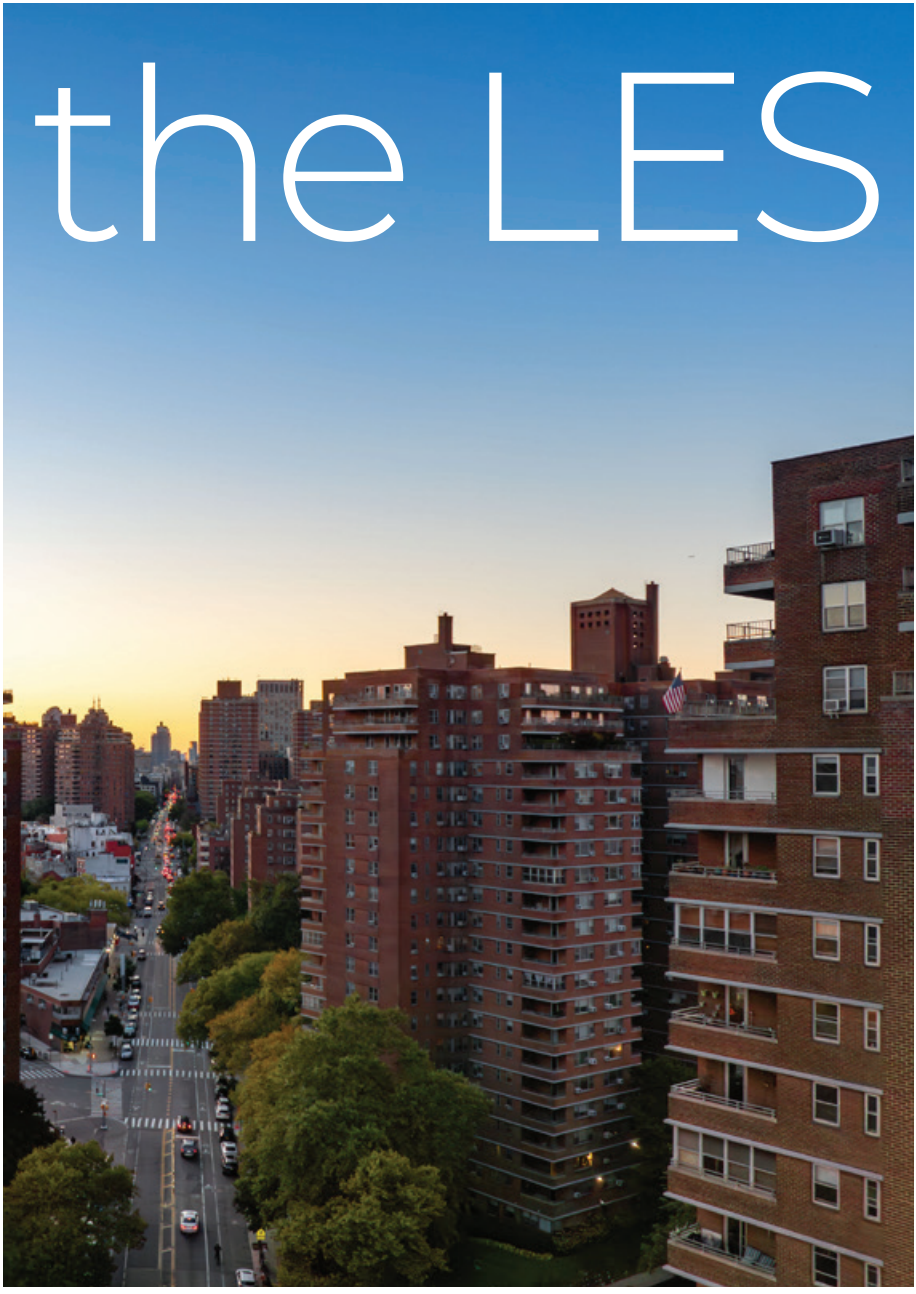
The Lower East Side's #1 Realtor

February **2025**

the LES



Presented by **Jacob Goldman**
Issue #2

#1 IN CO-OP VILLAGE

LOHO Realty

CELEBRATING 25 YEARS ON THE LOWER EAST SIDE



Welcome

To the Second Edition Of The LES!

Dear Neighbors,

Thank you for the amazing response to the first edition of The LES! Your enthusiasm and feedback highlight what makes the Lower East Side and Co-op Village such a vibrant and special community.

In this second issue, I'm excited to bring you more insights and stories tailored to our neighborhood. Inside, you'll find helpful tips, including an article on decluttering your home, as well as a feature on some of the top architects who not only work but also live right here in Co-op Village.

