

MEDIA CONTACTSYael Gewant: yael@agencyesta.comJesse Kent: jesse@derringdo.com**OCTOBER 2021 MANHATTAN & BROOKLYN MARKET REPORT***Data and Insights Provided by Marketproof and UrbanDigs**November 1, 2021***Introduction**

Manhattan and Brooklyn’s new development and resale markets were continually improving for several quarters, but those trends have begun to diverge. A significant increase in the overall dollar volume of contracts signed in both boroughs has hidden the fact that certain pockets are decelerating, while others have continued their upwards trend. For example, the interest in Brooklyn’s affordable coop units that jump-started the 2020 post-COVID reopening has tapered, while similarly-priced, newly-developed condos appear to be accelerating. In Manhattan, the recovery also began with lower-priced units. But recent buyer enthusiasm seems to have shifted toward the higher-priced luxury sectors.

This joint report by Marketproof and UrbanDigs examines the similar yet discrete segments of the Manhattan and Brooklyn markets to identify the current trends and how they have changed a year post-COVID. By breaking down the market into new development and resale, Marketproof and UrbanDigs are able to more deeply understand the underlying dynamics and local drivers of each segment.

Contracts Signed in October with Year-over-year Percentage Change

Manhattan New Development 224 ↑ 121.78%	Manhattan Resale 1,079 ↑ 38.33%
Brooklyn New Development 184 ↑ 119.05%	Brooklyn Resale 426 ↑ 7.04%

October New Development Market

Written by Kael Goodman of Marketproof

Overview

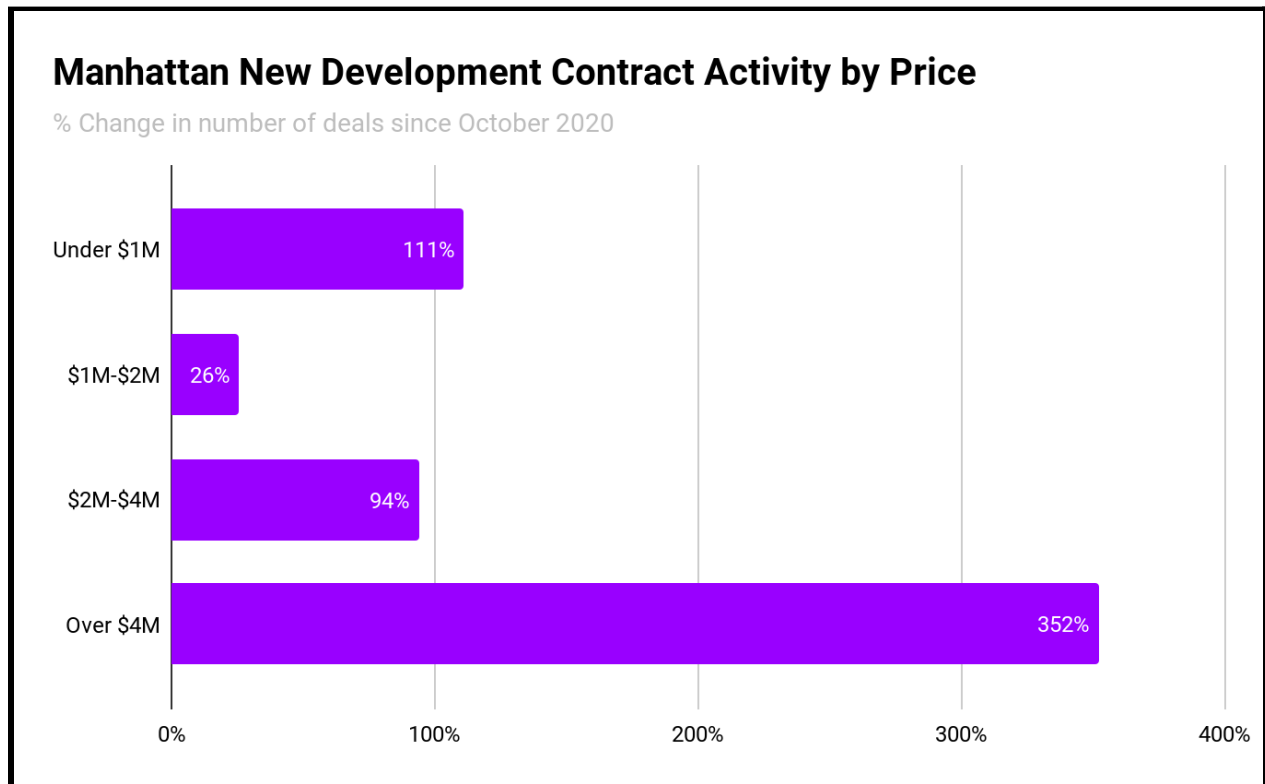
October was a strong month for Manhattan and Brooklyn's new development markets, with the number of reported contracts rising from both a year ago and from the previous month. In particular, the luxury market (\$4M+) performed well across both boroughs. Manhattan showed a slight dip in units priced under \$2M, while Brooklyn saw activity increase across all price points.

