

March 22, 2013 | Christopher Cameron

CORE Uses Cinema-centric App to Generate Sales at Tribeca's 93 Worth



93 Worth and Shaun Osher

When it comes to marketing high-end New York City real estate it helps to be creative. But when the property is in a neighborhood with a creative history, brokers have to up their game. And that's exactly what CORE has done with its marketing campaign for 93 Worth, a 91-unit condominium in Tribeca, the New York Daily News reported.

In an homage to Tribeca's film history, the brokerage is using an iPhone app that plays one of several films when it faces a photograph of the building. The films cover subjects ranging from film history to architecture to the virtues of living in the neighborhood. The films include firefighters, restaurants, streetscapes and interviews with the developer, the architect, and the sales and marketing team.

"Real estate is about innovation," Shaun Osher, CEO of the CORE, told the Daily News. "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."

The app attracted buyers to the building, pushing sales up to 70 percent. Closings will begin next year and pricing starts at \$900,000 for a one-bedrooms and \$2.2 million for two-bedrooms.