

NYC Buyers Discover a New World of Luxury Living at Trump Plaza New Rochelle



Buyers who are paying steep Manhattan rents and are priced out of the city's condo market are discovering an exciting world of luxury living at Trump Plaza where they can enjoy Manhattan-style amenities and breathtaking views of Long Island Sound.

July 8, 2008 - [PRLog](#) -- Buyers who are paying steep Manhattan rents and are priced out of New York City's condominium market are discovering an exciting new world of luxury living at Trump Plaza New Rochelle, where they can enjoy Manhattan-style amenities, breathtaking Long Island Sound, Manhattan and Westchester countryside views and a convenient 30-minute commute to midtown. And it's all happening in the heart of a major Westchester city poised to explode with economic revitalization.

After living on Manhattan's Upper East Side for many years, Josh Benenson, 34, decided to make the move north to Trump Plaza in downtown New Rochelle. "My wife and I wanted to get away from all the noise of the city but still wanted the excitement and convenience city living in a luxury building with great amenities including a 24-hour doorman and concierge," he said. "We were looking for a slightly less hectic pace but didn't want to give up any of the conveniences that are integral to our lifestyle."

After touring the model condominiums at Trump Plaza, the couple fell in love with their new home. They sold their Manhattan residence and moved into a two-bedroom, two-and-a-half bath condominium with spectacular views of the Manhattan skyline and Long Island Sound. "We're both very happy with our decision. At Trump Plaza, we have everything we were looking for – plus the added benefit of a heated indoor pool," he added.

Andre Williams, a New York City police officer, had rented in the Bronx and Yonkers before choosing Trump Plaza. A first-time homebuyer, Mr. Williams, 37, said the luxury amenities, expansive views and the Trump brand were key factors in his decision to purchase a two-bedroom condominium in the 40-story tower.

"I immediately knew this is what we wanted," said Williams, who together with his wife had been searching for a new home for almost a year. Trump Plaza's close proximity to the Metro North train station, as well as the excellent restaurants and other activities in downtown New Rochelle, played a big part in their decision. "We were attracted to all the new development in downtown New Rochelle. I'm a big movie-goer, so I like the fact that we're so close to the Regal Cinemas at New Roc City as well as all the

great restaurants and parks.”

David Greenberg, 34, had rented an apartment in Manhattan for nine years, but chose Trump Plaza when he was ready to buy. “I really wanted a two-bedroom condo, and the value of what you could get in New Rochelle versus Manhattan was just so much more,” he said.

Following an almost year-long search throughout southern Westchester and Connecticut, Mr. Greenberg and his wife moved into their new two-bedroom condo. As Director of Strategic Planning for New York University, he relies on Metro-North daily to commute to work. “The proximity to the train station is great,” he said. “I can just walk right there and I use my car only on the weekends.”

Jessica Rohm, Managing Director of Cappelli Sales & Marketing, the selling agent for Trump Plaza, said approximately a third of the buyers are coming from New York City. “Trump Plaza is particularly attractive to New York City buyers because of our close proximity to the city and the fact that we’re right across the street from the Metro North train station. It’s perfect for those people from the city who don’t have cars,” she said.

Beyond the excellent location, Ms. Rohm said buyers appreciate the tremendous value they get at Trump Plaza compared to residences in Manhattan. “At Trump Plaza you get almost twice as much space for your money. Plus the views we have here are hard to come by in the city. You would pay top dollar for views like this in the city,” she said.

Trump Plaza features spaciouly designed one-, two- and three-bedroom elegant residences offering hardwood flooring, gourmet kitchens with granite countertops, top-of-the-line “floating glass” and stainless steel appliances, designer cabinetry, marble baths with designer vanities and sinks, separate glass-enclosed showers, and washers and dryers.

A host of world-class amenities include: an indoor swimming pool with a magnificent greenhouse roof; fully landscaped outdoor garden terrace; Trump Plaza Club with plasma TV, fireplace, billiard and card tables; media room; tot room; business center; 24-hour valet parking; and concierge services.

One of the tallest buildings in Westchester County, Trump Plaza offers spectacular views of the Manhattan skyline and Long Island Sound, and is conveniently located just one block from New Rochelle’s new rail Transportation Center and five minutes from I-95. Residences at Trump Plaza are priced from the mid \$500’s to \$1.7 million.

For more information about Trump Plaza, please call (914) 632-6300 or visit the Sales Center and models at 175 Huguenot Street, 20th Floor, New Rochelle.

Trump Plaza is being developed by Donald J. Trump and Louis R. Cappelli, President of Cappelli Enterprises, a leading real estate developer and general contractor in the Northeast. Mr. Cappelli has been the driving force behind the dramatic revival of White Plains and New Rochelle. In New Rochelle, Cappelli also developed the New Roc City retail and entertainment complex that has played a crucial role in the downtown’s rebirth, and is the final planning stages for LeCount Square, a mixed-used development encompassing an entire city block in the heart of downtown New Rochelle featuring Class A office space, residences, retail space, hotel and restaurants.

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