As someone who has called this neighborhood home for nearly 30 years, I've had the privilege of raising my kids here and witnessing how our community continues to evolve while staying rooted in its unique character. Whether you're considering selling your home, buying your first co-op, or simply looking to understand the market better, my goal is to provide you with the tools and knowledge to make informed decisions.

I'm honored to be your trusted real estate resource and advocate. If you have questions about the market or ideas for future editions of The LES, I'd love to hear from you. This magazine is for you—our vibrant, diverse, and inspiring community.

Here's to celebrating the Lower East Side!

Best,

Jacob Goldman



Things to Discuss With LoHo Realty When Buying or Selling a Co-op



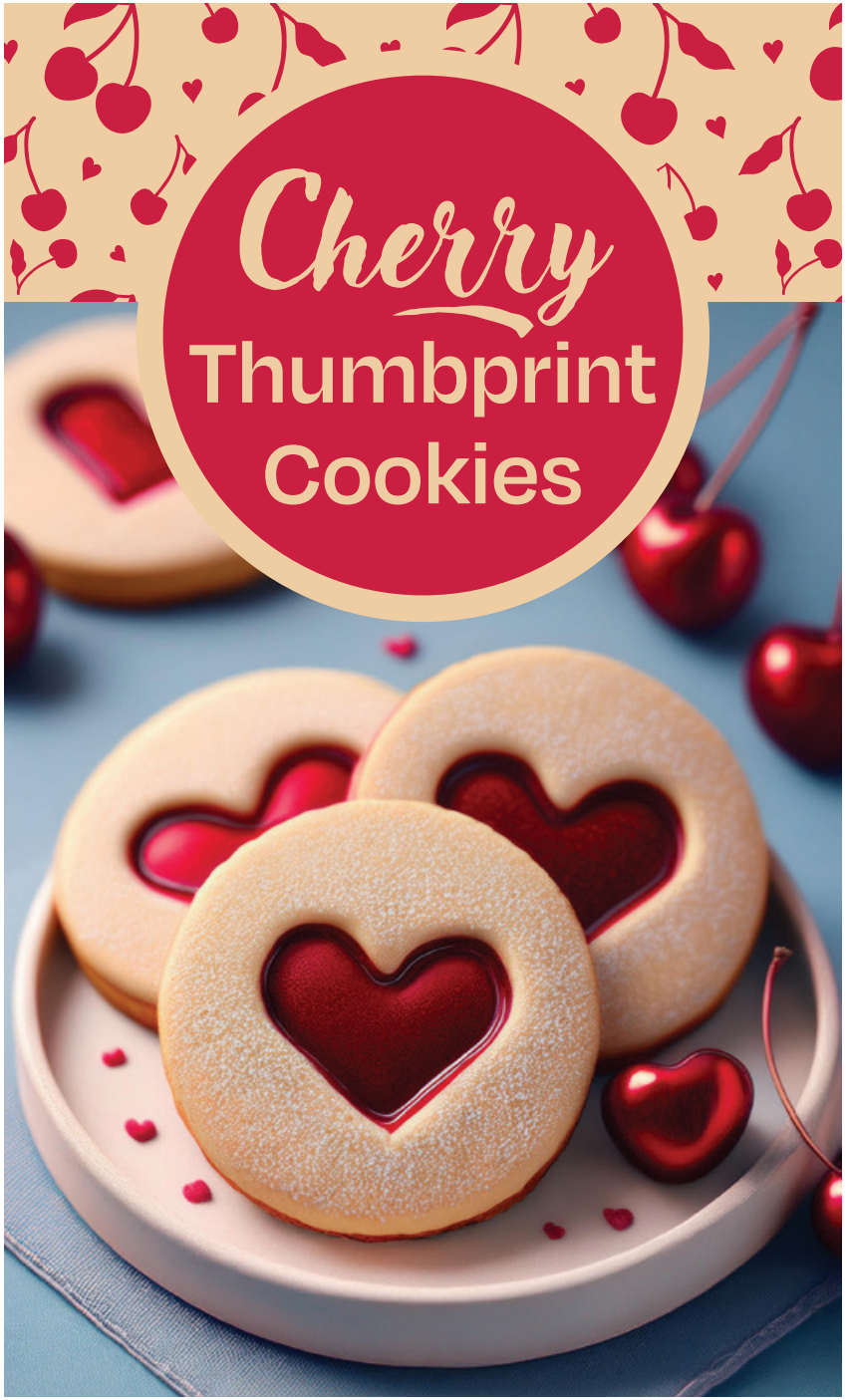
Navigating the unique world of co-op transactions can be complex, but with LoHo Realty by your side, the process becomes much smoother. With our deep understanding of the Co-op Village and the surrounding Lower East Side, we ensure that your experience—whether buying or selling—is seamless, informed, and tailored to your needs.

