

The Journal News

Thursday, October 18, 2012

Prominent custom home builder taps Madison Hawk to auction majestic 10,000 sq.ft. estate in exclusive Pierson Lakes

Auction of spectacular Phase 1 model home chosen as an exciting way to generate interest for the launch of the new phase of the development at the incomparable estate home community in Sterlington, NY

A majestic 10,000 square-foot estate home nestled on 7-plus acres of breathtaking property within the exclusive Pierson Lakes community in Sterlington, NY will be offered in a one-day only auction sale on Tuesday, November 13th by Madison Hawk Partners, LLC.

Created by renowned luxury estate home builder and Pierson Lakes developer, Byron Hill Homebuilders, the grand residence is reflective of the stunning country estates that define the Pierson Lakes community, where just 74 homes will share the 1,000 +/- acre setting that features two approximately 100-acre lakes and a private, resort-like atmosphere — all less than one hour from New York City.

"We designed the home to be utilized as a dramatic model residence for the first phase of

25 grand home sites within the gated community," notes Luther Gueyikian, President of Byron-Hill Homebuilders. "We're now offering the completed stately model residence through the auction as a means to successfully complete the sale of Phase 1 while generating excitement for the launch of the next phase of the development, which is 16 lakefront homesteads."

Madison Hawk has set the suggested opening bid for the estate at \$1.2 million, whereas the original listing price was \$2.9 million. The auction will take place on Tuesday, November 13, 2012 at the Sheraton Crossroads Hotel, 1 International Boulevard, Mahwah, NJ. Registration begins at 7pm with the auction commencing at 8pm. In-

terested buyers can view the estate home at pre-auction Open Houses scheduled for Saturdays and Sundays, October 13, 14, 20, 21, 27, 28 and November 3, 4, 10 and 11 from noon to 3pm.

"Byron-Hill Homebuilders came to us to devise an innovative marketing and sales solution to achieve a specific goal," notes Jeff Hubbard, President of Madison Hawk, a national real estate firm and industry leader specializing in Structured Accelerated Sales.

"We chose a one day-only auction event to meet their objectives. We're confident that the open bid process and compelling value proposition we're establishing will resonate with buyers who will favor the opportunity to purchase a completed home at a price point that is determined by the marketplace."

Located at 1 North Face, Sterlington, NY, the architecturally-distinctive estate home, known as Bordens Castle, features an expansive floor plan with grand living spaces surrounded by the scenic beauty of its undisturbed, mountainous landscape. The home's first floor includes a living room with an adjacent bar, family room, dining room, modern, two-story kitchen with breakfast nook, and two charming covered porches. The second floor features four spectacular bedroom suites, each with its own private bath. The master suite offers exceptional luxury, with a private study, sitting room, sumptuous master bath and "his" and "hers" dressing rooms, all accessed via a private staircase. Two other bedroom suites open to a shared living room, with one of them also featuring a separate private sitting area and walk-in closet. The fourth bedroom suite includes a private living room, separate sitting area and walk-in closet.

The coveted home's dramatic two-story entry foyer, luxurious marble bathrooms, granite kitchen countertops, custom stone hearths, hardwood floors, massive walk-out basement, charming turrets, rolling grass lawn and private

courtyard further add to its charm and prestige.

Pierson Lakes' estate homes are all designed to maximize the splendor of their sprawling home sites and surrounding natural terrain. Residents enjoy an incomparable setting fostered by the community's 1,000 plus acres of natural beauty and privacy. Often referred to as "Tuxedo Park South," the gated community is being developed around the serene waters of the 100 +/- acre Cranberry Lake and 94 +/- acre Potake Lake, with over 23 feet of shoreline, a boathouse and a community beach offering swimming, canoeing, sailing, legendary bass and perch fishing and sunbathing.

Hidden amidst the mountainous woodlands on the border of New York and New Jersey in the acclaimed Ramapo Township, the community is surrounded by natural preserves, parks and hundreds of miles of trails commonly found in prestigious mountain resorts. A labyrinth of paths meanders throughout the property's rolling terrain for jogging, walking and horseback riding, while the community is surrounded by Sterling Forest Park and open space on three sides.

For more information on the auction of this Pierson Lakes' Estate, please call 212-971-9720 or visit www.madisonhawk.com/auctions/PiersonLakes.

About Byron-Hill Homebuilders: Byron-Hill Homebuilders has a stellar reputation for successfully developing some of the most uniquely-conceived and well-executed estate home communities in the metropolitan area, including such exclusive locales as Marlboro, Holmdel and Colts Neck, New Jersey and Rockland County, New York. Guided by Greg Sarkissian and Luther Gueyikian, the company is renowned for its unique vision and singular expertise in designing and building neighborhoods for today's professional class.

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T 201.876.3100 • F 201.876.3111 • 1401 Washington Street, Suite 300, Hoboken, New Jersey 07030 • www.cahncommunications.com

About Madison Hawk: Madison Hawk is a national real estate firm and industry leader specializing in Structured Accelerated Sales and Capital Market Solutions to complex real estate situations across all asset classes. The Madison Hawk team is among the most experienced in the industry, having designed and executed over \$10 billion worth of commercial and residential sales across all asset classes including; apartment buildings, office buildings, industrial buildings, shopping centers, development land, condominium developments, luxury homes and other special purpose properties. www.madisonhawk.com. •

