



PropGOLuxury.com

*Luxury Properties Worldwide*

NYC to World - World to NYC

# LUXURY PROPERTY INVESTMENT INTERESTS

2015 Annual Data Review





PropGOLuxury's 2015 Annual data report reviews NYC luxury properties investment demand from cities located in the US and Globally. Our report also shows where NYC property buyers are seeking to buy homes in the US and Globally.

PropGOLuxury's findings yield unique insights from both an Inbound (The World to NYC) and Outbound (NYC to the World), which truly demonstrate that NYC is world's most global city.

PropGOLuxury's report is sourced from millions of monthly property searches targeting NYC on sites; Our data set for this report was also broken down into annual and quarterly segments origination from January 1, 2015 – December 31, 2015.

Our data clients can request similar reports using our proprietary data sets to filter by any region, city, language, property price, property attribute, and many more criteria to make smarter decisions.

# INTRODUCTION

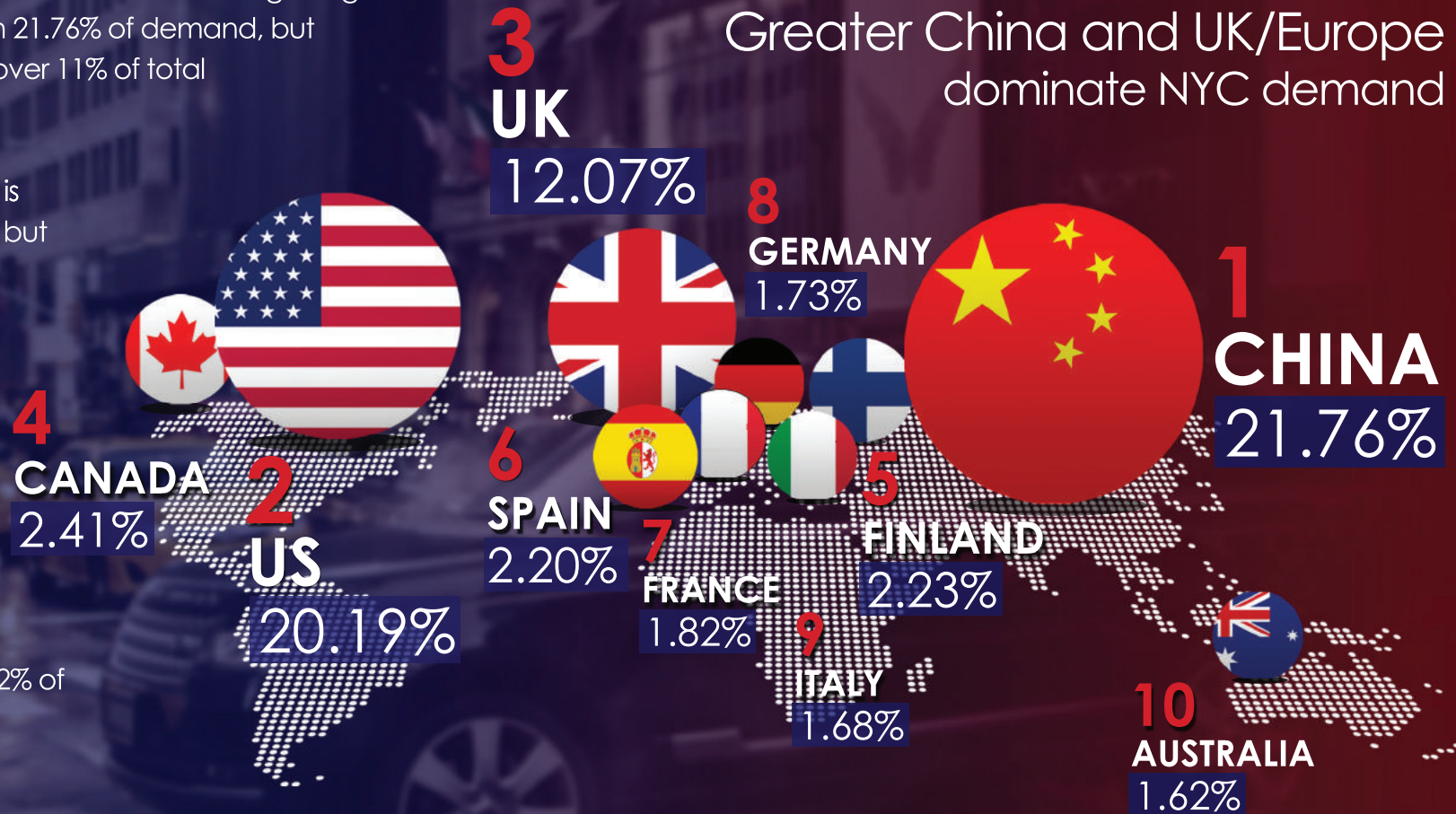


# Demand for NYC Luxury Properties by Country

PropGOLuxury.com's data shows that Greater China and United States shared the similar demand volumes for NYC properties at 21.76% and 20.19% respectively. We included mainland China, Hong Kong, Taiwan and Macau as "China" with 21.76% of demand, but mainland China alone represents over 11% of total demand for NYC.

