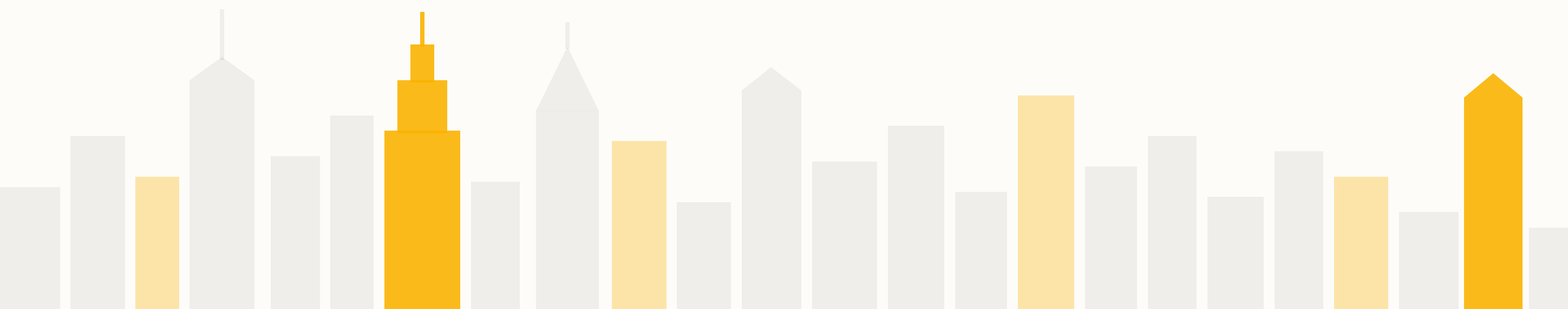


■ TROPHY RESEARCH

# Manhattan Office Marketing Report

The first report on Manhattan office building web presence. Every deal goes through the web - this report tracks what brokers and tenants find, across 3,002 buildings and 23 submarkets.



# 60%

of Class A buildings don't have a dedicated website. Most settle for a templated portfolio page; the rest, nothing beyond listings.

# The top buildings are online. Most of the market isn't.

Everyone researches what they're about to buy, and office space is no different. Tenant reps and tenants size up a building online long before they tour it, and for the agency broker a dedicated website is a working leasing tool. Three numbers show where the market stands.

**60%**

## of Class A buildings have no dedicated website

Even in the market's flagship class, most buildings rely on a portfolio page - or nothing at all.

SEE PAGE 5

**71%**

## of buildings have no web presence

2,007 of the 2,845 competitive office buildings have no dedicated website and no portfolio page. Beyond their listings, there is nothing for a broker to send or a tenant to find.

SEE PAGE 4

**36%**

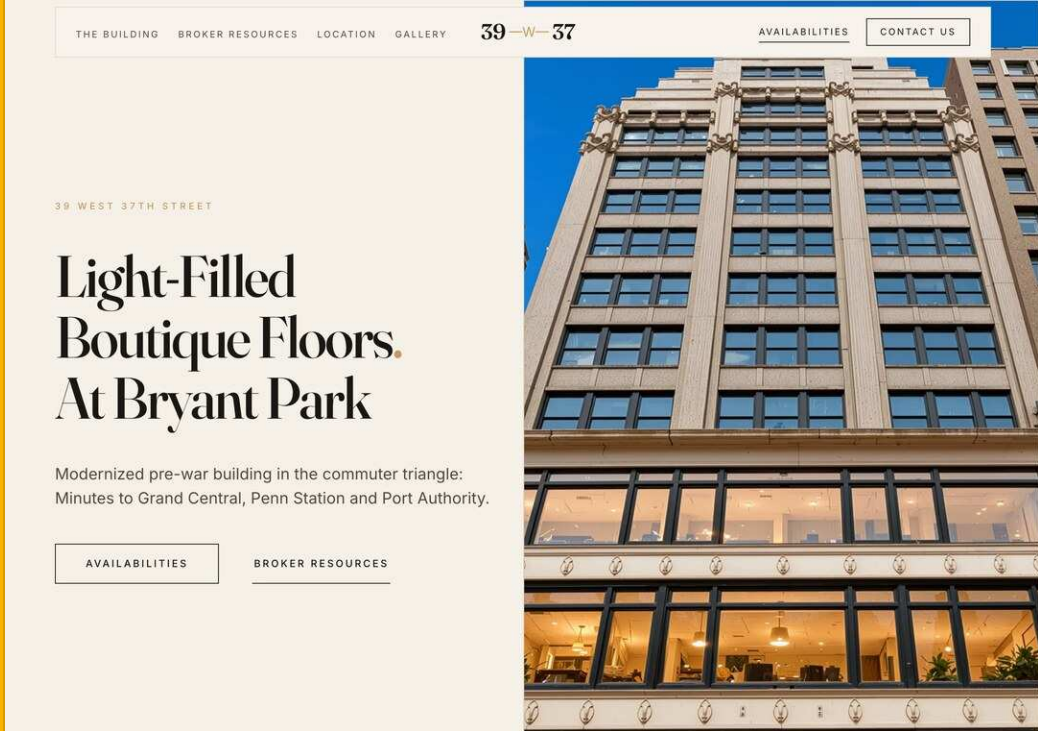
## of the top buildings have a brand name

