PRESS KIT

THE REAL ESTATE GROUP

NEW YORK

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About Us

Redefining the Way People Search for Homes in Manhattan

The Real Estate Group (TREGNY) is a Manhattan residential sales and rentals brokerage firm founded by veteran agents Andrew Barrocas, C.E.O. and Daniel Baum, C.O.O. Since its inception in 2004, The Real Estate Group has grown exponentially by achieving marked success through a commitment to innovative marketing and superb customer service. This continually expanding brokerage now employs over 50 agents, all of whom specialize in the Manhattan residential market. In July 2007, the firm relocated to its 6,000-square-foot corporate headquarters in the heart of the Flatiron district.

The Real Estate Group is committed to offering personalized service specifically tailored to each client's individual needs. The firm's principals and agents regularly follow up with clientele long after deals are finalized. All of TREGNY's dedicated brokers must complete a rigorous training program, and these agents make themselves available to customers 24 hours a day, seven days a week to ensure that every client finds the right home.

For over two years, TREGNY has published a comprehensive Manhattan Rental Market Report—the only research on Manhattan rental data released on a month-to-month basis. The market report, recurrently cited by both industry and mainstream media, provides an unparalleled resource for renters, landlords and developers alike to gauge the current state of the rental market using consistently fresh data.

The Real Estate Group guarantees that all properties advertised on the company's website and classifieds are accurate and available according to the information provided by landlords. The firm works tirelessly to provide the industry's most up-to-date information on vacant properties in the Manhattan market. The Real Estate Group is a member of Global ERC (www.erc.org), the Manhattan Association of Realtors® (www.manarrealtor.com) and the Real Estate Board of New York (www.rebny.com).

The Manhattan Rental Market Report

The Manhattan Rental Market Report was designed by Chief Operating Officer Daniel Baum to provide renters and landlords with a clear view of the Manhattan rental property market. **It is the only report that compares changes in the city's rents on a monthly basis.**

Apartments are categorized by service level (doorman vs. non-doorman) and size (studios, one-bedrooms and two-bedrooms), and the report compares offering prices that property owners, brokers and management firms send out to the real estate community daily. The data sample is pulled from a specific mid-month point, which is compared to prior months to gain an understanding of price change over time. Data is compiled from over 10,000 currently available listings located below 155th Street and under $10,000 per month; it is gathered from The Real Estate Group's proprietary database and combined with statistics from RLS, OnLine Residential and Real Plus (R.O.L.E.X.).

The Market Report is broken down into four sections:

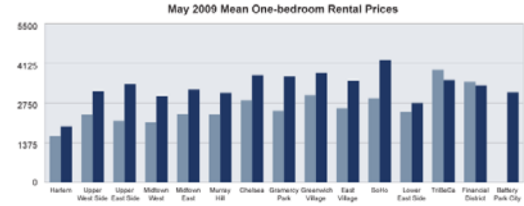
A Quick Look

The most and least expensive neighborhoods are listed each month, highlighting significant trends in the rental market.

Mean Citywide Rental Prices

Bar graphs showcase doorman and non-doorman rents specifically for that month, in 15 neighborhoods, side by side.

May 2009 Mean One-bedroom Rental Prices



	Harlem	Upper West Side	Upper East Side	Midtown West	Midtown East	Murray Hill	Chelsea	Gramercy Park	Greenwich Village	East Village	SoHo	Lower East Side	TriBeCa	Financial District	Battery Park City
Doorman	1,927	3,154	3,400	2,984	3,208	3,097	3,719	3,662	3,802	3,524	4,246	2,744	3,546	3,358	3,116
Non-doorman	1,611	2,342	2,120	2,067	2,360	2,349	2,840	2,477	3,018	2,564	2,916	2,433	3,901	3,476	-

Citywide Price Trends

Line graphs compare the cumulative average rents from 15 Manhattan neighborhoods since January 2007.

May 2009 Manhattan One-bedroom Price Trends Over 13 Months

	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Doorman	3,624	3,654	3,692	3,638	3,633	3,550	3,510	3,456	3,453	3,395	3,329	3,314	3,299
Non-doorman	2,803	2,783	2,765	2,770	2,820	2,789	2,777	2,654	2,612	2,632	2,624	2,592	2,605

Neighborhood Price Trends

Line graphs show changes in each neighborhood since January 2007.

