

James Lane

— Real Estate & Design —

August 2024

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Hollander Design

A Holistic Approach To Luxury Landscape Design

By Ty Wenzel

Amid the global upheaval caused by Covid-19, the idea of home has gained new significance, emphasizing safety and sanctuary. Recognizing this, Hollander Design's latest book, "The Landscape of Home" from Rizzoli, delves into the essence of creating harmonious living spaces. Focusing on projects completed in recent years, this volume explores entire properties, highlighting the intricate relationship between interior and exterior environments. Edmund Hollander, alongside principals Stephen Eich, Geoff Valentino, and Melissa Reavis, discusses the themes and processes that define their holistic approach to landscape architecture, ensuring each design remains visually engaging and functional year-round. From countryside estates to urban rooftops, Hollander Design tailors each project to its unique setting, reflecting its commitment to sustainability, collaboration, and innovation. We spoke with award-winning and legendary landscape architect Edmund Hollander about his vision for his firm and his responsibilities as a steward of terrain sustainability.

What inspired you to create "The Landscape of Home," and how did you approach selecting projects to feature in the book?

During Covid-19, we realized how important the concept of home was to all people. It conveyed a sense of place, a sense of safety, and a place where families could gather. All of the projects in the book were completed within the last few years, as we did not want to have any repetition from our previous books. This was our first volume that looked at an entire property together as opposed to "areas in the landscape."

The book covers a variety of settings, from countryside estates to rooftop gardens. What are the common themes or principles that tie these diverse projects together?

The concept of home. Whether by the sea, in the country, or the city, each had landscape spaces that complimented the interiors of the buildings and the site itself.

Can you elaborate on "the procession of entry" and how it influences your design approach?

The entry to any property is the front door to your home. We think of home as not just the building but the entire site. There should be a sense of invitation and orientation. It should introduce you to the site and the landscape. It should invite one to explore further.

How do you ensure that the gardens and landscapes you design remain visually engaging and functional throughout the different seasons?

We listen to the land, and we listen to our clients to determine when they will be using their homes. We then design the landscape to maximize the seasonality for when they will be there, whether it's a house for summer, a house for the winter, or year-round.

Your firm emphasizes a holistic approach to landscape design. Can you share more about how this philosophy is reflected in your projects?

All of our projects focus on what we refer to as the three ecologies. The natural ecology of the site and the area, the architectural ecology of the buildings, and the human ecology of the residents. By following these tenets, each project develops individually and holistically.

Over the past 30 years, you've collaborated with many notable architects and interior designers. Can you share a memorable collaboration and what made it special?



Landino Photos

There are really too many to name, but most importantly it is by working collaboratively not only with the architects and designers but also the builders and craftspeople that we can create such magical places.

Hollander Design works on a wide range of projects, from country estates to urban rooftops. How do you tailor your approach to suit the unique needs of each project type?

We have three additional partners in the firm, each with areas of special talents and experience. Stephen Eich runs our urban studio and leads most of our city projects. Geoff Valentino runs our Chicago office and handles much of our international and institutional work. Melissa Reavis is the director of our residential studio. There is also a good deal of cross-pollination across studios, which allows each of our 40-member team to share their knowledge and talents with others as needed.

Your projects span from the Hamptons to Hong Kong.

How do regional and cultural differences influence your design process?

By following the guidelines of our three ecologies, by following the information developed from these analyses, each project is tailored to its location and client. In addition, we always try to collaborate with local landscape experts to provide detailed ecological and horticultural knowledge so important for a successful project.

How do you and your co-founder, Maryanne Connelly, balance your roles within the firm, and what makes your partnership successful?

Maryanne has peacefully retired after 30-plus years and is quietly raising chickens and painting watercolors at her home on the East End of Long Island. With Maryanne, as with my new partners, we collaborate on all decisions.

Good for Maryanne! What recent innovations or trends in landscape architecture are you most excited about, and how are they influencing your work?

Within the office, there are new technologies, including AI, to assist in developing renderings that help explain our design intent to clients.

What upcoming projects or initiatives can we look forward to from Hollander Design Landscape Architects?

With our three new partners, we will be bringing their vision into the firm, expanding even more into the world of hospitality while still focusing on the work that has made us so successful to date.

How do you hope your new book will impact readers, particularly those who are passionate about landscape design and gardening?

We hope it provides inspiration and allows them to share in the joy involved with creating and living in one of these landscapes.

Can you tell us more about how your early experiences and education shaped your career in landscape architecture?

I came into the field with a BA in History from Vassar, followed by two years at the New York Botanical Garden before I got my masters at Penn. This gave me a great background in plants, plant communities, and the living landscape. Penn was led by Ian McHarg, who was one of the founders and champions of the ecological movement, so everything we do works with the earth as a living organism. This has had a great influence on all of our work.

How does sustainability factor into your design decisions, and can you share an example of a project where sustainable practices were a key focus?

We want to make sure that every landscape we create provides a home for the birds, butterflies, and bees as well as our clients.

What do you hope will be your work's and your firm's lasting impact on landscape architecture?

I hope we have shown that great design and environmental sensitivity are not mutually exclusive.

How do you see the field of landscape architecture evolving in the next decade, and what role do you hope Hollander Design will play in that evolution?

Our designs and all of our work will have to focus on sustainability while understanding and working with the changes that are occurring due to climate change.

What is your long-term vision for Hollander Design Landscape Architects, and how do you plan to continue innovating and leading in the industry?

With our three new partners, Stephen Eich, Geoff Valentino, and Melissa Reavis, I think we are in a good position to continue being leaders in our field for many decades to come.

What advice would you give young landscape architects just starting their careers and looking to make an impact in the field?

Be passionate, work hard, and learn everything you can, particularly about our roles as stewards of the earth.



Inside The Vision

A Deep Dive With Hedgerow Exclusive Founders Gary Cooper & Preston Kaye And Their Team

By Ty Wenzel



Photo courtesy Hedgerow Exclusive

Hedgerow Exclusive Properties, founded in the summer of 2020 by Gary Cooper and Preston Kaye, has quickly become a symbol of sophistication in the Hamptons' luxury real estate market. The firm expanded its footprint when top-producing agent Terry Cohen joined as a partner, and several new corporate and independent agents were brought on, rounding out the roster to roughly 20 members. It stands out not just for its impressive portfolio but also for its unique philosophy and dynamic leadership, which drive its success.