Here are key topics we'll discuss with you to help you achieve your goals:

- **Co-op Board Requirements:** Every co-op board has its own application process, financial expectations, and interview guidelines. We'll help you prepare the required documents, anticipate potential questions, and present yourself or your unit in the best possible light.
- **Pricing Strategy:** Pricing a co-op in this market requires insight into both building trends and the wider neighborhood. At LoHo Realty, we combine market knowledge with a personalized approach to ensure your co-op is competitively priced.
- **Preparing Your Home for Showings:** A well-prepared home makes a lasting impression. We'll guide you on how to declutter, organize, and make small, impactful improvements that showcase your co-op's best features.
- **Renovation Policies:** Considering a renovation? We'll help you understand the building's rules, including what requires board approval, so you can plan your upgrades without unexpected hurdles.
- **Marketing Strategy:** Selling a co-op is about more than listing it online—it's about telling a story. We'll craft a marketing plan that highlights your unit's unique qualities, leveraging professional photography, targeted advertising, and our extensive network to attract the right buyers.

At LoHo Realty, we pride ourselves on providing expert guidance that's rooted in decades of experience and a genuine commitment to our clients. Whether you're buying your first co-op, selling your longtime home, or anything in between, we're here to help you every step of the way.

Ready to take the next step?
Contact us at LoHo Realty to discuss your goals and how we can make them a reality. Let's work together to achieve your best outcome in the Co-op Village.



These delightful Cherry Thumbprint Cookies are buttery, tender, and filled with a homemade cherry jam that adds the perfect touch of sweetness. Shaped into charming hearts, they're as beautiful as they are delicious. While this recipe features cherry jam, feel free to substitute with your favorite flavor—strawberry, raspberry, or even apricot! Perfect for special occasions or everyday indulgence, these cookies are as versatile as they are tasty.

♥ Ingredients ♥

Cherry Jam

- 1 cup pitted cherries
- 1/4 cup sugar
- 1 tablespoon lemon juice

Cookies

- 1/2 cup unsalted butter (softened)
- 1/4 cup powdered sugar
- 1 large egg yolk
- 1 teaspoon vanilla extract
- 1 cup all-purpose flour
- 2 tablespoons cornstarch

♥ Instructions ♥

1. Prepare the Cherry Jam

- Combine cherries, sugar, and lemon juice in a saucepan over medium heat.
- Cook, stirring occasionally, until the mixture thickens to a jam-like consistency.
- Remove from heat and let it cool completely.

2. Make the Cookie Dough

- Preheat your oven to 350°F (175°C).
- In a bowl, cream together the softened butter and powdered sugar until light and fluffy.
- Add the egg yolk and vanilla extract; mix until well combined.
- Gradually incorporate the all-purpose flour and cornstarch, mixing until just combined to form a dough.

3. Shape and Fill the Cookies

- Divide the dough into 12 equal portions and roll them into balls.
- Place the dough balls onto a baking sheet lined with parchment paper.
- Using your thumbs, press into each ball to create a heart shape indentation.
- Fill each indentation with the cooled cherry jam.

4. Bake

- Bake in the preheated oven for 10-12 minutes, or until the cookies are lightly golden around the edges.
- Allow the cookies to cool on the baking sheet for a few minutes before transferring them to a wire rack to cool completely.

Local Architects

Transforming Co-op Village Homes



The Co-op Village isn't just home to a vibrant community—it's also home to talented architects who bring a unique combination of expertise and local knowledge to their work. Many of these professionals live right here in Seward Park, Hillman, East River, and Amalgamated Dwellings, giving them an intimate understanding of the buildings, layouts, and co-op board regulations.

When renovating in a co-op, it's essential to work with someone familiar with the intricacies of co-op living, from board requirements to design possibilities. These local architects know what works in our homes and can help you create a space that reflects your style while adhering to co-op policies. They're not just experts—they're also your neighbors, deeply invested in making Co-op Village an even better place to live.

