of the new space even abuts a swimming pool. But it's not officially there for brokers to cool off between deals, Osher said, noting, it's for residents at Yves. □□

Core, which has 49 agents, will keep its current office at 417 Fifth Avenue to house its investment, rental and commercial divisions as well as some residential agents. The new office will hold about 25 agents but has room to grow, with space for 40 agents. □□

Core is the exclusive marketing and sales agent for 12 new Manhattan developments on the market and seven in the pipeline. □□

When asked about the wisdom of opening a new branch in an environment where more and more real estate searches take place online and companies all over the city are

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closing offices, Osher said it's still important to emphasize the person-to-person element of sales. □ □

"It's a very personal business," he said. "Ultimately, a real estate deal is a very tangible thing." □ □

The method seems to be working so far. Though the new office didn't officially open until today, agent John Gomes has already made a deal from the new office, Osher said, selling a 2,500-square-foot, \$3.5 million penthouse at 44 West 22nd Street, just around the corner from the storefront office. And while the party was in full swing, a Chelsea resident stopped in and told an agent that she was looking to spend \$5 million on a new apartment.