Manhattan

Manhattan new development deals rose 122% to 224 contracts from last year's pandemic depressed 101. Month-over-month, the number of deals increased 28% from September's 175 contracts.

Median asking prices jumped to \$3.6M, an increase of 71% from a year ago and 52% from asking prices in September. This substantial increase is due in part to [200 East 83rd Street](#), a Robert A.M. Stern-designed luxury development by Naftali Group and Rockefeller Group, which reported 35 contracts ranging from \$3.6M to \$11.5M. Median price per square foot rose as a result to \$2,300, a 20% uptick from a year ago and 11% from September.

Across price ranges, Manhattan saw a slight dip in units under \$2M from September but still an improvement from this time a year ago. In the luxury market, the number of contracts rose 86% to 95 contracts from September. This uptick is again explained by the large number of high-priced deals reported at 200 East 83rd Street. However, October marked the highest number of luxury deals reported in the past five years, and edged out the previous high of 84 contracts reported in April.

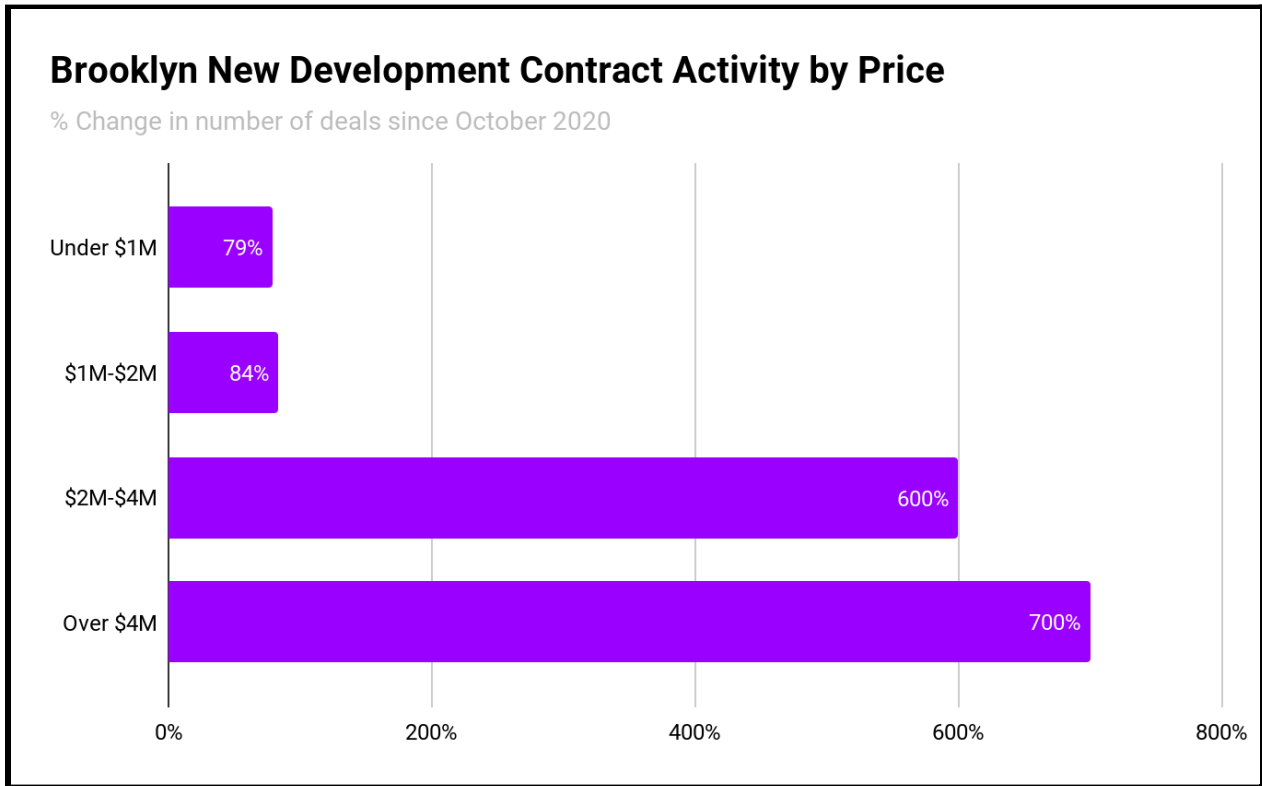


Brooklyn

Like Manhattan, Brooklyn saw an uptick in new development deals. Reported contracts rose 119% to 184 contracts from 84 contracts a year ago and increased 56% from September's 118 contracts. Brooklyn led NYC in the early months of the post-COVID recovery and momentum continued into the fall. In October, [510 Driggs Avenue](#) and 11 Hoyt Street were top performers with 13 and 12 contracts reported respectively. The top-performing [project of the summer](#), 11 Hoyt Street, is now 61% sold.

Median asking prices increased by 33% from October last year and rose 17% from September. Median price per square foot followed a similar trend with an increase of 21% year-over-year and 14% month-over-month.

Across price ranges, Brooklyn saw an uptick in each category from last year and last month. In October, over 70% of the deals reported in Brooklyn were under \$2M, a direct inverse of Manhattan, where more than 70% of deals reported were over \$2M.



Conclusions

The new development market continues to see record highs in its post-COVID recovery. The number of contracts signed across NYC in October represents the fourth highest monthly total of deals reported since 2015. The top three were also achieved this year during the stretch between March and May. Unlike earlier in the post-pandemic recovery, when lower-priced units saw the most activity, buyers are showing an appetite for higher-priced units.

The strong performance may be partially explained by the amount of available inventory that still exists in the new development market. With nearly 12,000 unsold units in Manhattan and Brooklyn alone, there are still plenty of opportunities for buyers.

