

Three Residential Brokerages Shift into Drive

Boutique brokerage CORE is the latest residential real estate firm to get new digs. CORE recently relocated its headquarters office to a bigger space, roughly 5,000 square feet, in the Flatiron district of Manhattan at 104 Fifth Ave. on West 15th Street.

It was formerly in Murray Hill at 417 Fifth Ave., where it shared office space with real estate investment and development firm Midtown Equities. The brokerage will house its management team, operations, public relations, marketing and design there, as well as run its new development business from the new 17th floor location. About 30 people work out of the new space, designed by Birmingham, Ala.-based Lou Nequette at Dungan-Nequette Architecture and Interiors.

“There was an opportunity to move to this new space, that truly reflects our brand, in the most exciting office market in New York City,” said Shaun Osher, founder and CEO of CORE.

CORE's move follows one in September by the New York franchise of Keller Williams, which leased 22,000 square feet at 555 Madison Ave., space formerly occupied by Tiffany & Co., for a new office, which can accommodate up to 300 brokers. As of September, Keller Williams had grown to 112 agents since launching in April.

Founded in 2005, CORE currently has 60 brokers. Most of them are located at the firm's Chelsea flagship office and storefront at West 18th Street and Seventh Avenue. Mr. Osher does not have specific growth plans, but noted that he seeks to hire talent that fits into the culture of the firm.

CORE is one of the firms featured in the weekly popular HGTV reality television show *Selling New York*, which chronicles the exploits of residential brokers as they do business across the city.

Meanwhile, on Saturday fast-growing Town Residential opened its fifth office in the city. Its new West Village office is in a townhouse located at 45 Horatio St., between Hudson and Greenwich streets. That new office has enough space to house up to 25 new hires for the brokerage, which has grown to 250 agents since launching less than a year ago in December. Its office in the Financial District and the Flatiron District are now full to capacity, according to Town Residential.