



纽约精品
时尚之旅

YUE NEW YORK LIFESTYLE
FOR CHINA'S LUXURY
TRAVELERS
SPRING 2013

纽约婚礼

钻戒、名表、时尚、美妆与礼品

NEW YORK WEDDING STYLE

BEST RINGS, WATCHES,
FASHION, BEAUTY & GIFTS

美国华裔设计师大展

FRONT ROW WITH TOP
CHINESE AMERICAN DESIGNERS

纽约春节豪华派对

CHINESE NEW YEAR FÊTES
AROUND NEW YORK

美国EMBA翘楚

BEST EXECUTIVE MBA
PROGRAMS IN US

罗紫琳

中国小姐在纽约

LUO ZILIN

MISS CHINA IN NEW YORK



美国华人房地产投资

Chinese Real Estate Investments in the United States

马尹维 BY MICHAEL EWING

近年来，华人在美国的房地产投资华人在美国的房地产投资项目一直蓬勃发展。据全国房地产经纪人的报告来看，在820亿美金的海外购房收入中，有70亿美金来自于中国买家，占第二位仅次于加拿大买家。华人购房的范围横跨美国，从洛杉矶到纽约。

“新一届的领导班子本月就会上任。”中美上市公司总裁协会的主席，罗伯特孙这么说到。“中国正在经历着改革和变化，中国的房地产事业也会有些问题。政府正在通过各种渠道想要降低房价，但是效果并不理想。”

中国政府正在经历他们的第三代领导班子的交接，第六届政府领导人，国家元首是习近平主席。新一届的政府计划削减政府机构，浪费和贪污等这些近年来的首要之务。

“绝大多数中国人认为这个国家将会更加开放。”苏富比国际房地产的梁莉莉在回应中国最近发生的权力更换问题时这么说。“就像世界上其他地方的人一样，他们不喜欢从他们身上获利的新税法，但是他们意识到税务上的修改势在必行，无可避免。”

CHINESE REAL ESTATE INVESTMENTS in the United States have been booming in recent years. The National Association of Realtors reported that over \$7 billion dollars of the \$82 billion foreign purchases came from Chinese buyers, only second to Canadians. Chinese purchases are across the United States from Los Angeles to New York.

“There is new leadership coming into place this month,” said Robert Sun, the president of the American-Chinese CEO Society. “The Chinese are going through changes and reform and the real estate in China has some issues. The government is trying in many ways to bring down the prices but it is not successful.”

The Chinese government is undergoing their third generational power transfer and its sixth term of office change in Chinese leadership with President Xi Jinping taking charge of the country. The new government plans to reduce bureaucracy, waste, and corruption that have become present in recent years.

“Most Chinese think that the country will be more open,” said Lily Liang of Sotheby’s International Realty in response to the upcoming change in power in China. “Like people everywhere, they do not like new tax laws which will take profit from them, but they realize that changes in taxes are coming and [are] not avoidable.”

56 LEONARD STREET; sales agent: Corcoran Sunshine

“对于新政策来说，我认为从本月开始，中国政府会给第二套房屋所有权增加权限，”孙先生说，“中国人将会被限制购买第二套房屋。他们会在第二套房子上增加20%的税，在第三套房子上甚至会收的更高。政府试图减少多重房屋所有权。”

“中国政府已经采取手段意在避免潜在的房地产泡沫，”TOWN地产公司的高级副主席凯利布勒这样说。“与此同时，程序和政策上的宽松也使得中国公民能够在海外投资房产。”

而中国人，作为回应此项政策，开始在海外为他们的第二套房子或者房屋投资购买产权，特别是在美国，这里的房产被认为既廉价又资源充足。

“中国人的一个根深蒂固的传统就是投资房地产业，而现代中国人也坚信房地产是一种投资。”梁女士解释到。“大多数的中国投资者都在寻找长期的增值，也是为了他们投资的安全性考虑。”

“有一种普遍的看法是美国的房地产总体价格偏低，并且美国的房地产市场相对是种安全的投资。”

“华人买家也在欧洲投资地产，并且一度成为大热的投资项目，但是市场近期动摇，使得许多外国买家重新回到投资美国房地产的市场上，”布勒女士说。



“For the new policy, I think starting this month, the Chinese government is putting restrictions on the second home ownership,” said Mr. Sun. “Chinese will have limited ability to purchase a second home. They want to impose a 20 percent tax on the second home and even higher on the third. They are trying to reduce multiple home ownership.”