October Resale Markets

Written by John Walkup of UrbanDigs

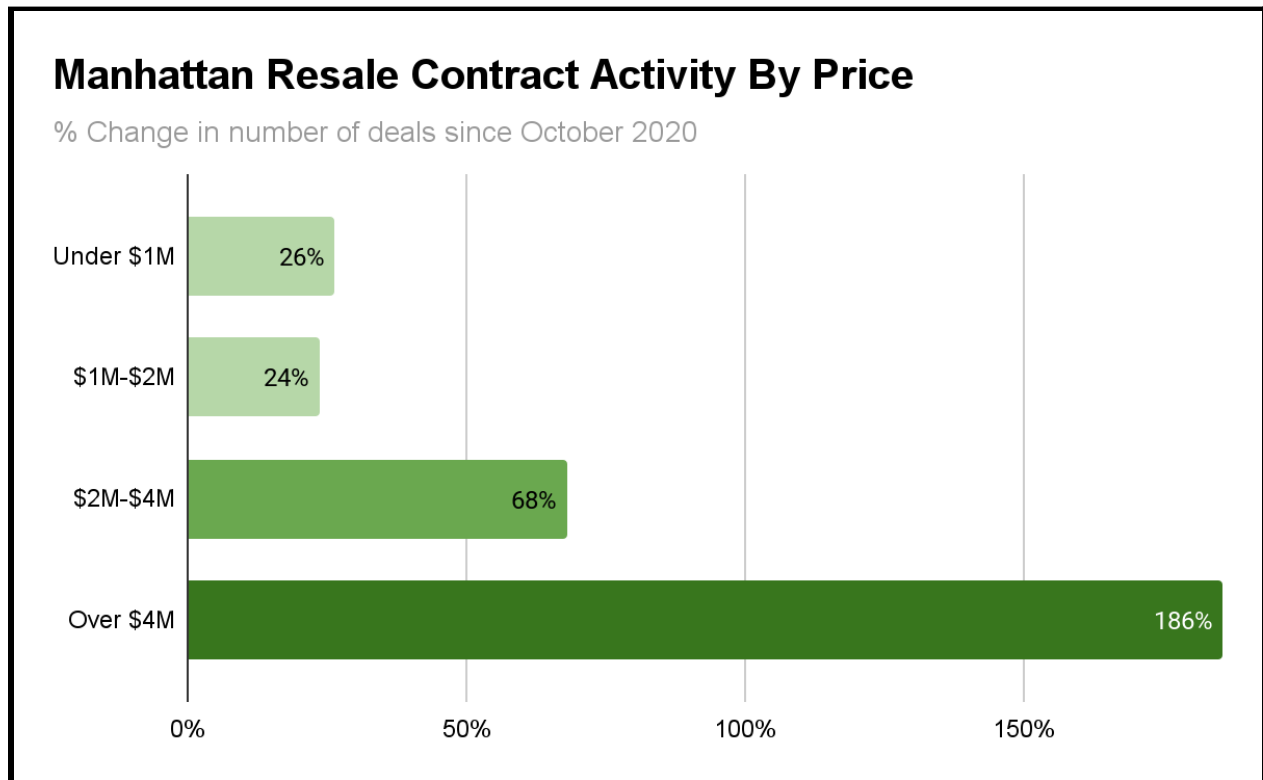
Overview

Manhattan resale deals ticked up during October, with condos showing significant overall gains from last year. In Brooklyn, there was a significant rise in resale condo deals from last year, but coops showed some signs of cooling off. This led to a tame rise in overall resale contracts compared to Manhattan.

Manhattan

Deals for Manhattan resale condos rose 59% to 400 contracts from last year's 251, while coops rose 28% to 679 signings from 529 signings last year. Median asking prices for resale units in Manhattan rose across the board, with condo owners seeking 7% more than during October 2020, and coop owners asking 12% more. These increases were duly reflected in the dollar volume of signed contracts, which rose a cumulative 73% from last year. This large gain is mainly explained by the significant increase in condo deals at higher — and rising — prices. The median price per square foot rose in turn, increasing 11% in total, with condos asking 9% more per foot and coops asking a more moderate 4% more.

In terms of price points, while all price ranges saw improvement on a year-over-year basis, the over-\$4M luxury sector more than doubled the number of deals signed compared to last year. This is because its recovery, which kick-started later than the lower-price-range sector, shifted into high gear over the summer. Likewise, on a monthly basis, contract activity for condos and coops across almost all price ranges ticked up from September. The lone exception was \$1M-\$2M condos, where there were three fewer deals in October versus September.

