

REAL ESTATE WEEKLY

April 25, 2007

Swig Equities Launches The Art Gallery-Like Production in Downtown's FiDi Neighborhood

To open sales for The Exchange at 25 Broad Street, Swig Equities' latest residential condominium in Downtown's FiDi (Financial District), President Kent Swig hosted an art gallery-type event for agents from Manhattan's major brokerage firms in the property's grand 19th century marble lobby. Swig Equities is remastering the building's 346 residential apartments into the finest condominium apartments available in Downtown, blending modern design and technology with traditional craftsmanship and using the richest of materials. The grand hallway of the lobby was used to host the event and featured color-changing kinetic lights, while a video projected the property's new kitchens, bathrooms and amenity spaces onto a large, custom-designed screen. The building's stately façade was washed in Swig Equities' signature purple to commemorate the occasion. The largest and most valuable office building in America at the time of its completion in 1902, The Exchange at 25 Broad Street immediately evokes Downtown Manhattan's Golden Age.



Keith Locker
INLET CAPITAL
Richard J. Brickell
JOSEPH P. DAY
Liz Swig
SWIG EQUITIES
Nina Runsdorf
XSB
Jeff Locker
LOCKER, GREENBERG
& BRAININ, P.C.



Kenneth Molian
PRUDENTIAL DOUGLAS ELLIMAN
Abby Platt Gellert
HALSTEAD
Steve Moran
PREFERRED EMPIRE
Kent Swig
SWIG EQUITIES



Robert Sorin
FRIED FRANK
Kent Swig
SWIG EQUITIES

Paul Sygrove
SWIG EQUITIES
Craig Burns
LEHMAN BROTHERS
Steven Kirschenbaum
SWIG EQUITIES



Elizabeth Celano
Chris Thomas
Bob Deutsch
Jill Braver
Gabriel Ford
Rhea Cohen
BROWN HARRIS STEVENS



Sepp Seitz
Fritz Frigan
HALSTEAD



Alison Root
SWIG EQUITIES
Paul Fishman
ROYAL ABSTRACT
Ether Weis
SWIG EQUITIES

Anna Angel
CITHABITATS
Larry Weinstein
PREFERRED EMPIRE
Julie Ford
PRUDENTIAL DOUGLAS ELLIMAN
Steve Moran
PREFERRED EMPIRE



Luigi Rosabianca
ROSABIANCA & ASSOCIATES
Susan Karlic
Ralph Brescia
CITHABITATS



Richard Silver
CORCORAN
Lea Governale
Julie Rupperecht
Joel Shapiro
HALSTEAD

Photos: Steve Friedman

Exchange at 25 Broad Street



Frank Arfmann
BROWN HARRIS STEVENS
Kent Swig
SWIG EQUITIES
MacRae Parker, Jr.
BROWN HARRIS STEVENS



Frank Menard
FALCON PACIFIC
Mark Friedman
Eugene Flotteron
SWIG EQUITIES
Brad Puscarella
Seve Nickel
FALCON PACIFIC



Keith Locker
INLET CAPITAL
Jeff Taschler
Peter Morral
UBS
Kent Swig
SWIG EQUITIES
Richard J. Brickell
JOSEPH P. DAY



Les Governale
Robert Stahl
HALSTEAD



Chuck Mamiye
MCM EQUITIES
Paul Sygrove
SWIG EQUITIES
Hymie Mamiye
MCM EQUITIES



Richard Grossman
Jon Phillips
Ginnie Gardiner
HALSTEAD



Larry Taganovic
Phil Procopio
SWIG EQUITIES
Leon Moed
MOED DE ARMAS
& SHANNON
Darren Schumer
FALCON PACIFIC
Norman Zeller
SWIG EQUITIES



Nadia Dickinson
PETER COOPER VILLAGE/
STUYVESANT TOWN
Neal Patel
Thomas Demsker
PRUDENTIAL DOUGLAS ELLIMAN
Margie Husel
CITHADITATS
James Gaffney
HALSTEAD



Charles Fritschler
Rosell Fritschler
John McDermott
BROWN HARRIS STEVENS



Molly Varrington
Susan Skinner
PRUDENTIAL DOUGLAS ELLIMAN

Stephanie Mastronardi
SWIG EQUITIES
Margaret Bay
Jacqueline Fitzgerald
Michelle Jacobson
BROWN HARRIS STEVENS



Judith Karnas
Anne Chang
PRUDENTIAL
DOUGLAS ELLIMAN



Julie Ford
Silvana Palazzolo
Douglas Fisher
Carmen Rivera
PRUDENTIAL DOUGLAS ELLIMAN
Larry Weinstein
PREFERRED EMPIRE