A majority of NYC property interest is originating from the US and China, but the European continent's overall interest in NYC luxury properties commanded nearly 30% of all search volumes with most notably 12.07% of all demand coming from the United Kingdom.

Our data also shows a growing interest in NYC from Canada and Australia comprising 2.41% and 1.62% of all NYC luxury property searches.



## TOP Countries where demand for NYC Properties originates



# Demand for NYC Luxury Properties by City

## Who is looking at NYC luxury properties by city?

Central, Hong Kong one the wealthiest neighborhood districts in Hong Kong came in No. 1 as the top international city looking at NYC luxury properties.

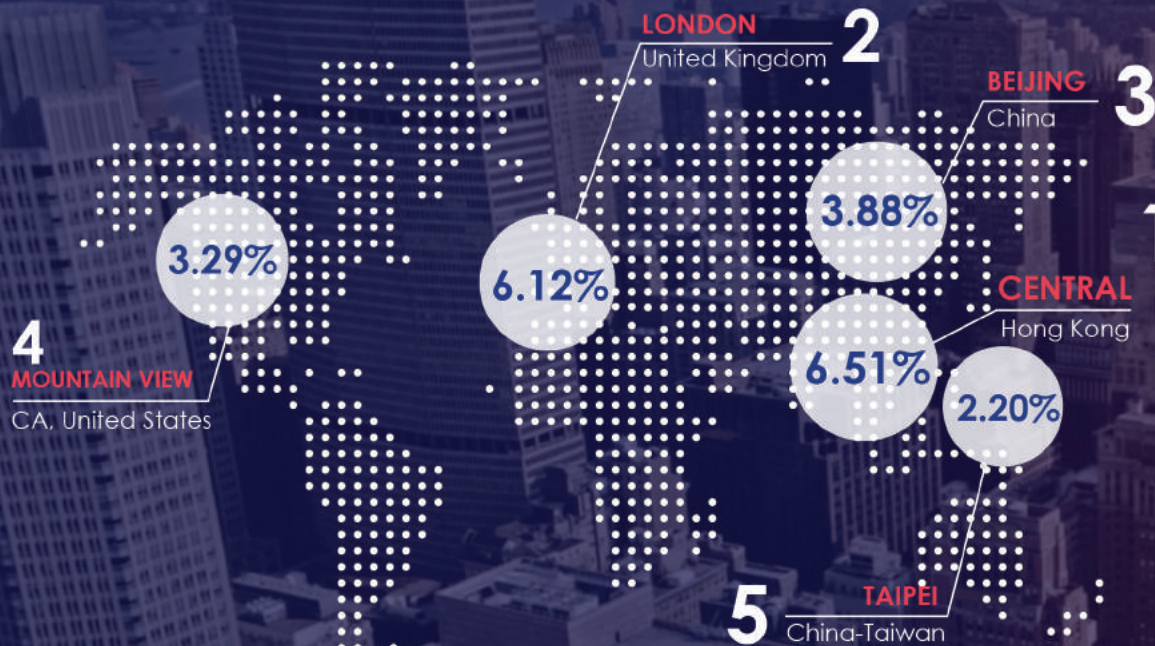
This is not surprising as NYC luxury property prices are a bargain in relative terms when compared to HK's on a price per square foot basis. This is why many areas within HK like Kwai Chung, another HK district, also ranked in our top 10 list. Asia's key areas like Beijing, Taipei, Singapore, and many more cities in mainland China also appear on our Top 20 list.

*(Please note PropGOLuxury.com is the leading property listing platform in China, Hong Kong, and the Asia Pacific);*

London, UK came in a close No. 2 with 6.12% of overall demand for NYC luxury properties. Our data is showing increased demand for NYC luxury properties coming out of London following the Brexit decision.

"Greater China" showed the most overall international investment interests in NYC luxury properties with 8 key China cities dominating the top 20 NYC demand source city list. These mainland China cities include Beijing, Guangzhou and Nanjing ranking #3, #7 and #8 respectively.

NYC luxury properties received search views interest from all over the world demonstrating its title as 'The World's Capital'.