“The Chinese government has imposed these restrictions in order to potentially avoid a housing bubble,” said Kellee Buhler, Senior Vice President of TOWN Residential. “At the same time loosening the processes and policies which allow Chinese citizens to make investments abroad.”

The Chinese, in response, are seeking to purchase properties outside of the country for their second or investment homes, especially in the United States where property is thought to be both cheap and plentiful.

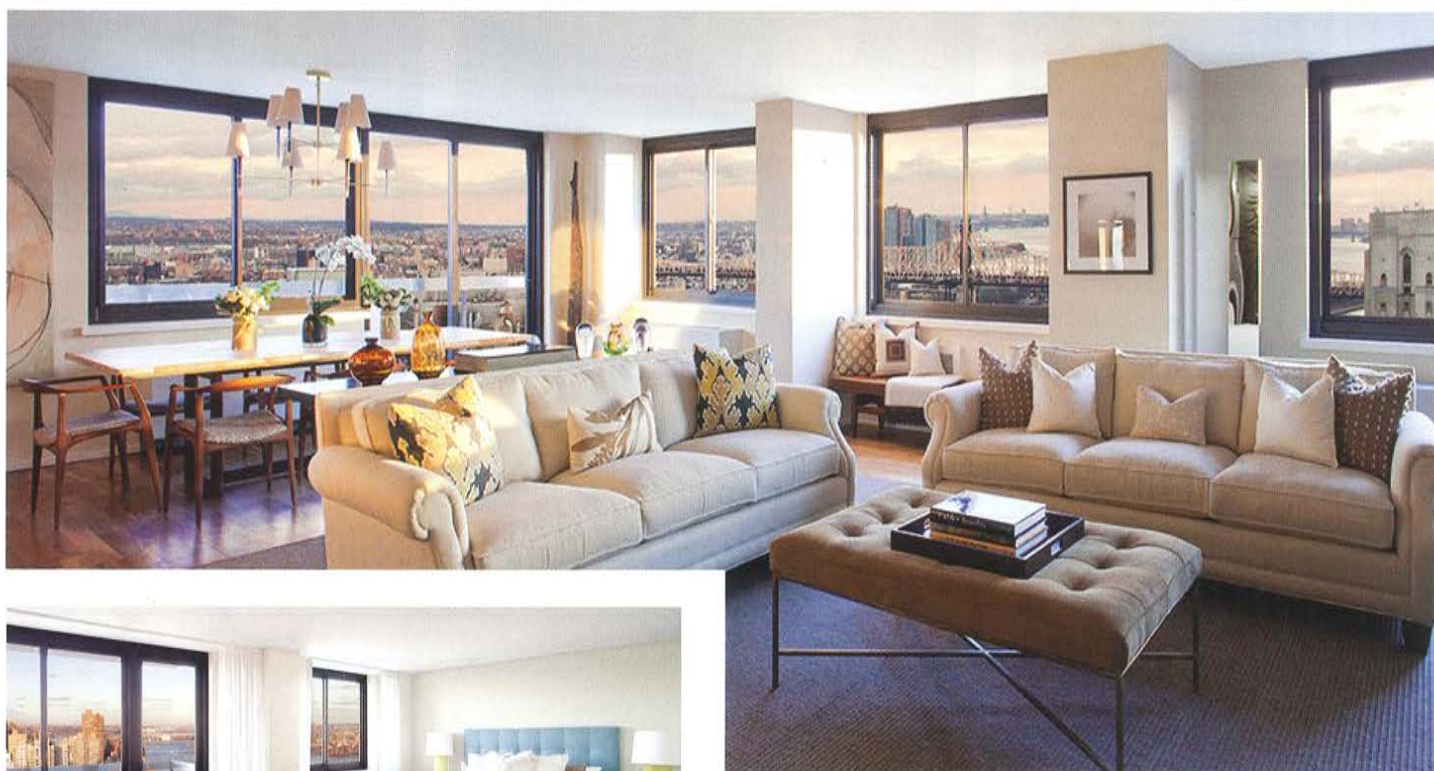
“There is a strong Chinese tradition to invest in real estate and modern Chinese also believe in real estate as an investment,” explained Ms. Liang. “Most Chinese investors are looking for long term appreciation as well as the safety of their investment.”

