

# Elliman Report

## September 2020

### Manhattan, Brooklyn and Queens Rentals

## Manhattan Rentals Dashboard

YEAR-OVER-YEAR

- **7.1%**  
Prices  
Median Rental Price

+ **3.79%**  
Vacancy  
Vacancy Rate

= **0.0%**  
New Leases  
Excludes Renewals

+ **21.1%**  
Market Share  
OP + Concessions

+ **4** days  
Marketing Time  
Days on Market

+ **3.0%**  
Negotiability  
Listing Discount

- Listing inventory set a fourteen-year record, more than tripling the year-ago total, but the monthly rate of growth slowed significantly
- The market share of landlord concessions reached a new record for the decade it has been tracked
- The amount of free rent tied a decade high this month

Manhattan Rentals Matrix		SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Average Rental Price		\$3,990	-1.2%	\$4,038	-8.0%	\$4,336
Rental Price Per Sq Ft		\$62.47	-0.8%	\$62.97	-11.2%	\$70.36
Median Rental Price		\$3,250	-3.4%	\$3,363	-7.1%	\$3,500
Number of New Leases		5,018	0.6%	4,990	0.0%	5,019
Days on Market (From Last List Date)		32	3.2%	31	14.3%	28
Listing Discount (From Last List Price)		4.5%		3.5%		1.5%
Listing Inventory		15,923	6.0%	15,025	200.5%	5,299
Vacancy Rate		5.75%		5.10%		1.96%
Manhattan Rentals With Concessions		SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price		\$3,036	-4.0%	\$3,161	-11.0%	\$3,411
Market Share of New Leases (with OP + Concessions %)		55.4%		54.2%		34.3%
Free Rent/Owner Paid (Mos)		2.0	5.3%	1.9	66.7%	1.2
Manhattan Rentals Matrix By Size		SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
<b>Studio</b>	Average Rental Price	\$2,456	-4.6%	\$2,574	-13.8%	\$2,848
	Rental Price Per Sq Ft	\$62.74	-3.3%	\$64.87	-11.6%	\$70.94
	Median Rental Price	\$2,350	-6.0%	\$2,500	-13.0%	\$2,700
	Number of New Leases	1,042	-4.3%	1,089	-6.1%	1,110
<b>1-Bedroom</b>	Average Rental Price	\$3,307	-4.0%	\$3,445	-10.1%	\$3,677
	Rental Price Per Sq Ft	\$61.22	-1.1%	\$61.93	-7.4%	\$66.10
	Median Rental Price	\$3,195	-3.2%	\$3,300	-10.6%	\$3,575
	Number of New Leases	2,083	4.4%	1,996	-3.3%	2,154
<b>2-Bedroom</b>	Average Rental Price	\$4,817	1.3%	\$4,756	-4.2%	\$5,029
	Rental Price Per Sq Ft	\$61.09	-2.8%	\$62.87	-9.5%	\$67.50
	Median Rental Price	\$4,400	0.5%	\$4,379	0.6%	\$4,375
	Number of New Leases	1,268	0.0%	1,268	4.0%	1,219
<b>3-Bedroom</b>	Average Rental Price	\$7,148	2.5%	\$6,972	-15.8%	\$8,490
	Rental Price Per Sq Ft	\$65.73	3.4%	\$63.58	-18.4%	\$80.53
	Median Rental Price	\$5,495	-0.1%	\$5,500	-2.5%	\$5,635
	Number of New Leases	625	-1.9%	637	16.6%	536

