



HOUSTON
HOUSE

298 EAST 2ND ST

AUCTION UNIT 3 ONLY

Online Bidding Opens March 23

Previously \$3,442,000

Starting Bid \$1,750,000



PARAMOUNT REALTY USA

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Listing Broker

Nest Seekers
INTERNATIONAL

THE **SERHANT** TEAM

Ryan Serhant
646.480.7665



AUCTION FOR UNIT 3 ONLY **ONLINE BIDDING OPENS MARCH 23**

Unit Number (Floor)	Approx. Sq Ft (Interior)	Approx. Sq Ft (Garden/Balcony)	Bedrooms/Baths	Offering Price
Maisonette (FL 1, 2)	2,411	830	3.5 Bed/3.5 Bath	\$3,000,000
3 (FL 3) – Auction	1,838	76	2.5 Bed/3 Bath	Starting Bid \$1,750,000
4 (FL 4) <i>In contract</i>	1,838	76	2.5 Bed/3 Bath	\$3,000,000
5 (FL 5) <i>In contract</i>	1,838	76	2.5 Bed/3 Bath	\$3,100,000
6 (FL 6)	1,838	76	2.5 Bed/3 Bath	<i>Please inquire</i>
7 (FL 7)	1,838	76	2.5 Bed/3 Bath	<i>Please inquire</i>
Penthouse (FL 8)	1,838	1,093	2.5 Bed/3 Bath	\$3,000,000

HOW TO PARTICIPATE

- REGISTER** for this auction at www.prusa.com.
- TOUR** the property on February 23, March 2, or March 7.
Viewings are by appointment only – please email info@prusa.com.
- BID** online at www.prusa.com. Bidding opens March 23 and ends March 25.

Buyer's Premium 3%. Subject to prior sale. Broker participation invited.

298 EAST 2ND STREET

Houston House is a brand new boutique condominium situated at the nexus of the East Village and the Lower East Side. The building rises 8 stories and possesses 7 floor-through homes in thoughtful 2- and 3-bedroom layouts. Interiors were designed to maximize space and natural light, and many of the units have dramatic, protected views of One WTC and Lower Manhattan. Amenities include a virtual doorman, state-of-the-art Butterfly Mx Virtual Doorman System, bike storage, and a package room.

Each apartment boasts private outdoor space and an array of high-end fixtures and finishes. Specific features include private keyed elevator access, gorgeous wide plank hardwood floors, triple glazed floor-to-ceiling windows with northern and southern exposure, high ceilings, in-home Miele washers/dryers, open-concept floorplans, and stunning kitchens equipped with eat-in peninsulas, marble countertops and backsplashes, chic custom cabinetry, and a suite of fully-integrated appliances from Miele.

A prime example of a best-of-both-worlds location, Houston House is just steps from all the trendy restaurants, bars, cafes, and shops offered by the East Village and the Lower East Side. It is close to the brand new Essex Crossing development, and is a short walk to the East River Promenade and Tompkins Square Park. Nearby subway lines include the F/M/J/Z. Pets are welcome.



GREEN LIVING.

REFINED LUXURY.

PANORAMIC VIEWS.

The listing broker for the property is Ryan Serhant (license number 10301209394) with Nest Seekers International (license number 10391201239), 594 Broadway, 401, New York, NY, 10012 ("Listing Broker"). PRUSA LLC d/b/a Paramount Realty USA ("PRUSA") is a co-exclusive marketing agent and marketing firm specializing in auctions. All references to square footage, dimensions and other numbers are approximate. This offering may be withdrawn, modified or canceled without notice at any time. All auctions with reserve unless explicitly stated as otherwise. Any Starting Bid or Minimum Bid reflected herein applies only to the day(s) and time(s) of auction, which shall conclude upon PRUSA's declaration of same; Sponsor is not obligated to accept any bid before or after auction. The reserve price for unit 3 is \$1,750,000, plus the 3% Buyer's Premium. A Buyer's Premium in the amount of three percent of the winning bidders' bid price will be added to such price to establish the total sales price. Furniture and other personalty is excluded unless explicitly stated as otherwise herein. This is neither an offer to sell nor a solicitation to buy to residents in states where registration requirements have not been fulfilled. No verbal representation may be relied upon. Auction subject to any terms of sale or other information provided by Listing Broker or PRUSA. The complete offering terms are in an offering plan available from Sponsor File No. CD17-0135. Sponsor: 298 East Village Owner LLC, located at 334 East 9th Street, New York, NY 10003. Equal Housing Opportunity.