Your Local Architects

(Listed in no particular order)

Greg Colston
Resident of Seward Park
465 Grand Street, 5B
New York, NY 10002
212-804-6279
info@glcolston.com

Suzana Bellettiere
Resident of Seward Park
425 Grand Street, 3A
New York, NY 10002
212-460-9669
sb@sectionf.com

Jill Menoff
Resident of East River
550 Grand Street, J7D
New York, NY 10002
212-982-7444
jill@jmenoff-architect.com

David Bench
Resident of Amalgamated
154 Scott Avenue, 426
Brooklyn, NY 11237
646-373-0769
david@bencharchitecture.com

Ron Nemec
Resident of Hillman
530 Grand Street, E9E
New York, NY 10002
917-224-6542
ron@ronnemec.com

Anjie Cho
Resident of East River
457 FDR Drive, A401
New York, NY 10002
917-478-1424
anjie@anjiecho.com

Greg Canaras
Resident of East River
195 Chrystie St, #502D
New York, New York 10002
917-284-0724
greg@gregarchitect.com



Elevate Your Co-op Living Experience

Whether you're planning a major renovation or small updates to your home, these architects combine professional expertise with a personal connection to the neighborhood. Their understanding of Co-op Village's unique character ensures that your project is not only compliant with co-op regulations but also enhances the comfort and functionality of your home.

If you're ready to transform your co-op, contact one of these talented local architects and start creating the space you've always envisioned.

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School

CAROLYN ADAMS – DIRECTOR OF EDUCATION



Photos by Peter Grey and Paul B. Goode

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Photo courtesy of pickleguys.com

WIN FOUR(4) $25 Gift cards to The Pickle Guys

LoHo Realty is giving away FOUR (4) $25 gift cards to The Pickle Guys, located at 357 Grand Street.

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Entering is simple and quick!

How to Enter:

Email us at: giveaway@lohorealty.com
Deadline to enter: February 28, 2025.
Make sure to include your name, phone number, and address in your entry. Winners will be chosen at random and announced via email by March 5, 2025.

Terms & Conditions: *One entry per person. One gift card per winner. Four winners in total.*

Decluttering for City Living:

My Journey and Practical Insights

By Jacob Goldman



Living in the Lower East Side offers a close-knit community, great apartments, and easy access to the vibrancy of city life. However, like any urban dwelling, space here is precious, and life's demands can make it challenging to stay organized. One of the projects I've committed to is keeping my apartment decluttered, organized, and functional—a space that not only reflects what's truly important to me but also brings me joy. Over time, I've learned that maintaining an organized home isn't just about removing clutter; it's about giving attention to all the details that make a space feel cared for, comfortable, and intentional.

Every week, I dedicate time to improving my home. Whether it's decluttering a closet, clearing out the pantry, or addressing areas that need attention—like fixing a broken floor saddle, touching up paint, or hanging artwork—it's a process that brings me a deep sense of satisfaction. Knowing that my space gets better every week fills me with pride and joy. This consistent effort has turned my apartment into a place that truly works for me and supports the way I live.

This process has become particularly important as my life has evolved. With most of the kids out of the house, I've been rethinking the purpose of my space—focusing on creating a home that supports how I live today while carefully considering what truly deserves to stay.

Lessons from Preparing 1,000+ Homes for Sale

One of the most valuable lessons I've learned—both from my own journey and from helping prepare over 1,000 homes for sale, many of them estates—is that the things we cherish might not hold the same meaning for our kids.

At the same time, some items we might overlook or think can be discarded could hold deep sentimental value for them. Everyday objects, like a piece of furniture, a well-worn book, or a holiday decoration, can carry memories of their upbringing that we might not fully appreciate. Before parting with certain things, it's worth having a conversation with your children to understand what holds meaning for them.

By being thoughtful now, I can ensure my home reflects what's truly important to me while also preserving what might matter to those I leave behind. Decluttering isn't just about letting go—it's about striking a balance between honoring the past and creating space for the present and future.

Decluttering for the Present, Not Just the Future

While decluttering often comes with the idea of preparing for the future—whether it's simplifying what might need to be handled later or creating a more manageable home for loved ones—it's just as much about living fully in the present.

A decluttered home supports how you live today, making everyday tasks easier and creating a space that feels calm, inviting, and ready to share with family and friends.

When your space is clear and organized, it becomes a place where you can comfortably host loved ones, whether it's a cozy dinner, a lively celebration, or a quiet coffee and conversation.

For me, the joy of decluttering comes from knowing that each week, my home becomes a little better—not just for myself, but for the people I care about. When my apartment feels organized and cared for, I feel more energized and focused, better able to enjoy time with those who mean the most to me.

Decluttering is not just about "someday." It's about creating a home that serves you and your loved ones right now—a space that brings you joy, supports your goals, and makes sharing moments with family and friends all the more meaningful.