“There is a general feeling that the United States real estate is generally underpriced and that the United States real estate market is a relatively safe investment.”

Chinese buyers have also invested in Europe, but the market has been “less stable of late, leading many foreign buyers back to investing in the United States real estate [market],” said Ms. Buhler.

Left: TOWN sales exclusive 170 EAST END AVENUE #6B; Listing broker: Vice President Adam Taylor. Below: TOWN sales exclusive 845 UNITED NATIONS PLAZA #76BC; Listing broker: Senior Vice President Debra Stotts





515 EAST 72ND STREET; sales agent: Corcoran Sunshine.

“全球都存在着对于通货膨胀的担忧，所以人们希望他们的资产是有形资产，”希尔顿海兰房地产的执行副总裁加里高德补充说，“尽管我们认为美国的经济存在不稳定性，但是在全世界范围来讲，却是最稳定的。”

在美国的房地产投资也不仅限于中国的富豪阶层。很多中产阶层的中国人也在美国买房子作为投资，甚至于给他们的孩子买房子以此能够在美国读大学。

“在美国有房子对于亚洲人来说地位的象征，”高德先生说，“这和美国人归属于某个乡村俱乐部同理。他们希望这是他们生活的一部分，是真正的奢侈品。”

纽约投资

来自中国的买家正在涌入纽约，在城中最豪华的开发项目东79街135号的国际宝石大厦 One 57 和纽约巴卡拉酒店住宅大厦的极致奢华的产业。这可以被理解为在产业发展中，房地产项目中至少40%来源于中国买家的购买力已经是成功的象征。

“近几年来，亚洲买家的购买兴趣急速增长，特别是在新发展的市场，”科克伦阳光营销集团的资深副总裁和销售部主管的高登霍普这样说到。这些交易非常典型地都是现金转账，只有少部分的是贷款，而从这些借贷中霍普先生注意到，科克伦阳光营销集团和富国银行以及汇丰银行有着深远的合作，而这些金融机构也强力地为外国买家提供资金。

“There are inflationary concerns all over the world and people want to have their money in tangible assets,” added Gary Gold, executive vice president of Hilton & Hyland Real Estate. “As much as we think there is some instability in the United States economy, it is thought across the world to be the most stable.”

Real estate investment in the United States is not limited to affluent Chinese, either. Many middle class Chinese have purchased homes in the United States as investments or even to house their children as they attend universities in the United States.

“A home for Asians in the United States is a status symbol,” said Mr. Gold. “It’s the equivalent to Americans belonging to a country club. They want it as a part of their story. It’s a real luxury.”

Investments in New York

Chinese buyers are taking New York by storm and are purchasing some of the most luxurious properties in the city at prominent projects like Extell’s One57, 135 East 79th Street, and the Baccarat Hotel & Residences New York. Real estate projects with at least 40 percent of the purchases coming from Chinese buyers is a sign of success.

