

REAL ESTATE

For Louise Sunshine: My Son, the Broker

Big Deal

By JOSH BARBANEL DEC. 18, 2009

SCIENTISTS haven't given much thought to the question of whether real estate marketing skills are acquired or inherited, but Louise Sunshine seems to think the quick sale of a family home on the 36th floor at One Beacon Court may provide a clue.

Ms. Sunshine has long been recognized as a pioneering real estate marketer, who helped transform the selling of high-end Manhattan apartments from a commodity measured in square feet into a status symbol marketed more like jewelry or artwork.

Now she is helping her son, Sam Sunshine, who until recently toiled as a photographer, in his next career. Mr. Sunshine, an agent at the Corcoran Group, wanted to move into the luxury tier of the business but needed a luxury listing to get started.

Ms. Sunshine persuaded her husband, Martin S. Begun, who is Mr. Sunshine's stepfather, to put his two-bedroom on the market at One Beacon Court, on 58th Street and Lexington Avenue, for \$6.75 million, more than twice what he paid for it in 2006. (Ms. Sunshine headed the marketing efforts at the project.)

Soon after a reception held for brokers to show off the listing in early December, Mr. Sunshine said, he received several offers. The apartment went into

contract within a week at “close to the list price” to a buyer ready to close quickly. Several all-cash offers have continued to come in, he said. The closing is expected in late January.

The buyer, it turns out, already lives in the building. According to brokers, the buyer is a former investment banker for JPMorgan, who owns a larger three-bedroom unit on a higher floor, but has been looking at other apartments in the building.

While Mr. Begun’s apartment is smaller, it is in the coveted A-line, with views to the north and west overlooking Central Park. The buyer’s unit faces south and east.

The broker for the buyer, Anne Aransaenz of Sotheby’s International Realty, declined to comment on the transaction.

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