

THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

April 4, 2013

CORE Debuts on Upper East Side: PHOTOS



FROM LEFT: JARED KUSHNER, JOSEPH MEYER, JACK CAYRE, SHAUN OSHER (CREDIT: PATRICK MCMULLAN)



Residential real estate brokerage CORE unveiled its second Manhattan retail office today and had a party last night to celebrate. The rather tasteful, subdued gathering took place in a sleek basement lounge at the Rouge Tomate, an upscale Upper East Side restaurant known for its nutritional offerings, and was hosted by the firm in partnership with the New York Observer, which just launched a new lifestyle supplement to its weekly newspaper.

As such, heavy hitters from both real estate and media were in attendance, including key CORE clientele such as Walker Tower developers Michael Stern and Elliott Joseph. Core

owners Shaun Osher and Jack Cayre were spotted as well as top execs from the firm such as Reba Miller, who will head the Upper East Side office, and top brokers Doron Zwickel and Vickey Barron.

Newly anointed East Village super landlord and Observer publisher Jared Kushner worked the room alongside his brother-in-law, Observer CEO Joseph Meyer and Observer Editor-in-Chief Ken Kurson. *The Real Deal* publisher Amir Korangy and director of marketing Yoav Barilan were also in attendance.

Party-goers sipped on salmon-colored cocktails and nibbled on hors d'oeuvres. Miller told *The Real Deal* she was ready stand on the street corner to make Upper East Siders aware of CORE's new presence in the neighborhood and drum up business.

"If you buy an apartment, you get a free \$50 Barney's gift card," she joked.

CORE inked a 10-year deal for the 3,500-square-foot office at 673 Madison Avenue last fall, *The Real Deal* previously reported. The retail office occupies the second and third floors of a historic brownstone between 61st and 62nd streets above a boutique Judith Ripka store.