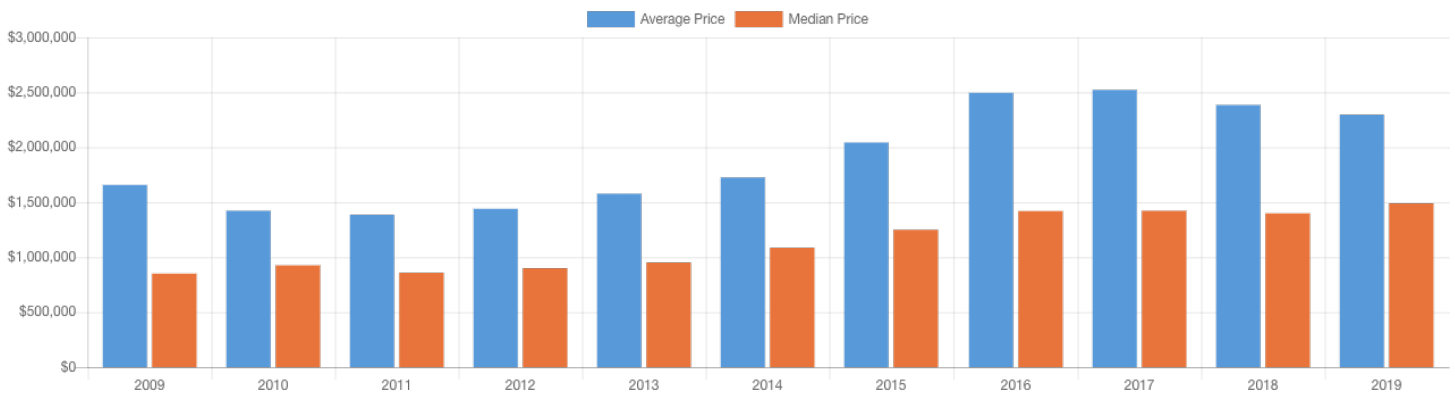


The Gramercy Park Insider

Winter 2019 Edition

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HOW THE DOWNTOWN MARKET HAS FARED IN THE LAST DECADE



Year	Sales	Average Price	Median Price	Average Price Per Room	DOM	Selling vs Original Asking	Selling vs Last Asking
2009	379	\$1,657,865	\$850,000	\$333,494	151	88.76%	93.87%
2010	4,081	\$1,422,098	\$925,912	\$336,523	134	90.97%	95.53%
2011	4,018	\$1,385,629	\$858,580	\$316,547	126	92.84%	97.77%
2012	4,514	\$1,441,325	\$899,965	\$328,867	128	94.68%	98.28%
2013	5,058	\$1,577,202	\$950,481	\$375,519	96	98.42%	99.26%
2014	4,789	\$1,724,002	\$1,086,073	\$417,700	83	99.70%	99.11%
2015	4,392	\$2,043,119	\$1,250,000	\$477,005	82	99.21%	99.47%
2016	4,751	\$2,494,641	\$1,419,861	\$554,100	95	97.07%	98.22%
2017	4,487	\$2,522,530	\$1,421,638	\$554,608	98	96.03%	97.93%
2018	3,811	\$2,385,457	\$1,398,697	\$518,736	105	94.59%	97.04%
2019	3,792	\$2,297,668	\$1,489,988	\$516,711	121	93.36%	96.39%



Sales

890

+15% YEAR OVER YEAR

Market Share of Sales

33%

+5% YEAR OVER YEAR

Inventory

2,091

+2% YEAR OVER YEAR

Days on Market

113

+11% YEAR OVER YEAR

Median Price

\$1.5M

+15% YEAR OVER YEAR

Average PPSF

\$1,859

-7% YEAR OVER YEAR

AS WE LEAVE 2019 BEHIND

In 2019, most sellers were reluctant to acknowledge that the market had turned against them. They held on to unrealistic pricing expectations far longer than they should have, which led to missed opportunities and increased the inventory overload. By the time they reduced their prices, the amount which would have been adequate to attract new interest was no longer enough. Political turmoil and the new SALT laws that took effect in 2018 did not help. Good news increases optimism, in that when prices are rising, buyers and sellers alike are more bullish; buyers adjust to rising prices to secure a property before prices rise further. On the other hand, in a declining market, buyers tend to get pessimistic, anticipating the state of the market to be worse than it actually is and bid accordingly.

MOVING FORWARD TO 2020

The constant drum beat of the “recession story” has become somewhat of a self-fulfilling prophecy for many home buyers. Anxious people do not invest in a perceived uncertain future, especially since buying a home is one of, if not the biggest investment any American will ever make. The silver lining in all of this is that no market paralysis lasts forever. Buyers who believe waiting will bring them better value may soon realize the “perceived bottom has passed them by.” It is important to understand that bottom of any market is only ever seen once it has passed. Savvy buyers appreciate the value in today’s offerings and are stepping up and making offers. As more people do this, the overhang of excess inventory will start to clear, and we will then see a healthier balance between buyer and seller expectations.



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