

## **FOR IMMEDIATE RELEASE**

### **Contact:**

Adam Goldfine  
(602) 524-3974  
goldfineam@aol.com

## **THE REAL STORY AT 116 3<sup>rd</sup> PLACE**

**Brooklyn, NY July 15, 2008** – After extensive discussions with MTV’s “The Real World”, 116 3<sup>rd</sup> Place developer Matthew Goldfine, president of Excel Builders & Renovators Inc. and the show’s producers have decided not to use the Carroll Gardens location to film the series’ next season. “The decision was reached by mutual agreement”, according to Excel President, Matthew Goldfine. “We all loved the idea of having the show there but in the final analysis it wasn’t a perfect fit”.

Goldfine added, “We are a boutique developer and custom builder, specializing in living spaces that go to great lengths to ensure the comfort and long term satisfaction of our buyers. Everything from the look and feel of the finish on the walls to the touch and placement of each switch is designed to please the senses and provide an urban sanctuary. Even the level of sound isolation from the outside world and the interior acoustics are designed to create a relaxing environment.”

Goldfine went on to say, “While MTV loved the space aesthetically, the amount of retrofitting and subsequent restoration that would have been required to restore the carefully constructed balance we have achieved just didn’t make sense”.

116 3<sup>rd</sup> Place was purchased in 2006 and was renovated from the bricks out to create five luxury apartments. There are three single floor and two duplex units, including a two story penthouse featuring a helical stainless steel staircase perched under a domed skylight atrium, reminiscent of Ross Lovegroves’ DNA. Each floor in the 9000 square foot building is elevator serviced and the units range from just over 1000 square feet to over 2200 square feet. They all include private outdoor spaces. Prices range from \$999,000 to over \$2 million and are available now. To arrange a viewing contact Gail Morin at Corcoran, (718) 923-8059, [ggm@corcoran.com](mailto:ggm@corcoran.com).

### About Excel Builders

Excel Builders & Renovators Inc is a Brooklyn based custom builder and boutique developer bringing modern and traditional elegance and the highest quality materials and construction methods to urban living. Since 1997 Excel has been creating total living environments that both aesthetically and ergonomically anticipate the homeowner’s needs. An obsessive attention to detail in both what you can and cannot see makes Excel’s work a thing of lasting beauty. For more information, visit [www.excelbuilds.com](http://www.excelbuilds.com) or contact Matthew Goldfine at (646) 294-6475.

For Interviews, Press Information and Photos contact  
Adam Goldfine  
Media Contact  
[goldfineam@aol.com](mailto:goldfineam@aol.com)  
602-524-3974

###