



REPLAY LISTINGS™



Market Report

May 2019



replaylistings.com/marketreport



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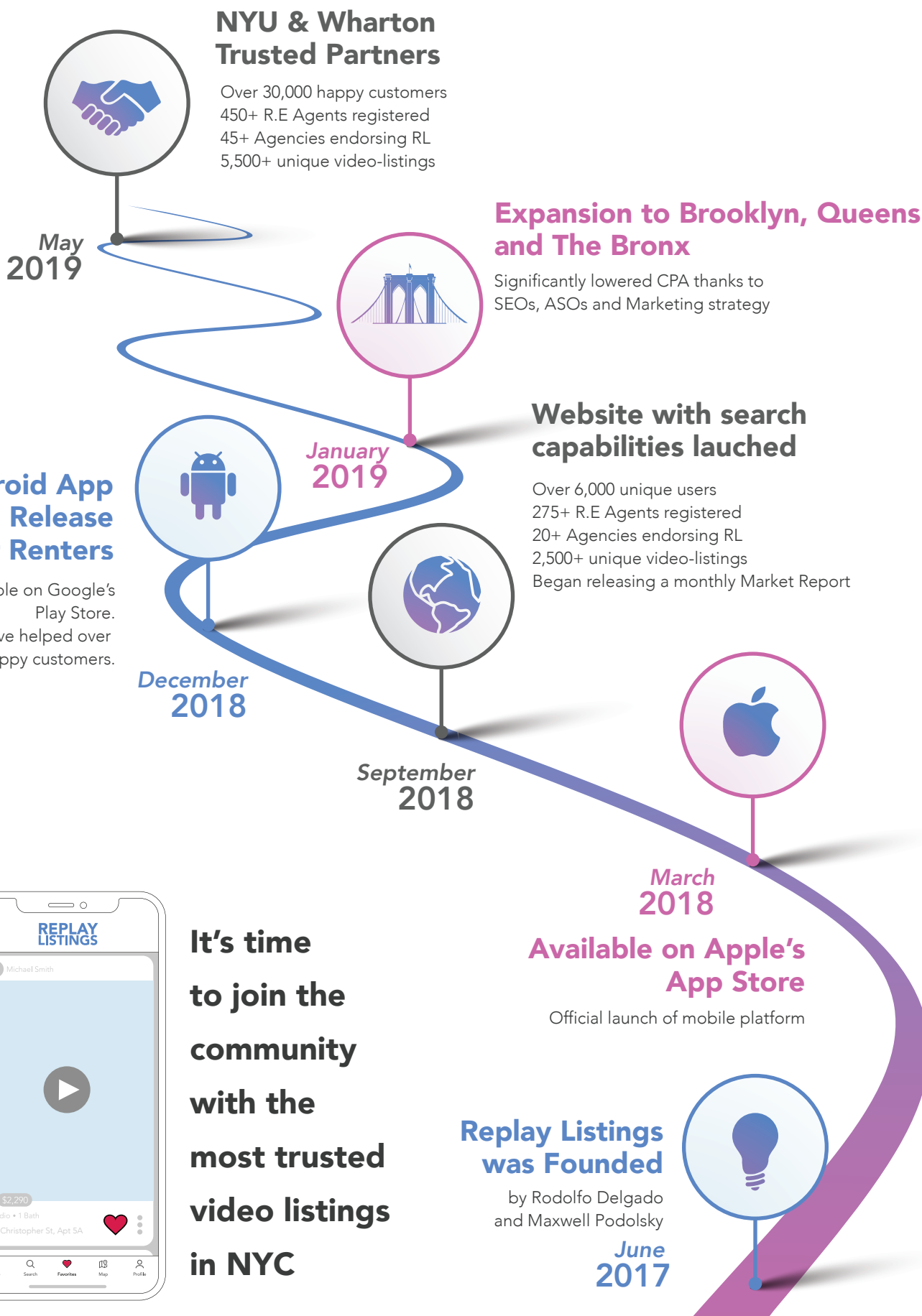
Others **9**