We invite all landlords and property owners to contact us so we can incorporate your personal portfolio in our monthly reports. Call us at 212.475.9000 or email us at listings@tregny.com. If you would like to republish this report on the web, please make sure to source it as the Manhattan Rental Market Report with a link back to its original location, http://www.tregny.com/manhattan_rental_market_report.

Andrew Barrocas, C.E.O.

Andrew Barrocas is the Chief Executive Officer of The Real Estate Group. He is jointly responsible for the day-to-day operations, strategic planning and the overall vision of the company.

Andrew began his real estate career at one of Manhattan's largest brokerage firms, where he soon earned the title of Managing Director at the age of 23. Over the course of the next four years, Andrew received numerous awards for his achievements in real estate, including the prestigious Crain's NY "Top Broker Under 30". At 24, he was the youngest individual ever to receive the honor.

Today, Andrew brings his expertise, creativity and enthusiasm to The Real Estate Group. With his innovative ideas and keen eye for design, Andrew creates unique marketing strategies that help keep his firm on the cutting edge of the industry. "The landscape of the Manhattan real estate market literally changes from one day to the next. To keep ahead of the curve, I constantly watch and research the market to assess how current fluctuations may spread into future long-term patterns. If you have to read about a trend, you've already missed it," says Andrew.

Andrew was born and raised in New City, NY and studied at the W.P. Carey School of Business at Arizona State University, where he graduated with a Bachelor of Science in Business Marketing. He is a monthly guest speaker at a seminar held at the New York Real Estate Institute and is a member of the Real Estate Board of New York and Global ERC. A citywide-recognized real estate expert, Andrew is frequently quoted for his insight on the state of the Manhattan market.

Daniel Baum, C.O.O.

Daniel Baum is the Chief Operating Officer and Director of Corporate Relocation for The Real Estate Group. He is jointly responsible for the day-to-day operations, customer care and media relations of the company.

Daniel began his career at age 18, when he worked as a financial advisor at Josephthal & Co. while attending Baruch College in the evenings. Despite his success in finance, Daniel soon decided to pursue his interests in the growing technology sector, seeking expertise in a field he felt was critical to future business endeavors. At 24, Daniel launched his real estate career at the main office of one of the city's leading firms, where he quickly became the top broker. The company recognized Daniel's achievements with awards such as "Top Relocation Broker of 2004" and by granting him Platinum Club membership for each of the four years he worked there.

Today, Daniel uses his outstanding communication skills and commitment to quality service to help further advance The Real Estate Group. Daniel personally trains each new agent to ensure that all of TREGNY's brokers exhibit the highest levels of professionalism and expertise. "I believe in using a highly proactive approach when assisting clients, whether they're current Manhattan residents or moving to the city for the first time," says Daniel. "Everyone deserves a broker they can not only rely on, but trust. TREGNY's agents tailor their services to meet customers' unique needs, resulting in the most efficient and stress-free relocations possible."

Daniel was born in Pennsylvania and moved to New York City as a child. He studied at Baruch College, City University of New York and has lectured at the New York Real Estate Institute. Daniel is a member of the Real Estate Board of New York and Global ERC. A citywide-recognized real estate expert, he is frequently quoted for his analysis of data, events and trends in the Manhattan residential market.

The Real Estate Group in the Press

The Real Estate Group principals, Daniel Baum, C.O.O. and Andrew Barrocas, C.E.O. are experts on the Manhattan residential real estate market and are frequent sources for the New York media. Check out The Real Estate Group and the Manhattan Rental Market Report in the press at http://www.tregny.com/press_room.

Recently featured in:

- The New York Times
- Reuters
- CNBC
- BusinessWeek
- The Wall Street Journal
- New York Post
- The New York Observer
- New York (nymag.com)
- The Real Deal
- Curbed
- amNew York
- The New York Sun
- Brooklyn Daily Eagle
- Time Out New York
- REALTOR Magazine Online
- Seeking Alpha
- Real Estate Weekly – Serving America's #1 Market
- Mann Report
- InmanNews – Where Real Estate and Technology Connect
- newsday.com
- About: Real Estate Business
- Yahoo! Finance
- Yahoo! News

RESIDENTIAL

MANHATTAN: TOP RESIDENTIAL FIRM WEB SITES

The city's largest firms, unsurprisingly, also had the highest-ranked Web sites last year.

The Corcoran Group, the second-largest brokerage in New York in terms of number of agents, ranked first last year, as it did in 2007. Prudential Douglas Elliman, the city's largest brokerage, once again had the second highest-ranked Web site. The top-five brokerage that made the greatest strides from 2007 to 2008 was Citi Habitats, which went from ranking fifth to ranking third.