Hedgerow's distinctive techniques include a robust off-market inventory and a non-traditional approach to listing new properties, setting them apart from conventional real estate firms.

Recently, the firm has grown its footprint on the East End with a handful of hand-selected new agents and Cohen. The firm has also made impressive partnerships with leading companies across various luxury sectors, such as private aviation and travel. According to the firm's Director of Business Development, employing a strategy focused on tasteful and organic expansion, Hedgerow has significantly enhanced its service offerings, elevating the overall client experience.

Operating with a curated team and a dedicated in-house staff, Hedgerow emphasizes a personalized, seamless client experience. With active listings like the newly marketed 43 E Dune, offered at \$120 million, and over \$500 million in off-market inventory, Hedgerow has distinguished itself in the industry by seamlessly combining heritage with innovation.

What shared vision or pivotal moment led you both to establish Hedgerow Exclusive Properties? Was there a particular gap in the luxury real estate market you aimed to fill?

Gary Cooper & Preston Kaye: The shared vision that led us to establish Hedgerow Exclusive Properties was a desire to create a boutique real estate firm that focused on personalized service, attention to detail, and a commitment to excellence.

We noticed a gap in the luxury real estate market, where clients looking to buy, sell, or rent their homes weren't receiving the level of personalized attention and customized service they wanted and deserved.

We asked our clients for feedback on what was lacking in the marketplace and where we should focus our efforts. We aimed to fill this significant gap by providing a unique, exclusive experience for all our clients. Thus ensuring their needs were understood and met throughout the real estate process.

Terry, you joined Hedgerow as a partner in 2021. Since joining the team, what changes have you seen in the market, specifically within your business?

Terry Cohen: The real estate market is experiencing unprecedented inventory shortages, making it increasingly challenging to find quality properties. Off-market deals are becoming more crucial, and having access to reliable information is essential for success in this competitive environment.

The Real Deal recognized Hedgerow as a top 10 performer in home sales volume for 2023 and regularly includes your team in the rankings for the most expensive sales per year. Working with a smaller firm, how do you cultivate such high levels of productivity and efficiency?

Terry Cohen: We cultivate exceptional levels of productivity and efficiency by creating and building trusted relationships within the Hamptons and other markets, so we have a close network to drive information and product through.

Jamie, before joining Hedgerow, you had extensive experience leading Human Resources for financial firms. How has your background influenced the company's operational structure?

Jamie Nolan: Having managed the Human Capital and Global Relocation

departments for various Wall Street firms, I have developed a solid background in organizational management, strategic planning, and talent development. This experience has equipped me with valuable insights and best practices that I have brought to Hedgerow, making an impact in areas such as talent acquisition, team member development, and performance management. Through my expertise, skills, and knowledge, I have been able to drive operational excellence at Hedgerow, playing a key role in the company's overall success and growth.

Christian, as one of Hedgerow's first members, how have you seen the firm evolve since joining, and how have you grown over the last few years?

Christian Reynolds: Since joining the firm in 2020, I've witnessed significant evolution within Hedgerow. Initially, we focused on delivering exceptional service to our clients during the uncertain days of the pandemic. In hindsight, our newness and unstructured nature gave us a competitive edge, allowing us to be nimble and vertically integrated in challenging market terrain. This agility enabled us to deliver results faster than others, helping us establish a strong reputation quickly during a dynamic period in the industry.

Since then, the firm has grown organically in a more stable environment. We've added key team members, thoughtfully implemented new technologies, and expanded our agent roster. This growth has increased collaboration and enhanced our market intelligence, allowing us to scale both our informational resources and processes effectively.

Personally speaking, there are natural aspects of growth as a real estate professional, such as market knowledge, client relationship building, and skill development. However, the nature of this work is also a personal journey, as you intrinsically work for yourself. While this can be intimidating at first, it uniquely encourages constant self-reflection on how to improve not only as an agent but also as a person. The feedback I've received in my work has pushed me to continually aim higher while maintaining strong integrity and a sense of self — qualities that are invaluable to me.

Salina, we know that Hedgerow has landed some impressive new partnerships and creative functions this summer. As Director of Business Development, can you touch on a few of these?

Salina Breer: At Hedgerow, our strategy for expanding our presence is grounded in a commitment to tasteful and organic growth. One aspect of this is partnering with other leading luxury companies. These collaborations enhance our service offerings, providing clients with exceptional resources. For example, our partnerships in private aviation and tailored travel offer a direct concierge and preferred rates in the Hamptons and beyond. These efforts broaden our reach and enrich the overall client experience.

Tyler, Greg, and Dominic, as brokers with a combined 40 years of real estate experience in the Hamptons, working at larger firms along the way, what motivated you to make a shift and join the boutique firm recently?

Tyler Mattson: For me, the shift came from seeing the amazing success that Hedgerow has had since its inception. I have known most of the team from working on deals with them over the years, and seeing the energy and collaboration that they have made me want to be a part of it. The other contributing factor is that the industry keeps evolving, and being at a smaller firm allows us to be much more nimble and get ahead of the shifts in the industry and the market. It's so refreshing to be in an office that is one team, not an office full of competitors. We share information and support each other. It's also one of the most motivated and inspired groups I've been a part of in my 23 years in the business. The energy is infectious. This all translates to the highest level of customer service for our clients.

Greg Gould: I decided to join Hedgerow Exclusive Properties because I am drawn to the company's culture of innovation and leadership. Surrounded by like-minded individuals who are shaping the future of the real estate industry, I am excited to be part of a boutique luxury brokerage that sets itself apart through its private offerings, discretion, and creative solutions. Hedgerow has facilitated some of the most significant transactions not only in the Hamptons but also nationwide, showcasing a brand and marketing approach that exudes sophistication and elegance. In today's competitive market, it is essential to align oneself with the right partners and collaborators while embracing a progressive and unconventional mindset.

Dominic Couzens: I felt that a more niche boutique firm was the best fit for me at this stage in my career. I like the leadership, creative marketing strategies, and out-of-the-box thinking. Hedgerow is leading the way in demonstrating how a brokerage firm providing top-notch customer service with transactional results to back it up fills an essential need for anyone seeking to achieve the highest and best results for all their real estate transactions. This is especially critical during the current dynamic period of change in our industry. Their success challenges all others to aim higher and do better.

