

What's happening in NYC real estate March 2026

It's the final day of the quarter, and it has been a very volatile few months. Spring optimism is in the air as the weather begins to warm up after a harsh winter. The city streets are busy, and people are excited to get out and about. The question now is whether that energy can outweigh the current uncertainty in the market.

To everyone's surprise, the United States joined forces with Israel and attacked Iran, which has understandably put many on edge. The events over the past month have dominated the global media cycle, and there is a general sense of waiting for clarity. Oil prices have risen meaningfully, interest rates have moved higher, and together they have tempered expectations for the spring real estate market, as well as the broader economy.

That said, the market itself is not broken, it is simply more selective. Inventory has begun to tick up, while signed contracts are still tracking below typical seasonal levels. In other words, there are more options coming to market, but buyers are moving carefully. This is leading to a pattern we are seeing more frequently: interest, followed by hesitation, and in some cases, deals that do not immediately come together.

Pricing has become a central part of the conversation. Recent data shows that nearly 40% of sellers have had to reduce their price before securing a deal, with the median reduction just over 7%. More often than not, these adjustments happen after a property has already been on the market for some time. In this environment, thoughtful positioning from the outset can make a meaningful difference.

Nevertheless, our team has remained very active and successfully closed another notable transaction. Our duplex apartment sale at 360 Central Park West was featured in Crain's Magazine for achieving a strong price per square foot, as the project continues to outperform the neighborhood. You can read the article [here](#).

A conversation we are having frequently with owners right now is centered on strategy. The right approach to bringing a property to market is more important than ever. Pricing and marketing will always matter, but timing and positioning are just as critical. In some cases, timing is dictated by personal circumstances, but when there is flexibility, being deliberate about when and how to enter the market can have a significant impact on the outcome. Each segment of the market is behaving a bit differently, and understanding those nuances is key to making informed decisions, whether buying or selling.

Speaking of buying, the Spotlight this month is on a home buying program that our team will be introducing in a seminar on April 18. If you, or anyone you know, is considering a purchase, it is a great opportunity to get informed and get started.

On the market...



Spectacular Views @
360 Central Park West



Renovated One Bed @
35 East 10th Street



Loft Dream Apt in LIC @
27-28 Thompson Avenue

SPOTLIGHT ON: Home Buyer Program



This month's spotlight is the launch of our LivNY Home Buyer Program.

For those considering a purchase, navigating the New York City market today requires a thoughtful and informed approach. Our in-house brokerage team at LivNY, including Coco, Tiffany, Lian, and myself, has designed a program to simplify that process and provide clear direction from the outset.

We will be hosting an upcoming seminar where you can meet our team, along with a trusted mortgage broker and real estate attorney and gain a practical understanding of how to enter and navigate the market with confidence.

One of the advantages of working within our network is flexibility. For tenants considering a transition into ownership, we are often able to coordinate lease timing to allow for a more seamless move, removing much of the typical pressure around aligning a purchase with a lease expiration.

For owners within Argo-managed buildings, there are also meaningful benefits when choosing to work with our team, including the potential waiver of certain Argo-related fees.

The objective is simple. Whether buying or selling, having a single, aligned team guiding the process leads to a more efficient and well-executed outcome.

If you or someone you know has been considering a move, you can register for the upcoming seminar [here](#). Hope to see you there!

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