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Chezi Rafaeli at Trump Tower's 14,000-square-foot, \$32M penthouse. Photo by Jim Newberry

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### Flying High

by Flying High | [CS \(cs\) magazine](#) | July 27, 2012

Chezi Rafaeli's mission (and he did choose to accept it): Deliver what is arguably Chicago's premier property, the \$32 million, 14,000-square foot penthouse at the top of Trump Tower into the hands of one very lucky buyer.

"This is really the first time the property has been put on the open market," says Rafaeli, a realtor for the luxury division of Coldwell Banker Previews International who has sold more than \$50

million worth of property in the building and is consistently ranked one of the city's top realtors. Though similarly priced residences sometimes take years to sell, Rafaeli doesn't expect the penthouse—aka the skyscraper's entire 89th floor—to be on the market long. That's largely because there is, simply, nothing like it. The biggest selling points? "The layout," says Rafeli. "The footprint of the building is amazing; it provides you so much square footage on one floor. And it's the highest penthouse in the world—so the views, with the 16-foot floor-to-ceiling windows, are unbelievable. When you come in the first thing you see is Millennium Park and the river going into the lake."

An Israeli immigrant who studied political science at Columbia University and cut his realty teeth in Manhattan before relocating to his wife's native Chicago to raise their twins, Rafaeli attributes his success largely to being a good study. "My job is to help customers understand the pros and cons about what they're buying," he says. "I don't really 'sell' anything. I provide as much information as possible. When people call and say 'I'm looking at unit so-and-so on North Michigan Avenue,' I can automatically tell them the layout, the exposure, the size. That's the most enjoyable part, and that knowledge is always well-received."

#### Rafaeli's Hots

The Summer Olympics, spending time with the family, iCloud, Instagram, sustainable foods, streaming movies

#### Rafaeli's Nots

Faxing, artisanal foods, watching TV with commercials, dogs wearing sweaters



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