BUILDING | Beneath a sleek Stolit Milano façade, Houston House contains 7 floor-through homes in thoughtful 2- and 3-bedroom layouts. The building also leverages a number of Passive House features to reduce its energy usage and carbon footprint. These include Energy Recovery Ventilator Systems, an airtight building envelope, and German-engineered triple-paned windows.



LIVING SPACES | Open-concept, south-facing, and imbued with natural light, living areas at Houston House are made for the seamless transitions of the contemporary lifestyle. French white oak floors and tripled-paned floor-to-ceiling windows with Siberian larch framing are nice touches, but dramatic unimpeded views of Lower Manhattan are nicer. Good thing these homes have both.









KITCHENS | Chic in every way imaginable, Houston House kitchens are equal parts form and function. They are equipped with eat-in peninsulas, custom Italian cabinetry, pantry space from ALTA, statuary quartz countertops and backsplashes, and fully-integrated, state-of-the-art appliances from Miele.



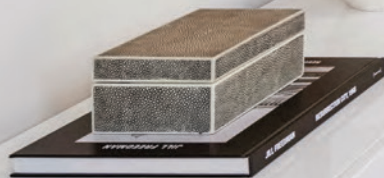






MASTER SUITES | Master suites at Houston House are situated away from living areas and adorned with huge closets and sublime en-suite bathrooms. Northern exposure guarantees that morning light will be soft and dreamy, and attached balconies add a dose of fresh air to morning and nighttime routines.









MASTER BATHROOMS | Luxurious yet refined, master bathrooms feature book-matched kala white slab walls, Boston Grafito large tile floors, floating double vanities, and separate showers and tubs. All fixtures and finishes are provided by Porcelanosa.



SECONDARY BATHROOMS | Secondary bathrooms are outfitted with custom fixtures, Porcelanosa cabinetry, floating Fresno Nigra Tuck vanities, and large Dark Mirage Stone floors. Just about every bedroom has an en-suite, and pristine powder rooms serve living and dining areas.







BUILDING

Passive House Inspired New Development.
Implemented to boost building efficiency
and reduce the building's ecological
footprint.

Via the building's Passive House inspired
features such as an airtight building
envelope, Energy Recovery Ventilator
Systems, Triple-paned windows, among
others, the building boasts premium indoor
air quality, lower utility costs, efficient
temperature management (comfort),
construction quality and durability, peace
and quiet, reduced reliance on outside
power, measured carbon savings, and much
more.

Attended Lobby

State-of-the-Art 'Butterfly Mx' Virtual
Doorman System

Bike Storage

Package Room

RESIDENCE

Virtual Doorman

Unimpeded breathtaking Southern Views of
Manhattan

7th & 8th Floors have Northern unimpeded
Manhattan views.

All Units have Private Outdoor Space

9'6" Ceilings throughout, with Maisonette
double-height ceilings up to 18'5"

Floor-through, Private-Keyed Elevator
Homes

French White Oak Wide Plank Floors

Custom Italian Kitchen Cabinetry

Multi-Zone Central A/C

Miele Washer/Dryer with Heat-Pump
Technology

Triple-Paned German-Engineered, Floor-to-
Ceiling Windows with Siberian Larch Wood
Framing

(ERV) Energy Recovery Ventilator Systems
to Reduce Consumption and improve Air
Quality

PENTHOUSE

Triple-exposure views with unimpeded
Manhattan Views

Private Roof Terrace with Water and
Electricity

Generous Ceiling Heights up to 16'5"