The Value of Professional Help

Top-notch organizational skills don't come naturally to everyone, and that's okay. That's why I work with a professional organizer, Minky Glass, who also lives here in Co-op Village.

Just as a personal trainer helps you build physical strength, an organizer helps you develop the "decluttering muscles" needed to create lasting habits. Minky's insights have helped me break down overwhelming tasks and turn them into manageable steps, teaching me how to make better decisions about what to keep and what to let go of.

The process isn't just functional—it's empowering. Knowing that my home is improving week by week adds a layer of pride and joy to the entire experience. These consistent efforts, combined with Minky's guidance, have made my home feel lighter, more organized, and more intentional.



Practical Decluttering Tips

Decluttering can feel overwhelming, but with the right approach, it's manageable—and even rewarding. I've outlined my top 15 tips for decluttering in the sidebar of this article, so be sure to check them out for practical steps to get started.

Whether it's using the one-in, one-out rule, maximizing vertical space, or digitizing sentimental items, these strategies have helped me transform my apartment into a space that works for me and brings me joy.

Decluttering: A Journey, Not a Destination

For me, decluttering is more than just tidying up—it's a way to take care of my home, celebrate progress, and enjoy the transformation it brings. By letting go of what no longer serves me, I've created room for what truly matters and found joy in the process.

If you're feeling overwhelmed by clutter, start small and celebrate your wins along the way. Whether you're preparing your apartment for sale, reclaiming your space, or simply striving for a more organized life, decluttering is a gift you give to yourself—and to those who share your space, now and in the future.

Top 15 Decluttering Tips for City Living

1. Start Small: Tackle one drawer, shelf, or corner at a time to avoid feeling overwhelmed.



2. The One-Year Rule: If you haven't used it in a year, it's time to let it go.

3. Sort and Simplify: Use four categories—Keep, Donate, Recycle, and Trash—and stick to them.

4. Use Vertical Space: Maximize walls with shelves, hooks, or pegboards to free up floors.

5. Declutter by Category: Focus on one type of item at a time, like clothes, books, or kitchen tools.

6. Digitize Memories: Scan or photograph sentimental items, like old cards or kids' artwork, to keep the memories without the bulk.

7. Adopt the One-In, One-Out Rule: For every new item you bring home, let go of one existing item.

8. Invest in Multi-Functional Furniture: Pieces with hidden storage, like ottomans or bed frames with drawers, are lifesavers in city apartments.

9. Declutter Regularly: Set aside time weekly, monthly, or seasonally to assess and clear out your belongings.

10. Be Honest About Sentimentality: Keep only items that truly hold meaning or bring joy.

11. Eliminate Duplicates: Do you really need five spatulas or six sets of sheets? Keep the best, and donate the rest.

12. Say No to "Someday" Items: If you're holding onto something because you might use it someday, chances are you won't.

13. Create "Donation Day": Pick a recurring date to drop off donations—it keeps you motivated to let go.

14. Maximize Closet Space: Use slim hangers, shelf dividers, and under-bed storage to make the most of every inch.

15. Ask for Help: Don't be afraid to enlist a friend, family member, or professional organizer to give you perspective and accountability.

Pro Tip: Take it slow and celebrate your progress—decluttering is a journey, not a race!

Jacob Goldman

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Trusted by Neighbors Like You
Broad Reach, Local Focus

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"Jacob's knowledge of Co-op Village is unmatched. He guided us through the process with ease, ensuring we felt confident every step of the way."

Ready to Sell, Buy or Rent in Co-op Village? Let's Talk!

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Email: jacob@lohorealty.com
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Featured Listings

