

Sunshine scion's 1 Beacon deal

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If you're going to launch a career in brokerage, you may as well go big.

So, with a tenacity his mother would be proud of, real estate scion **Sam Sunshine** has just burst onto the scene with a \$6.75 million listing at the exclusive 1 Beacon Court.

Sunshine - whose mother Louise is real estate royalty - landed his king-sized deal by convincing step-dad Martin Begun to sell his 1,973 s/f apartment in the haloed tower built by Vornado in 2005.

"Martin really wasn't planning to put it on the market," Louise Sunshine conceded, "but Martin and Sam are very close and Sam wanted a trophy listing to kick off his new career."

The marketing maven joked, "Sam's a very good salesman - he's got the Sunshine blood - and he worked on at Martin so that, before he really knew what was happening, Sam had talked him into it."

Novice broker Sunshine, though, says his step-dad is already happy he listened. After an open house at the two-bedroom, 2.5 bath corner unit perched on the 36th floor last week, he said interest has been "very strong."

"This is such a knockout apartment, I knew it would be a great way to start my real estate career," said Sunshine, who previously worked as a professional photographer.

"I convinced Martin to sell and I think he's been very pleased with the response so far, I think he

feels rewarded. We've had an enthusiastic response at the listing price."

Sunshine said that what distinguishes the Peter Marino-designed apartment is its stunning views of Central Park and all the way north to the George Washington Bridge. He said the apartment is "understated" yet with the very best in finishes, including sterling silver hardware, hand-inlaid wooden floors and, with its high ceilings and floor-to-ceiling windows, is also a great showplace for art.

The last sale at 1 Beacon Court was recorded in October when GE boss Jack Welch paid \$8.3 million for an apartment on the 46th floor, a good sign for the couple, who won't quite be made homeless by a deal - the couple maintain homes in both Florida and Connecticut.

And for a new pied a terre, Louise Sunshine revealed her husband may take a look at The Laurel, the new Upper East Side tower she developed with the Alexico Group that recently opened.

"Sam has done a fabulous job with the marketing of the Beacon Court apartment," she said, "and I think it's going to sell very quickly. The building is a New York City landmark and Vornado maintains it impeccably. It's indescribably beautiful."

Sam is the latest Sunshine offspring to follow mom into the real estate biz. Sister Suzanne is a prominent commercial real estate broker in New York City while brother Paul, a technology entrepreneur, launched online real estate company Domineum with his mother.

Pictured above: Sam Sunshine, Bill Cunningham, Louise Sunshine and Pamela Liebman at the private reception for the apartment at One Beacon Court.

Photo by Richard Lewin.

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