



BROKERS WEEKLY

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Have You Heard ...

COME look at an apartment, get an iPod.

BellTel Lofts in Brooklyn, the former headquarters of the New York Telephone Co. is undergoing a \$175 million restoration and Clipper Equity is giving brokers who look at the property an iPod Nano, in a custom-made and branded leather-bound portfolio, containing video footage, images and updates on BellTel Lofts.

Clipper Equity says this “private event series is part of a new innovative marketing campaign that is being rolled out to coincide with the recent unveiling of the luxury condominium’s Phase II residences.”