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### THE 11TH HOUR

By **MAX GROSS**

May 31, 2007 -- IF you're fortunate enough to have a contract for a unit at Jean Nouvel's new building at 100 11th Avenue, you might want to sign and return it immediately. If you hesitate, the price might not be the same next week.



100 11th Avenue

What was considered a bold starting price (especially for a Far West Chelsea building) of nearly \$2,200 per square foot seven weeks ago has already risen dramatically.

"We're about \$2,350 per square foot now," says James Lansill of the Sunshine Group, which is handling sales. "We started amending [prices] the first week. We've amended six times since we started."

That's almost once per week (we're here to do the difficult math for you). Nearly 60 percent of the building's 72 units have contracts out or signed.

Lansill admits there are buyers "upset that they didn't get the original price," but he insists that those with contracts are given ample time to act. So are those who wait too long out of luck? "If someone sits on their contract and does not perform, then yes," Lansill says. But "if they need an extra day, we give it to them. If they need an extra four days, we give it to them."

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