Brokerages are acutely aware of their Web site's importance, as studies show the majority of home buyers search for properties on the Web.

"A recent study by the National Association of Realtors showed that 84 percent of buyers are going on the Web, and that's across almost every demographic," Matthew Leone, marketing manager at Halstead Properties, told *The Real Deal* last year. "We understand the need to commit larger sums of money to Web-based products."

MANHATTAN RESIDENTIAL BROKERAGES WITH THE HIGHEST WEB SITE RANKINGS

RANK 2008	RANK 2007	COMPANY NAME	WEB ADDRESS
1	1	The Corcoran Group	www.corcoran.com
2	2	Prudential Douglas Elliman	www.elliman.com
3	5	Citi Habitats	www.citi-habitats.com
4	3	A.N. Shell Realty Group	www.anshell.com
5	4	Halstead Property	www.halstead.com
6	12	Sotheby's International Realty	www.southebyshomes.com
7	8	Brown Harris Stevens	www.brownharrisstevens.com
8	18	Caliber Associates Inc.	www.calibernyc.com
9	6	The Real Estate Group NY	www.tregny.com
10	11	Tungsten Property	www.tungstenproperty.com
11	-	Elika Associates	www.elikaassociates.com
12	7	CityCribs.com	www.citycribs.com
13	15	ArdorNY.com	www.ardorny.com
14	9	Urban Living	www.urbanliving.net
15	21	Nest Seekers International	www.nestseekers.com
16	50	Gregory James & Associates LLC	www.gregoryjamesny.com
17	20	Bellmarc Realty	www.bellmarc.com
18	19	Anchor Associates	www.anchornyc.com
19	23	Manhattan Apartments Inc.	www.manhattanapts.com
20	17	Bond New York Real Estate	www.bondnewyork.com
21	22	Mark David & Company	www.markdavidny.com
22	26	Coldwell Banker Hunt Kennedy	www.cbhk.com
23	24	Stribling & Associates	www.stribling.com
24	31	Century 21 NY Metro	www.c21nyc.com
25	-	The Developers Group	www.thedevelopersgroup.com
26	25	Warburg Realty Partnership	www.warburgrealty.com
27	13	Furnished Quarters	www.furnishedquarters.com
28	10	CitySites Real Estate Group	www.citysitesny.com
29	30	Manhattan Connection	www.manhattanconnection.com
30	32	Hecht Group Corp.	www.hechtgroup.com
31	-	Pari Passu Realty Corp.	www.paripassu.com
32	33	Domain Properties	www.domain-properties.com
33	29	Maison International Ltd.	www.maisonintl.com
34	-	Homestead New York	www.homesteadnyc.com
35	-	Evans Relocation	www.evansnyc.com

Source: Alexa (www.alexa.com traffic rankings). Rank reflects a three-month combination of the number of unique visitors and page views on the Web sites of all residential real estate brokers who are members of the Real Estate Board of New York. The rankings here were collected on November 5 and 6, 2008. Also, while Alexa was used for the rankings as the best available option, many observers say it may contain a selection bias: Firms that use Alexa's Web toolbar may have higher scores as a result. However, several other ranking sites surveyed were not suitable because some brokerage firms have such limited traffic that they fall below the reporting cutoff.

Rents Drop Nationwide as Vacancies Spike

Good news for renters as landlords are forced to offer discounts to keep their properties occupied

By Prashant Gopal

View Slide Show

The economic crisis has opened up opportunities for apartment tenants. The inventory of vacant apartments is expanding, and rents are dropping quickly in major metros across the country.

For renters with leases about to expire, it's time to negotiate. Landlords are working extra hard these days to keep units filled.

Of course, your ability to hold on to an apartment—especially a luxury unit—depends on how secure you feel about your own job. Americans lost about 2.6 million jobs in 2008 (mostly in the final quarter of the year) and are likely to lose millions more this year. They are losing money on stocks and other investments and are cutting back on costs by downsizing and moving in with family members or roommates as they hunker down for a deep recession.

Landlords, as a result, are forced to offer discounts to fill vacancies. Apartment vacancies spiked in September after the collapse of Lehman Brothers and the eruption of the financial crisis.
"If you've got job, it's a great time to be a renter and to sign the longest lease possible," said Ron Johnsey, president of Axiometrics.com, a Dallas apartment data company.