#1 IN CO-OP VILLAGE
LOHO Realty
25 YEARS



570 Grand Street, H1405

3 Bedroom | 1.5 Bathroom
Price: $1.15M
Maint.: $1,815



Jacob Goldman

212-388-1115, info@lohorealty.com



477 FDR Drive, M103/104

4+ Bedroom | 2+ Bathroom | 2 Balconies | Price: $1.5M | Maint: $2,647



477 FDR Drive, M103/4/5 BREAKTHROUGH OPPORTUNITY!

6+ Bedroom | 3+ Bathroom | 2 Balconies | Price: $2.275M | Maint: $3,787



477 FDR Drive, M105/205 DUPLEX BREAKTHROUGH OPPORTUNITY!

4+ Bedroom | 2+ Bathroom | Price: $1.534M | Maint: $2,650

Featured Listings

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LOHO Realty
25 YEARS

3 Bedrooms



266 East Broadway, B606
3 Bedroom | 1.5 Bathroom | Price: $1.3M | Maint.: $1,458

2 Bedrooms



575 Grand Street, E202
2 Bedroom | Balcony | Price: $850K | Maint.: $1,470

2 Bedrooms



477 FDR Drive, M205
2 Bedroom | Price: $759K | Maint.: $1,325

2 Bedrooms

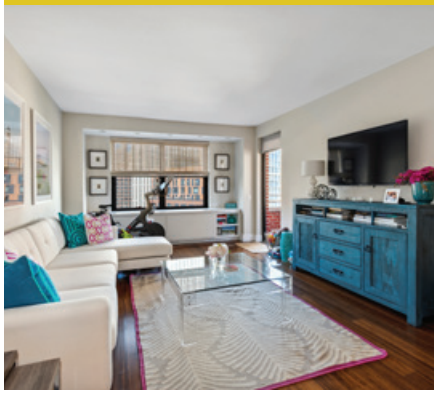


477 FDR Drive, M105
2 Bedroom | Price: $775K | Maint.: $1,325

Featured Listings

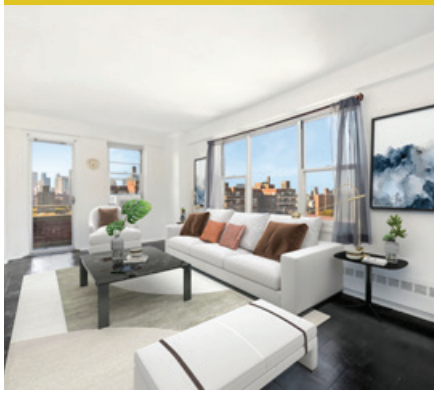
#1 IN CO-OP VILLAGE
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CELEBRATING 25 YEARS

1 Bedroom



415 Grand Street, E908
1 Bedroom | Balcony
Price: $795K
Maint.: $1,078

1 Bedroom



475 FDR Drive, L2104
1 Bedroom | Balcony
Price: $625K
Maint.: $1,223

1 Bedroom



570 Grand Street, H1504
1 Bedroom | Balcony
Price: $565K
Maint.: $1,250

1 Bedroom



575 Grand Street, E403
1 Bedroom Efficiency
Price: $475K
Maint.: $737

1 Bedroom



504 Grand Street, D51
1 Bedroom
Price: $615K
Maint.: $926

1 Bedroom



477 FDR Drive, M1802
1 Bedroom
Price: $565K
Maint.: $1,050

1 Bedroom



504 Grand Street, H1
1 Bedroom
Price: $565K
Maint.: $672

Studio



212 East Broadway, G502
Alcove Studio
Price: $509K
Maint.: $527

In Contract



212 East Broadway, G801
3 Bedroom | 1.5 Bathroom
Price: $1.3M | Maint.: $1,605



568 Grand Street, J706
2 Bedroom | Balcony
Price: $850K | Maint.: $1,481



477 FDR Drive, M607
2 Bedroom | Balcony
Price: $799K | Maint.: $1,470



550 Grand Street, J8A
2 Bedroom
Price: $715K | Maint.: $1,428



385 Grand Street, L605
1 Bedroom
Price: $605K | Maint.: $925



575 Grand Street, E1004
1 Bedroom | Balcony
Price: $599K | Maint.: $1,198



455 FDR Drive, B304
1 Bedroom | Balcony
Price: $535K | Maint.: $1,183



457 FDR Drive, A1601
1 Bedroom
Price: $525K | Maint.: $1,064



475 FDR Drive, L904
1 Bedroom | Balcony
Price: $509K | Maint.: $1,198



413 Grand Street, F702
Alcove Studio
Price: $465K | Maint.: $553



455 FDR Drive, B103
1 Bedroom Efficiency
Price: $425K | Maint.: $735



Jacob Goldman
212-388-1115, info@lohorealty.com

TESTIMONIALS

★★★★★

From beginning to end, dealing with LoHo Realty was a fantastic experience. Jacob and his team were wonderful. Their advice and ideas expedited the deal without a hitch. You can't do any better!

– Faigie Tropper

★★★★★

I had the pleasure of working with Jacob Goldman from LoHo Realty, and I can't recommend him enough! I value professionalism and hard work, and he exemplifies both. His dedication to his clients in Lower Manhattan is evident in every interaction. He goes above and beyond to ensure that all needs are met, making the process smooth and stress-free. If you're looking for someone who truly cares about their clients, look no further!