Barry and Jake, both of you joined Hedgerow early in your real estate careers and have already been involved in multiple trades over \$10M+. How has working at Hedgerow enabled you to enhance your client service and thrive in the highly competitive East Coast real estate market?

Barry McGovern: Working at Hedgerow has been instrumental in my growth and success in real estate. The firm's robust network and reputation provided me with immediate credibility and access to high-end clients. Additionally, Hedgerow's commitment to excellence and its comprehensive training programs equipped me with the skills and knowledge necessary to navigate complex transactions. The collaborative environment fostered by Hedgerow has encouraged me to learn from seasoned

professionals, allowing me to refine my strategies and approach. This supportive culture, combined with the firm's innovative tools and resources, especially off-market inventory, has enabled me to build strong, lasting relationships with my clients and consistently deliver exceptional results in a competitive market.

Jake Colucci: Hedgerow has a creative and outside-of-the-box way of thinking. We have a very supportive team that I can always count on in any situation and we focus on collaborating with brokers at any firm, which has helped me to elevate services to all of our clients. Hedgerow has instilled in me that maintaining relationships holds far more significance than any singular deal. All of this has helped me to expand my skill sets and become even more confident in a competitive industry where I am significantly younger than other senior brokers.

Raffael and George, as integral members of Hedgerow's corporate team, can you both share some information on how the Hedgerow machine functions? You both contribute to the creative and data analysis for the Hedgerow Gazette publication and Neighborhood Watch reports. What inspired the creation of these, and how have they become useful tools both internally and for clients?

Raffael Ehlers: Since joining Hedgerow in 2020 and being heavily involved in the creative aspect of our marketing, Hedgerow has always prioritized evolving the way our information is being presented to our audience. We constantly ensure that our marketing has a different look and feel while staying true to our core brand values. Data analysis is essential to the real estate business, making these two publications invaluable tools. They not only provide our clients with ongoing insights into the Hamptons market but also give our agents a competitive advantage.

George Wlodarczyk: The Hedgerow Gazette contains information that is valuable for our clients like key market insights for each Hamptons hamlet. This data analysis has become a useful tool, both internally and for our clients, allowing for informed decision-making during pre-purchase diligence and at the negotiating table. This competitive advantage of local expertise and market knowledge allows our clients to better navigate the nuances of the Hamptons residential real estate market.

After working together in the past, you both, Jon and Bayard, landed at Hedgerow in 2021. How is the market today, and what are you projecting as we wrap up the summer season?

Jon Vaccari: The current real estate market is highly active, with strong buyer interest. However, inventory in the Hamptons remains limited, resulting in competitive bidding and elevated prices, particularly for high-quality properties. I think that buyers will continue to be selective when choosing the home that is right for them, and will strike when that product comes to market.

Bayard Fenwick: The market has been busy since early July, after a lethargic, yet productive, Spring and early Summer. It's recalibrating with a post-Covid hangover. Today's buyers meticulously conduct market research and transact with conviction for the numbers. Between the folds, buyers are frustrated with low (but growing) inventory, and a general seller base buyers feel grossly overestimated in their property's value in the post-Covid world.

In this market, that translates to opportunistic initial bids, if not deemed "fair market" asking price. However, a new-to-market, well-priced property should expect initial bids close to the asking price, at full price, or competitively bid over the ask. When altruistically priced, properties sit, and I/we/brokers hear everyone's frustration. Buyers are more educated than before. If July speaks to the balance of Summer, we have a strong finish ahead of us.

New North Fork Waterfront with the Elkin Team

COMPASS



770 Old Salt Road, Mattituck
\$4,250,000

An extraordinary waterfront designer home nestled in the coveted bayfront neighborhood of Salt Lake Village. Panoramic views, waterside balconies, private beach, deeded boat slip and more. The perfect sanctuary for those seeking a luxurious waterfront lifestyle.



12832 Main Road, East Marion
\$3,395,000

Elegant and chic shingle-style bayfront with private beach and dock. Expansive and dynamic water views are complimented by bug lighthouse, Orient State Park, and Shelter Island. The spacious open floor plan features a wood-burning fireplace and is bathed in natural light.



1521 Peconic Bay Boulevard, Laurel
\$3,195,000

A standout among truly exceptional waterfront properties, 1521 Peconic Bay spans 1.6 acres with a substantial 200'+ private sandy bay beach, 300 feet of bayfront and is perched above the water, offering 270-degree water views from the charming bayfront cottage.



2200 Central Drive, Mattituck
\$2,295,000

Perched above the tranquil waters of the Long Island Sound, this mid-century summer cottage offers an unparalleled connection to nature and a sense of peaceful seclusion. With endless views and private stairs to your pristine beach, your summer dream awaits.

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Building Dreams

Margot Reutter On Real Estate Success And Collaborating In Luxury Home Building

By Ty Wenzel

Margot Reutter's rapid success in the Hamptons luxury real estate market, marked by over \$55 million in sales in recent years, is a testament to her commitment to delivering exceptional results to her clients. Reutter of The Corcoran Group offers a differentiated client experience that stands out in the crowded real estate landscape. With a strategic finance and marketing background, she brings a unique blend of skills to her real estate practice, providing her clients with an elevated and comprehensive service. In this interview, we delve into the principles and experiences that have shaped Reutter's career, her insights on the Hamptons market, and the collaborative dynamic with her husband Jason in the luxury home-building industry.

Margot, with over \$55M in sales in the past few years alone, what do you believe has been the key to your rapid success in the Hamptons luxury real estate market?

I think that the single most important thing that has contributed to my success is the results that I've delivered to my clients. I offer a differentiated client experience and provide a level of service that stands out in the cluttered real estate landscape. Creating true value for clients is the only thing that matters to me.

You've earned a reputation for your integrity, loyalty, and professionalism. Can you share a specific instance where these qualities significantly impacted a transaction or client relationship?

These key pillars transcend through every one of my relationships and influence every single transaction, big or small. These fundamental principles set the tone for my business and legacy. I am proud of myself because I'm always doing the right thing and working in the best interest of my clients.

This is so critical as it relates to real property because having the facts, knowing the opportunity, and making it all come

together is critical and follows an overall strategy specific to each client's goals. Advocating for my client's best interest is the perfect example of how these qualities impact every aspect of my business. Who you hire matters.

Having a background in strategic finance and marketing, how do you leverage your experience in investment banking and business development to benefit your real estate clients?