Go for a Long Lease

BusinessWeek.com worked with Axiometrics to come up with a list of 25 large metros where rent declines accelerated most at the end of 2008. In Salt Lake City, where the economy had been holding up better than most cities, effective rents (including landlord concessions) fell 2.3% in the fourth quarter compared with the previous quarter. By comparison, rents were climbing 3.3% in the fourth quarter of 2007.

The New York metro area, including New York City and its New York and northern New Jersey suburbs, saw a 3.7% drop-off in effective rents in the fourth quarter (compared with a 0.5% increase in the fourth quarter of 2007), according to Axiometrics, which surveys landlords across the nation once a month.

The situation has changed dramatically in the expensive Manhattan market, where tenants are suddenly in control. The layoffs on Wall Street have forced landlords to cut rents; offer one, two, or even three months' free rent; and pay the broker fee that the tenant would otherwise pay (often 12% of the annual rent).
Luxury High-Rises Hard Hit

Vacancies are rising most in the high-end doorman buildings, particularly in the Financial District, said Daniel Baum, chief operating officer for the Real Estate Group NY, a residential sales and rental brokerage firm. But rents are falling all across Manhattan, in all price categories, he said. Some landlords have dropped rents as much as 20% to lure tenants, he said.

"The luxury high-rise market, especially new construction, is the one taking the worst hit," Baum said. "There's a building offering three months' free rent in the Financial District."

Victor Calanog, head of research for apartment research firm Reis (REIS) said landlords nationwide are more motivated to cut rents than they were after the previous recession at the beginning of this decade. Landlords now are under pressure to keep tenants because vacancies are higher than they were in 2000 and so are the debt payments they need to cover. Too many vacancies, and some landlords are likely to face foreclosure, he said.

"I've never seen this kind of acceleration in decline," Calanog said. "It's somewhat sobering."

LIVIN'S A BIT EASIER AS MANHATTAN RENTS FALL

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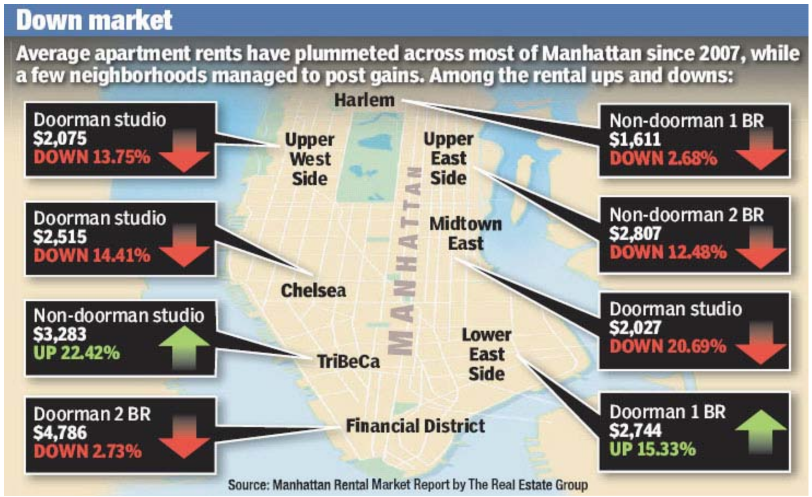
By TOM TOPOUSIS

Last updated: 9:23 am
May 27, 2009
Posted: 2:18 am
May 27, 2009



The recession has done something no public housing policy has been able to accomplish: drive down the cost of renting a Manhattan apartment to its lowest level since at least 2007.

NY HOME PRICES DOWN 12%

Rents in doorman buildings have dropped by an average 6.92 percent over the past two years, while non-doorman apartments are down 3.62 percent, according to the Manhattan Rental Market Report released yesterday.

The average Manhattan rent for a one-bedroom in a non-doorman building fell to $2,605, while a one-bedroom apartment in a doorman building dropped to $3,299.

In some neighborhoods, the drop in rent has been more than 20 percent since 2007.

But the drop may be even deeper than reported if landlord concessions -- ranging from one to three months of free rent and payment of broker fees -- were included, said Daniel Baum of The Real Estate Group, which produced the report.

“The fact is that many of the rental prices are significantly lower than 2007, which leads us to believe we are around 2006 pricing,” said Baum, noting that his firm’s monthly reports go back only two years.

Among the biggest losers was Midtown on the East Side, where rents for a studio in a doorman building dropped 20.69 percent over the past two years, to an average of $2,027.

