



Thru the Lens: Keller Williams NYC hosts its first “Paint the Town Red” event

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Manhattan, NY Keller Williams NYC (KWNYC) hosted its first “Paint the Town Red” event to help New Yorkers find the perfect home. Agents and associates from both Keller Williams Midtown and TriBeCa offices held more than 70 open houses in the borough and in Brooklyn, including exclusive tours throughout the day. “Paint the Town Red” – which will now be held annually – is a unique opportunity for KWNYC agents to help homeowners during what can be an overwhelming house hunting process. Throughout the day, agents highlighted some of the best homes in their respective neighborhoods including the Upper East Side, Midtown, and Chelsea.

“This event allowed prospective buyers to interact on a personal level with our agents, while we, in turn, were able to do our job on an elevated level to help people find their perfect home,” said KWNYC director of listings Elizabeth Cho. “Paint The Town Red’ allows for KWNYC to show its strength and presence in the New York real estate market. We are a community-oriented brokerage with a focus on putting our agents first, allowing them to expand and take their business to the next level.”

Listings included in the “Paint the Town Red” event ranged from \$700,000 to \$5.5 million with some of the company’s top agents.

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