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Sunshine starts new chapter

By LINDA BARR

Louise Sunshine is back — and she's feeling adventurous. One year after she stepped down as chairman of The Corcoran Sunshine Marketing Group, the doyenne of the residential marketing business has re-emerged as development director of the Alexico Group, she has formed a global online media company with branding wizard, Richard Pandiscio, and she's planning a new book that could rival her one-time mentor, Donald Trump's on the best-seller list.

"I took enough of a break to

gather my thoughts and reflect upon my next journey," Sunshine told REW following last week's sales launch for the Hakimian Organization's 75 Wall Street.

"I had many offers to consider, but I wanted to be associated with the very best of the best. My own credibility and reputation in the industry is very important to me, so it was essential for me to be associated with a development company that I felt lived up to my standards."

Sunshine has chosen well
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Photo by Richard Lewin

The Hakimian Organization and Corcoran Sunshine Marketing Group celebrated the Grand Opening of 75 Wall Street on Wednesday, September 19, with a private preview of the four model residences designed by The Rockwell Group. Pictured l-r are Joe Hakimian, Pam Leibman, CEO of the Corcoran Group, Louise Sunshine and Ben Hakimian.

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in Alexico, the development company helmed by Izak Senbahar and Simon Elias, a duo credited with helping fill New York City with the kind of homes its fashionable elite now demand. She has worked with them on many of the projects that helped earn the duo their status among the city's most influential luxury condominium developers, including the Grand Beekman and 165 Charles Street.

Now Sunshine is shepherding the arrival of Alexico's newest developments, the Laurel, at 400 East 67th Street, and The Mark, on East 77th Street, into a market that is set to be put to its toughest test in years as the impact of a national credit crunch pans out.

According to Sunshine, it is developments like Alexico's that will be able to not only ride out the storm, but set new benchmarks in the priciest housing market in the nation.

"The residential market in New York

City continues to be very strong, especially at the high end," said Sunshine. "And high end is definitely where Alexico excels. Their developments are in prime locations and each is created with the utmost attention to detail.

"These are developers who strive for perfection, which is exactly what buyers of luxury homes demand. In The Laurel, they have created a masterpiece with finishes, fixtures and amenities that I have rarely, if ever, seen used. The result is truly outstanding."

The Mark is no less spectacular and, once complete, will boast the most expensive penthouse ever sold in the city, according to Sunshine. The iconic tower originally designed by Shwartz & Grosson on the corner of 77th and Madison is being transformed by designer, Jaques Grange, whose touch, Sunshine predicts, will transcend the realm of luxury that Manhattan has made its own to create a veritable work of art for homebuyers.

"The Mark is definitely an example

of Alexico's attention to the very finest things in life," said Sunshine, citing the gallery created on the corner to showcase the homes. It features a collection of one-of-a-kind works designed by artists to fill the building's public spaces and, in a return to the more traditional platform of residential marketing, substitutes computer generated renderings for original watercolors that imbue the textures and materials being utilized in the conversion.

The Corcoran Sunshine Marketing Group has been hired to market and sell both developments and Sunshine has found herself in the role of client of the firm she founded.

She admitted, "It is a nice feeling to be able to work with people I have mentored and come up with a marketing and sales program that I think will be extremely effective and unique and that the Alexico Group will be proud of."

Sunshine has also formed a new global online media company, Sundezio, with

her son, Paul Sunshine, and brand creator, Richard Pandiscio. It will provide a database of luxury condominiums, condominium hotels, and fractional interests in the top 50 global markets. She will personally highlight her top picks in the various markets for a group of global investors subscribing to the site.

But it is perhaps her plans for a book that will garner her even more of the spotlight. Sunshine — who has worked with some of the world's most colorful and accomplished developers, architects and businesspeople — admitted, "I haven't yet decided whether it will be fiction because I don't know if anyone would quite believe the stories I have to tell.

"So many people in the past have told me I should write a book, people like Donald Trump, my first boss, and Jack Welch, who lives in my building.

"Since I am in an adventuresome mood, I just decided that would be one of the things I would do now."