



# The Apartment Atelier

Manhattan (NYC) Apartment Shopping Information

	<b>NYC Real Estate Apartment Find</b>		<b>NYC Medical Service</b>	
	Licensed Real Estate Agent	Do It Yourself Apartment Find	Do It Yourself Medical Treatment	Licensed Medical Professional
<b>Situation</b>	<b>Need Apartment</b>		<b>Need Medical Help</b>	
<b>Situation</b>				

	<b>Extensive Use of Personal Time &amp; Energy</b>							
	<b>Reason #1 - Consumers Don't Have Broker's Fee (Medical Insurance)</b> <b>Reason #2 - Consumers Don't Think The Problem is Severe Enough To Warrant Professional Services</b>							
	<b>Only 10-15% of Total Market Inventory &amp; Information is Available Through Online Mediums</b>							
	<b>Ineffective Course of Action</b>							
<b>Phase 1</b>	<b>1 Day</b>	Licensed agent ask many questions, to diagnoses what are the realistic parameters the client is seeking	Individual spends many hours with online research & makes multiple responses to ads/postings	<b>1-2 Days</b>	Individual spends time & energy on over the counter medication and online research	Licensed medical physician ask many questions, to diagnose what are the realistic symptoms of patient	<b>1 Day</b>	<b>Phase 1</b>
<b>Phase 2</b>	<b>2-3 Days</b>	Licensed agent prescribes diagnosis and conducts proper field research (private & open source listings) to filter out IDEAL OPTIONS for client	Individual spends many more hours & attempts responding to ads/postings, starts to get frustrated & tired with random appointments	<b>7 Days</b>	Individual spends many more days & attempts on over the counter medication, starts to get worried about condition	Licensed medical professional prescribes diagnosis and assigns treatment for patient - patient gets 1st class service with piece of mind reassurance	<b>1 Day</b>	<b>Phase 2</b>
<b>Phase 3</b>	<b>1 Day</b>	Licensed agent takes client out on "BEST OPTIONS" tour, to make GOOD decision. Application is submitted	Individual spends many more hours & attempts responding to ads/postings, starts to get frustrated & tired with random appointments	<b>7 Days</b>	If individual doesn't get better, he/she starts to consider going to a medical professional of help	Follow up visit to doctors office, if symptoms continues.	<b>7 Days</b>	<b>Phase 3</b>
<b>Phase 4</b>			Individual spends many more hours & attempts responding to ads/postings, starts to get frustrated & tired with random appointments	<b>7 Days</b>	Individual finally gets better, as the body recuperates from sickness, or they get so bad that they go to a licensed physician			<b>Phase 4</b>
<b>Phase 5</b>			Individual starts to settle for what they think is their best option, based on what they where able to preview, or they finally go to a licensed agent to get assistance	<b>7-14 days</b>				<b>Phase 5</b>

<b>Truth on "NO FEE" Apartments</b>													
1 - "NO FEE" Apartments have the broker's fee built into the monthly rental price	<p>Landlord's subsidize the broker, for their efforts in finding/matching their apartments with potential tenants</p> <p>Landlord's will make extra, if they don't use a broker to assign an apartment lease to a potential tenant</p> <p>The "CONSUMER" is never at an advantage by going direct to "NO FEE" situations</p>												
2 - "NO FEE" Apartments are inventory that the landlord is having a difficult time moving, for whatever the reason maybe	<p>If the apartment was so great, the landlord wouldn't need to provide financial stimulus to move it</p>												
3 - "NO FEE" Apartments represent 30% of the TOTAL MARKET inventory at any time	<p>Consumers who are seeking "NO FEE" apartments are only selecting from a "LIMITED" pool of options</p>												
4 - "NO FEE" Apartments can't effectively compete, in value, to landlords who prefer to just commit to rent drops	<p>Example:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 25%;">Standard Apt.</td> <td style="width: 25%;">\$2,400 monthlly rent</td> <td style="width: 25%;">"NO FEE" cache</td> <td style="width: 25%;">Annual Rent = \$\$28,800</td> </tr> <tr> <td>Comparable Apt.</td> <td>\$2,000 monthlly rent</td> <td>Broker's Fee</td> <td>Annual Rent + Broker's Fee = \$27,600</td> </tr> <tr> <td colspan="3"></td> <td style="text-align: right;">Savings = Over \$1,000</td> </tr> </table>	Standard Apt.	\$2,400 monthlly rent	"NO FEE" cache	Annual Rent = \$\$28,800	Comparable Apt.	\$2,000 monthlly rent	Broker's Fee	Annual Rent + Broker's Fee = \$27,600				Savings = Over \$1,000
Standard Apt.	\$2,400 monthlly rent	"NO FEE" cache	Annual Rent = \$\$28,800										
Comparable Apt.	\$2,000 monthlly rent	Broker's Fee	Annual Rent + Broker's Fee = \$27,600										
			Savings = Over \$1,000										