

## The Closer: New York real estate guru Chris Westley goes Hollywood

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The winning room in New York Moves' 'Design Meets Fashion' contest. Designed by Krista Watterworth

Successful actors aren't the only ones lucky enough to be bicoastal. New York real-estate idea man Chris Westley just set up a base in Hollywood: Christopher Westley Management is a sales and marketing consultancy representing owners for project turnaround on both coasts.

"The idea is to generate sales of underperforming properties whose initial efforts didn't deliver desired results," says Westley, whose real-estate career began when he put himself through college working as a doorman at the upper East Side's Olympic Tower. "My role is to repackaging and tweak the asset identity and manage the sales, advertising and public-relations efforts."

Westley has a blog, [cw-mgmt.com](http://cw-mgmt.com), where he evaluates the sales and marketing tactics behind West Coast condominiums. In New York, Westley's most recent project is to turn around Linden78, a building formerly owned by Urban Residential, where he served as vice president of sales and marketing.

Located on the upper West Side, the building reported 90% sold before the market crashed. Of that total, 90% pulled out.

Working with Web brander Jules Filicia, brother of designer Thom Filicia, Westley and the sales team from the Marketing Directors are putting the building back on track. Go to [linden78.com](http://linden78.com).

- In a charity event that donated \$10,000 worth of furniture to Safe Horizon, Daily News real-estate correspondent Jason Sheftell and HGTV's Krista Watterworth, star of the "Save My Bath" and the upcoming "Splurge and Save," beat designer Oskar Torres and WCBS/Ch. 2 anchor Kristine Johnson in a speed-design competition put together by New York Moves magazine and Pier 1 Imports. Held at the Gotham Organization's Atlas New York, the W. 38th St. rental building where "Project Runway" contestants lived for four seasons, the competition gave the two teams 15 minutes to pick objects from Pier 1's recent line and then 30 minutes to design a room.

Working with a "Colonial-style" space, Watterworth and Sheftell picked as many decorative objects, wood motifs and pillows as they could find. Several vignettes contained international objects, such as Chinese gongs and painted bird sculptures.

The judges, Concierge Service International owner Michael Morris, "Metro Residential" TV host and interior designer Cathy Hobbs, and Pier 1 in-house stylist Aimee Beatty, chose the comfortable "Colonial" room over the more minimalist "Modern."

For a photo spread of the "Design Meets Fashion" event, pick up New York Moves, available at newsstands all over the city. Actress Virginia Madsen is on the cover of the "Powerful Women" issue.

- We hear at least one of two real-estate reality television shows casting in New York is having trouble nailing down high-profile brokers. After a "no" from agent Joey Braha, who Your Home has never heard of, two other agents are likely to turn down roles on the New York version of "Million Dollar Listing." Both would rather stay real-estate stars than become reality TV stars.

Guess no one wants to be like Chad Rogers, a star of the L.A. show known for his use of hair spray. Whether you like him or not, Rogers can close deals. His business has reportedly increased since he signed on to the show, which airs Monday at 10 p.m. on Bravo. The other show being cast in the area is slated to appear on HGTV.

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