

THE REAL DEAL

www.therealdeal.com

NEW YORK REAL ESTATE

Vol.5 No.5 May 2007 \$3.00

May 2007

Swig Equities Launches The Exchange at 25 Broad Street 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.



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



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



Keith Locker
INLET CAPITAL
Richard J. Brickell
JOSEPH P. DAY
Liz Swig
SWIG EQUITIES
Nina Rundorf
NSR
Jeff Locker
LOCKER, GREENBERG
© BRAMIN, P.C.



Les Governale
Robert Stahl
HALSTEAD



Nadia Dickinson
PETER COOPER VILLAGES/
STUYVESANT TOWN
Neal Patel
Thomas Demler
PRUDENTIAL DOUGLAS ELLMAN
Margie Husel
CITHABITATS
James Gaffney
HALSTEAD



Richard Silver
CORCORAN
Lea Governale
Julie Rupperecht
Joel Shapiro
HALSTEAD



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



Judith Karnas
Anne Chang
PRUDENTIAL
DOUGLAS ELLMAN



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



Richard Grossman
Jon Phillips
Ginnie Gardiner
HALSTEAD