KITCHENS

State-of-the-Art Miele Appliance Package

Custom Spanish Imported Fixtures

Custom Italian Cabinetry and Pantry Space
by ALTA

Statuary Quartz Counter Tops and
Backsplash

MASTER BATHROOMS

Porcelanosa oversized porcelain book-
matched slabs- kala white in honed finish

Porcelanosa Boston Grafito large format
tile floor

Blanco Brillo Acrylic Porcelanosa Tub

Porcelanosa modern and sleek bathroom
fixtures in chrome

SECONDARY BATHROOMS

Custom Spanish Imported Fixtures and
Cabinetry by Porcelanosa

Fresno Nigra Tuck Vanities with integrated
sink

Porcelanosa modern and sleek bathroom
fixtures in chrome

Dark Mirage Stone large format porcelain
Flooring



EAST HOUSTON

Bounded by the East River Promenade and sandwiched between the East Village and the Lower East Side, East Houston is an often overlooked residential enclave that blends an old New York vibe with the convenience and infrastructure of contemporary Manhattan. It is marked by numerous parks and public gardens, and is just steps from a continually evolving collection of trendy restaurants, cafes, bars, and shops. Truly, it is one of the few remaining secrets of Lower Manhattan.



DINING

With a host of restaurants lining Houston Street and the tributary streets that join it, there is a dining option for every taste, a cuisine for every palate. Clinton St. Baking Company is a prime breakfast and brunch spot known for their killer pancakes, and Root & Bone serves up locally-sourced southern fare. Dirty French is not to be confused with Pardon My French, but both offer traditional French dishes with contemporary twists. Other highlights include Blue Ribbon Sushi Izakaya, Supper, Poco, Ivan Ramen, and Sweet Chick. .



SHOPPING/GROCERY

The brand new Essex Crossing development has a wide range of retail and on-the-go dining options, while larger stores like Target and Marshalls are also available. However, most shopping will be done in the dozens of boutiques that are spread throughout the area. For groceries, the neighborhood has larger places like Whole Food and Trader Joe's as well as smaller ones like Union Market. Vegetarians and vegans should also check out Orchard Grocer.



MUSIC/CULTURE

Rockwood Music Hall, Mercury Lounge, and The Bowery Electric all have a continually evolving list of up-and-coming bands, DJs, and solo artists. As for cultural institutions, check out the Tenement Museum for a closer look at 19th Century living and the New Museum for contemporary art. The Clemente Soto Velez Cultural & Educational Center and the International Center of Photography Museum are also not to be missed. Finally, the Nuyorican Poets Café has been treating guests to live jazz, poetry slams, literature, and performance art for the past 40 years.



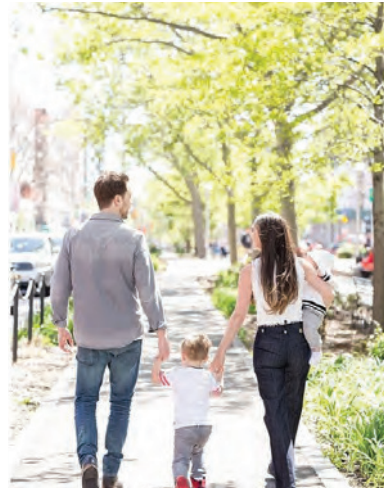
SOCIAL

There are just as many bars and clubs as anything else in the neighborhood, and probably more. Mr. Purple is a rooftop bar serving elegant drinks in an elegant setting, while Alphabet City Beer Co. is a casual spot with comfy chairs, rustic wood tables, and a huge selection of ales, pilsners, IPAs, stouts, and so much more. For a special night out, try Beauty & Essex, which is part pawn shop, part restaurants, and part cocktail lounge.