– Dan Cholewa

★★★★★

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UJCES

United Jewish Council of the East Side

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UJCES is a not-for-profit organization with over 50 years of experience serving people with disabilities and older adults throughout the five boroughs of New York City. All UJCES clients benefit from our extensive network of programs and services geared towards improving their wellbeing and quality of life through the provision of home care, social services, food assistance and older adult centers.

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Is The Highest Offer The Best Offer?

Sellers,

There's More to Consider Than the Dollar Amount

It's important to review the offer carefully before selecting a buyer, even if they're offering the highest bid. While more money is always attractive, you may face additional hurdles and time constraints to receive it. Here are a few factors to consider when selling your co-op:

Decide Your Ideal Financing Method

If a buyer plans to have a mortgage, make sure they include a pre-approval letter on their lender's letterhead with their offer. If a buyer submits a cash offer, ask for proof of funds. One thing to note with cash offers is that while they carry less risk, they often give buyers more negotiating power.

Co-op Board Approval

In co-op sales, board approval is critical. Even if a buyer submits an attractive offer, it's important to assess whether they are likely to meet the co-op's financial and personal requirements. Buyers with a solid financial profile and a history of co-op ownership may face a smoother approval process.

The Less Contingencies, The Better

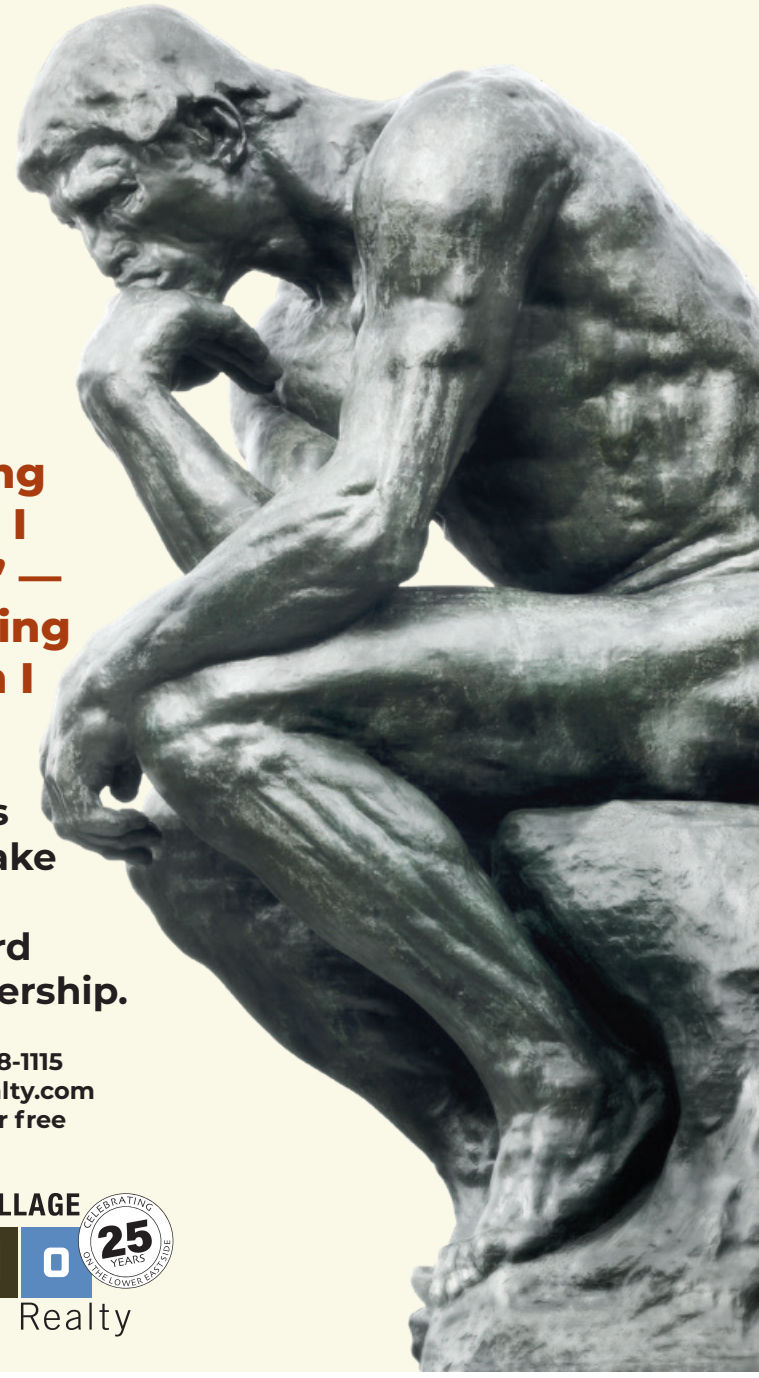
Contingencies place hurdles in the closing process. Where it can become problematic for you is if a contingency can't be satisfied, then the buyer may try to renegotiate the purchase price or, in some cases, back out altogether. Minimal contingencies reduce risk and help ensure a smoother transaction.