1 6.51% CENTRAL China-Hong Kong	2 6.12% LONDON United Kingdom	3 3.88% BEIJING China	4 3.29% MOUNTAIN VIEW United States, CA	5 2.20% TAIPEI China-Taiwan
6 1.94% SINGAPORE Singapore	7 1.80% GUANGZHOU China	8 1.48% NANJING China	9 1.33% WUHAN China	10 1.12% KWAI CHUNG China-Hong Kong
11 1.04% BROOKLYN United States	12 0.91% GREAT FALLS United States	13 0.90% SHENYANG China	14 0.87% TORONTO Canada	15 0.84% JINAN China
16 0.81% SHANGHAI China	17 0.78% Hebei China	18 0.64% WILLISTON PARK United States	19 0.61% BELGRADE Serbia	20 0.59% CUAUHTEMOC Mexico

## TOP 20 Cities where demand for NYC Luxury Properties originates



2015

# Demand for NYC Luxury Properties by Quarter

## Who is looking at NYC luxury properties over time?

Our quarterly ranking of NYC luxury property demand shows Asian buyers represent the majority of overall with Hong Kong, Taiwan and mainland China cities dominating throughout each quarter for 2015.

The No.1 destination overall is Central district in Hong Kong with the highest view of 10.04% in Q2; and then followed by Beijing and greater China/Asia cities consistently ranking each quarter.

London, UK showed strong interests in NYC properties in the second half year, climbing to number 1 and 2 in Q4. (Our subscribing clients can request data for 2016).

## TOP 5 Cities interested in NYC luxury properties by quarter





# Which cities are NYC based luxury property buyers demanding?

RANK	SOURCE CITIES	SOURCE COUNTRIES	VIEW%
1	London	United Kingdom	3.56%
2	Paris	France	2.19%
3	Greenwich	United States	1.81%
4	San Francisco	United States	1.54%
5	Miami	United States	0.92%
6	San Miguel De Allende	Mexico	0.86%
7	Los Angeles	United States	0.82%
8	Beverly Hills	United States	0.80%
9	Roma	Italy	0.70%
10	Barcelona	Spain	0.70%
11	The Peak	China-Hong Kong	0.69%
12	La Altagracia	Dominican Republic	0.64%
13	Dubai	United Arab Rep.	0.61%
14	Palm Springs	United States	0.61%
15	Cannes	France	0.56%
16	Mid-Levels Western	China-Hong Kong	0.55%
17	Minato-Ku	Japan	0.53%
18	Houston	United States	0.53%
19	Honolulu	United States	0.52%
20	Athens	United States	0.52%
21	Others	Others	80.35%

## Where are NYC luxury property buyers searching?



In 2015, London ranks as the No. 1 destination for NYC luxury property buyers interest with 3.56% of all external searches; next followed by Paris, which represented 2.19% of all searches. NYC luxury property buyers clearly showed interests for additional key EU cities including Roma (0.70%), Barcelona (0.70%), Cannes (0.56%).

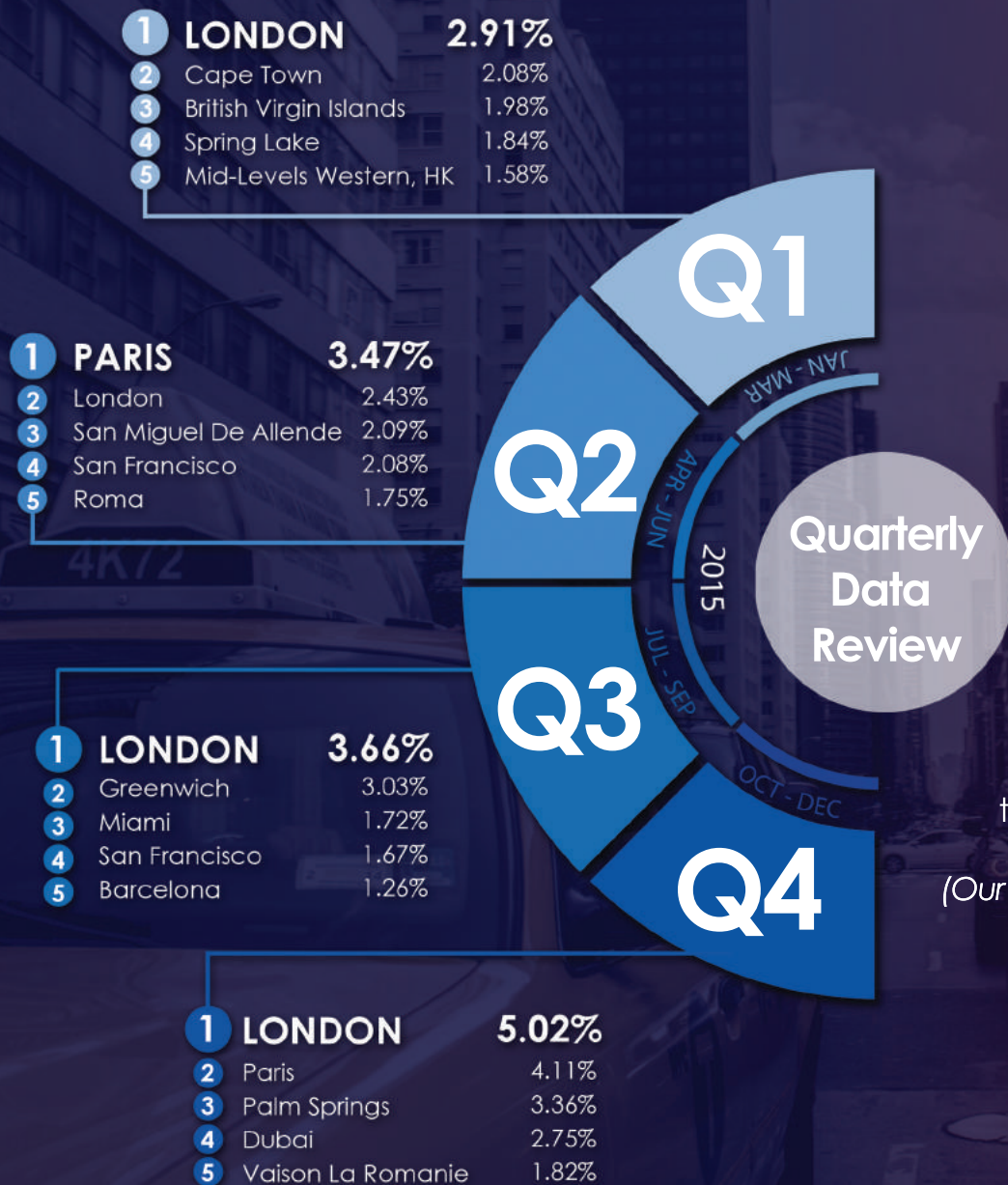
In 2015, NYC luxury property buyers US domestic tastes targeted nearby neighbor in Greenwich, CT (1.81%); and warmer areas in the West Coast like San Francisco (1.54%), Los Angeles, CA (0.82%), Beverly Hills, CA (0.80%), Palm Springs, CA (0.61%),

