

THE NEW CHEVROLET VOLT

TAKE CHARGE IN THE NEW
CHEVROLET VOLT.

*Important Info

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ALPHABET CITY

Half the Units in Rebranded Seven East Village Already Sold

4

BY JEREMIAH BUDIN · FEB 9, 2015, 3:45P



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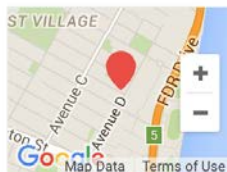


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Selling **luxury condos on Avenue D** is a tall order, and after brokerage Urban Compass **had no success with boutique condo building** 277 East 7th Street developer Steve Ferguson turned the project over to *Million Dollar Listing* star Ryan Serhant, who rebranded it **Seven East Village**, **commissioned an ad with a shirtless bike-riding hipster**, and held a (re)launched party **at which he auctioned off a Vespa**. Curbed commenters were skeptical. "\$2 million to live on Avenue D?! Good luck with this project, Ryan," one wrote. "Urban Compass didn't fare well and I doubt you will either." But, lo and behold, an article on Alphabet City's surging trendiness reveals that Serhant has already **managed to sell three of the building's six apartments**, less than a month after relaunching sales. Those marketing tactics might seem silly, but apparently they're working.

- [New Units Start to Spell Luxury in Manhattan's Alphabet City](#) [WSJ]
- [277 East 7th Street coverage](#) [Curbed]



Seven East Village

277 East 7th Street, New York, NY