

May 20, 2012

Residential Properties Around NY Using Tech to Boost Sales

EXTELL

DEVELOPMENT COMPANY

Usually a tech-shy industry, residential real estate properties in NY are now seeing the advantages of using technology to enhance their sales presentations. One such building on W. 57 street, run by Extell Development Company, gives potential buyers a sneak-peak of a penthouse overlooking Central Park — all from an iPad app.

Dan Tubb, director of sales for Extell, says to *Crains New York Business*, “the app is our central control. It makes the selling experience more powerful and immediate.” Brooklyn-based Two Trees is also spicing up sales efforts at its Trump SoHo property. **Fredrik Eklund, a Prudential Douglas Ellima broker for Trump SoHo, also says to *Crains*, “I see it as the wave of the future, especially for larger projects. It gives up flexibility.”**

All properties seem to be catching up to Toll Brothers, who was one of the first developers to use a custom app for two projects in NY. According to *Crains*, virtual 3-D imaging helped sell their Touraine property, as the building was not even erected at the time.