

REAL ESTATE

## Street Easy modernizes Hamptons real estate inquiries

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*Hamptons real estate gets a modern update. Image credit: Nest Seekers International.*

By BRIELLE JAEKEL

Zillow-owned Hamptons Real Estate Online has transformed into a new hub as part of a more modern approach to operating the listings of the country's most expensive zip codes.

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Out East is the new division of Street Easy that replaces the Hamptons, New York's outdated realty Web site. The highly customized experience looks to cater to users on both desktop and mobile for all-things real estate.

"With almost 40 percent of HREO's visits in 2017 coming from New York City users [ii], it's clear these two real estate markets are intrinsically linked, but very different," said Matt Daimler, general manager of **Out East** at Zillow.

"Channeling the same nuanced, hyper-local approach we take with our other New York brands, Out East is designed to provide renters and buyers with an exceptional and uniquely Hamptons real estate experience that can't be found anywhere else."

### Life in the Hamptons

Users can browse a variety of properties for short-term and long-term rentals, home and land for sale and special town guides. They can search based on town, rental period and waterfront location or water views.

After acquiring HREO.com, Zillow will be taking its resources to build OutEast.com. The previous Web site will now direct users to the Out East platform and retire.

Along with HREO.com, Street Easy's Hamptons division will also shut down and begin to redirect users to OutEast.com.



*Out East launches on multiple platforms. Image credit: Zillow.*

Zillow notes that the Hamptons is the most popular region for second-homes of New York residents. The region also contains 15 of the United State's most expensive zip codes.

Driven by an image-focused interface, the new platform also features an interactive map, reflective of the iconic Zillow experience. Users can search for nearby restaurants, nightlife, farmers markets, beaches attractions and other businesses.

Similar to Zillow, users can save their searches to easily continue browsing after closing, as well as "favorite" any listings of interest.

Zillow claims the platform will be the first to share new listings and have the latest information on all Hamptons properties.

Out East is integrated with the tool that most Hamptons real estate agents use to manage listings named Real Net, which Zillow acquired as part of the HREO.com. Out East is the only platform to leverage the database, which means it will be first to the market news.



*Out East's new Web site.*

Many other brands and luxury platforms have been looking to modernize their experiences in the Hamptons.

For instance, with many affluents sending their children off to summer camp, private aviator NetJets tapped into the desire for parents to visit by operating day-trip flights from the Hamptons to 25 different campgrounds along the East Coast this past summer.

NetJets allows customers to rent private jets for short-term periods, enabling them to make single trips without having to purchase a plane. With the weekend of July 21-23 being one of the most popular travel slots for luxury buyers, NetJets cashed in on the wave of affluent travelers ([see more](#)).

New real estate

The new experience is more intuitive of how home buyers, sellers and renters are interested in interacting with real estate today.

Zillow is one of the many platforms that have supported changing consumers' behaviors in real estate browsing.

It is important for luxury real estate brands, who may be disinclined to change, to adapt to this new behavior.

Despite a slightly weakened 2017, luxury housing in the United States is still booming, particularly in states such as Colorado and Hawaii.

According to a report from realtor.com, growth in the sales of luxury homes in 2017 slowed compared to 2016, but the market remains strong overall with high demand. Luxury real estate dealers will have to be smart about selling houses in key markets and fast growing cities such as Seattle and San Francisco ([see more](#)).

"We're excited to continue evolving and investing in Out East, and to make it even easier for people to find their dream home in the Hamptons," Out East's Mr. Daimler said.

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