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Company Milestones



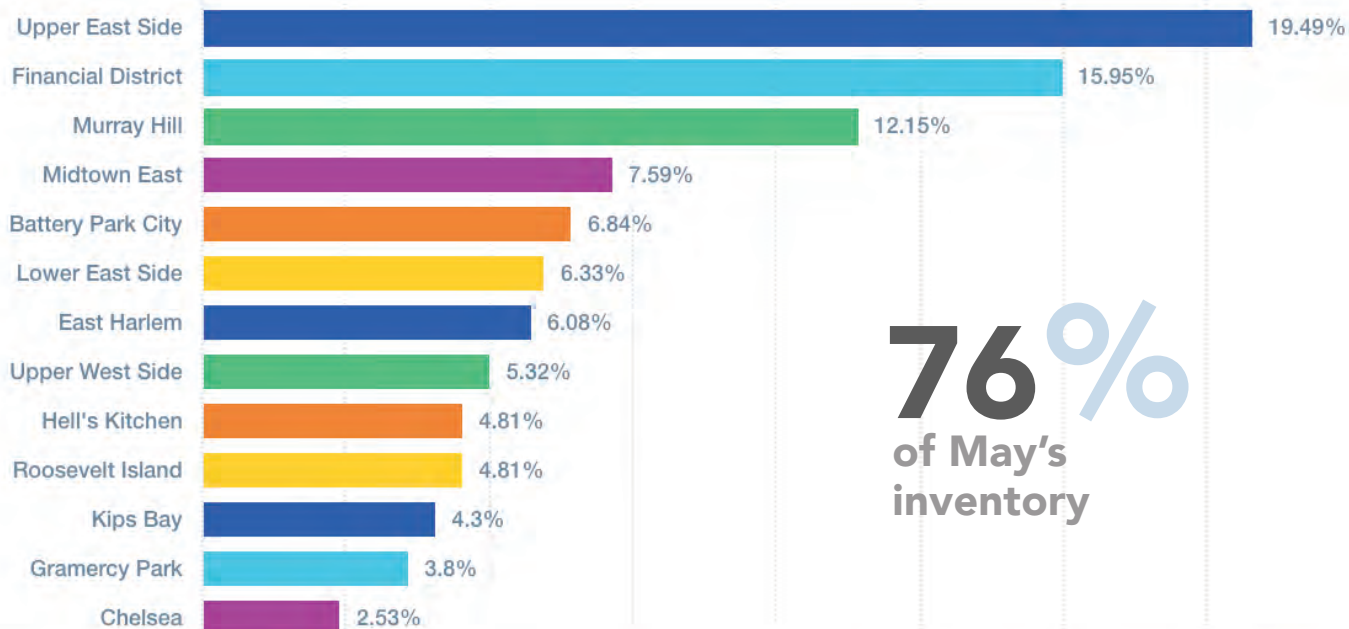
Inventory/Supply

Listings recorded during the month of May 2019

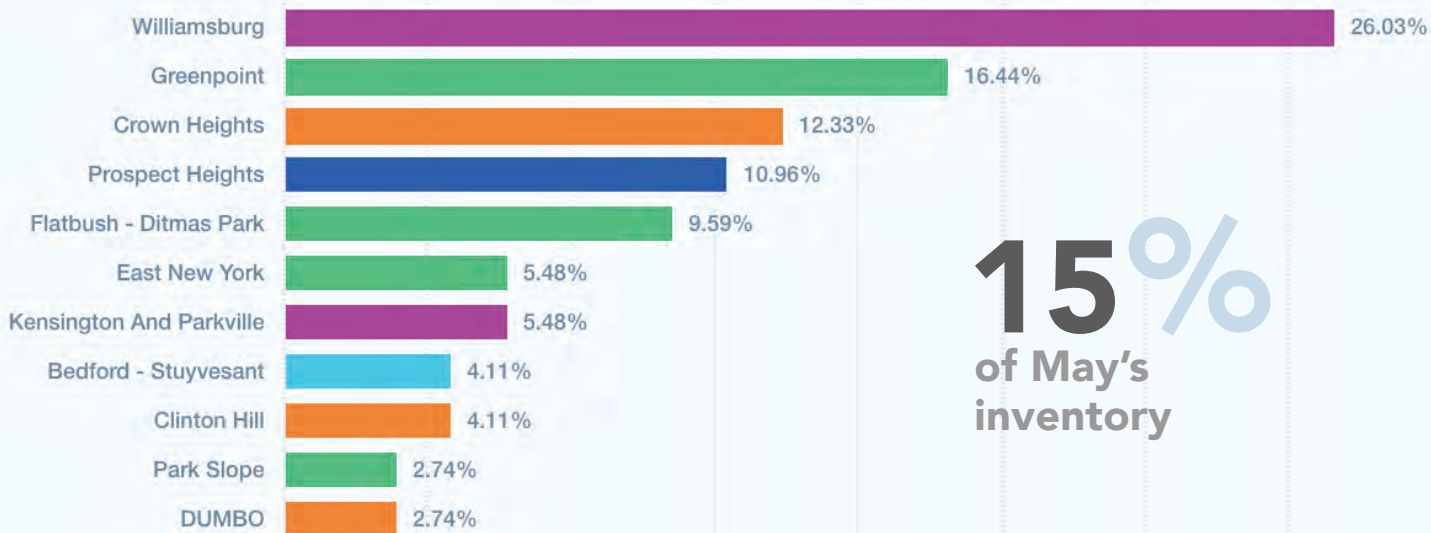
With 567 new and unique video-listings during the month of May, the UES and FiDi, Williamsburg and LIC dominate the supply side of the market.

