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Romance-seeking millionaire pays \$13.7M for Aldyn unit, setting building record

Attempting to meet men, entrepreneur had paid \$500K for a two-week Hamptons rental

By *Katherine Clarke*



Cheryl Mercuris and the exterior and interior of the Aldyn

Forget makeovers and Manolos: One single and very rich Floridian is betting that nothing attracts an eligible bachelor like some serious square footage overlooking the Hudson River.

Cheryl Mercuris, a millionaire entrepreneur who, in an effort to meet men, spent a record \$500,000 for a two-week summer Hamptons rental, has now purchased a six-bedroom home at the Aldyn, the Extell Development condominium at 60 Riverside Boulevard.

Mercuris, who reportedly rented Joe Farrell's Bridgehampton Sandcastle estate in 2010 with the purpose of meeting single men on retreat in the Hamptons, paid \$13.72 million for the corner unit in a deal that closed on October 13. The deal sets a record price for the building.

"The dating pool is much better [in the Hamptons] than in Florida," Mercuris, a divorcee, told the New York Post at the time of the Hamptons rental.

It was not immediately clear if Mercuris, who made her fortune in direct marketing and owns company Quality Resources, is still single and looking. She was reportedly pleased with the results of the Hamptons rental, having received various advances from potential suitors via facebook.com.

The single mother, who was not immediately available for comment, spoke in 2010 of her plans to move to New York City in order to immerse her son in big city culture.

The Aldyn spread totals 6,758 square feet and was last listed by the Aldyn's marketing team at Corcoran Sunshine Development Marketing for \$14.9 million, according to Streeteasy.com. The building has a mammoth 40,000 square feet of amenities, including an athletic club and spa, an indoor basketball and squash court, a climbing wall, a bowling alley and a yoga and pilates room.