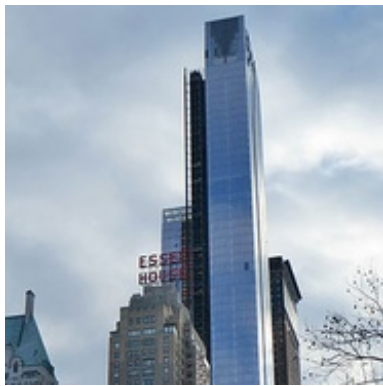


INTERNET

New York Times scans city neighborhoods for real estate insights

January 26, 2015



New York

By NANCY BUCKLEY

The New York Times is delving into neighborhoods with its “Block by Block” video series featuring locals from different areas within New York.

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A new area will be highlighted each month, with the first episode looking at the up-and-coming Bedford-Stuyvesant neighborhood of Brooklyn. Real estate agents and marketers will be able to use these videos to offer insight and context to clients looking to purchase in a specific neighborhood.

“Real estate professionals can use these videos to help provide context around customer decision making for neighborhoods as part of the home search process,” said Matthew Shadbolt, director of real estate products in the core digital product group at [The New York Times](#).

“When looking to communicate the essence of a place, we feel these videos have a long-term use for a variety of different audiences, from searchers, to real estate professionals, and even locals,” he said.

Inside access

In November, The New York Times launched an updated version of its real estate app that leverages the features of the iPhone to reach an already considerable mobile audience for real estate content.

The app, redesigned for the first time since its 2007 launch, now combines the best real estate articles with the week's most desirable properties on the market chosen by Times editors in a continuously updated news stream paired with the ability to search for homes for sale or rent. The move continues the Times' effort to highlight its mobile properties to boost engagement with its content ([see story](#)).

"Block by Block" is featured on the app and on The New York Times' Web site. The feature includes a video and article.

Embedded Video: <http://graphics8.nytimes.com/bcvideo/1.0/iframe/embed.html?videoId=100000003448018&playerType=embed>

Block by Block

The video starts off with imagery of the neighborhood and the natives as an interview is being conducted.

Most Recent

Lowest Price

Highest Price



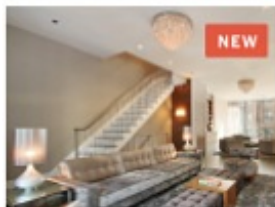
NEW

CHELSEA

\$2,350,000

332 West 19th Street

2 Beds | 3 Baths



NEW

UPPER EAST SIDE

\$14,200,000

222 East 62nd Street

5 Beds | 5.5 Baths



TRIBECA

\$8,900,000

463 Greenwich Street

3 Beds | 3 Baths



SOHO

\$11,500,000

40 Mercer Street

3 Beds | 3.5 Baths | 2,706 sq. ft.



TRIBECA

\$9,995,000

4 Beds | 4 Baths | 3,650 sq. ft.



TRIBECA

New York Times real estate app

Locals enthusiastically speak about the beauty and quirks in the area and the history of the neighborhood is touched upon, including the mention of celebrities who originated from the region. For instance, 8,800 buildings in the area were built before 1900 and many maintain the original Victorian architecture.

Potential buyers are enlightened with information about the parks, brownstones and transportation routes. Also, residents speak to the safety of the area.

The article that coincides with the video covers the real estate trends seen in the area, including the recent gentrification as typical New York consumers are priced off the island to outer boroughs. Also, recent building projects are mentioned.

As the video series continues, many more areas of the city will be highlighted in a similar manner and real estate buyers will gain an inside look at affluent areas and the next up-and-coming neighborhoods.

Up and up

Understanding each neighborhood is vital for real estate entrepreneurs looking to invest in prime areas.

The average sales price for condominiums and co-ops in New York in 2014 is \$1.8 million, according to CityRealty's year-end report.

Real estate prices in Manhattan have risen this year, reaching all-time highs in some areas. Understanding the highly priced areas in the Manhattan real estate market can help brands understand the neighborhoods to look toward for new store openings and events to best reach ultra affluent consumers ([see story](#)).

The spike was seen with the rental for \$500,000 a month that changed the way real estate agents approach renters.

The entire 39th floor of The Pierre Hotel across from Central Park was rented from the end of November through December for the large sum. When looking to reach interested tenants, it is important that real estate agents understand their clients' desires and know the right marketing strategies ([see story](#)).

When buying or renting luxury residences, understanding the ins and outs of a neighborhood prior to moving is sometimes impossible, but "Block by Block" aims to offer behind-the-scenes access to alleviate the stress of analyzing an area as an outsider.

"Answering the question 'What does it feel like to live there?' in parallel to the home search experience is something we know Times readers already find valuable," Mr. Shadbolt said.

"It's one of the most powerful and valuable things we can answer for both our readers and searchers," he said. "So we're making sure we're leveraging and building products around that theme in an enjoyable, mobile-friendly way."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/89ZEtS8GLoI](http://www.youtube.com/embed/89ZEtS8GLoI)

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