Tip: Advertising in Neighborhoods with less inventory yields the best results, as it allows your listings to stay up for a longer period of time.

Manhattan



Brooklyn

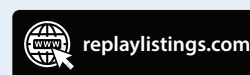


Queens



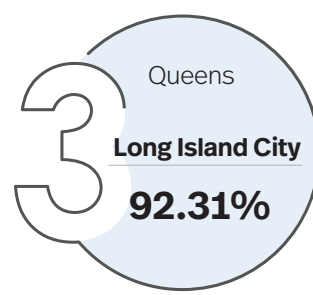
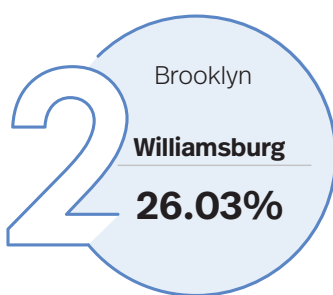
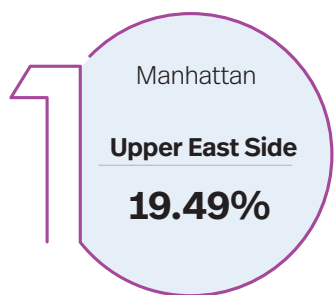
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Inventory

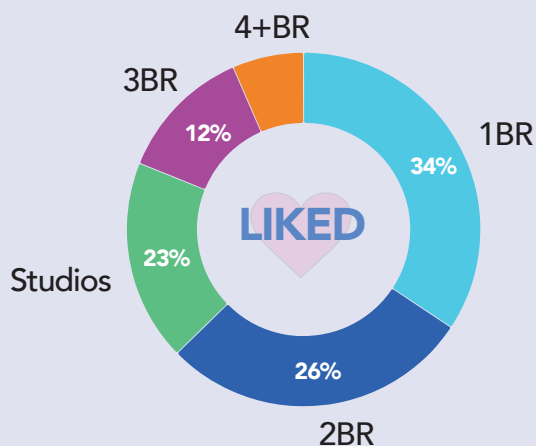
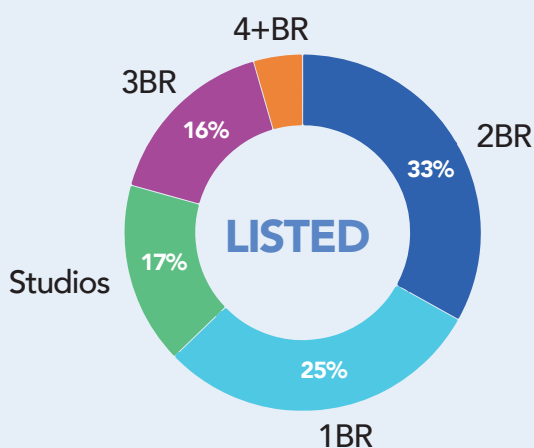
District with the most inventory per borough:



SIZES BEING ADVERTISED

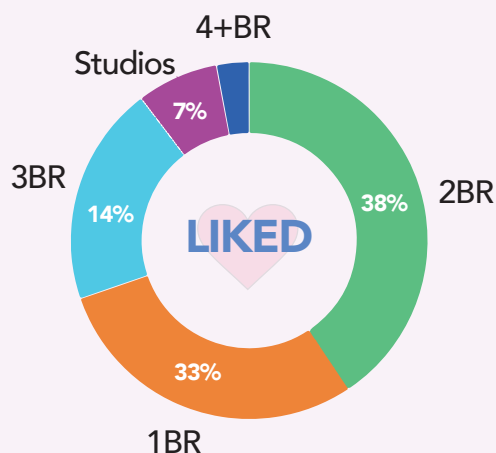
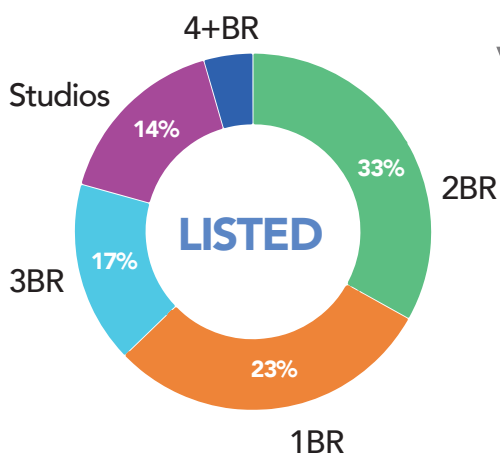
SIZES BEING LIKED (♥) THE MOST

Manhattan



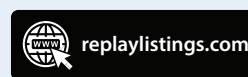