It's an interesting and unconventional background as a real estate agent, but blends the perfect foundation of skills. It allows me to provide an elevated and differentiated approach to real estate to my clients' overall experience. It's something that most are accustomed to at the highest levels of business, and am delighted to find that same level of expertise in me.

Earlier in my career as a marketing brand manager, I managed multi-million-dollar consumer brands and led cohesive, global marketing campaigns to grow and support each brand. Translating these business skills has proven to be incredibly effective in selling luxury real estate. Investment banking and business development refined all the complicated macroeconomic, value creation, and negotiation lenses that most professionals take years to focus on. Deal flow and the overall process were all seamlessly tied together.

What are some of the most challenging aspects of handling large-scale transactions and complex negotiations in the Hamptons luxury market, and how do you navigate them?

I think the most challenging aspect of negotiations in the Hamptons luxury market is the emotional elements that are specific to each client and deal situation. Listening to what's important, even if it isn't financial, and understanding each underlying goal is critical. A lot of brokers will just push to move fast instead of understanding some of the real, tangible elements

that play into why every home purchase or sale matters, sometimes leaving money or key terms on the table.

You mentioned you love each Hamptons town, village, and hamlet for unique reasons. Can you tell us what makes some of these areas special?

Every area has something special to offer, east to west, I could go on forever here. East Hampton Village for its bustling Main Street, heritage estate charm with almost European charm you'll find in the legacy homes in Georgica. Sagaponack for its ocean-adjacent estates, vast open preserves, homes that are a modern work of art, and amazing farm stands. Sag Harbor for boat watching, great food, and a fun vibe with immaculately designed reimagined captain's homes in the village, and the transforming landscape of Westhampton Beach. I appreciate Southampton for its iconic luxury.

How has your involvement in your husband Jason's luxury home building and designing business influenced your real estate career and approach to helping clients?

Jason's luxury home-building business is what got me excited about real estate and is the connective tissue that allows us to truly offer a full-service boutique. The real estate transaction piece is just the beginning for us. Beyond the purchase, we offer design and renovation advice and property management so that owning these second homes is carefree for our clients.

Our first project together was our personal home in Westhampton Beach Village, that we rebuilt during Covid. It was a true labor of love. Jason managed the build, and I handled the design. Never have I had a better investment, and I wanted to bring this service to my network.

Jason, can you share how your collaboration with Margot has enhanced your luxury home-building projects and how her real estate expertise contributes to your business's success?

Margot has a great way of translating a construction vision through to end-market value. For example, one of our high-profile clients purchased a home with Margot for \$4.9M, and then they invested \$1.2M into a design renovation that I managed. That same home is now worth over \$10M, only two years later, and every year we get off-market offers. The property is also cash-producing for the owners, and Margot rents it a few weeks per year while the owners aren't enjoying it themselves. Hamptons real estate is an amazing value stream when you have the right team in place.

Margot, you often lead private investment opportunities that drive value to your clients' personal portfolios. Can you provide an example of a successful investment opportunity you've facilitated?



Photo courtesy The Corcoran Group

Most investors and wealth managers will agree that real estate is the best investment that you can have, and they aren't wrong. What they don't talk about is how hard it is to find the right opportunities and the tremendous amount of effort it is to make those opportunities unicorns.

A few of our clients were advised that they needed more of their wealth distributed through real estate, so we sourced new opportunities for them and are about to break ground on one that will be worth about two and a half times their investment once it's completed in 18 months. This is our second home for them.

What trends are you currently seeing in the Hamptons luxury real estate market, and how do you foresee these trends evolving in the next few years?

A home that is impeccably designed feels new and loved, and hits differently from the second you walk in the door. The generation of buyers that are beginning to come into the luxury market and will be the primary customers of the next decade don't want to think about putting in the effort to make these homes, home. They want to be here in the Hamptons and enjoy making memories and time away from the hustle of daily life. I understand the tax of a 100-hour work week, so making it seamless in every way possible is essentially important to clients today.

The one focal trend of the next decade will be focused on unique and elevated design, with no personal effort. Almost

like owning original artwork that creates value over time.

For both of you, Margot and Jason, what do you find most rewarding about working together in the luxury real estate and home building industries, and how do you balance your professional and personal lives?

We live and breathe this lifestyle, and this work is meaningful to us. We are part of creating something that brings our clients lifelong memories. Bringing people together in a beautiful place that clients can escape and ultimately adds to their overall wealth. During the summer, we spend Sunday at "family dinner" at one of our great friend and client's summer homes, where it's an open door of amazing people coming together to enjoy food and the view. Facilitating things like this, that's the most rewarding part for us.

We don't believe in work-life balance and think that balance is an illusion that people who aren't passionate about how they spend their time are created to separate themselves from what they consider mandatory. This comes with a tremendous amount of work and effort by each member of our family, including our two young daughters. Jason and I are always "on" and understand that the demands of our business change quickly. Hard work is a core theme in our family, and we know that it allows us to be here and enjoy every piece of the Hamptons. This has become a small problem because now the girl's favorite restaurant is Sant Ambroeu. Eloise is nine, and Anabelle is 13!

Joseph Eisner

The Greek Temple Pergola

By Ty Wenzel

Eisner Design, based in Manhattan and the Hamptons, was founded in 1992 by Joseph Eisner, AIA, LEED AP, an award-winning architect. Hallmarks of Eisner Design's architectural practice include careful research, conceptual clarity, progressive modernist thinking, and a minimalist sensibility. As a strong proponent of sustainable design, Eisner Design incorporates green building fundamentals into every project. "Architecture is more of a process than a product," said Eisner. "A dynamic space continues to respond

and react, to evolve and adapt with its occupants."

Eisner's Greek Temple pergola is designed to be multifunctional, accommodating both an outdoor kitchen and dining space as well as a lounge seating area. Serving as the bridge between indoor and outdoor living during the seasonal months, the pergola has become a sacred space where family and friends congregate. A five-inch step up from the new mahogany deck creates a special bluestone platform for the pergola, reminiscent of a Greek Temple



on its base. A discreet continuous lighting strip around the platform edge gives the base an ethereal floating quality when illuminated at night.

What inspired the Greek temple and modern twist design for the Pergola?

The idea of the temple metaphor emphasizes the significance/sacredness of outdoor Hamptons living. The temple-like feeling is expressed by bold columns and structural elements and by raising the



structure on a plinth of bluestone above the surrounding mahogany deck. Greek temples like the Parthenon are experienced as much, if not more, from the outside.

