



REAL New York achieves \$1 billion in sales and finds homes for over 100,000 New Yorkers

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Manhattan, NY REAL New York celebrates more than 10 years in business and its growth, achieving \$1 billion in sales and finding a home for more than 100,000 New Yorkers since its inception. Started by Robert Rahmanian and Louis Adler focused on rentals in the Lower East Side in 2013, REAL New York has grown to a full-service brokerage company offering residential

services (rentals and sales), new development sales and marketing, and commercial leasing throughout the boroughs.

Louis Adler

Robert Rahmanian

Since its inception, the company has closed 25,000 leasing deals. In 2023, the company closed over 3,500 leasing deals and launched 1,000+ new development units, with more than 2,000 new development units in the pipeline.

Today, the company encompasses more than 150 real estate agents.

“REAL New York started in the Lower East Side representing walk-up rental buildings and today represents larger-scale new development projects, both rental and sales, throughout New York City,” said Rahmanian, co-founder of REAL New York. “We are incredibly proud of our team of agents and the landlord and client relationships we have built over the years. We would not be where we are today without their trust and continued support. It’s been truly gratifying to see the impact REAL New York has made on our valued landlord clients and consumers in New York for over the past decade, and we look forward to continued growth in the years ahead.”

REAL New York has achieved many record-breaking milestones over its 10+ years in business, including:

- \$55 Million Penthouse Sale at 70 Vestry:
 - REAL New York set the record for TriBeCa’s priciest condo ever sold in December 2018.
- Milk Factory at 850 Metropolitan Avenue:
 - REAL New York’s sales team achieved the three highest price per-square-foot sales in East Williamsburg at nearly \$1,700 per s/f.
 - REAL New York accomplished a sellout at the near exact, full \$34 million listing price on behalf of its client 850 Metropolitan developers.
- Gemma:
 - REAL New York achieved a record-setting per-square-foot price for a new development rental project in Gramercy at an average of \$137 per s/f.

“While we’re proud of what REAL New York has accomplished over the past decade, we’re just getting started,” said Adler, co-founder of REAL New York. “Over the next several years, we are focused on continuing to scale our team in a healthy manner and expand our new development

pipeline. We will continue to enhance our landlord and customer experience, and our technology capabilities and resources to further the success of our clients and agents.”

REAL New York’s chief business officer Amylia Hecker said, “The significance of strategy, positioning and effective project management in the new developments space has never been more crucial. We are proud of the experience our team presents and we are confident that our distinct approach will bring value to our clients.”

REAL New York’s unique offering to agents has led to its success and continued growth over the past decade. As part of its offering, agents have access to REAL New York’s owner relationships very early on and do not need to be part of a team to earn these opportunities.

“We hand’s down provide one of the best training and development platforms for agents that allows them to curate their career based on their own goals, while also working alongside owner opportunities on the sales, leasing, and commercial side,” said Jill Vaccaro, chief people officer of REAL New York. “Our management team has experience across 18 different brokerages within the city; we’ve seen various agent training models, and we’re blending the best of all, and more, to provide our agents with a truly customized and unique offering.”

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