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Commercial Real Estate

Gulch's Pendry tower taps high-profile New York brokerage to sell condos



A rendering of the 30th floor conservatory of the Pendry hotel and condo tower
BINYAN STUDIOS/SOMERAROAD



By [Sophia Young](#) – Reporter, Nashville Business Journal
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Story Highlights



- SomeraRoad enlisted Douglas Elliman and broker Greg Williamson to market Pendry Nashville condos to New York buyers.
- The 30-story Pendry tower will offer 146 condo units starting at \$1.25 million.
- Pendry Nashville signed \$26 million in condo contracts during the first quarter of 2026.

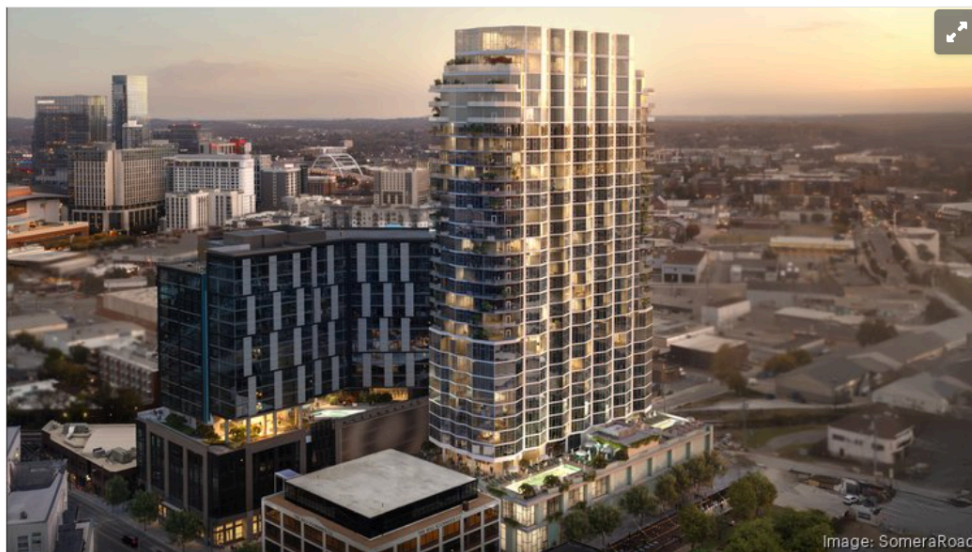
A Gulch developer is looking to woo New York buyers to its [\\$364 million condo and hotel tower](#).

New York-based brokerage Douglas Elliman and high-profile broker Greg Williamson were enlisted by Redeavor, the firm that's leading sales for [the Pendry Nashville development](#), to [pitch the tower's condos](#) to Big Apple buyers.

The aim for New York buyers isn't a far stretch for SomeraRoad, the firm that's developing the Pendry tower and the larger [Paseo South Gulch development](#) it's rising within. SomeraRoad started out with its headquarters in New York and has since opened a second headquarters in Nashville as it progresses on its massive Gulch project.

"There's a lot of people we know from New York that have a strong tie to Nashville already and more are looking at Nashville as a potential move or a second home every single day," Andrew Donchez, head of development at SomeraRoad, told the Business Journal. "So looking to New York ... for potential buyers for Pendry Nashville was a no-brainer."

The Pendry Nashville, which is expected to complete in 2027, will offer 180 hotel rooms and 146 condo units on the upper floors of the 30-story tower.



The Pendry Nashville hotel and condo tower is expected to complete in 2027.

PICTURY/SOMERAROAD

Starting at \$1.25 million, the condo units will range from one- to four-bedrooms, including 10 penthouses. The 30th-floor unit, called The Paseo Penthouse, will span nearly 6,000 square feet and offer a 1,055-square-foot private terrace.

Maranda Blanton, managing director at Redeavor who's leading sales for Pendry, said the Pendry team met with multiple brokerages and agents in New York when looking to widen the tower's buyer pool. Douglas Elliman, and specifically Williamson, stood out because of their strong music and entertainment ties.

Williamson hosts an exclusive live concerts series in New York called SoHo Sessions; the event draws big name guests from entertainment, music and film industries to raise money for a chosen nonprofit. In partnership with Pendry Nashville, Williamson will be bringing SoHo Sessions to Nashville this fall.

"We really felt that Greg Williamson had the core audience, very similar ways he conducts business to not only Redeavor, but how we're approaching the sales process at Pendry Nashville," Blanton said. "With his ties to the entertainment industry, philanthropy – it really hits a vein of what we are at Pendry."

The Pendry tower saw **\$26 million in contracts** signed for its under-construction condo units in the first quarter of 2026. That figure includes a \$7.05 million deal for one of the development's 29th-floor penthouses, the first to sell in the tower.

Blanton says several New York-based buyers have already contracted condos at Pendry Nashville, but the firm isn't letting this overshadow its pitch to Nashvillians. Pendry's dedicated on-site sales team is led by Pablo Cela and Charlotte Flowers, and the firm partnered with The Noelle Collective at Compass to market to local buyers.



Expand

A rendering of the condo lobby area
BINYAN STUDIOS/SOMERAROAD

“I think the buyer pool in Nashville is strong. We're seeing the product well received by folks who are looking for either a primary residence in the Gulch ... or are looking for a second crash pad or pied-a-terre downtown,” Donchez said. “But I think Nashville itself has a reputation, and people from elsewhere in the country and the world are being attracted to Nashville. We're seeing a pretty good split of both local buyers and out-of-town buyers who both love Nashville for the same reasons.”

Several other luxury condo projects are underway in Nashville including Tony Giarratana's [Paramount tower](#), [Belle Meade Village](#), [the Nashville Edition](#), [Midtown's Voce tower](#) and more, with many of them competing for a similar set of buyers.

With increasing competition, Nashville developers are having to [pull out all the stops](#) to pitch their condos.

“The days of just hanging a shingle and hiring a broker ... that's a bygone era. People want to know what the brand is that they're buying into,” Donchez said. “For us, we want the Pendry Nashville to not just be a really great hotel, but to be a center of culture in Nashville, to be part of the blue flame of the music and entertainment industry and a place where people meet and gather to dine and to stay when they come to Nashville.”