

WHEN "THE TRUMP FACTOR" ISN'T ENOUGH THE TYCOON'S MULTIMILLION-DOLLAR CONDOS ARE MOVING SLOWLY. HOW TO TURN UP THE JUICE? FOR THE DONALD, THAT MEANS PARTY TIME

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On Oct. 4, Donald Trump threw a party in the 29th-floor penthouse at Manhattan's 502 Park Ave. The prewar building, which once housed the Hotel Delmonico, now carries a new moniker: Trump Park Avenue. Scores of luxury condo brokers clad in designer suits sampled steak skewers and seared tuna while taking in the custom Italian doorknobs, oak parquet floors, and coiffured ceilings that mark the 11 newly finished floor-through penthouses.

... The Donald himself strolled off the express penthouse elevator into the airy gallery, followed by an entourage of well-wishers. He circled through the mirrored kitchen and sidled up to the dining-room wine bar. With an acquired humility, he thanked the Rahrs, who were on hand with ear-to-ear smiles. He thanked his financier, whose son, Trump announced with great respect, had just finished military service in Iraq.

EXPLAINING ALLURE. He then thanked architect Costas Kondylis for maintaining the building's classic prewar finishes throughout while simultaneously adding the hallmark Trump glitz. He even thanked the architect's daughter, a tall blue-eyed woman named Alexia, for designing the halls. "The halls!" he said, "the magnificent halls!" Last, he thanked Corcoran Group Senior Vice-President Linda Stillwell for coining the evening's term: The Trump Factor.

The Trump Factor, according to Stillwell, explains why Trump Park Avenue's 30th-floor penthouse commanded the top close price in Manhattan for the first half of 2004. (2003's top close price -- for a penthouse in the new AOL Time Warner building -- was triple that at \$44 million.) It explains why Trump sales reps walk an average of 30 prospective buyers per week through the posh penthouses -- from older tycoons



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