REPLAY LISTINGS

Brooklyn



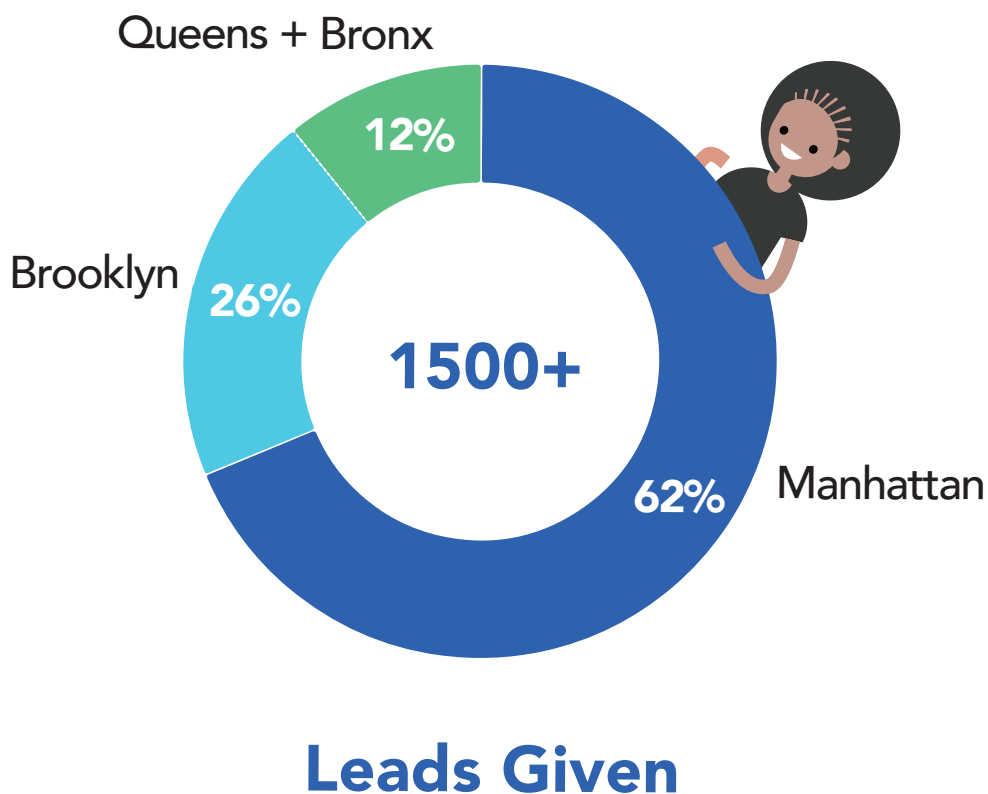
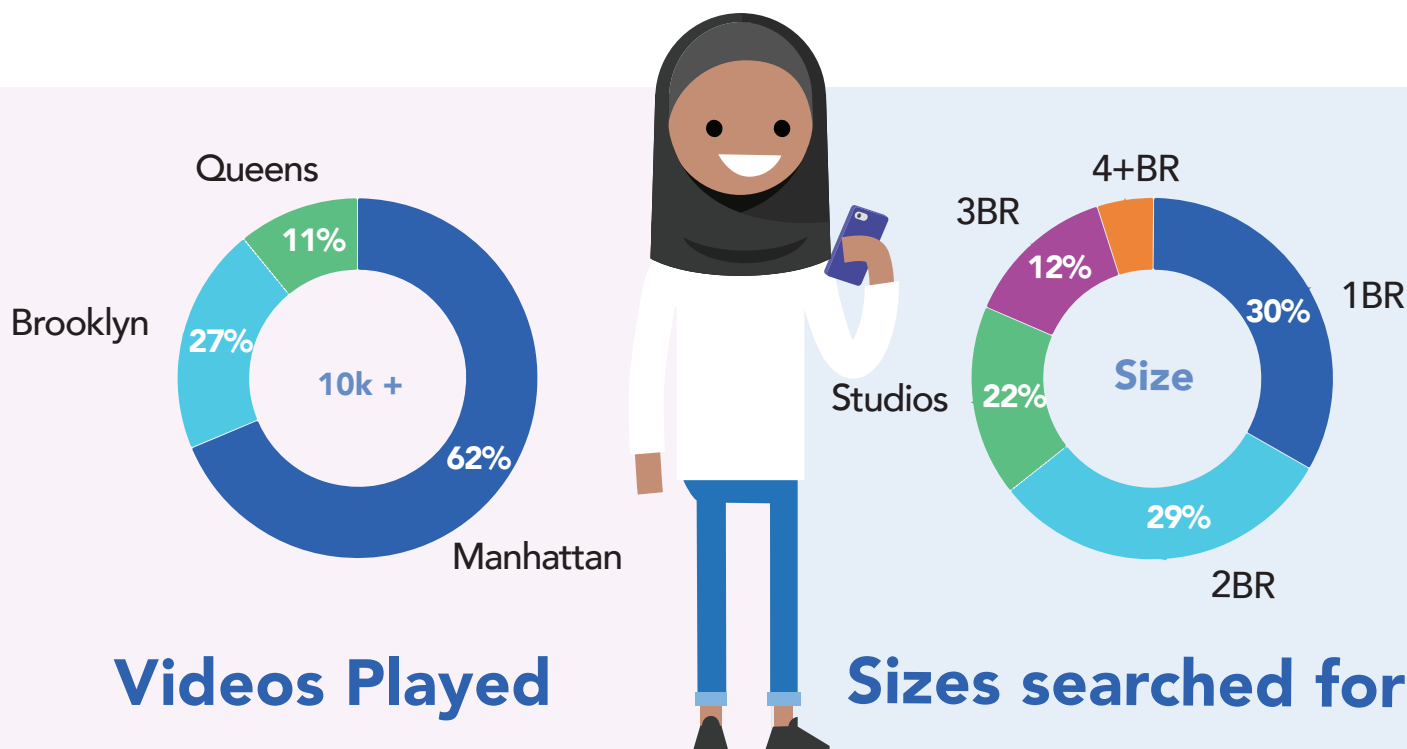
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What Renters are Searching for

