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NAFTALI GROUP'S NEWEST UPPER EAST SIDE CONDOMINIUM SIGNS NEARLY \$100 MILLION IN SALES

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Naftali Group recently announced their latest project on the Upper East Side, The Benson, has signed nearly \$100 million in sales contracts after launching in September. The Benson marks Madison Avenue's first new condominium development on the Upper East side in more than 25 years. The exceptional sales milestone for the building is approximately 40 percent of the total sellout, including two penthouses that crown the top of the building. Penthouses B and C were signed for \$35 million and \$22 million respectively.

"The Benson offers an unparalleled private, club-style residential experience and we have seen such an overwhelming response from buyers, especially in the current market," said Miki Naftali, Chairman and CEO of Naftali Group. "Created by a team of world-class designers, located on one of the world's most famous avenues and offering spectacular and gracious spaces as well as an amazing collection of amenities, buyers are recognizing the value of purchasing a home here."

The Benson is a 19-story tall boutique condominium featuring half-floor and full-floor condos, duplex layouts, private terraces and shared outdoor space. The building is designed by Peter Pennoyer Architects with oversized windows to allow an abundance of natural light to stream in. The design is also influenced by the historic houses in the surrounding Upper East Side neighborhood.

"Buyers and brokers are recognizing this rare opportunity to live in a new condominium development on 79th Street and Madison Avenue," said Alexa Lambert of Compass Development, who exclusively handles sales and marketing for The Benson. "Beyond the beautiful amenities at The Benson, Central Park is right next door and you are immediately nearby some of the best museums in the world to pop into anytime. The great shopping, and best and chicest dining and "coffee" spots are also within a few blocks. The quality of design and construction is a big part of our current popularity, but our location is literally perfect."

The Benson is within a short walk to Central Park and offers vast club-like amenities. The condominium is located at 1045 Madison Avenue and East 79th Street in the storied Upper East Side with occupancy expected in 2021.





