



March 9, 2011



► On view: You can clearly see the Empire State and Chrysler buildings from 55 Thompson's giant windows.

High-roller renting

► Luxury rental 55 Thompson has piqued the interest of celebrities and entrepreneurs ► We find out what's behind all the high-end hype

Wondering what it's like to live in a \$25,000-per-month pad? Welcome to 55 Thompson, a luxury rental — yes, a rental — in swanky SoHo. Stars like Kanye West, Emma Stone and Mary J. Blige have been scouting apartments in the extravagant building.

Why all the hype? A former parking garage, the 38-unit (plus a three-story townhouse), nine-story building has high-end amenities galore: white oak flooring, gas fireplaces, vast windows, skylights and custom-made kitchen cabinets. And let's not forget the beautiful, wrap-around terraces.

"The terraces have stunning views of northern and southern Manhattan and

"Buying expensive homes right now is in a flux, so they're deciding to rent for a year, maybe two years. Financially, it makes more sense to rent."

STEVEN CARTER, LEASING MANAGER FOR 55 THOMPSON

Rent-controlled

Surprisingly, 55 Thompson is rent-stabilized, which provides comfort to tenants. And the building is brand new: "Our current tenants are the first people living here. That's a big plus for the clientele," says Carter.

the Hudson River," says Steven Carter, leasing manager for 55 Thompson. There are also spacious closets, as well as top-of-the-line appliances such as Bosch dishwashers, Bertazzoni gas ranges, Whirlpool washers and dryers and Sub-Zero fridges. Rents range from \$7,000 for a one-bedroom to \$25,000 for a three-bedroom.

"Instead of staying in hotels, [people] are renting here. They want the same quality of living that a hotel provides," says Carter. To create that hotel vibe, 55 Thompson has a convenient, 24-hour concierge service called Sky's The Limit. "They'll do reservations to restaurants, theaters and shows as well as

dog-walking, babysitting, whatever you want. Some [services] are complimentary, others you pay for, depending on the package," explains Carter.

Tenants tend to be in the financial field or entrepreneurs who have businesses in Los Angeles and New York City — and are aware that when it comes to high-end price ranges, it's a renter's, not buyer's, market.

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