How does the Pergola bridge indoor and outdoor living, and what specific features make it ideal for seasonal use?

The pergola is oriented to provide a direct view of the pool, making it ideal for watching children and viewing back to the main

living space of the house and vice versa.

What are your plans for expanding or innovating in the realm of modern outdoor living spaces?

I am fascinated with designing outdoor structures that act as a transitional bridge between the realms of architecture and landscape as equal elements. Ultimately, I believe that designing these structures that allow us to enjoy and better appreciate nature leads to a more sustainable mindset towards the outdoors.



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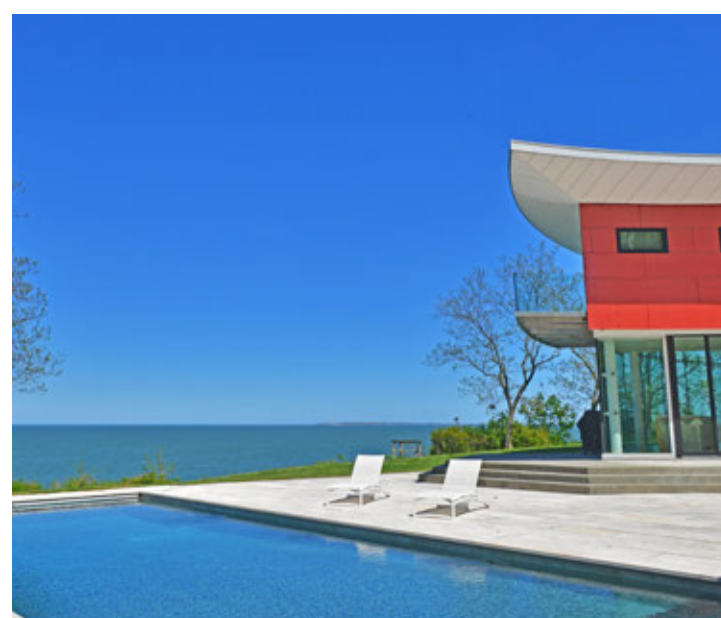
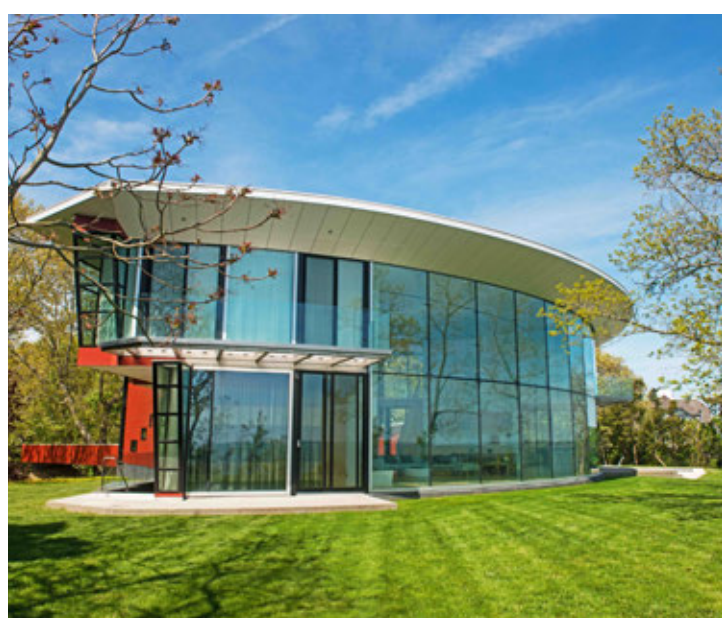
Magnificent Waterfront Modern

Wow! There's no other word to describe this **architectural masterpiece** that will take your breath away. A dramatic two-story great room looks out a **sweep of windows** to the endless views.

A gourmet kitchen, den and library flow seamlessly in the **open floor plan**.

Full finished basement. Also two-car garage. Upstairs: a primary bedroom & bath, along with 2 bedrooms with shared balcony & bath enjoy the great views. Plus: 221 feet of bulkheaded **sandy beachfront** • Heated Gunite pool • Guest house with 2 beds & baths.

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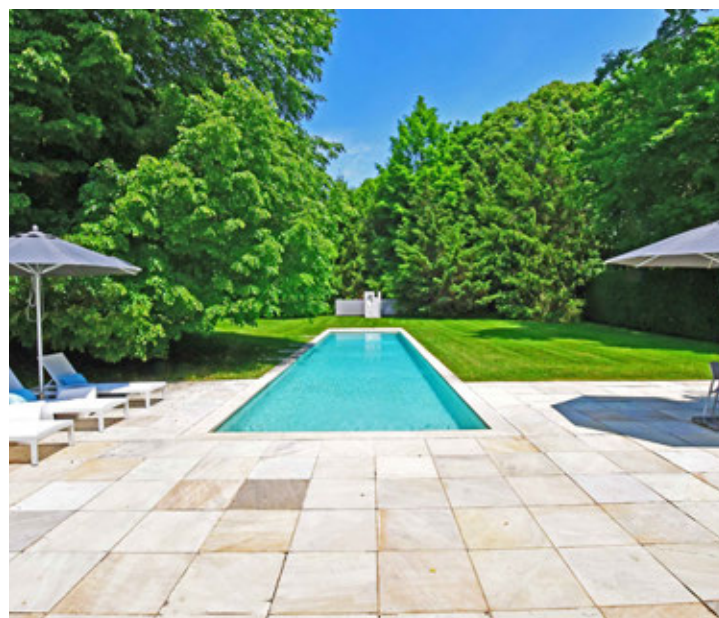


Greenlawns Estate Section

Modern masterpiece sited on two beautifully landscaped acres. Not a neighbor in sight as you drive thru the gate and up a **winding drive**. The main house boasts an **open floor plan** with 12' ceilings and lots of windows. A custom Bulthaup kitchen, living and dining room with wood burning fireplace, den/office, primary en-suite with access to private outdoor shower. **Guest house** with two bedrooms, bath and kitchenette. Total of four bedrooms and three and a half baths. Sixty-foot heated Gunite pool with stone surround offers total tranquility. Front and rear epi decks run the length of the house offering areas to relax, entertain and watch the sunrise or sunset.

Nothing to do but move in and enjoy.