“Interest among Asian buyers has risen dramatically in recent years, particularly in the new development market,” said Gordon Hoppe, the senior vice president and director of sales of Corcoran Sunshine. The deals are typically financed by cash transactions with the exception of a few loans in which Mr. Hoppe notes that Corcoran Sunshine has a strong partnership with Wells Fargo and HSBC, financial firms that have made strong strides in financing foreigners.



Clockwise from left: 35 EAST 79TH STREET and BACCARAT HOTEL AND RESIDENCES at 20 West 53rd Street; sales agent: Corcoran Sunshine. 479 GREENWICH STREET; sales agent: Douglas Elliman.



“很多国际买家都钟情于中城地段因为它的中心位置，并且靠近购物商场，餐馆，剧院和中央公园，”霍普先生说，“滨江大道和巴特里公园也特别能够迎合国际买家。”

尽管纽约的房地产市场很昂贵，但是中国的买家多种多样，从富豪到中产阶级再到有子女在纽约读书的买家。

“我知道中国的富豪和中产阶级会在美国买房子，”纽约的普天寿德爱房产的经纪人尚雪莉说。“有些人能够支付一千万美金的产业，其他的人会选择70万美金的单元房。买家的实力各有不同。”

“宽泛地说，我们与之合作的亚洲买家分为三种：在全世界动用资金置办豪华房产的，投资者，还有为了子女而购房的人，”霍普先生说。“我们最新的介绍中说，位于西53街极尽奢华的纽约巴卡拉酒店住宅大厦，已经为亚洲买家广为接受，他们追求在以现代艺术博物馆为起始的黄金地段，享受最高档次的奢华和服务。”

一旦完工，纽约巴卡拉酒店住宅大厦将扩展至五十层并且拥有从1000平方英尺到7400平方英尺面积不等的单元房，价格在350万美金到6亿美金。对于倾向于大户型的买家来说，购买多个单元将他们合并起来是可行的选择。

“我们在东79街135号的纽约巴卡拉酒店住宅大厦和国际宝石大厦的One57项目中见过数额非常巨大的交易，”他从最近的购买交易中发现到。国际宝石大厦特意设计在One 57项目中加入一些顶级奢华全楼层空间，位于80到88层，作为向中国买家的致意，因为在他们的观念中8是最吉利的数字。88号公寓以大概5亿美金的成交价格卖给了一名中国买家。 囍

“Many international buyers love the Midtown area for its centrality and access to shopping, restaurants, theatres and Central Park,” said Mr. Hoppe. “Riverside Boulevard and Battery Park City also resonate particularly well with international purchasers.”

Though New York’s real estate market is expensive, Chinese buyers fall into several categories, ranging from affluent Chinese to middle class to those who have kids in universities in New York.

“I see both affluent and middle class Chinese buying in the United States,” said Sherri Shang, a broker at Douglas Elliman in New York. “Some people can afford \$10 million dollar properties and others go for units that are \$700,000. There is a range of buyers.”

“Broadly, the Asian buyers we are working with fall into three groups: those who seek out trophy properties in global capitals around the world, investors, and those purchasing for their children,” said Mr. Hoppe. “One of our newest introductions, the spectacular Baccarat Hotel & Residences New York on West 53rd Street, has been exceptionally well-received among Asian buyers seeking the highest levels of luxury and service in an ultra-prime location across from the Museum of Modern Art.”

Once completed, the Baccarat Hotel & Residences New York will span fifty stories and having units running from 1,000 square feet to 7,400 square feet with price tags between \$3.5 million and \$60 million. For buyers that are inclined to wanting more space, the option to purchase multiple units and combine them is available.

“We have seen very large deals at 135 East 79, Baccarat Hotel & Residences New York, and Extell Development Company’s One57,” he noted about recent purchases. It has come to light that Extell specifically designed One57 with some of the most luxurious full floor spaces between the 80 and 88th floor as a nod to Chinese buyers and their belief that eight is the luckiest number. Apartment 88 is under contract for around \$50 million to a Chinese buyer. 囍