Rents for one-bedroom apartments in doorman buildings in the East Village shrank by 16.4 percent, to $3,524.

Even with overall rents on the decline, several neighborhoods posted big jumps because of new luxury buildings that opened within the past year, Baum said.

On the Lower East Side, rents in doorman buildings jumped 15.3 percent, to $2,744, this month, compared with 2007. In TriBeCa’s non-doorman buildings -- the preference in a neighborhood of lofts -- rents soared 22.4 percent, to $3,901.

Baum said the increasing pace of rentals over the past month can’t keep pace with the flood of new units coming on to the market.

The New York Times

Why Are These Renters Smiling?

Hiroko Masuike for The New York Times

MORE SPACE AND A FIREPLACE, TOO For $15 more a month, Erika Allen and Clark Hassler were able to go from a studio to a one-bedroom, which means no more shoes over the refrigerator. More Photos >

By ELIZABETH A. HARRIS
Published: March 27, 2009

WHEN Whitney Pettyjohn and her 19-year-old sister, Chelsey, moved to Brooklyn last August, the best deal they could find in their price range was a two-bedroom in Bushwick with unreliable heat, nine blocks from the Morgan Avenue stop on the L train. It cost $1,700 per month.

When they looked again this year, they found a very different market. Four weeks ago, they moved two stops closer to Manhattan, into an apartment with more character and more storage for the exact same price.

“We’re one block from the subway,” Ms. Pettyjohn, 24, said. “It’s like living in a dream!”

Rents are down throughout New York. According to the February Manhattan Rental Market Report produced by the Real Estate Group, a New York brokerage firm, rents in the borough have fallen “across the board.”

The biggest drop was in studio apartments in doorman buildings, which have fallen 8.33 percent from the same time last year.

To read the complete article, please visit: http://www.nytimes.com/2009/03/29/realestate/29cov.html

THE WALL STREET JOURNAL.

REAL ESTATE | JANUARY 21, 2009

Finally, Renters Have Some Pull

Article | Comments

By DANA MATTIOLI

Now it's a renter's market, too.

As the housing downturn deepens, rental rates are falling in many major U.S. cities, including New York and Los Angeles, and tenants are finding they have greater leeway to renegotiate their leases.

Early in the housing crisis, former homeowners were starting to rent again, supporting demand for rentals. Now, with more newly constructed condos being converted into rental units, landlords are struggling to keep buildings occupied. Apartment rents nationwide fell 0.4% in the fourth quarter from the third quarter -- the first drop since 2003, according to Reis Inc., a New York City-based real-estate research company. Apartment vacancies rose to 6.6% in the quarter from 5.7% a year earlier.

In some major cities, the declines have been far steeper. In Manhattan, rents fell on almost all kinds of apartments in 2008. Rents of studio apartments fell 7.4%, and rents of one-bedrooms and two-bedrooms in buildings without a doorman fell 5.5% and 5.6%, respectively, according to a report released Tuesday by the Real Estate Group of New York, a Manhattan-based brokerage firm. In Miami, 60% of rents decreased in the fourth quarter, and 45% of rents in Los Angeles declined. Rents did buck the trend in a few cities. During 2008, rents increased 2.3% in Pittsburgh and 4.2% in Houston.

The overall weak rental market has emboldened a number of tenants to start negotiating with their landlords. Richard Laermer, owner of a public-relations firm, was heading toward 2009 with the prospect of lower income and a steep monthly rent -- $4,700 for a two-bedroom, two-bathroom apartment in midtown New York City. So in November, he asked his landlord for a break. Even though it was months before his lease was up, he won a $200-a-month rent decrease.

"Owners realize that there isn't the job growth necessary to sustain high demand for rentals, and they have to be much more realistic" about price, says Daniel Baum, chief operating officer of the Real Estate Group.

Seeking a Discount

Some landlords and property managers say they have never encountered so many tenants looking to bargain. Mitchell Rattner, president of Home Equity Savers in Riverwoods, Ill., owns 50 condo complexes and homes around Chicago with a partner and says that requests by tenants to negotiate were almost unheard of until fairly recently. In the past 10 months, he's discounted two of his tenants' rents midlease to keep them from moving out. "If they're good payers, we will give them a discount," he says.

But even in a positive climate for renters, there are steps people should take before trying to renegotiate a lease. Mr. Baum of New York's Real Estate Group suggests seeking out evidence of similar apartments in your neighborhood that are being rented for less. Present these findings to your landlord to bolster your case for a lower rent.