Exclusively Listed \$3,600,000 • Ref. S1002 • Call for a Private Showing



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Summer Mood Board

Endless Summer



Jade Trau

Fifth-Generation Diamantaire

Jade Trau creates wearable jewelry crafted in 18-karat gold, platinum, and ethically sourced diamonds. Pieces are assembled in her New York City workshop and sold at her Southampton storefront. She has debuted a new bridal pop-up experience in-store. We caught up with the designer to learn more.

Could you tell us a little about

your brand and how you started your career as a diamond buyer?

A New York City native, I'm a self-identified 47th Street girl. It's where I feel most at home, and I really feel it's in my blood — it's where the artistry of jewelry-making starts and where my family legacy began.

As a fifth-generation diamantaire, I spent much of my childhood with my grandfather, a legendary gem cutter, before setting up my brand in 2012. Starting my career as a diamond buyer, my holistic understanding of the diamond sourcing process plays a pivotal role in how I discerningly select the stones for each collection. While I'm usually seen wearing a rotating collection of my designs, the one piece I never leave at home is my loupe.

Could you tell us about the brand?

Known for the signature Alchemy Riviera Necklaces, modern takes on engagement rings, and casual luxe must-haves, Jade Trau is quickly defining what the new diamond classic is. Designed to be layered together, every collection creates an au-

thentic, easy-to-wear aesthetic that looks as good as it feels. The foundation of each design hinges on my deep diamond roots that go back generations. I have decades of experience, which I feel helps me to create wearable pieces crafted in 18-karat gold, platinum, and ethically sourced diamonds assembled in my New York City workshop. That feeling of authenticity is woven throughout the brand — Jade Trau is a group of jewelry lovers who are so involved with the process and the pieces and have cultivated a familial community of retailers, craftsmen, and clients that help make up its ever-growing JT world.

Could you tell us about your Southampton shop and what visitors can expect?

Our new bridal pop-up experience is in-store at our summer store in Southampton. Featuring already beloved classics along with never-before-seen styles of engagement rings and wedding bands for pairing, the Jade Trau Bridal pop-up is a full-service consultation to find your perfect ring. Try on and see your favorite silhouettes in different natural diamond shapes and sizes and discover how each version can dramatically change the personality and feeling



Photo by Andrew Werner

of its setting — all in one appointment.

Can you talk more about the new bridal atelier pop-up experience?

Jade Trau Bridal is a collection of signature styles that we have been gradually experimenting with and developing over

the years. It's a love letter to the design elements that are quintessentially JT — our versions of undeniable classics reimaged in a whole new modern way. The Jade Trau Bridal experience lets our clients try on their favorite settings in varying diamond shapes and sizes and watch the feeling and personality of those silhouettes transform based on which center diamond it has.



Grey/Ven

On Sunday, July 21, guests came together to enjoy a sushi brunch at the Grey/Ven Estate in East Hampton. Luxury Concierge Expert Rose Thorn and Lifestyle Expert/TV Personality Valerie



Greenberg teamed up and assembled a group of friends to celebrate fashion, positive energy, and a beautiful day in the Hamptons. Sushi was prepared by Ronachai Jariyawiriya for guests who

enjoyed the sit-down affair while sipping Veuve Cliquot. The event was hosted by Scott Weissman, owner of Grey/Ven, which opened in East Hampton Village this summer.

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Margot's thriving real estate business accelerated quickly with over \$50M in sales in the past few years alone, and she has earned a reputation as a trusted and admired top agent and multi-million-dollar club member that specializes in luxury real estate spanning all areas of The Hamptons.

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Scan and let's get started.

Real Estate Confab

Luxury Amenities Report

By Ty Wenzel

Hamptons and North Fork home buyers are increasingly prioritizing state-of-the-art amenities for their investment, from infinity pools and spa-like bathrooms to expansive outdoor kitchens and tennis courts. Sustainability and technology are also at the forefront, with a growing interest in energy-efficient designs and smart home features that enhance convenience and security. As the summer progresses, the Hamptons' market is expected to continue its upward trajectory, driven by a clientele seeking not just a summer retreat but a sanctuary that epitomizes the elegance and exclusivity for which this region is renowned.

We asked a few of our favorite brokers and agents: Are there any occurring trends in Hamptons or North Fork real estate that you've noticed recently, particularly concerning amenities or property features buyers seek for their summer homes?

Judi Desiderio, Town & Country Real Estate

Outdoor features are just as important now as indoor features. Outdoor living rooms, dining rooms, and, of course, gourmet kitchens for when that celebrity chef comes to prepare a meal for your 20 closest friends — such fun!

Timothy Davis, The Corcoran Group

Blending indoor and outdoor spaces to be able to enjoy both rather seamlessly is a focus, as well as home offices or flexible spaces for this activity as part of one's day. My son and his husband, who live and work in New York City, for example, often come out to our home on Thursday and work remotely on Fridays — why not?!

Mark Greenwald, Courtesy of Saunders & Associates

Buyers truly want a move-in-ready experience. Some of the amenities that were regarded as "extras" a few years ago are now more important and even critical to a purchase decision: professionally finished closets, outdoor kitchens, built-in spas, and home gyms, notably.

Susan Breitenbach, The Corcoran Group

One trend I have noticed recently is the increased desirability of library/office spaces. Builders and renovators are adding them since customers are asking for and using them, as remote work remains common. Additional requests I've recently received from clients are a second primary bedroom on the first floor, integrated indoor/out-



door spaces, and separate pool houses. At the high end, elevators and "spas" on the lower level, as well as casual media rooms/theaters, are in demand. Rather than being solely dedicated to storage and a home's mechanicals, the bottom floor of a house is now often dedicated to wellness pursuits (gyms, massage rooms, saunas) and relaxing with family and friends — sometimes on a grand scale.

Greg Schmidt, The Corcoran Group

Over the last four years, my buyers have insisted on new or completely renovated homes. However, I now have a few clients who are either willing to do some work or even take on a gut renovation. They want to make the home their own and fulfill their specific vision. Buyers are still loving those things that bring everyone to the Hamptons market. That includes privacy, space (elbow room), pools, hot tubs, big gorgeous kitchens, outdoor showers, gracious indoor and large outdoor entertaining spaces, along with a good layout/flow inside the home. Bright natural lighting and lots of windows are still high on the list. I've also noticed that lately, home-seekers are more attuned to lush landscaping, pickleball courts, and screened-in porches (city buyers hate bugs). Lastly, I just had one client who insisted on buying

a home that had access to natural gas.