### New leases reached their prior-year level as vacancy rates and listing inventory set new records.

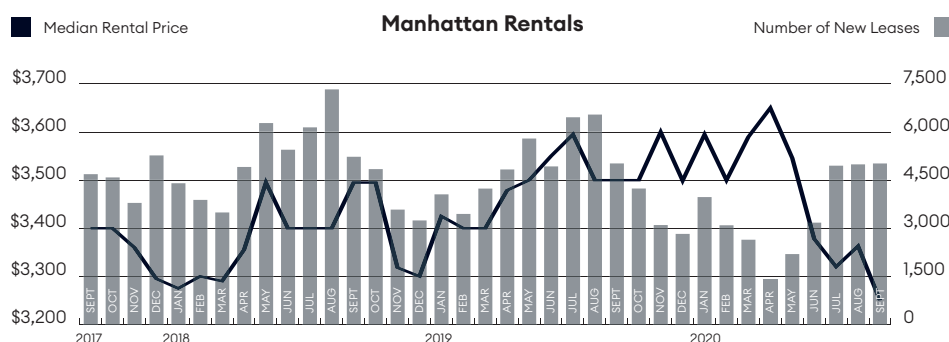
There were 5,018 new leases signed this month, virtually unchanged from 5,019 in the same period last year. While new leases have been expanding, listing inventory has been rising too, but more slowly. This month, there were 15,923 listings, more than triple the year-ago total, reaching a fourteen-year

high but with a declining month of month growth rate since the lockdown ended. The vacancy rate set a new record for the fifth consecutive month by reaching 5.75%. Net effective median rent, comprised of median face rent, less landlord concessions, fell 11% annually to \$3,036, the lowest amount



Prepared by Miller Samuel Real Estate Appraisers & Consultants

in more than seven years. But greater trend weakness was observed in the lower-priced markets. The year over year net effective median rent for studios and 1-bedrooms saw the largest year over year decline in the three years of tracking. Studio apartment median net effective rent dropped 17.1% to \$2,184, and one-bedroom median net effective rent declined 14.7% to \$2,977 over the same period. In contrast, the median net effective rental price for two-bedrooms and three-bedrooms decreased by 3.3% and 5.4%, respectively.



## Property Type

- The year over year net effective median rent for studios and 1-bedrooms saw the largest decline in the four years of tracking
- Existing landlord concessions rose to a larger market share and remained about those for new development

## Price Tier

- Landlord concession market share for luxury rentals was substantially less than the overall market.
- Median rental price declined year over year at a larger rate in the lower price segments
- The price entry threshold declined year over year for the fourth consecutive month

## Downtown

- Median rent declined as new leases edged higher
- Vacancy exceeded the seven percent threshold

## Eastside

- New leases and median rent fell again
- Vacancy quadrupled from the prior year

## Westside

- Median rent declined as new leases edged higher
- Vacancy nearly tripled from the prior year

## Northern Manhattan

- New leases and median rent fell again
- Vacancy nearly doubled from the prior year

Manhattan Rentals Matrix By Property Type	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Doorman Median Rental Price	\$3,795	-1.4%	\$3,850	-8.6%	\$4,150
Non-Doorman Median Rental Price	\$2,750	-6.8%	\$2,950	-8.2%	\$2,995
Loft Median Rental Price	\$6,200	14.9%	\$5,395	6.9%	\$5,800
New Development Median Rental Price	\$4,600	-4.2%	\$4,800	-9.5%	\$5,085
Existing Median Rental Price	\$3,200	-3.0%	\$3,300	-8.4%	\$3,495

Manhattan Rentals Matrix By Price	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Luxury (Top 10%) Average Rental Price	\$10,179	4.6%	\$9,734	-10.5%	\$11,379
Luxury (Top 10%) Rental Price Per Sq Ft	\$69.79	-2.9%	\$71.87	-16.3%	\$83.36
Luxury (Top 10%) Median Rental Price	\$8,216	2.8%	\$7,995	-3.0%	\$8,473
Luxury (Top 10%) Number of New Leases	502	-0.6%	505	0.0%	502
Luxury (Top 10%) Entry Price Threshold	\$6,450	1.6%	\$6,350	-3.5%	\$6,684
Upper Tier (30% below Luxury) - Med. Rental Price	\$4,500	-2.2%	\$4,600	-5.8%	\$4,775
Mid Tier (2 <sup>nd</sup> 30%) - Median Rental Price	\$3,053	-4.6%	\$3,200	-10.1%	\$3,395
Entry Tier (1 <sup>st</sup> 30%) - Median Rental Price	\$2,150	-4.4%	\$2,250	-10.4%	\$2,399

Downtown Rentals Matrix	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price	\$3,595	-4.1%	\$3,750	-7.8%	\$3,900
Number of New Leases	2,301	-3.2%	2,377	3.1%	2,232
Vacancy Rate	7.09%		6.63%		2.36%

