



May 22, 2008

The Madness Ends

By Joey

[Developer Alchemy Properties has never opened a sales office for a project, instead relying on word-of-mouth, blowout broker bashes, and selling off floorplans—but that's about to change.](#) Alchemy will now open a pair of sales offices, one for the Hudson Hill Condominium on West 58th Street and another for [Isis](#) on the UES. According to Alchemy's prez: "I think the world of people buying off floor plans is hampered by the market." People now, "really want to see what they're buying," although "the more sophisticated buyers are still able and willing to buy off of floor plans if they know the developer and his/her track record and reputation." [TRD]