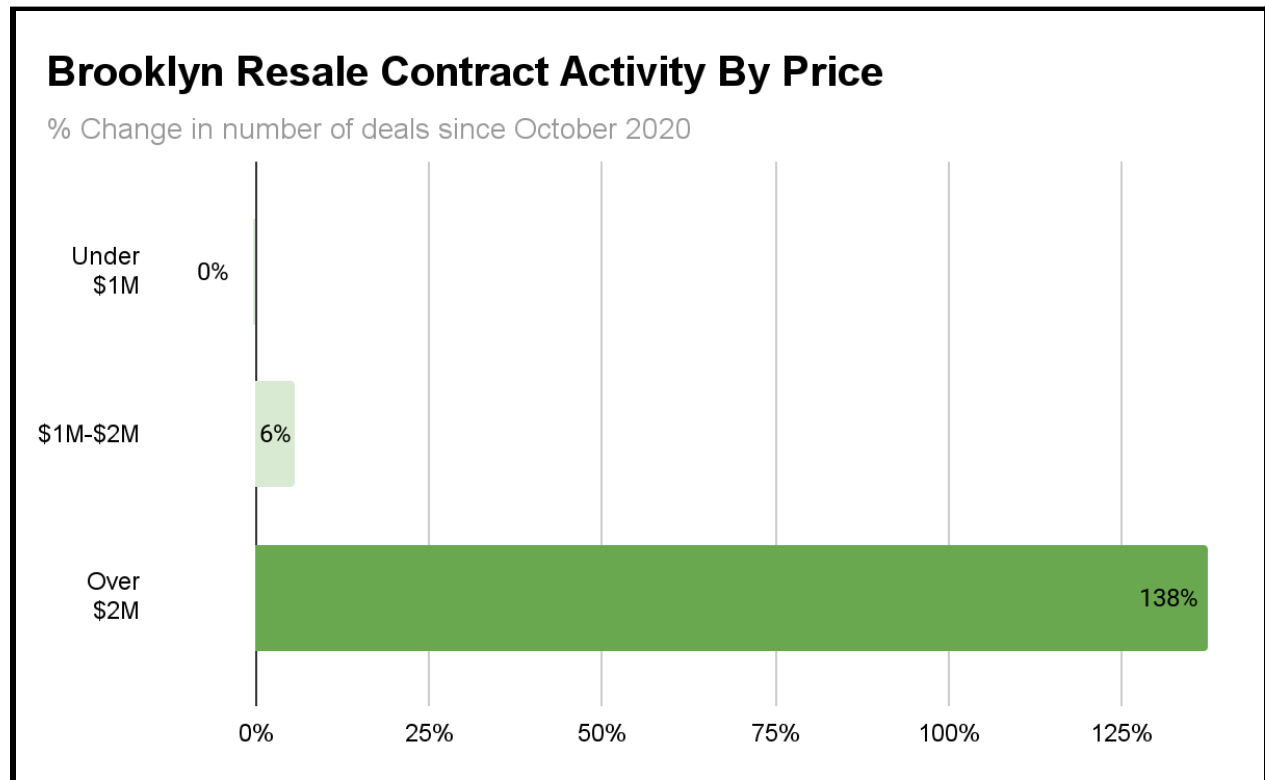


Brooklyn

Brooklyn, which has been running at a feverish pace since July 2020, saw deal volume for resale apartments rise another 7%, suggesting that the red-hot Brooklyn market may finally be cooling off ever so slightly. Under the surface, however, this cooling effect is mainly contained to the coop sector, where activity dropped 7% even as condos signings rose 26% versus last year.

The property type delineation appeared again in Brooklyn median asking price figures for October. Overall, the borough saw a 10% rise, with condos leading the way at 5%, while coops dropped 2% compared to last year's asking prices. Similar to Manhattan, the asking price trends manifested themselves in the dollar volume numbers. Overall, the total amount of Brooklyn resale contract activity rose 26% from last year, driven in large part by a 49% increase in condo volume. Declining coop activity pushed the volume of contracts in that sector down 5%. This year, on median, Brooklyn owners asked 5% more per square foot than last year.

In terms of price points, similarly to Manhattan, luxury units priced \$2M and above more than doubled their number of contracts signed. In fact, the only sore spot in Brooklyn resale apartments was in the under \$1M sector. Deal activity for these units, which served as the recovery's fuel since the end of the lockdown last summer, dropped by 8%. The dip in activity for a core segment of Brooklyn suggests momentum in the borough may finally be ebbing.



Conclusions

A year post-COVID, condos seem to be the biggest beneficiary of recovery, with activity and prices rising in both boroughs. Coops also appear to have found a bid in Manhattan, while in Brooklyn, the low-end seems to be having a more challenging time as the surge in Brooklyn resale deal volume may be finally fading, albeit slightly. With only a few weeks left before Thanksgiving and the typical end of the busy fall season, the Manhattan and Brooklyn resale markets appear to be at an inflection point.