LEISURE

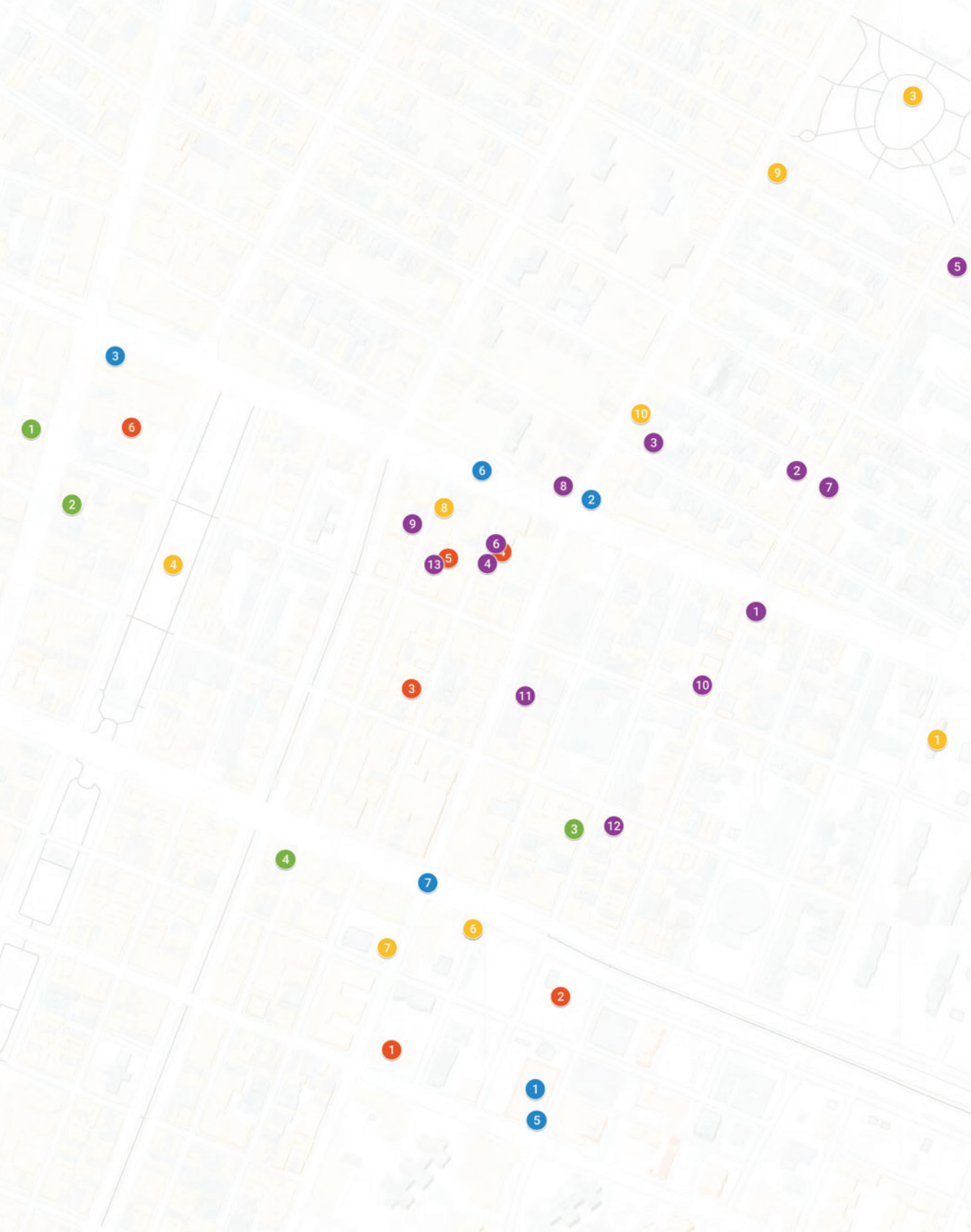
A secret paradise for recreation and fitness, East Houston has easy access to the East River Promenade and the Hamilton Fish Recreation Center and Park. The promenade is lined with basketball and tennis courts, soccer and baseball fields, and miles of jogging and biking lanes, while the Hamilton Fish Center has an Olympic-size swimming pool. For gym goers, Equinox, Blink Fitness, and New York Sports Club have you covered.

