

What's happening in NYC real estate September 2019

You'd imagine in a market downturn there would be nothing to do, but I've realized it is during these difficult times that people need us real estate agents the most! It's been incredibly busy, with little time to do much other than help people in this tough marketplace. But I need to get out my monthly newsletter because it really is the end of Q3 2019, can you believe it?!

Conversations today can be difficult, but they vary, and each presents a new interesting situation. Rentals are always in high demand and move quickly. It's super fast pace. Inquiry "Can I view this apartment today at 9:30am", makes it tough to keep up!

Sellers are having the real difficult discussions. Figuring out the balance between motivation and pricing is not easy. "At what price will this sell immediately?", is practically impossible to predict, especially in market with so few buyers. But at the end of the day, it's not about what you want to hear, but need to hear. Sometimes renting (if possible) is the best option.

As you would expect, buyers are the most fun to talk to! Let's go take advantage of a crushed sales market armed with low-interest rates, motivated sellers, and tons of inventory to choose from. It really is a buyers paradise, and the perfect time to find a deal.

So let's have fun! The topic is how a real estate agent can help buyers. 3 key points: track both on and off-market inventory, determine value, and negotiate the best deals! Spotlight this month is on One Waterline Square by GID Development Group.

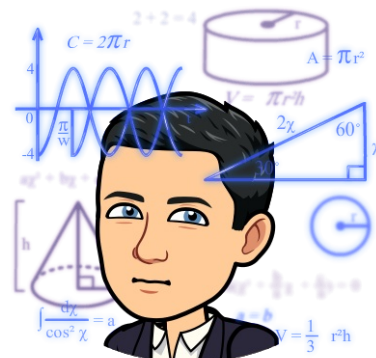


Knows ALL of the inventory

What happens in a down market? Apartments don't sell. Which means there are a lot of off-market opportunities. People who would like to sell if the right buyer came along, but do not want to list. There are a lot of apartments for sale today both on and off-market. You need an agent who knows ALL of the inventory!

Determine the value

In either a good market or a bad market, buyers are always searching for value. In today's market there is a lot of inventory to choose from, but not all of the apartments are able to hold value. A down market is great to find a good deal, but are you getting good long-term value? There are a lot of apartments in Manhattan that will always have value, at the right price...make sure your agent knows that is!



**NOT
GONNA
HAPPEN**



Negotiate the best deal!

I once heard, "I earn my living from insulting offers" and that has stuck with me ever since. In a buyers market there is a floor price. Sellers know what they want to take home. If you like the opportunity, and see the value at a certain price, now is the time to submit an offer! You'd be surprised at how negotiable sellers can be, as long as you toss your hat in the ring.



FOR RENT

Beautiful 3 Bedroom Co-op
@
69 Fifth Avenue



FOR RENT

Amazing 2 bedroom Condo
@
142 North 1st Street



FOR SALE

2 Bed with Private Terrace
@
309 East 49th Street

SPOTLIGHT ON: One Waterline Square



One Waterline Square is a full city block development project on 60th and 61st Streets and West End Avenue. This area of the West End has really emerged over the past few years and is now coming into it's prime. Close to Columbus Circle, Lincoln Center, Juilliard, and with incredible views of the Hudson River, it's really turning into quite the community. When I first visited I thought, "This is a residential Hudson Yards".

One Waterline Square is comprised of three buildings, with condo apartments as well as

rentals. Both have impeccable finishes. Walking into the lobby is like entering into a 5-star resort with tranquil water flowing and incredibly beautiful common areas. They are finishing up over 100,000 square feet of state-of-art amenities. Everything is brand new!

This place is incredibly high-end, including the very high-end prices. To live in this luxury is expensive! Is it worth it? You won't know until you come check it out!

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