Despite falling deal volume in some key segments, a general trend of rising asking prices for resale homes suggests sale price trends in the coming near-to-medium term will be pressured to the upside as these deals begin to close. However, the ebullient recovery, which characterized late 2020 and the first three quarters of 2021, shows signs of fatigue, with core sectors such as \$1M-\$2M Manhattan condos slowing on a monthly basis, and under \$1M Brooklyn coops slowing on a yearly basis. On the whole, the resale environment in both boroughs appears relatively healthy heading into the final stretch of 2021.

Looking forward, however, the combination of a generally larger inventory pool in both boroughs, rising asking prices, and possibly uncertain demand in key areas could augur a slower winter with possibly more confusing price signals for both buyers and sellers than continually positive statistics would suggest.

Data

Manhattan					
Contracts Signed					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	224	175	28%	101	122%
Resale	1,079	784	38%	780	38%
Condo	400	330	21%	251	59%
Coop	679	454	50%	529	28%
Dollar Volume					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	\$1,049,975,335	\$743,102,961	41%	\$329,083,987	219%
Resale	\$2,029,042,128	\$1,392,831,609	46%	\$1,171,741,279	73%
Condo	\$1,079,785,492	\$814,658,247	33%	\$547,591,798	97%
Coop	\$949,256,636	\$578,173,362	64%	\$624,149,481	52%
Median Asking Price					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	\$3,587,500	\$2,365,990	52%	\$2,100,000	71%
Resale	\$1,150,000	\$1,099,000	5%	\$995,000	16%
Condo	\$1,595,000	\$1,550,000	3%	\$1,495,000	7%
Coop	\$895,000	\$827,000	8%	\$800,000	12%
Median Asking Price Per Square Foot					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	\$2,300	\$2,080	11%	\$1,913	20%
Resale	\$1,337	\$1,331	1%	\$1,201	11%
Condo	\$1,513	\$1,464	3%	\$1,388	9%
Coop	\$1,040	\$1,005	3%	\$998	4%