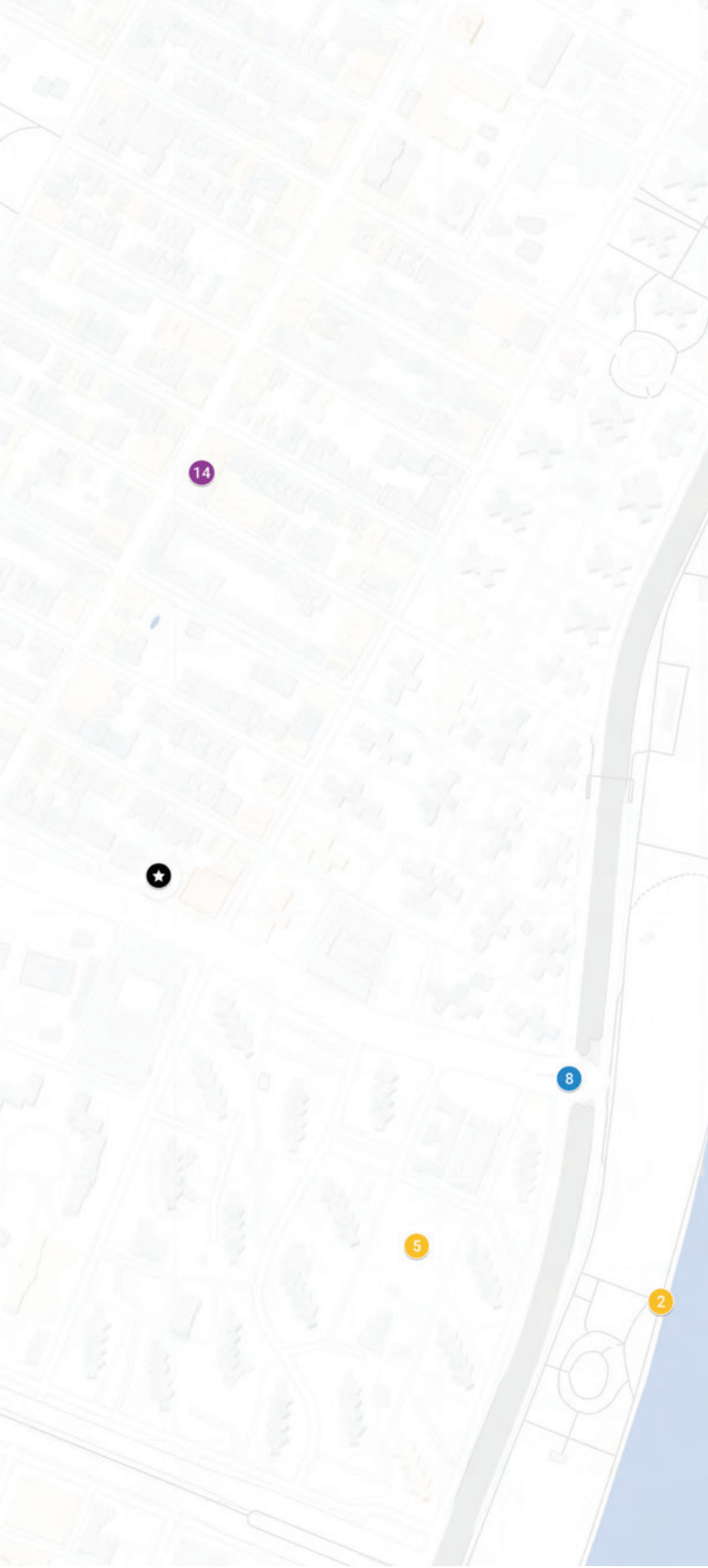


FAMILY

Every grade through high school is offered in the area, with prestigious schools like Nest+m and Bard High School Early College leading the way. Other options include Girls Prep LES Elementary, Manhattan Charter School, The Earth School, School for Global Leaders, and Cascade High School.







POINTS OF INTEREST

● CONVENIENCE

1. Trader Joe's
2. Union Market
3. Whole Foods Market
4. Essex Market
5. Target
6. Marshalls
7. Delancey St-Essex St F/J/M/Z
8. FDR Drive

● INFRASTRUCTURE

1. Essex Crossing
2. The Market Line
3. Ludlow House
4. The Ludlow Hotel
5. Hotel Indigo Lower East Side
6. New York
7. PUBLIC Hotel

● CULTURE

1. International Center of
2. Photography Museum
3. New Museum
4. The Clemente Soto Véléz
5. Cultural & Educational Center
6. Tenement Museum

● SOCIAL

1. Clinton St. Baking Company
2. Root & Bone
3. Supper
4. Sweet Chick
5. Pardon My French
6. Dirty French
7. Poco
8. Boulton & Watt
9. Blue Ribbon Sushi Izakaya
10. Ivan Ramen
11. Beauty & Essex
12. Nitecap
13. Mr. Purple
14. Alphabet City Beer Co.

