

What's happening in NYC real estate January 2024

We've already made it through the first month of 2024! No need to say, "Happy New Year" anymore. We are off and running!

Last year, January was an abnormally slow month. It really set the tone for the year, which ended up having the lowest amount of residential sales since 1995. That staggering slowdown seems to have been left in the past. Two extremely big sales have already occurred so far this year; one apartment in Central Park tower went into contract for \$135M, as well as a 12,000 square foot townhouse in the West Village which was sold off-market for \$75M. That's over \$200M of real estate sold in the first month of the year, in only two transactions! If that is any indication of how this year will go, there will be a lot of very happy real estate agents!

The market has been a lot stronger than the headlines would lead you to believe, especially in New York City. Although there are reports that rental prices are leveling off, this month I rented two apartments for higher prices than they were previously leased in just one day. Also, buyer activity has picked up as well. Most potential purchasers have been in the market for a long time, waiting for the right opportunity. Most agree that mortgage rates have hit a peak, so buyers are stepping up and more sellers are more willing to test the market. It has created the perfect environment for increased deal activity.

[The LivNY Team](#) has a lot of beautiful homes on the market for sale and have noticed a pickup in the interest level. Sales have been taking longer these days, but there are good opportunities both on and off-market. We have an amazing off-market property at 49 Chambers Street, a pre-war luxury condominium downtown, along with a lot of unique apartments. Sellers are still negotiable and patiently waiting for the right buyer. We also have a retail space for lease in Chelsea that is over 3,250 square feet and has stunning pre-war details. If you missed the launch party last weekend we would be happy to show you this incredible offering. Retail in New York City has actually shown real signs of life lately...

The spotlight this month is on the strength of the retail market in New York City. A sector that was thought to be left for dead has surged recently with some major deals happening on Fifth Avenue.

Seeking Its Next Loving Owner...



Private Outdoor Oasis @ 200 East 27th Street



Off-Market Pre-War Condo @
49 Chambers Street



Alcove Studio @
Gramercy Park Towers

Dream Homes @ 360 Central Park West...



Apartment #9K



Apartment #6B



Apartment #7C

Downtown Living @ 38 Delancey Street



Apartment #4A

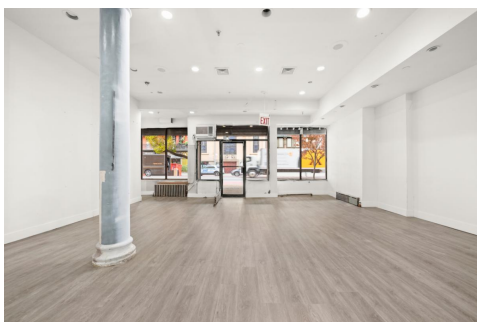


Apartment #4B



Apartment #4CD

Expand your business in these retail locations...



3,250 Square Feet @ 241 West 23rd St.



Endless Potential @ 200 West 86th St.

SPOTLIGHT ON:
Retail Revival in New York City



The retail market in New York City hit its peak back in 2015. Then, it was a quick change where the retail sector was practically left for dead. The rise of Amazon and online delivery made it seem as though brick and mortar business was a thing of the past. When the pandemic hit, those trends accelerated as the retail sector seemed practically hopeless.

Looking back, it is possible that 2020 was the low point for the retail market in New York City. Although there are still many storefront vacancies remaining, most were leased up at amazing rates in the middle of the crisis! Since rent is typically the biggest expense for a small business, this has really helped in the resurgence of New York City.

Recently, there were very significant retail transactions that caught everyone's attention. Luxury brands like Gucci and Prada actually purchased their retail locations. Prada bought its flagship store at 724 Fifth Avenue for \$425M at the end of last year. At \$6,205 per square foot, the 68,000 square foot property was the biggest sale since the pandemic began. That record did not hold for long. Soon afterwards Gucci purchased 715-717 Fifth Avenue, a 115,000 square foot property with multiple levels of retail space. The purchase was for a staggering \$963M.

Besides the luxury brands and their big purchases, it would be hard to discuss the retail market without mentioning the new cannabis industry. Although technically still illegal on the federal level, there are cannabis locations opening up all over the city. You can't list a retail space for lease without receiving multiple messages from cannabis operators. However, since they are new businesses and not established, many landlords are not considering them as tenants. We will see how that evolves.

The retail market in New York is a very good example of quickly markets can fluctuate. In 2015 it was difficult to imagine the market going down, then just years later it looked un-investable. With the recent news it seems as though the market has found a good balance and retail has a bright future in New York.

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