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*DRAFT FOR REVIEW*

## **Gea Elika Represents U.K. Entrepreneur in \$13.75 Million Residential Sale at Superior Ink Condo**

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*Largest Transaction for Elika Associates, the First Buyers Brokerage in NYC*

**New York, NY (DATE)** – New York City’s first exclusive residential real estate buyers brokerage, Elika Associates, has closed its largest residential transaction to date. Elika Associates Founder and Principal, Gea Elika, has represented the buyer in the purchase of a \$13.5 million apartment at Superior Ink.

According to Elika, the five-bedroom, seven-bathroom apartment at the Robert A.M. Stern-designed condominium was purchased by Rodney Aldridge, a social entrepreneur with over 40 years experience in the public, private and third sectors. This will be the first Manhattan residence for Aldridge, formerly the founder of Capita Group, the UK’s leading business process outsourcing company, which he headed for 22 years before starting the Aldridge Foundation, a nonprofit organization that helps disadvantaged and underprivileged children fulfill their potential through entrepreneurship and academics.

“Even while there is a surplus of inventory currently on the market, there are only a limited number of high-caliber trophy apartments that met Rod Aldridge’s criteria. I am thrilled that we were able to secure such a distinctive apartment for Rod and his family,” said Elika. “There is a high demand in the current market for a residential brokerage that caters solely to the buyer and I’m proud that Elika Associates is the only buyer’s advocate in New York.”

Superior Ink is located at 400 West 12<sup>th</sup> Street and the entrepreneur will use his 4116 square-foot, 7<sup>th</sup>-floor home as a secondary residence. His apartment features sweeping panoramic views of the Hudson River YES and a refined design aesthetic, including many custom details, top-of-the-line kitchen and marble master bathroom. Aldridge will also be able to enjoy an array of amenities such as a 24-hour valet parking, private screening room and fitness center, among other white-glove services. The condominium development, which is also LEED certified, has been synonymous with several bold-face names, including New York designer Marc Jacobs and Academy Award-winning actress Hilary Swank.

“New York City will forever have a high level of prestige that will continue to attract buyers from across the world,” said Erika. As a designated buyers agency, Erika Associates is optimistic about future home-run deals and currently working with a number of international buyers who are eyeing prime Manhattan real estate.

#### **About Erika Associates**

Erika Associates is New York’s premier buyers brokerage. Erika exclusively represents the buyer and provides exceptional services tailored to each discerning client’s unique real estate needs. Erika provides buyers with expert unbiased assistance with all property inquiries while finding, managing and negotiating the purchase of their next real estate investment. Erika Associates is a proud member of REBNY, FIABCI, NAEBBA and REALTOR(TM).

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