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EXCEL SALES ACCELERATING AS ECONOMY SLOWS

Brooklyn, NY March 5, 2009 – Despite the slowing economy, developer Matthew Goldfine has seen unprecedented demand for his condominiums at 116 3rd Place, Carroll Gardens, Brooklyn. The units have nearly sold out in record time. Only the penthouse unit is still available through Brown Harris Steven agent Phyllis Norton-Towers and is expected to sell shortly.

When asked for comment Mr. Goldfine responded, “While there are high inventory levels, there are none like this. Our obsessive attention to detail and exceptionally high quality standards have resulted in something that you just don’t find anymore. It couples the solidity of construction from days gone by with the convenience, reliability and energy efficiency of the best of today’s technology. Buyers can be extremely selective today and their response to our units is proof of concept of our no compromise philosophy.”

Four of the five available units flew off the market even before photos were posted on the Brown Harris Stevens web site. In some cases multiple buyers bid on units harkening back to the days before the current economy took hold. “I hate to say it, but build it and they will come”, Goldfine added. “We built the ‘oh wow’ factor into every unit and that is exactly how potential buyers respond. The best part is that owners will only really know how extensive the quality is after they have lived in their unit for a while and discovered all of the subtle and unique refinements and personal touches we’ve added.”

The available top floor penthouse, a stunning duplex unit featuring a stainless steel helical staircase sits well above the rooftops of neighboring buildings affording owners breathtaking views in every direction. The views are protected due to the recent down zoning regulations which cap any new construction at 50 feet. Once it’s gone it will be impossible to find anything like it.

When asked about competing in today’s economy, Goldfine went on to say, “You have to be the best to win in today’s economy. That has always been our goal but there is less room in this market and only by putting quality before everything else will you succeed today. Price is always a consideration and I think we get that right too. Our highly organized approach and our culture of doing it right the first time allows us to operate efficiently, and give our customers a lot more for their money as well as the highest quality in absolute terms. These units wouldn’t have sold the way they did if the price wasn’t right and we didn’t deliver on our promise of essential luxury. People demand more these days, that’s the new economy. Those who don’t realize that will be left behind.”

Listing agent Phyllis Norton-Towers can be contacted through Brown, Harris, Stevens at (718) 858-5739, via email PNortonTowers@bhsusa.com or at www.brownharrisstevens.com/phyllisnortontowers.

About Excel Builders

Excel Builders & Renovators Inc. is a Brooklyn based custom builder and boutique developer bringing modern and traditional elegance and the highest quality materials and construction methods to urban living. Since 1997 Excel has been creating total living environments that both aesthetically and ergonomically anticipate the homeowner's needs. An obsessive attention to detail in both what you can and cannot see makes Excel's work a thing of lasting beauty. For more information, visit www.excelbuilds.com or contact Matthew Goldfine at (646) 294-6475.

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