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## **Core Announces Multi-Year Plan For A New Real Estate Retail Experience**

CORE announced a multi-year plan to develop a new concept for a real estate retail experience. CORE will be opening its first space in West Chelsea near Hudson Yards. The new retail space will create a more dynamic client-centric experience showcasing both resales and new developments. The mission will be to blend high-end technology with professional expertise giving buyers a more in-depth, high touch and personal experience.

“The days of having fancy lightboxes in the window and agents sitting at the desks are over. Our original Chelsea office pioneered the many gallery-inspired residential real estate offices that followed, but that was ten years ago. The market and some of the ways our clients interact with our agents have changed, and we are changing along with it,” said Shaun Osher, Chief Executive Officer of CORE.

Part of the new strategy will see the closure of the Seventh Avenue location. CORE made the decision three years ago to relocate at completion of their lease that ends next month. “I love the location, but the building itself has had its issues. We have had every calamity you can imagine and spent a small fortune to repair and maintain the space. We tried everything. We love the neighborhood, but we simply could not operate out of there anymore.” CORE relocated to their new 5500 square foot office space at 149 Fifth Avenue eighteen months ago, as well as opening up additional offices in Cobble Hill, Brooklyn and Union Square.

Osher is excited about getting to work on the new retail concept. “We have been sketching this new idea for some time now. We just needed to find the right location and the best people to help up put this together. Now that the pieces are falling into place, I am getting more and more excited about seeing this become a reality.”

### **About CORE**

CORE is the leading boutique real estate brokerage firm in New York City, marketing and selling over 34 new development projects and generating over \$6 billion in sales to date. Founded in 2005, the mission was to create an innovative real estate company offering the best-in-class service to its agents, buyers, sellers and developers. Today CORE has over 150 real estate professionals and offices in five prime New York City locations. For more information, please visit [www.corenyc.com](http://www.corenyc.com)