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New Development Opportunity in Hudson Valley Beckons Developers and Investors



Esther Muller, cofounder of the Real Estate Academy, has taught and coached real estate professionals for more than twenty-five years, focusing on helping her students grow. She is also a licensed real estate broker who has worked with some of New York's greatest developers and has built significant industry relationships. In 2020, Esther joined the Sotheby's International Realty team in New York City. Soon after, a once-in-a-lifetime growth opportunity, 90 minutes north of New York City, came her way —[Hudson River Village](#).

This is the first time a property of this size, unparalleled location and diversity has come on the market in decades.

Today, Muller is a Senior Global Real Estate Advisor with Sotheby's International Realty and the exclusive listing broker for Hudson River Village, a 437-acre development site for sale in the Hudson Valley, with 1.5 miles of river frontage. Homes in the Hudson Valley – close to New York City – are in high demand with little inventory available, so Muller immediately recognized the project's potential. "This is a transformational era. From residential to commercial and industrial—every developer is asking: 'What will our new lifestyle be and how do we build for our future?'"

While the long-term effects of the pandemic are yet to be determined, the future of work will no doubt include hybrid and remote options. That increased flexibility has drawn once devoted New York City residents north in search of more space and a natural setting. When Muller's vision comes to fruition, Hudson River Village will deliver exactly what they're looking for. Located in Highland, NY, just across the Hudson River from the Poughkeepsie train station, the site offers an easy commute to Manhattan, along with abundant green space, fresh air, and outdoor recreation options.

Muller invited Leonard Bayer, Global Real Estate Advisor for Sotheby's International Realty, to join her as a partner on the project, along with Eli Ovits of Altruists global marketing and Hudson Valley based real estate experts, Heather Croner and JC Keeler. Reflecting on the unique opportunity, Bayer said, "In my 35+ years in real estate development, brokerage and investments, Hudson River Village is one of the most exciting properties I've been involved in. It's an unparalleled location on the frontage of the Hudson River."

Hudson River Village, formerly a family-owned wine village, is zoned and entitled. Muller said, "You've got the ability to build super-luxury or up to 800 boutique homes. It's a blank canvas now, with zoning permits and entitlements positioning the land for its best and maximum use. You can build a spa-hotel, and you can have a commercial component on that same piece of property."

Hudson River Village offers something for everyone: it's a resort, a place for people who want to easily escape the city life. You have the residential, and there's also a retail zone, and there's a commercial part of the conceptual zoning as well. That could be light industrial, in line with local needs. The hope is that all this combined provides more housing, plus thousands of jobs for the local community.

Muller envisions Hudson River Village as a safe place where multiple generations can connect with the natural environment. She said, "I love the mountains, and I love the greenery –the Hudson Valley has it all."

Muller anticipates being involved in the project for the next several years. She and her team are looking for an investor and/or developer to work with on Hudson River Village, and they want someone who is as inspired as they are in terms of the vision and potential. She said, "When you have a vision that's similar, it becomes awesome to be involved and to collaborate."

To find out more about Hudson River Village, and to explore development and investment opportunities, reach out to Esther or Lenny:

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