

DAILY NEWS

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Worth it! Innovative App Lures Buyers to Tribeca Luxury Condo
Real Estate marketing team CORE plays off neighborhood's filmmaking history
to sell units at 93 Worth



Movies are the rage in Tribeca. CORE, a top marketing group with a focus on new development, executed one of the most innovative marketing plans in real estate history at 93 Worth, a 91-unit condominium in Tribeca.

Playing off Tribeca's creativity and filmmaking history, the marketing and sales group used an iPod and iPhone application to lure customers to a luxury building off Broadway on the edge of the neighborhood.

“Real estate is about innovation,” said Shaun Osher, CEO of the CORE. “We wanted to do something paperless and creative. We thought this neighborhood and market required something different. We made a film. Several films actually. Each one played up to the building’s exceptional quality and the neighborhood’s history of creativity.”

It worked.

When you face the iPhone or iPod on a photograph, it plays one of several films. One is about history, another is on architecture, and another on the area’s qualities. There are firefighters, restaurants, streetscapes and interviews with the developer, the architect, and the sales and marketing team.

“I loved it,” said buyer Mick Carillo. “I want to be paperless. I can just show this to my friends and say, ‘I bought here.’ It’s eco-friendly, and it appeals to tech-savvy people like myself. I cant wait to move in.”

Closings will start next year. Already the building is 70% sold, with apartments staring at \$900,000 for one-bedrooms and \$2.2 million for two-bedrooms. Units are large with ash-oak floors and light blue backsplashes in the kitchens. Bronze accents are everywhere.

“Buyers like the location, but they really purchase for the finishes,” said agent Doron Zwickel, a CORE broker. “We were showing 30 per day when we started.”

A marquee outside the sales office relates to the film motif. 93 Worth is attracting young families and singles. Couples like the light and large windows.

“This is the right marketing for the right time,” said Osher. “This is what we do: Build smart projects for smart people. The app was the perfect marketing collateral for this neighborhood at this time.”

Go to 93worth.com for more.



The building's grand lobby.



Light-filled living room in 93 Worth St.