Contracts Signed by Price Range					
Manhattan					
Under \$1M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	19	19	0%	9	111%
Resale	512	371	38%	405	26%
Condos	125	91	37%	85	47%
Coops	387	280	38%	320	21%
\$1M-\$2M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	44	49	-10%	35	26%
Resale	289	238	21%	234	24%
Condos	118	121	-2%	84	40%
Coops	171	117	46%	150	14%
\$2M-\$4M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	66	56	18%	34	94%
Resale	178	110	62%	106	68%
Condos	83	73	14%	56	48%
Coops	95	37	157%	50	90%
Over \$4M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	95	51	86%	21	352%
Resale	100	65	54%	35	186%
Condos	74	45	64%	26	185%
Coops	26	20	30%	9	189%

Brooklyn					
Contracts Signed					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	184	118	56%	84	119%
Resale	426	286	49%	398	7%
Condo	215	147	46%	171	26%
Coop	211	139	52%	227	-7%
Dollar Volume					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	\$290,921,290	\$167,347,800	74%	\$100,535,730	189%
Resale	\$432,752,935	\$278,290,364	56%	\$344,107,840	26%
Condo	\$291,562,996	\$190,167,218	53%	\$195,181,306	49%
Coop	\$141,189,939	\$88,123,146	60%	\$148,926,534	-5%
Median Asking Price					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	\$1,218,075	\$1,038,500	17%	\$917,500	33%
Resale	\$777,000	\$739,500	5%	\$705,000	10%
Condo	\$995,000	\$1,095,000	-9%	\$949,500	5%
Coop	\$549,000	\$459,000	20%	\$560,000	-2%
Median Asking Price Per Square Foot					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	\$1,336	\$1,170	14%	\$1,109	20%
Resale	\$866	\$813	7%	\$825	5%
Condo	\$1,092	\$1,043	5%	\$1,029	6%
Coop	\$469	\$462	2%	\$452	4%

Contracts Signed by Price Range					
Brooklyn					
Under \$1M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	77	57	35%	43	79%
Resale	293	189	55%	294	0%
Condos	114	71	61%	99	15%
Coops	179	118	52%	195	-8%
\$1M-\$2M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	57	40	43%	31	84%
Resale	93	75	24%	88	6%
Condos	64	58	10%	59	8%
Coops	29	17	71%	29	0%
\$2M-\$4M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	42	17	147%	6	600%
Resale	31	19	63%	15	107%
Condos	28	15	87%	12	133%
Coops	3	4	-25%	3	0%
Over \$4M					
	Oct 21	Sep 21	% Change	Oct 20	% Change
New Development	8	4	100%	1	700%
Resale	9	3	200%	1	800%
Condos	9	3	200%	1	800%
Coops	--	--		--	

About Marketproof

Marketproof is a leading real estate data intelligence company that provides the most complete analysis of New York City's new development and condominium market. Delivering up-to-the-minute insights on every single building, transaction and public filing, Marketproof's research, advisory services, and data subscriptions empower clients to make informed decisions about their real estate interests. Marketproof builds software that makes real estate data accessible and actionable for every player in the marketplace, from individuals to institutions, for anyone that buys, sells, invests, lends, develops, builds, transacts or owns real estate. Founded by Kael Goodman and Ning Zhou with a mission to bring transparency to New York City's real estate landscape, Marketproof has become a trusted, unbiased resource for the industry. The company is expanding to service new markets in 2022. For more information or to request a free trial, visit www.marketproof.com.

About UrbanDigs

UrbanDigs is an unbiased source for real-time market data, insights, and commentary on the Manhattan and Brooklyn markets for real estate professionals. UrbanDigs knows that in New York City, every building is its own market. The UrbanDigs platform offers analytics ranging from the macro-level down to hyper localized micro-markets and personalized market reports, facilitating meaningful conversations around the specific needs of every client. Data sources include the RLS from REBNY, Brooklyn MLS, all ACRIIS sales files, and proprietary unit and building data that has been compiled over the last decade. The UrbanDigs data system utilizes in-house technology to cleanse, standardize, normalize, and merge disparate data streams to ensure the highest degree of accuracy for analytics use. Additionally, UrbanDigs contextualizes its comprehensive data sets to make them more tangible for everyday use and empower stakeholders in the real estate industry to make predictions on the future of the real estate market. For more information, please visit www.urbandigs.com.