Overall view

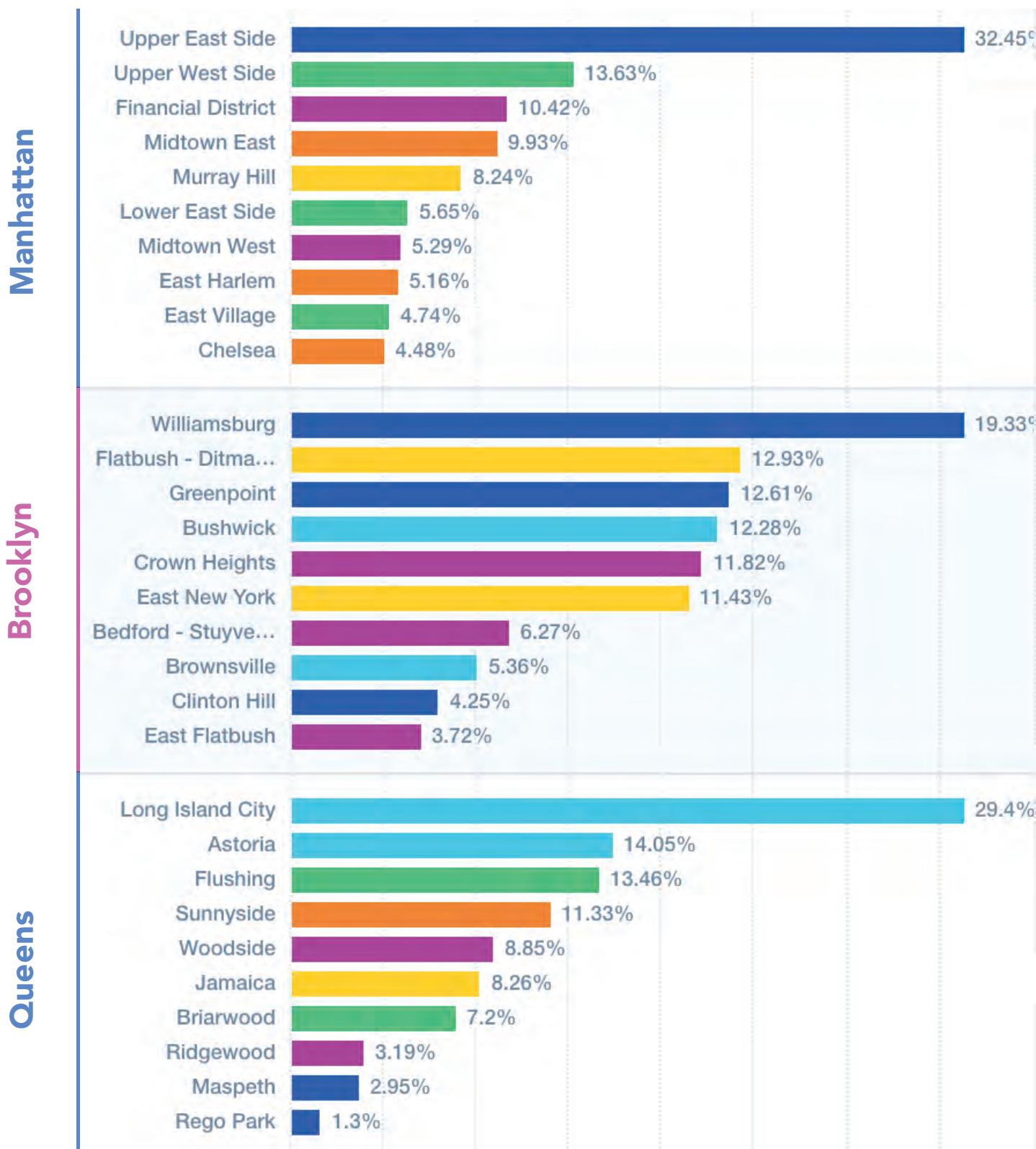


What Renters are Searching for

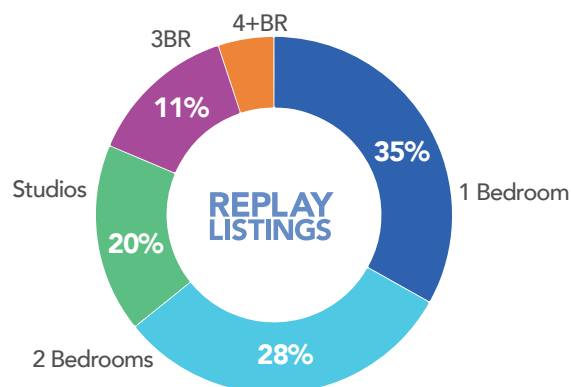
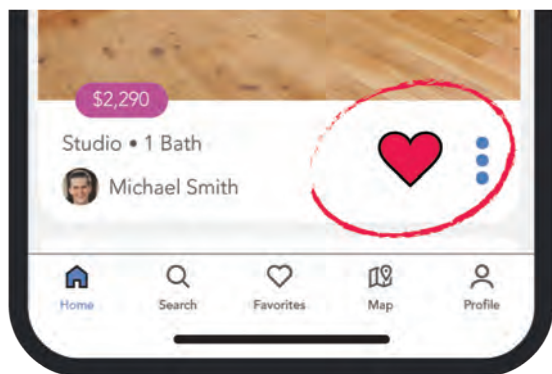
Are Agents advertising the districts that are being searched for the most? Let's take a look

Searches by boroughs + districts

What constitutes a search? Within our platform, renters have to press "play" on the videos for them to watch the video-tours. These numbers not only represent the searches, but also the videos renters pressed play on, demonstrating their interest in apartments with those characteristics.



