

REAL ESTATE

Leslie J. Garfield & Co. produces ode to agents' New York expertise

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The video series profiles the broker's agents and their connection to New York City. Image credit: Leslie J. Garfield & Co

By DANNY PARISI

Real estate broker Leslie J. Garfield & Co. has unveiled a new video series promoting its agents who specialize in townhouses located in some of New York's most prestigious neighborhoods.

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Titled "The Townhouse Guys," each video offers a short profile of one of the company's agents along with their credentials and expertise on a specific neighborhood of New York. With real estate at a premium in New York, Leslie J. Garfield is hoping that its agents' deep knowledge of the city's intricate boroughs and neighborhoods will be an asset to those looking for a home in the city.

"At the heart of everything we do at Leslie J Garfield & Co is a really personal customer focused approach and our unrivaled knowledge of the New York townhouse market," said Jed Garfield, president of [Leslie J. Garfield](#), New York. "These videos are a really refreshing and fun way for viewers to get to know the team better and find out more about the wealth of expertise that we possess."

Townhouse Guys

Ultra-affluent customers are accustomed to having their needs catered to when shopping for expensive items, and real estate is no different.

Buying a home is one of the most complicated purchases one can make, and even for those for whom money is no object, buying a luxury townhouse is not something done flippantly.

Leslie J. Garfield & Co. is making a case for itself as a premiere assistant to helping those customers buy the perfect townhouse by releasing a new Web series called The Townhouse Guys.

In these videos, the real estate broker profiles its agents who specialize in New York City townhouses as they talk about what makes them perfectly suited for the job of finding the best place in their respective neighborhoods.

From the West Village to Midtown, these agents each have their own area of the city with which they are particularly familiar. Through images of both the agents and their respective neighborhoods, Leslie J. Garfield is painting a picture of what to expect when working with their agents.

Townhouse Guys

With real estate prices surging and the market for New York townhouses growing, Leslie J. Garfield is taking advantage of the climate to try and attract new customers. The company's portfolio has recently surged to more than \$500 million in properties, meaning that now is a particularly fruitful time for real estate brokerage in the city.

Real estate market

After taking a beating in recent years, the luxury real estate market is finally starting to bounce back.

For the second quarter of 2017, the real estate market finally saw the luxury sector increase by 7.5 percent since the year-ago period, while the standard market saw less gains, according to a new report from Redfin.

The luxury real estate market has seen no significant price increase for the past three years, while the rest of the real estate market flourished. This quarter, the high-end market saw an upward price hike while other homes saw less of an increase with 7 percent, per Redfin's findings ([see story](#)).

This has coincided with new luxury developments in New York, such as the new community being planned by One Hudson Yards.

Townhouse Guys

One Hudson Yards, a luxury residential tower in New York, is renting 178 apartments for affluent tenants that come with a curated collection of art and a bevy of wellness and lifestyle amenities.

The apartments units within One Hudson Yards are being leased out by Related Rentals with interior designs by New York-based architect Andre Kikoski. For this high-end price range, with rents starting at \$5,095 per month, Related Rentals and One Hudson Yards is targeting wealthy consumers who have the financial security to buy an apartment, but prefer to rent something that has already been designed ([see story](#)).

Leslie J. Garfield's new video series is attempting to capitalize on the recent growth in real estate sales to promote the familiarity and expertise of its agents to potential customers.