

Luxury Listings NYC

May/June 2013

Lights! Camera! App? High-Tech Tool Lures Condo Buyers



93 Worth has its very own app, available both for the iPhone and iPad.

Creativity isn't a must, but it certainly doesn't hurt when it comes to marketing high-end homes in Manhattan.

And that's exactly what the brokerage Core is doing to gin up interest in 93 Worth, a luxury condominium tower, the New York Daily News reported.

In a hat tip to Tribeca's film history, Core is asking prospective buyers to download an app on their mobile phones or tablets so they can learn more about both the high-end high-rise and the historic neighborhood.

Here's how it works: A client trains his iPhone or iPad on a photograph on a card. Depending on the picture, the app plays a video.

There's one about architecture, nearby restaurants, even movie history. "Real estate is about innovation," Core CEO Shaun Osher said. "We wanted to do something paperless and creative. We thought this neighborhood and market required something different."

By all indications, the app has been a success: Nearly three-quarters of the 91 homes, ranging in price from \$900,000 to \$2.2 million, are sold.

The homes, all one- and two-bedrooms, have white-oak floors and bronze accents throughout.

One new owner is Gio Cassaro, who went with two bedrooms.

"I loved it. I want to be paperless. I can just show this to my friends and say, 'I bought here,'" Cassaro told the newspaper about the app. "It's eco-friendly, and it appeals to tech-savvy people like myself."