Offering to extend your lease can also help persuade a landlord to make a deal. Mr. Laermer told his landlord that he'd stay an extra year if he worked with him to lower the price midcontract; Mr. Laermer also hinted that he'd leave the building otherwise. Of course, if you plan to play hardball and threaten to leave, be sure you are prepared to move.

Gentle persistence can pay off. Michael Soon Lee, a broker who owns Realty Unlimited in the San Francisco area, worked with a couple in November to lower their rent. The wife had recently been laid off, and the $1,800 monthly rent was too high. At first, the apartment manager refused to budge on price. But Mr. Lee advised the couple to approach the property's owner, who reduced their rent to $1,400, asking only that they add another year to their lease.

To read the complete article, please visit: http://online.wsj.com/article/SB123249736050400369.html

New York NEWS & FEATURES

Your Landlord Loves You Again

As apartments go empty, good tenants get better freebies.

By S.Jhoanna Robledo   Published Nov 30, 2008

(Photo: Courtesy of Robert Benson/The Octagon)

Tenants in buildings owned by Manhattan Skyline Management are getting a new freebie: concierge service. They can soon hand off onerous duties—finding a dog-walker, hiring a babysitter, making reservations—to a pro. It's been in the works for over a year, but it's arriving at the perfect time. Now that the rental market is following the sales market into dicey territory, keeping good tenants has become a major concern, and the word "concessions," last heard in the early nineties, is back in the air. Though business is still fine for Manhattan Skyline, "it can only help," says vice-chairperson Laurie Zucker. "Whatever we can do to make them happy."

At the Octagon on Roosevelt Island, residents are now being offered discounts at the on-site day care. Residents also requested that a tired playroom be renovated—and it has been (pictured). A water taxi is in the works, too. Other landlords are rehabbing common spaces, agreeing to short-term leases, and freezing or reducing rents. One Yorkville resident called her management company, posing as a prospective tenant, and found that apartments like hers were being offered for $250 less than she was paying. She plans to demand the same rate when her lease is up.

To read the complete article, please visit: http://nymag.com/realestate/realestatecolumn/52564/

Building Stories: La Vie Boheme! Are Rentals the New Condos?

By Lydia DePillis
May 4, 2009 | 7:37 a.m.

The Octagon on Roosevelt Island.

Rather than our usual practice of telling the story of one building, this time we're taking a look at a few buildings in the city—all rentals, because that's where this market's at!

THE OCTAGON: Roosevelt Island sells itself on being part of New York City and yet separate, quarantined from the hurly-burly of Manhattan while still only a subway stop away. Now, it looks like the narrow strip of water has protected some rental real estate from being infected by the market malaise.

The Octagon opened in 2006 to some fanfare, being a restoration of an 1830s insane asylum, long since closed. With an outdoor swimming pool and family-friendly amenities like a full-time day-care center, the 500-unit luxury building leased up in a jiffy and has been nearly full since.

"For whatever reason, a lot of things are working for us," said Bruce Becker, president of architect-developer Becker and Becker. Could have to do with the building's trendy LEED Silver rating. Or the lower-than-Manhattan-proper rents. Or the fact that only 12 percent of residents work in finance—instead of Wall Street types, the Octagon is packed with people in marketing, design and tech-related jobs.

Sure, there's a little softness in the one-bedrooms, which go for between $1,900 and $2,600. They're offering a couple months of free rent to entice new tenants, and just put up a banner on the north parapet that's visible from the F.D.R. Drive. Rents in general have leveled off, after rising a typical 8 to 10 percent a year from the first two seasons. Then there are the 240 new high-end apartments coming online this month at Riverwalk Crossing, the fifth project in Related's Riverwalk complex, which already has two large condo buildings. Riverwalk is closer to the island's one metro stop, and boasts most of the same amenities as its more historic rental cousin to the north.

Still, the Octagon team is not worried, maintaining that Riverwalk will just bring more interested parties through their own leasing office. And at this point, potential renters are plentiful, looking for deals but leery of buying in a tumultuous market; the Octagon's pension fund owner had thought about converting the building to condos, but is not moving forward with that plan at this point.

"In this economy, with uncertainty about home values, the renters are doing better than the homeowners," Mr. Becker said. "We're fortunate."

To view the complete article, please visit:
http://www.observer.com/2009/politics/building-stories-la-vie-boheme-are-rentals-new-condos