Experience with Co-ops

Not all buyers are familiar with the nuances of co-op ownership. Buyers who understand the responsibilities of co-op living, such as board rules and maintenance requirements, are often better positioned for a smooth transaction. A buyer with prior co-op experience or a willingness to learn can make the process far less stressful for everyone involved.

If you're thinking of selling, please reach out to your local neighborhood expert, LoHo Realty today!

Why Am I Renting?



Isn't it time to turn your rent into equity?

Are you tired of renting? Renting can feel like you're throwing money away every month, but it doesn't have to be this way. Imagine investing that monthly rent into your own home — building equity, stability, and your future. By owning a co-op, you can enjoy potential tax benefits and build long-term financial security.

And LoHo Realty is here to make it happen.

With over 25 years of experience, we specialize in helping renters transition to homeowners. Let us guide you through every step of the process, from financing options to finding the perfect place to call home.

Stop wondering 'Why am I renting?' — start asking 'How can I own?'

Contact us today to take the first step toward homeownership.

Call us at 212-388-1115 or visit LoHoRealty.com to schedule your free consultation.

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CELEBRATING 25 YEARS ON THE LOWER EAST SIDE



FRESH IDEAS TO SPRUCE UP YOUR LIVING ROOM

DESIGN A COMFORTABLE SEATING AREA

Start by rearranging your furniture to encourage conversation and relaxation. Try placing your seating options in the middle of the room rather than along the walls. This layout will breathe new life into your living room while also allowing more space for lighting, art, and storage.

COORDINATE WITH MATCHING COLORS

Unify the room by sticking to a cohesive color palette. Choose hues that complement each other to create a harmonious and stylish look.

PLACE A LARGE RUG

A generously sized rug can anchor the room and tie all the elements together. Pick one with a bold pattern or texture to add depth and interest.

REFRESH WITH NEW THROW PILLOWS

Swap out your old throw pillows for fresh ones in different shapes, sizes, and patterns. This simple change can instantly liven up the space.

ADD MIRRORS

Mirrors are a fantastic way to make your living room feel brighter and more spacious. Position one to reflect natural light or showcase a favorite view.

SHOWCASE PERSONAL PIECES

Incorporate items that reflect your personality, such as family photos, travel souvenirs, or heirlooms. These details make your space uniquely yours.

OPT FOR OVERSIZED ARTWORK

A statement piece of art can serve as a stunning focal point for your living room. Choose something that resonates with your style and complements the room's aesthetic.

USE STATEMENT LIGHTING

Replace standard fixtures with eye-catching lighting, like a dramatic chandelier or modern floor lamp. This adds a touch of elegance and enhances the room's ambiance.

INTRODUCE TEXTURAL ELEMENTS

Mix textures to add dimension. Consider woven baskets, velvet throws, or a wooden coffee table to make the space more dynamic and inviting.

Important Contact Numbers

Community Numbers

Police, Fire, Emergency	911
7th Precinct	212-477-7311
Hatzolah	212-230-1000
NORC	212-358-8489
Educational Alliance	646-395-4100
Manny Cantor Center	646-395-4280
Henry Street Settlement	212-766-9200
Abrons Arts Center	212-598-0400
Paul Taylor Dance Company	212-431-5562

East River Cooperative

Management	212-677-5858
Maintenance	212-677-5744
Boiler Room	212-677-2767
Security	
453 / 455 / 457 FDR Drive	212-253-6767
473 / 475/ /477 FDR Drive	212-253-6966
568 / 570 / 572 Grand Street	212-253-6866
573 / 575 / 577 Grand Street	212-253-6996

Hillman Cooperative

Management	917-938-5833
Maintenance	917-938-5833
Emergency Line (after hours & weekends)	212-986-0001
Boiler Room	212-677-2767
Security	646-901-2954

Amalgamated Cooperative

Management	212-970-5890
Maintenance	646-773-6919
Boiler Room	212-677-2767
Security	646-773-6919

Seward Park Cooperative

Management	212-979-1480
Maintenance	212-982-2221
Security	
208 / 210 / 212 East Broadway	212-505-5893
264/ 266 / 268 East Broadway	212-505-5891
383 / 385 / 387 Grand Street	212-505-5894
413 / 415 / 417 Grand Street	212-505-5890

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Jacob Goldman

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