



**InHouse Group commences sales at 373 Palmetto
condominium**

July 12, 2022 - Owners Developers & Managers



Brooklyn, NY The InHouse Group has begun sales for 373 Palmetto, Bushwick's newest ground-up condominium.

Standing just five stories in height, the design-driven boutique building's light-filled residences have been meticulously crafted to create a modern, yet warm aesthetic anchored by soaring ceilings and a serene color palette. This increased focus on design, as well as strategic decision to incorporate communal, outdoor spaces, landscaped and outfitted with seating areas, addresses both the increased demand for luxury housing in the area, as well as the amenities and design details today's buyers crave.

"We're constantly stressing the importance of context and relevance, particularly in terms of design and amenity offerings," explained Robert Earl, co-founder of The InHouse Group. "The market will always fluctuate and a way to try and soften these moments is through relevant product. 373 Palmetto's modern design is an apt reflection of the aesthetic of choice among Brooklyn buyers today. This, paired with the condominium's competitive pricing and prime location in the heart of Bushwick, make it the perfect option for a number of people, including those on the hunt for their first home."

Aligning closely with market trends, 373 Palmetto's modern design was expertly envisioned by Abell Design and is reflective of the main drivers of city's home sales today. The condominium's eye-catching façade is composed of contemporary Roman brick, creating a point of resonance with the surrounding buildings as well as the classic pre-war architecture for which New York is known. To draw this timeless and contextual aesthetic through to the interiors, Abell Design paired a curated selection of materials with a variety of soothing tones and hues. The abundance of natural light thanks to floor-to-ceiling windows and extra tall ceilings further imbues the homes with a sense of warmth.

373 Palmetto's eight expansive homes range from a two-floor studio apartment to a two-bedroom, two-bathroom duplex residence featuring both a private balcony and roof terrace, with square footage spanning from 641 to 1,039. Select apartments include private outdoor space, and all residents have access to a landscaped, common roof deck. Two newly completed on-site model homes by the InHouse Group offer prospective buyers the unique opportunity to envision life at the condominium firsthand and with distinct points of view.

"373 Palmetto is located in the midst of Brooklyn's ever evolving and historically creative Bushwick neighborhood and we found inspiration in both the area's art-driven communities as well as constant energy," said Bella Mor, founder of Abell Design. "We opted to lean into a tranquil color palette, the incredible natural light running throughout the building and contemporary shapes and materials in order to create a serene urban retreat for residents."

Thoughtfully crafted to appeal to those looking to call New York City and Brooklyn home, 373 Palmetto's flexible homes feature modern chef's kitchens anchored by innovatively custom marble waterfall countertops; deep sinks; lit shelves with robust storage; and a Blomberg refrigerator and stove top with pot filler. To bring the space together as well as further uplevel the home's design, a

sculptural light fixture provides both function as well as a visually captivating moment.

Oversize primary bedrooms have been outfitted with spacious closets and floor-to-ceiling windows. Primary bathrooms appear as a spa-like oasis and include a soaking tub with waterfall shower head, massive medicine cabinet and modern fixtures. A washer/dryer hookup has also been inconspicuously integrated into each home for the ultimate convenience. In addition to the communal roof terrace, residents at 373 Palmetto also have access to on-site storage.

Situated in the heart of North Brooklyn in the bustling Bushwick neighborhood, 373 Palmetto offers buyers the opportunity to live in one of the City's most creative communities. The condominium is ideally situated just a short walk from the L&M trains, providing residents with quick and easy access to Manhattan as well as other exciting neighboring areas like Williamsburg and Greenpoint. Some of Bushwick's most beloved restaurants and bars, including Nicandra's and L'Imprimerie, are also nearby.

The InHouse Group is the exclusive marketing and sales firm for 373 Palmetto.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540