Overall, the US remained the most popular country for NYC buyers with over 8% of total searches targeting US cities. Nearly half of the desired destination belonged to American properties including Greenwich, San Francisco and Miami ranking number 3, 4 and 5 respectively.



# What cities are NYC luxury property buyers seeking?

## - by Quarter



## TOP 5 Most Viewed Cities by NYC luxury property buyers

NYC luxury property demand seems to shift seasonally for the Top 5 rankings. We also see strong US domestic and International demand by NYC luxury property consumers shifting tastes by Quarter in 2015.

London's ranking seems to be the most dynamic in 2015 with the Brexit decision coming closer.

*(Our YTD 2016 data shows some interesting findings post the Brexit in 2016)*



# 2015 NYC Data Chart

Rank	Cities	Country	%
1	London	United Kingdom	3.56%
2	Paris	France	2.19%
3	Greenwich	United States	1.81%
4	San Francisco	United States	1.54%
5	Miami	United States	0.92%
6	San Miguel De Allende	Mexico	0.86%
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15	Cannes	France	0.56%
16	Mid Levels Western	China-Hong Kong	0.55%
17	Minato-Ku	Japan	0.53%
18	Houston	United States	0.53%
19	Honolulu	United States	0.52%
20	Athens	United States	0.52%
21	Others		80.35%

## NYC to the World

Where are NYC buyers searching by city

Rank	Cities	Country	%
1	Central District	China-Hong Kong	6.51%
2	London	United Kingdom	6.12%
3	Beijing	China	3.88%
4	Mountain View, CA	United States	3.29%
5	Taipei	China-Taiwan	2.20%
6	Singapore	Singapore	1.94%
7	Guangzhou	China	1.80%
8	Nanjing	China	1.48%
9	Wuhan	China	1.33%
10	Kwai Chung	China-Hong Kong	1.12%
11	Brooklyn	United States	1.04%
12	Great Falls	United States	0.91%
13	Shenyang	China	0.90%
14	Toronto	Canada	0.87%
15	Jinan	China	0.84%
16	Shanghai	China	0.81%
17	Hebei	China	0.78%
18	Williston Park	United States	0.64%
19	Belgrade	Serbia	0.61%
20	Cuauhtémoc	Mexico	0.59%
21	Others		62.35%

## World to NYC

Who is searching for NYC properties by city





PropGOLuxury.com is pleased to provide our 2015 Annual NYC luxury property report.

We have detailed YTD data for 2016 across all major global cities, and can offer our data subscribing clients with comprehensive bespoke big data analytics reports to help them make smarter decisions.

For more information on our luxury property data services please contact [george@asia-interactive.net](mailto:george@asia-interactive.net)

# CONCLUSION





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