● LEISURE

1. Hamilton Fish Recreation Center
2. East River Promenade
3. Tompkins Square Park
4. Sara D. Roosevelt Park
5. Baruch Playground
6. Regal Essex Crossing & RPX
7. The Gutter L.E.S.
8. Equinox Orchard Street
9. Blink Fitness East Village
10. New York Sports Clubs



DEVELOPER | Lee Properties Group

Lee Properties Group is a second-generation family office that owns and operates a current combined residential, retail, and commercial portfolio in excess of \$120 million dollars throughout the East Coast of the United States. Lee PG's core markets are in New York City and North Carolina multifamily operation where it has stabilized and developed 1150+ units multifamily communities to become top-performing assets in their class.

The sponsorship has experience in virtually all aspects of real estate in development, acquisitions, management, finance, food & beverage leasing, marketing and sales. In total, sponsorship's principals have been involved in over \$600 million dollars of residential, commercial and healthcare projects. Lee PG also has a wealth of experience in creatively addressing every element of the development and repositioning process including site acquisition, planning approvals, financing, construction, design, leasing, marketing and property management.

Lee PG is the first to spearhead new-urbanist and environmental initiatives such as net-zero energy design, passive house design, prefabricated and heavy timber structures, and battery-powered apartments.

Lee PG's latest condominium building, "Houston House" at 298 East 2nd Street was awarded the 2017 Innovation Grant by US Forestry Service and is praised as a testament of sustainability in an urban infill environment.

ARCHITECT | Jeffrey Cole Architects

JCA, is an architecture, planning and interior design firm located in NYC. Established in 1988, the firm is licensed and practices in New York, New Jersey and South Carolina. J.C.A.'s portfolio includes a wide range of project types and provides services to developers and private clients.

Recent projects include THE WHITMAN and PARK MANSION condominium development and THE RICHARD AVEDON FOUNDATION headquarters. Other projects include THE ALBERTA, an 86-unit luxury rental on Riverside Drive; a 48-unit luxury rental on Frederick Douglas Boulevard; a boutique, full-floor unit condominium development in Cobble Hill, Brooklyn and the 11-unit full-floor luxury rental development on St. Nicholas Avenue in Manhattan with cantilevers over the adjacent properties. Under construction is a 23 story hotel in Midtown. Currently on the boards is a 20 unit luxury condominium development in the heart of SOHO.

JCA has also built a portfolio of imaginative lofts, townhouses and apartments for our residential clients. Our residential work has been featured in Elle Decor, Vogue Living and New York Magazine.

EXCLUSIVE SALES AND MARKETING | The Serhant Team at Nest Seekers Int'l.

Led by Ryan Serhant, The Serhant Team is a bicoastal real estate sales and marketing team of over 40 agents in Manhattan, Los Angeles, Miami, and the Hamptons, specializing in high-end residential condo and co-op sales and leasing, multi- and single-family homes, new development sales, site acquisitions, and investment sales. The Serhant Team has garnered an excellent reputation and is currently ranked #1 Sales Team in New York City and has been in the Top 5 Sales Teams Nationwide by The Wall Street Journal's Real Trends from 2015-2019.

EXCLUSIVE SALES AND MARKETING | Paramount Realty USA

Based in New York, Paramount Realty USA is a real estate marketing firm specializing in auctions. The team has marketed, sold or advised on over \$2 billion of real estate and mezzanine interests throughout North America by auction. The firm has marketed residential and commercial property for developers, lenders, private equity firms, government agencies, family offices and other owners of real estate. For more information, visit www.prusa.com.



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NEW DEVELOPMENT GROUP

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The complete offering terms are in an offering plan available from Sponsor File No. CD17-0135. Sponsor: 298 East Village Owner LLC, Located at 334 East 9th Street, New York, NY 10003. Exclusive sales and marketing by Nest Seekers International, The Serhant Team. Equal Housing Opportunity.