Districts in which Renters have been “Liking” the most



♥ Likes by Size

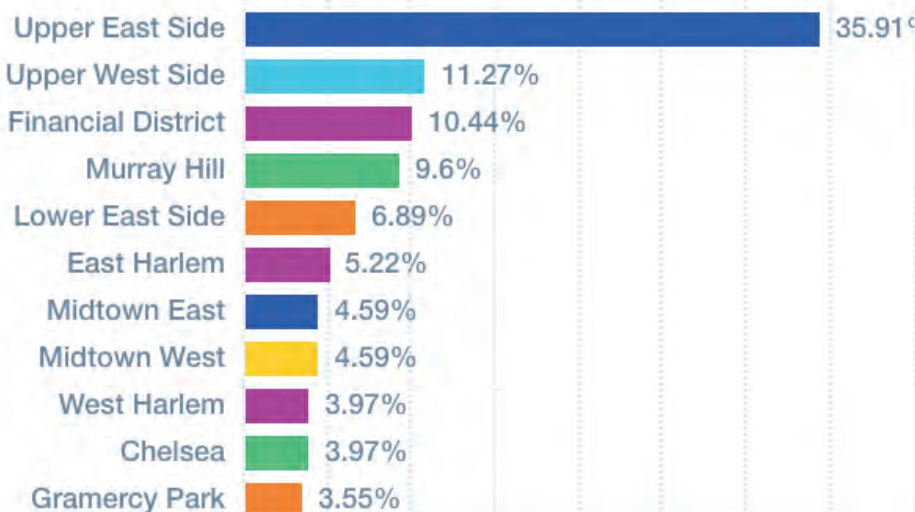
Renters often search for apartments on one district, but end up falling in love with apartments in others.

The question is: are renters liking the districts they originally searched for?

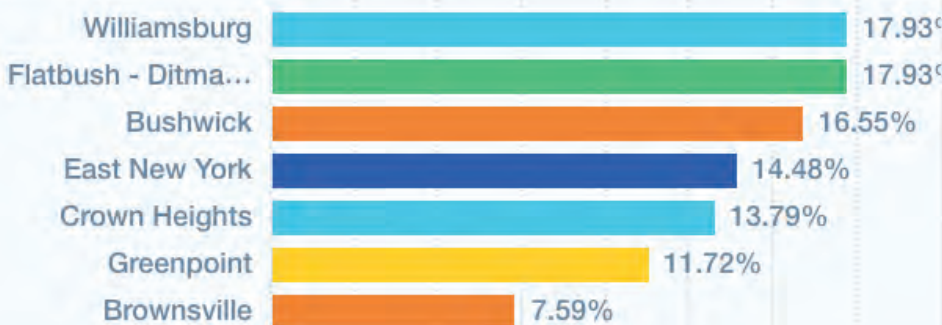
Let's take a closer look at the districts in which Renters have been favoriting apartments.

Districts with the most likes (♥)

Manhattan



Brooklyn



Queens



What agents should focus on advertising:

Size and Price

Based on the average prices searched for

- 1) One Bedrooms below \$3,400
- 2) Two Bedrooms below \$4,400
- 3) Three Bedrooms below \$5,750

Neighborhoods

Based on what renters have “liked” the most

- 1) Upper East Side
- 2) Upper West Side
- 3) Williamsburg
- 4) Financial District
- 5) Murray Hill
- 6) Flatbush
- 7) Bushwick
- 8) Lower East Side
- 9) Long Island City
- 10) Midtown East/West

Others

Queens and Brooklyn have the least amount of inventory, given Replay Listings expanded to these boroughs recently.

If you advertise now in Queens or Brooklyn, your probabilities of getting leads will greatly improve.

Also

We're now in The Bronx as well! If you have any listings, consider uploading them to Replay Listings, as your competition is significantly lower and will get more leads!

Searches vs Listings Added

	Searches	VS	Inventory
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Source: Replay Listings platform during May, 2019

1	Upper East Side	Upper East Side
2	Upper West Side	Financial District
3	Midtown East	Murray Hill
4	Financial District	Midtown East
5	Murray Hill	Lower East Side
6	Williamsburg	Battery Park City
7	Lower East Side	East Harlem
8	Long Island City	Long Island City
9	Midtown West	Upper West Side
10	Bushwick	Williamsburg
11	East Harlem	Hell's Kitchen
12	Flatbush	Roosevelt Island
13	Crown Heights	Gramercy Park
14	Greenpoint	Kips Bay
15	East Village	Greenpoint



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Contact us: info@replaylistings.com



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Remember: the more users we have, the better our reports can get.