Eastside Rentals Matrix	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price	\$3,079	2.1%	\$3,017	-5.3%	\$3,250
Number of New Leases	1,067	2.6%	1,040	-2.1%	1,090
Vacancy Rate	4.71%		3.89%		1.15%

Westside Rentals Matrix	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price	\$3,300	-2.9%	\$3,400	-9.6%	\$3,650
Number of New Leases	1,136	-0.1%	1,137	2.7%	1,106
Vacancy Rate	6.73%		5.55%		2.48%

Northern Manhattan Rentals Matrix	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price	\$2,208	-6.0%	\$2,350	-9.9%	\$2,450
Number of New Leases	514	17.9%	436	-13.0%	591
Vacancy Rate	2.22%		2.04%		1.42%

# Brooklyn Rentals Dashboard

YEAR-OVER-YEAR

- **1.7%**  
Prices  
Median Rental Price

+ **181.2%**  
Inventory  
Total Inventory

+ **9.9%**  
New Leases  
Excludes Renewals

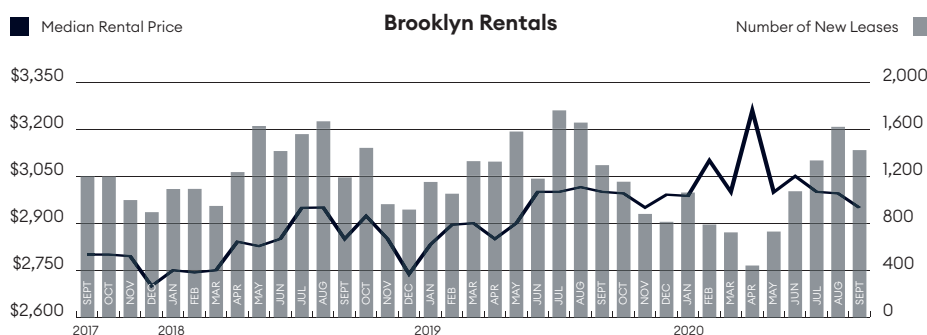
+ **13.4%**  
Market Share  
OP + Concessions

+ **4 days**  
Marketing Time  
Days on Market

+ **1.8%**  
Negotiability  
Listing Discount

- Listing inventory increased to a record high for the third straight month
- The number of new leases rose annually at their highest rate in fourteen months
- Luxury median rental price showed a large increase while the market-wide median rent slipped from the same period last year

**New leases rose above year-ago levels as landlord concessions expanded.**



Brooklyn Rentals Matrix	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Average Rental Price	\$3,414	-1.2%	\$3,454	1.4%	\$3,366
Rental Price Per Sq Ft	\$46.22	-2.0%	\$47.16	-4.5%	\$48.40
Median Rental Price	\$2,949	-1.5%	\$2,995	-1.7%	\$3,000
Number of New Leases	1,421	-12.2%	1,619	9.9%	1,293
Days on Market (From Last List Date)	30	11.1%	27	15.4%	26
Listing Discount (From Last List Price)	2.7%		2.1%		0.9%
Listing Inventory	4,235	8.9%	3,890	181.2%	1,506

Brooklyn Rentals With Concessions	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price	\$2,815	-2.2%	\$2,878	-3.4%	\$2,915
Market Share of New Leases (with OP + Concessions %)	48.0%		43.3%		34.6%
Free Rent/Owner Paid (Mos)	1.6	6.7%	1.5	14.3%	1.4

