

THE REAL DEAL

NEW YORK REAL ESTATE NEWS

Real World could be moving

July, 14, 2008

MTV's "The Real World, Brooklyn" could be moving from two penthouse duplexes at Belltel Lofts, where the show has been used a selling point by the development's marketing agency, Prudential Douglas Elliman.

The show appears to be moving to a five-unit, six-story brick walk-up at 116 Third Place in Carroll Gardens, between Smith and Court streets, as first reported by [Brownstoner.com](#). The 4,500-square-foot prewar building was renovated in 2006, according to public records.

Equipment that will be used for the show's filming has been transported from Belltel to the new location, a source familiar with the show said.

Meanwhile, the show plans to keep a single floor of Belltel that it had originally planned to use for production, the source said.

Brownstoner reported that the slow pace of unfinished construction at Belltel has caused the MTV show to consider either postpone the start of filming to mid-August or move the location.

It is unclear if Elliman and broker Ilan Bracha will continue using 'Real World' branding [on ads](#) for the project if it turns out that the production facility, but not the cast, remains in the building. As [The Real Deal reported](#) in this month's issue, the show helped create a buzz at developer David Bistricher's conversion, which had been selling slowly.

At [116 Third Place](#), the apartments were listed for between \$1.2 million to \$2.6 million, and average \$1,200 per square foot. The property's owner told the [Brooklyn Paper](#) that MTV had been scouting it before the show picked Belltel.

Author: James Kelly

Copyright © 2007 – The Real Deal, Inc. , 158 West 29th Street New York, NY 10001 , 212-260-1332