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Williamsburg's The Edge Achieves 350th Closing

Complex Now 75% Sold

WILLIAMSBURG — The Edge has reached a major milestone, its development team reports. The 350th closing recently took place and the development is now 75 percent sold, according to Jeffrey Levine, chair of Douglaston Development, the building's developer.

"We're thrilled to have reached this major milestone," he said in a published statement. "We've seen an extraordinary market in Brooklyn this past quarter, and the sales and closings pace at The Edge are reflective of that strength."

MNS, the exclusive sales and marketing firm for the project, credits the strong sales record to its amenities package and area attractions.

For example, although the development, which is striving for LEED Gold certification, is conveniently located just three blocks from the subway and a five minute ride to Manhattan, residents can take advantage of on-site Zipcar service that will offer them a discount.

The new East River Ferry also has a landing site at The Edge, adjacent to building's promenade. Other attractions: the development is now home to the Brooklyn Flea and Smorgasbord, a gourmet and artisanal food fair, which has set up shop next door every Saturday and Sunday.

Situated along on the waterfront, the development's two towers, North Edge and South Edge — totaling a combined 565 units — offers a range of units from studios to three bedrooms, as well as duplexes and penthouses, with pricing starting at \$455,000, all available for immediate occupancy.

Prospective buyers can see six fully-furnished model residences, each with eco-friendly design features and energy-saving appliances — not to mention the "breathtaking" views, according to Andrew Barrocas, CEO of MNS.



This view of The Edge is from the waterfront esplanade.
Photo by Jesper Norgaard

“Our sales and marketing campaign has been extremely effective,” Barrocas said. “Sales averaged 30 units per month last quarter, and we’ve closed on 200 units since the beginning of the year.”

The complex has the gamut of amenity space in 40,000 square feet, including a glass-enclosed indoor-and-outdoor swimming pool with a heated floor, steam room and sauna, an indoor court for team sports like basketball and volleyball, virtual golf and video game lounges, and private screening rooms. Fitness centers, a movement studio and children’s playroom are also available for use in addition to the rooftop terraces and party spaces.

Amenities at The Edge are managed by American Leisure, a company synonymous with luxury amenity operations.