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GOSSIP

THE CLOSER

Disclosures, appraisals, flips and splits of New York's real estate community

✿ What **real estate mogul** all over the news of late pulled up in a chauffeur-driven black stretch limousine to the surf-only designated beaches of **Rockaway, Queens**, at the stroke of dawn, got out in a wet suit, grabbed his board and **hit the surf?**

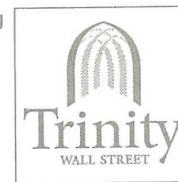
✿ Some brokers like to get down and dirty. **Brokers Build**, a group of top New York agents, worked with **Habitat for Humanity** in **Brooklyn** to put windows in Habitat for Humanity's biggest project to date, a

three-building 41-unit complex on **Atlantic Ave.** Stan Ponte, president of **Coldwell Bankers Previews International** luxury home division, founded **Brokers Build** to raise money for Habitat for Humanity. The Brooklyn building is **LEED certified**, meaning it's totally green. About 30 leading local real estate agents attended the event. They're at it again today, finishing the job.

✿ **New York City Department of Housing Preservation and Development** honcho **Shaun Donovan** will talk about affordable housing

at the **B'nai B'rith Real Estate Unit** luncheon at noon on Dec. 5 at the **New York's Cornell Club**. Tickets are \$55. Call **(212) 885-7239** for reservations. Lunch comes with Donovan's speech.

✿ The building and real-estate branding game just got a shot in the arm. The folks at **G2 Branding and Design, Grey Advertising Group's** highly creative branding affiliate, have made a concerted effort to attract big-time real-estate clients. The agency for **Absolut** and **Dunhill**, G2 actually has a long history working in real estate. They branded **Rockrose** in Long Island City and **The Linden** for **Urban Residential**. Recently, they created a logo for **Trinity Church**, the **Wall Street** religious institution.



The new Trinity logo



Stan Ponte (l.) with Habitat recipients.