## "THE TRUMP FACTOR."

"...THE ONE NAME THAT DOMINATED THIS YEAR WAS TRUMP. OF THE 10 MOST EXPENSIVE CONDOMINIUMS BOUGHT IN NEW YORK FROM JANUARY TO JUNE, SEVEN WERE IN BUILDINGS BUILT BY DONALD J. TRUMP, WITH MOST OF THOSE IN TRUMP PALACE, HIS LATEST LUXURY TOWER."

Richard D. Hylton -THE NEW YORK TIMES 10/25/91-

## TOP TEN CONDO SALES / January - June 1991 (Based on Purchase Price) Location Price Rooms Trump Palace (200 E. 69th St) 3,513,000 Trump Tower (721-25 Fifth Ave) 3,500,000 6.5 Trump Tower (721-25 Fifth Ave) 2,600,000 Trump Tower (721-25 Fifth Ave) 2,925,000 Trump Palace (200 E. 69th St) 2,540,000 30 E. 85th St 2,575,000 Trump Parc (106-08 Cent. Pk S.) 2,387,500 Trump Palace (200 E. 69th St) 2,310,000 200 E. 65th St 2,100,000 10 115-19 E. 57th St. 1,910,000 The Corcoran Group "In today's uncertain out on top. Seven of the top economy, nobody wants to ten highest priced condomintake chances. iums – including the top five – Affluent were in Trump buildings, as homebuyers based on price per room or especially are seeking out the safest, most is clear. The world's most secure blue chip affluent buyers place a addresses. Which

Trump Tower

Trump Palace

personally gratifying. Their research showed that condominiums in Trump signature buildings were among the leaders in every significant sales category in New York City this year. By whatever means used absolute purchase price, price per square foot, or price per room – Trump buildings came

is why I find the

results of a recent

study conducted

by The Corcoran

Group so

were eight of the top ten sales price per foot. The conclusion premium on the Trump name –

and they're willing to pay for it.

If you have yet to visit Trump Palace,

extend

my personal invitation for you to do so now. Smart money says there has never been a better time."

– Donald J. Trump

200 East 69th Street

Condominium residences at market sensitive prices. Broker participation invited. Sponsor: Donald J. Trump • Sales and Marketing Agent: The Sunshine Group, Ltd. The complete offering terms are in an Offering Plan available from the Sponsor.