Brooklyn Rentals Matrix By Size		SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
<b>Studio</b>	Average Rental Price	\$2,437	4.7%	\$2,328	-6.1%	\$2,595
	Rental Price Per Sq Ft	\$50.76	-4.0%	\$52.88	-9.8%	\$56.29
	Median Rental Price	\$2,337	3.9%	\$2,250	-9.5%	\$2,581
	Number of New Leases	181	-9.5%	200	-10.8%	203
<b>1-Bedroom</b>	Average Rental Price	\$2,859	2.4%	\$2,792	-4.0%	\$2,978
	Rental Price Per Sq Ft	\$48.94	2.5%	\$47.75	-3.3%	\$50.60
	Median Rental Price	\$2,700	0.0%	\$2,700	-5.5%	\$2,858
	Number of New Leases	514	-9.3%	567	0.0%	514
<b>2-Bedroom</b>	Average Rental Price	\$3,601	-3.3%	\$3,725	-3.5%	\$3,733
	Rental Price Per Sq Ft	\$45.80	-4.5%	\$47.98	-2.8%	\$47.13
	Median Rental Price	\$3,350	-2.8%	\$3,447	0.3%	\$3,340
	Number of New Leases	498	-7.4%	538	19.4%	417
<b>3-Bedroom</b>	Average Rental Price	\$5,032	2.7%	\$4,902	8.5%	\$4,637
	Rental Price Per Sq Ft	\$43.68	-2.2%	\$44.66	-1.0%	\$44.11
	Median Rental Price	\$4,000	0.0%	\$4,000	8.1%	\$3,700
	Number of New Leases	228	-27.4%	314	43.4%	159

Brooklyn Rentals Matrix By Type	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Luxury (Top 10%) Median Rental Price	\$6,500	0.0%	\$6,500	7.0%	\$6,076
Luxury (Top 10%) Entry Price Threshold	\$5,200	-2.8%	\$5,350	1.0%	\$5,150
New Development Median Rental Price	\$3,356	-1.8%	\$3,416	-5.5%	\$3,550

After eleven straight months of year over year declines, the number of new leases increased by 9.9% to 1,421 from the same period last year. Along with the pattern of rising new lease signings, listing inventory roughly tripled year over year to 4,235, the third straight monthly record. Net effective median rent, comprised of face rent less landlord concessions, slipped 3.4% to \$2,815, the third year over year decline. Since the net effective median rent peak in May of \$3,197 during the COVID lockdown,

there has been a decline of 11.9% through September. The market share of landlord concessions has increased month over month for five straight months since the lockdown to 48%, up 13.4% from the same month a year ago. Rental apartments with landlord concessions within new development continued to account for 75% of the market. Landlord concessions outside the new development market were 42.7%, up 16.9% from the year-ago period.

# Northwest Queens Rentals Dashboard

YEAR-OVER-YEAR

**- 7.2%**  
Prices  
Median Rental Price

**+ 106.7%**  
Inventory  
Total Inventory

**- 36.7%**  
New Leases  
Excludes Renewals

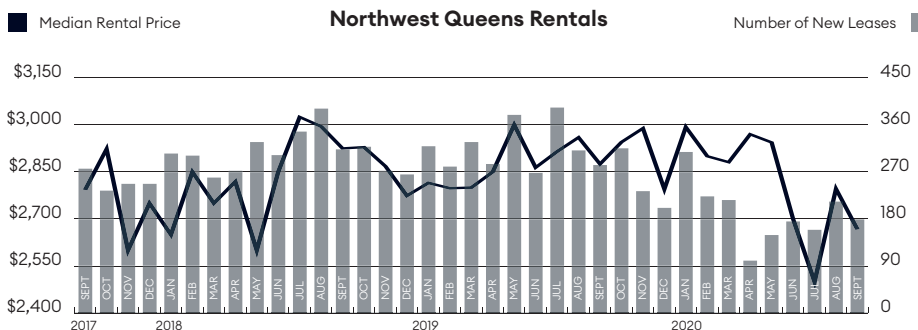
**+ 29.0%**  
Market Share  
OP + Concessions

**+ 7 days**  
Marketing Time  
Days on Market

**+ 1.0%**  
Negotiability  
Listing Discount

- Net effective median rent declined year over year for the fifth straight month, at the highest rate in more than two years
- Listing inventory expanded year over year at the highest rate in nearly five years
- Highest market share of 2-bedroom apartment rentals for almost four years