Sheri Winter Parker, The Corcoran Group

Since Covid, home offices and gym spaces have become essential features in homes, but on the North Fork, there's a growing trend where more people are seeking properties with pools. While pools are standard on the South Fork, they are increasingly desired on the North Fork as well. Additionally, most renters are looking for properties that include beach passes, highlighting the importance of convenient beach access for a complete summer experience.

Alexis Meadows, Douglas Elliman

Another trend this summer is the extension of purchasing power through less common, non-traditional avenues. Given the rates, timing, and moving parts within a client's portfolio, more strategic deals are put into place. For example, lease-to-own contracts or 1031 exchanges offer the ability to secure a property while minimizing financial penalties. Capturing an opportunity in a secondary housing resort market with low inventory and continued high demand takes some finesse. There is always a way to reach yes, and it is often built around patience and

knowledge on how best to maneuver in any market.

Jeremy Dunham, Compass

The North Fork's affordability, less crowded atmosphere, and easier access to the city make it an attractive option for those looking for more value for their money. This accessibility could be especially appealing to buyers who prioritize convenience and a quieter lifestyle.

On the other hand, the luxury East End areas cater to buyers who have more discretionary income and are willing to invest in premium properties and amenities. The trend towards incorporating pickleball courts, finished lower levels with gyms and offices, and additional recreational spaces reflect a desire for upscale features and lifestyle enhancements among these buyers.

The shift towards first-floor primary bedrooms also indicates a changing preference for convenience and accessibility, catering to buyers who may want to avoid stairs or prioritize accessibility as they age. Understanding these trends and preferences in both regions can help you better serve your clients and provide them with the properties and amenities that align with their lifestyle and investment goals.

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If Walls Could Talk

Jonathan Adler's Design Collaboration With TilePix

By Karen Amster-Young



Photo courtesy TilePix

The word “iconic” is often thrown around carelessly. Every so often, a new person, artwork, or collaboration comes to life, and the word truly applies. In this case, a new collection from fast-growing home décor innovator TilePix and renowned ceramicist and designer Jonathan Adler is unquestionably iconic.

If walls could talk. In this case, they do.

TilePix recently announced its first official “Icon” collaboration with Adler. A Shelter Island resident, he is beloved for his iconic lips and dreamy druggist-inspired graphics, flowers, and head-turning Atlas faces. This was no small feat for TilePix, which was determined to make Adler’s glamorous, well-known designs and timeless motifs available to everyone.

The “lightbulb” moment for the wall décor

company came during a creative brainstorm when the team sat down to talk about dream collaborators for the brand’s “Icon” collection launch.

“Jonathan Adler was on the top of the list,” shared Kelsey Kroning, director of marketing at TilePix. “The ‘Icon’ collection is a whole other level for us to bring high-end design and art available to everyone for the first time. We already have a fun collection that supports and empowers up-and-coming artists, so this was about working with true artistic icons.”

As a big Jonathan Adler fan, like so many, I wanted to find out why this glamorous designer was equally excited about bringing his work to walls in this new way. “More, more, and more” are my three favorite words,” he shared. “This collection has so many of my favorite patterns and motifs, and with their technology, my

designs can be in more, more, and more homes — a win-win.”

Curious about Adler’s thinking on the collaboration overall, his response only reinforces this unexpected but ideal alliance. “I have never seen anything as cool as this company’s hanging system to take the guesswork out of arranging art,” he said. Adler and his husband, Simon Doonan, split their time between places on the East End and Palm Beach. He believes that a well-designed space can make you feel at home anywhere. In the post-Covid world we all live in, this new collaboration makes perfect sense as people work from multiple places, often just for a short-term stay. It has never been just about luxury for Adler. Creating unique and glamorous designs that embody every individual’s personality and style is just as important.

Talking with Kroning, she shared the

company’s passionate commitment to innovation and design, which is analogous to Adler’s enthusiasm. Perhaps that is another reason why the universe, coupled with hard work and creativity, brought them together to launch the “Icon” collection. Kroning, a marketing guru who has worked with revered brands, is resolute in bringing home more and more wall décor options for DIYers. “It’s about launching new products that are in sync with their lives at every stage and for every moment,” she said.

It was clear that this wasn’t about bringing new products to life for just any reason. There was a distinct sense that this was about accessibility and adding a little happiness to individual spaces. The brainstorm that launched this dream “Icon” alliance was inspired by a realization and understanding of where the world is now

and how people live in 2024. Whether working remotely, traveling, nesting, or renting a temporary home, consumers are navigating an increasingly complicated world and creating environments that bring smiles and serenity when they walk in the door.

I asked Kroning her about her passions, including her favorite artists and designers. Of course, Adler was at the top of the list. “I am not a natural DIYer,” she said. “Maybe that is why I personally love this new collection.”

As the TilePix hanging instructions indicate, just peel, stick, and hang, and you can be surrounded by all things Jonathan Adler. Magnetism might allow you to hang your new Adler prints easily on your wall, but it also accurately describes the personalities involved in this project.

Silent Revolution

Greener’s Mission To Transform Lawn Care On The East End

By Ty Wenzel

In the quiet, picturesque landscapes of the East End, a revolution in lawn care is quietly taking root. Founded by innovators Adam Sloan and Adam Goldwasser, who are passionate about sustainability, Greener aims to transform how homeowners and landscapers maintain their properties. Their company promises a significant reduction in noise and environmental impact. We sat down with the founders to explore their journey, the technology behind their service, and the challenges they’ve faced in introducing robotic mowing to Southampton and East Hampton.

What inspired you to start Greener, and how do you envision your company impacting the East End?

Adam Sloan: It started with the noise. The non-stop noise of large mowing equipment. Having mows at inconvenient times, the inconsistency of when my mow would happen, and the pollution from gas. And we found out we weren’t alone — other homeowners felt this way, too. At Greener, we help landscapers satisfy this demand by making it simple to switch

from traditional to robotic mowing. When the landscaper decides to switch to Greener, they immediately reduce their environmental impact by 90 percent for every property onboarded.

Can you explain how Greener’s technology works and how it differs from traditional lawn care methods in terms of efficiency and environmental impact?

Adam Goldwasser: The majority of time spent on a property for traditional lawn care is for mowing the grass. Using Greener’s technology stack reduces time spent on property by 80 percent. Since traditional methods currently contribute five percent of annual US greenhouse gas emissions, we can make an immediate impact by switching to robotics. Our autonomous mowers use rechargeable batteries, do not have emissions, and consume only \$4/month in electricity.

