



## **Executive of the Month: Doron Pergament, owner of Blue Communities, is providing innovative luxury housing options**

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Doron Pergament

Hudson Blue - Yonkers, NY

Mineola, NY The New York Real Estate Journal (NYREJ) sat down with Doron Pergament, owner of Blue Communities, for a question and answer session.

NYREJ: Can you tell us about the newly launched Blue Communities?

Pergament: Blue Communities is built to serve, but really, we're about home. A house is just a space, but a home is where you belong. The mission of Blue Communities is to provide an outstanding level of service and luxury in the real estate rental market that is innovative and ambitious. Blue blends contemporary design with cutting edge style to set a new standard of luxury living. Our community allows renters to live modern, with apartments that give you all the pleasures of home with none of the hassles of ownership. Our developments are strategically designed and managed to give you the amenities renters are looking for and the freedom to enjoy them.

Every Blue building is unique in that each one has a different theme base on the location. And each one is the same in that they're completely renovated, close to everything the city dweller needs, and run with utter respect for every resident.

We've put a lot of thought into who we are, what we do, and why we do it. Every detail that brings a Blue community alive is a vital part of the whole experience, down to the finishing touches. That is why we put so much of ourselves into every aspect of our Blue Communities.

With communities throughout New York, we make it a high priority to place our communities in ideal locations. As a resident, this allows access to extensive shopping, entertainment, the best schools in the area, and recreational activities for all ages. Transportation to and from our rentals is a top consideration. We have locations close to all major highways and public transportation to New York City is conveniently accessible. We are a commuter's dream.

NYREJ: What is the newest addition under the Blue Communities brand?

Pergament: The newest addition under the Blue Communities brand is Hudson Blue in Yonkers. It is a 94-unit luxury apartment building that opened in April 2020. Hudson Blue's studios and one-bedroom homes feature thoughtfully designed living spaces with modern kitchens featuring quartz countertops and stainless-steel appliances. The building offers outstanding views of both the New York cityscape and the Hudson River.

We built Hudson Blue to meet the growing demand for luxurious rental apartments at reasonable prices in the highly desirable neighborhood of Yonkers. Hudson Blue is the epitome of what Blue Communities stands for.

Hudson Blue launched leasing amid the pandemic and was completely leased within four months.

NYREJ: What would you say contributed to its success among renters?

Pergament: The rapid lease up of Hudson Blue within a four-month time span—and during COVID—showcases the strength of the luxury rental market outside of New York City and specifically, in Westchester. Many of our residents have either come from the city or want to be close to the city, without being in it. Hudson Blue offers the best of both worlds—a suburb-feel in an exciting

neighborhood, with the proximity and easy access to New York City.

Hudson Blue is a lifestyle building in an evolving metropolis, that offers a terrific lifestyle. It's close to major commuter hubs and roads, but its exceptional location also puts it at the ideal center point for dining, shopping, and entertainment. With close by waterfront parks and walkways, kayaking and boating on the Hudson River, historic Untermyer Gardens, two golf courses, the 161-acre Tibbetts Brook Park, and miles of biking and hiking. During the pandemic, these were the amenities renters were looking for and they were able to find all of it at Hudson Blue.

NYREJ: What are some amenities your properties offer to mix comfort and luxury?

Pergament: Blue Communities provides residents with best-in-class amenities for a top luxury-living experience. At Hudson Blue, amenities include three state-of-the-art fitness centers, four on-site laundry rooms, parking, virtual doorman, hi-tech security surveillance monitoring, key-fob package acceptance room and more to come.

At our community in Far Rockaway, Queens—Ocean Blue—our amazing amenities include three garages, private ocean view balconies with spectacular ocean views, and a 24/7 state-of-the-art fitness center. You can even head out your front door and take a stroll on the boardwalk or the beach.

NYREJ: What do you expect to see in the residential market in 2021? What areas do you anticipate will see growth?

Pergament: In the 2021 residential market, we expect to see a lot of movement from Manhattan to the suburbs, reflective of what we have seen thus far in Yonkers. Between COVID and the election, unemployment will play a large factor in what the market will look like. However, for those working from home, we expect them to seek out dedicated working spaces within their building. We think fitness centers will take a back seat. I also anticipate lifestyle amenities to expand within residential buildings in 2021. Now that more people are living and working at home, many renters will be looking for those amenities in their buildings. For example, this year we delivered Thanksgiving and Christmas meals to our renters who wanted to celebrate at home safely as part of our BlueGiving initiative and the response was overwhelming. It was a testimony to the role residential buildings play in being the simple support for its residents during these times.

NYREJ: What other projects do you have in the pipeline? What areas are you looking to expand Blue Communities to?

Pergament: We will be expanding in the Yonkers area and the suburbs of New York, entirely. We see a lot of growth in these residential markets and want to maximize on that during these times, while also bringing an unparalleled residential lifestyle to these neighborhoods. We are currently working on a new Blue community in Mineola, Long Island, which we are very excited about.