

THE NATIVES SOCIETY®

Connecting People, Places, & Products

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The Marketing Mavens of Real Estate

In this series, we focus on real estate marketing chiefs who possess a superior ability to understand consumer wants and needs and how to implement their expertise. It's their time to shine!



SHAUN OSHER
Founder & CEO
CORE Group

Under Shaun's leadership, CORE has become a powerful boutique brokerage representing some of the finest new developments and highest-valued resale properties in the city. A talented musician and native of Johannesburg, South Africa, Shaun traveled to the United States at the age of 21. He graduated from The New School and began his real estate career in 1994. Soon he became recognized as the top downtown agent—a distinction he maintained for the next 15 years. His expert opinion is frequently sought by top consumer and trade media outlets, including The New York Times, The Wall Street Journal, Bloomberg and Crain's. Shaun has been a guest lecturer at Columbia University and New York University and has participated in numerous industry panels.

1) In this digital age, how does your firm utilize social media, if at all and stay ahead of the competition?

Today's buyers and sellers are extremely tech savvy. We embrace technology and use it as a platform to promote the business philosophies and ideas of our brand and agents. CORE believes in innovating the New York City real estate industry and we have paved the way for new technology by being the first brokerage to have a proprietary blog, which we contribute to multiple times daily. CORE was also the first brokerage to harness Pinterest to promote and showcase our new listings. Facebook and Twitter are also invaluable tools that we use to connect with our consumer and promote our listings, brand and agents.

2) What do you love most about your firm?

CORE has a culture unlike any other brokerage. We believe in trust and transparency and our agents and management team share ideas and information which has proven to be mutually beneficial to our business, clients and company morale.

3) What is your creative marketing motto/philosophy?

I founded CORE on the belief that the real estate industry could be modernized, which is why we value technology so much. We've made innovation one of our key marketing tenets from the beginning and, as a result, CORE continues to be a leader in the digital space. We're always looking to what's new, what's next and how else we can keep evolving both our business and the business of real estate.

4) What part of NYC do you see becoming the go-to spot in 2014 and any buildings in specific?

South of 34th Street from the Highline park to Park Avenue is the hottest neighborhood for new development and investment.

5) Coffee or tea?

Both, depending on my mood and the occasion.