Traditional mowing stresses the grass and removes clippings that hold all the nutrients, requiring excessive use of nitrogen-rich fertilizers, which is harmful

to the water supply. Our bots cut each day and drop valuable nitrogen into the soil in the form of micro clippings, reducing the need to over-fertilize. And the noise from traditional methods is about as loud as a New York City subway train. Greener’s equipment is whisper-quiet, providing homeowners and their neighbors’ serenity. Our collective impact is measurable and immediate, reducing these problems today by at least 90 percent.

What challenges have you faced in convincing residents and property managers on the East End to adopt Greener’s sustainable lawn care practices?

AS: Building awareness is our biggest focus. While robotic mower technology has been in existence for decades, it’s just now making its way to the US market in a meaningful way. The opportunity lies in our ability to provide landscapers with an immediately deployable solution without any fuss, which is what we do every day. It is a product differentiator for the landscaper, and it satisfies many needs.

How do Greener’s robotic mowers ensure safety for kids and pets, and what built-in safety features do they include to prevent accidents?

AG: Greener does not manufacture robotic mowers, instead utilizing world-leading, best-in-class equipment. There are over 2 million devices currently in use throughout Europe, and are held to high safety standards. There are sensors that stop the mower when lifted and ultrasonic and vision add-ons that avoid obstacles. Every device also has a stop button that, when pressed, shuts off operation. Pets think of the mowers as being their new friend; and while it is also safe around children, we think it is always best practice to not leave children or pets unattended.

What are some of the key



Adam Sloan. Photos courtesy Greener



Adam Goldwasser

benefits that homeowners and landscapers have reported after switching to Greener’s electric-powered, noise-free lawn care solutions?

AS: As we mentioned in the beginning, noise-free mowing is by far the greatest impact we provide. It’s significant and immediately noticeable. We also reduce the CO2 footprint by 90 percent from traditional methods. And when you mow every day with robotics, your grass is kept tight every day of the week, giving you a fresh-cut feel all the time. Many families report that their children could better make use of the lawn to enjoy and play soccer, among other things, a lot more frequently than when their lawn was maintained traditionally.

Landscapers see immediate benefits in employee throughput. Labor is the scarcest resource in the markets we operate in, and lawn mowing takes the most time and is the lowest-margin work of any landscape service. Replacing traditional mowing with robotic mowing allows landscapers to serve more properties with the same crew and frees up time to focus on their backlog, which increases revenue for their operations.

Can you provide an example of how Greener has helped a

property owner better understand and improve the health of their lawn?

AG: Using robotics allows our clients to see impacts every day. Because the lawn is always mown and absorbs the clippings, the result is that our lawns are “greener.” So, when something doesn’t look right, homeowners are often proactive in reporting potential issues. This leads to a quicker response from the landscaper and produces a more consistent season.

How have East Hampton and Southampton Village governments supported Greener’s initiatives, and what role do you see local government playing in the future of sustainable lawn care?

AS: The mayors of East Hampton and Southampton Village have been fully behind our initiative to increase the adoption of robotic mowers in the area. The villages have already taken important steps in driving sustainability, most notably through regulation against operating gas-powered leaf blowers. They have chosen to institute robotic mower programs within their very own maintenance departments, in partnership with Greener, to further their initiative.



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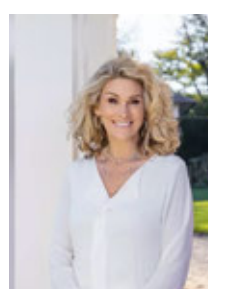
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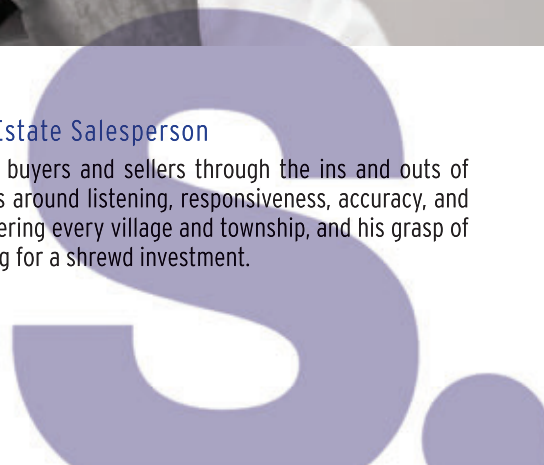
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NEW CONSTRUCTION IN EAST HAMPTON WITH TENNIS

\$7,000,000 | Pre-construction price | 105 Merchants Path, East Hampton | Building permits in place | Moments to both Sag Harbor and East Hampton Villages | 7 BR | 7.5 BA | Dramatic 25' vaulted ceilings and open great room | Gourmet chef's kitchen | Finished lower level planned with large rec space, wellness center and gym | 50' heated gunite pool, tennis court | Web# 877572



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\$6,770,000 | East Hampton | Newly constructed by Talo Builders | 8 BR | 9.5 BA | 17,651 SF | High-end finishes throughout | Grand foyer | Spacious great room | Separate formal dining room | Family Room | Professional kitchen with full pantry | Covered porch with fireplace and outdoor kitchen | Heated gunite pool and spa | Lush landscape package for the utmost privacy | Community tennis court | Web# 909385



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\$8,795,000 | Ivy Lodge, where history meets contemporary elegance | 9 BR | 9 full & 2 half BA | 8,500 SF across 3-levels | Media room/library | Renovated country kitchen | Gunite pool and spa | 2.7-acres with a natural pond | Multiple dining terraces | Detached fully renovated guest cottage with full kitchen, bedroom, two baths, bonus room, laundry room, media room, gym and garage | Web# 905158



SERENE IN EAST HAMPTON

\$3,500,000 | Harmonious blend of natural beauty and sophisticated design | 3 BR | 3.5 BA | 2,200 SF | 2.5-Acres | Double-height living room centered around a magnificent fieldstone fireplace | Gourmet kitchen | Finished lower level | Heated free-form gunite pool | 2.5-car garage | Room for expansion | Web# 913955



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54 Laurel Lane, Sag Harbor
 3 Bedrooms • 2 Bathrooms • 1,354 Square Feet • 0.58 Acre • \$2,250,000




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