



**FOR IMMEDIATE RELEASE**

Contact: Sarah S. Berman  
The Berman Group, Inc.  
(212) 450-7300  
[sberman@bermangrp.com](mailto:sberman@bermangrp.com)

***SLATE PROPERTY GROUP AND ADAM AMERICA REVEAL PLANS FOR 51 JAY***  
*Distinctive Collection of 74 Condominium Homes Designed by ODA Architecture*

**Brooklyn, New York – May 30, 2014 – Slate Property Group and Adam America** announced today the introduction of **51 Jay Street** to the Dumbo community: a collection of 74 condominium homes, including six penthouses and a unique townhouse, set in a thoughtfully converted warehouse. Each residence designed, crafted and polished to a breathtaking standard by **ODA Architecture**. With a 24-hour concierge, children's playroom, fitness room, rooftop fireplace, sundeck and much more, 51 Jay is truly a development that has it all. It is a building without compromise, respectfully reinvented, lovingly reclaimed and uniquely built. Grounded in its industrious past yet crafted for future living, it's a bespoke living space 'like no other'.

Dumbo's industrial heritage comes to new life for the neighborhood's next generation at 51 Jay. Steel tracks set into the polished concrete of the lobby celebrate the hard-working tradition of Brooklyn married with the elegance of modern living. Black frames divide enlarged, warehouse-style windows, capturing the distinctive look of the original building. It's not just a place to live, but a place for life, for Dumbo's next generation. Residents will enjoy 2-4 bedroom condominiums designed for comfort and a distinctly Brooklyn lifestyle.

The project, designed by ODA Architects, will be created to meet the modern city's most exacting standards. Sleek finishes, bespoke details—no facet of the design has been overlooked. **Halstead Property Development Marketing** will manage sales of the condominium development.

"The developers considered every detail in transforming 51 Jay from a historic warehouse into modern condominiums that will elevate the standard of luxury in Dumbo," said Robin Schneiderman, Managing Director of Halstead Property Development Marketing. "HPDM is looking forward to launching sales and marketing later this year and anticipates a positive response from buyers seeking gracious, loft-style living in one of the most sought-after areas of Brooklyn."

According to Martin Nussbaum, Principal of Slate Property Group, "We have worked closely with the ODA team to bring to life our vision of a unique residential development built for Dumbo's next generation seeking comfortable Brooklyn living combined with the utmost attention to detail and the highest quality finishes available today."

Dvir Cohen Hoshen, a principal of Adam America Real Estate, added, "We understand the unique value of Dumbo living for families and we are pleased to unveil this unique residential product with a limited release this year. We hope to provide a lifestyle like no other."

For more information on 51 Jay Street, please visit [www.51JaySt.com](http://www.51JaySt.com), [www.instagram.com/51jaystreet](https://www.instagram.com/51jaystreet), [www.twitter.com/51JayStreet](https://www.twitter.com/51JayStreet) and [www.facebook.com/51JayStreet](https://www.facebook.com/51JayStreet).

### **About Slate Property Group**

*Slate Property Group is a vertically-integrated owner, operator and developer of residential and commercial real estate in the New York metropolitan area. From adaptive reuse and repositioning of existing assets to ground-up development, the Slate team leverages proven expertise, a diverse set of capabilities, and a regimented approach to identify unique residential, mixed-use and retail real estate investment and development opportunities. The company is dedicated to creating innovative products that fulfill unmet market demand, delivering the highest quality real estate to its tenants, enhancing the long-term value of the assets, and improving local communities.*

*During the last five (5) years, the principals of Slate Property Group have purchased in excess of \$1 billion in real estate assets through various value-add and development strategies. For more information, please visit the company's website at [www.slatepg.com](http://www.slatepg.com).*

### **About Adam America**

*Adam America Real Estate (AARE) is a New York City-based real estate development group, active in the residential multi-family market in New York metropolitan area. AARE identifies unique investment opportunities and manages all phases of development from financing through construction and sales.*

*AARE is involved in both rental and condominium development, focusing on Manhattan and Brooklyn. To date, Adam America has invested over \$200 million of equity into multiple ground up and value-add multi-family developments becoming one of the most active development groups in Brooklyn. AARE's portfolio includes approximately 1,000 rental apartments, 150 condominium units and 30,000 square feet of commercial space under various stages of development in neighborhoods such as the East Village, Lower East Side, Williamsburg, 4<sup>th</sup> Avenue, Park Slope, Dumbo, Prospect Heights and Clinton Hill.*

*AARE is also bringing to market this summer highly anticipated properties such as 100 Norfolk – a boutique, 38-unit, 12-story luxury condominium prominently located on the Lower East Side.*  
[www.adamamericare.com](http://www.adamamericare.com).

### **About Halstead Property Development Marketing**

*Halstead Property Development Marketing is the exclusive sales and marketing firm for numerous new developments in New York and New Jersey.*

*The team consults with developers on every aspect of the development process, including pre-development planning, such as comprehensive market research, detailed unit mix and layout analysis, and amenities planning -- all of which enable their clients to maximize sales prices, increase absorption rates and provide an overall superior product benefiting the consumer and developer. In addition, the division directs and coordinates the selection of all on-site personnel, conducts extensive sales training and monitoring, designs exceptional sales environments, and creates integrated communications*

*planning including marketing, advertising, public relations and branding. For more information on the Halstead Property Development Marketing Division, please visit: <http://www.HalsteadPDM.com/>.*

###