**All rental price trend indicators decreased year over year since May under the COVID lockdown.**



Northwest Queens Rentals Matrix

	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Average Rental Price	\$2,890	-2.8%	\$2,974	-5.4%	\$3,056
Rental Price Per Sq Ft	\$46.05	-7.1%	\$49.58	-11.4%	\$51.95
Median Rental Price	\$2,667	-4.6%	\$2,796	-7.2%	\$2,875
Number of New Leases	179	-16.0%	213	-36.7%	283
Days on Market (From Last List Date)	31	-3.1%	32	29.2%	24
Listing Discount (From Last List Price)	2.1%		1.8%	1.1%	
Listing Inventory	614	-4.4%	642	106.7%	297

Northwest Queens Rentals with Concessions

	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Median Rental Price	\$2,442	-6.9%	\$2,622	-12.4%	\$2,789
Market Share of New Leases (with OP + Concessions %)	62.6%		59.2%	33.6%	
Free Rent/Owner Paid (Mos)	2.3	27.8%	1.8	53.3%	1.5

Northwest Queens Rentals Matrix By Size

	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
<b>Studio</b>					
Average Rental Price	\$2,480	-2.9%	\$2,554	-0.1%	\$2,483
Rental Price Per Sq Ft	\$56.91	-8.7%	\$62.30	-6.3%	\$60.76
Median Rental Price	\$2,495	-4.7%	\$2,619	-3.8%	\$2,594
Number of New Leases	33	-21.4%	42	-34.0%	50
<b>1-Bedroom</b>					
Average Rental Price	\$2,674	-0.1%	\$2,677	-5.7%	\$2,835
Rental Price Per Sq Ft	\$49.50	-0.4%	\$49.69	-2.9%	\$50.98
Median Rental Price	\$2,584	-0.3%	\$2,593	-7.6%	\$2,798
Number of New Leases	78	-18.8%	96	-51.9%	162
<b>2-Bedroom</b>					
Average Rental Price	\$3,339	-8.9%	\$3,665	-16.3%	\$3,987
Rental Price Per Sq Ft	\$41.73	-12.2%	\$47.55	-19.5%	\$51.84
Median Rental Price	\$3,125	-15.0%	\$3,675	-26.7%	\$4,262
Number of New Leases	57	-6.6%	61	-9.5%	63
<b>3-Bedroom</b>					
Average Rental Price	\$3,325	2.2%	\$3,253	-12.1%	\$3,783
Rental Price Per Sq Ft	\$34.89	-6.1%	\$37.15	-14.1%	\$40.61
Median Rental Price	\$2,800	-8.2%	\$3,050	-15.4%	\$3,310
Number of New Leases	11	-21.4%	14	37.5%	8

Northwest Queens Rentals Matrix By Type

	SEP-20	%Δ (MO)	AUG-20	%Δ (YR)	SEP-19
Luxury (Top 10%) Median Rental Price	\$4,600	-6.7%	\$4,930	-6.8%	\$4,936
Luxury (Top 10%) Entry Price Threshold	\$4,200	-2.5%	\$4,308	-6.5%	\$4,492
New Development Median Rental Price	\$2,850	-4.6%	\$2,988	-13.4%	\$3,291
New Development Market Share	28.5%		29.1%	31.8%	

New lease signings continued to decline as listing inventory continued to fall since the COVID lockdown ended in the spring, in contrast to competing rental markets in the other boroughs. The number of new leases fell by 36.7% year over year to 179, the fourteen straight month with a decline. After setting a record high of 648 back in July, listing inventory fell to 614, but was the third-highest total in more than six years of

tracking and more than double the year-ago total. Net effective median rent fell 12.4% to \$2,442 from the same period a year ago. The market share of landlord concessions surged year over year by 29% to 62.6% but was still short of the record 65.1% set in May. The market share of new development rentals was 28.5%, down slightly from 3.3% in the same month a year ago and just below the five year average of 33.6%.

Questions or comments? Email report author Jonathan Miller at jmill@millersamuel.com  
Methodology: millersamuel.com/research-reports/methodology  
Northwest Queens is defined as Long Island City, Astoria, Sunnyside and Woodside.

Douglas Elliman Real Estate  
575 Madison Avenue, New York, NY 10022  
212.891.7000 • elliman.com

Miller Samuel Real Estate Appraisers & Consultants  
21 West 38<sup>th</sup> Street, New York, NY 10018  
212.768.8100 • millersamuel.com

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