Across the 270 Trophy, Class A, and B+ buildings with dedicated websites, 96 chose a name that strengthens the building's positioning. At the Trophy tier, it is nearly 3 in 4.

SEE PAGE 6

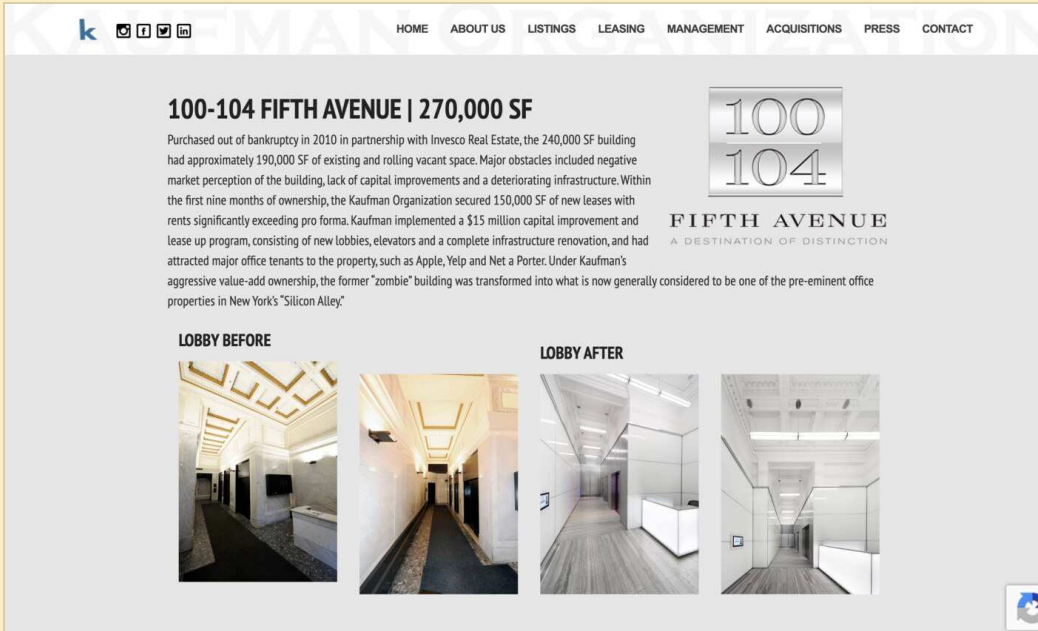
# Look up any building in Manhattan - you'll find one of these three

When brokers and tenants google a building, what do they find? Every statistic in this report starts from that question - and the answer always lands in one of three states.




**1. DEDICATED WEBSITE**

A website built for one building, on its own domain. The story, the unique selling points, the availabilities and floor plans - everything that makes the building stand out, ready for brokers to send and tenants to find.



**2. PORTFOLIO PAGE**

The building appears as a templated page on its owner's portfolio site - the same layout as every other building in the portfolio, built to be compared.



**3. NOTHING BEYOND LISTINGS**

No dedicated website, no portfolio page. Beyond the listing platforms, there is nothing for a broker to send or a tenant to find.

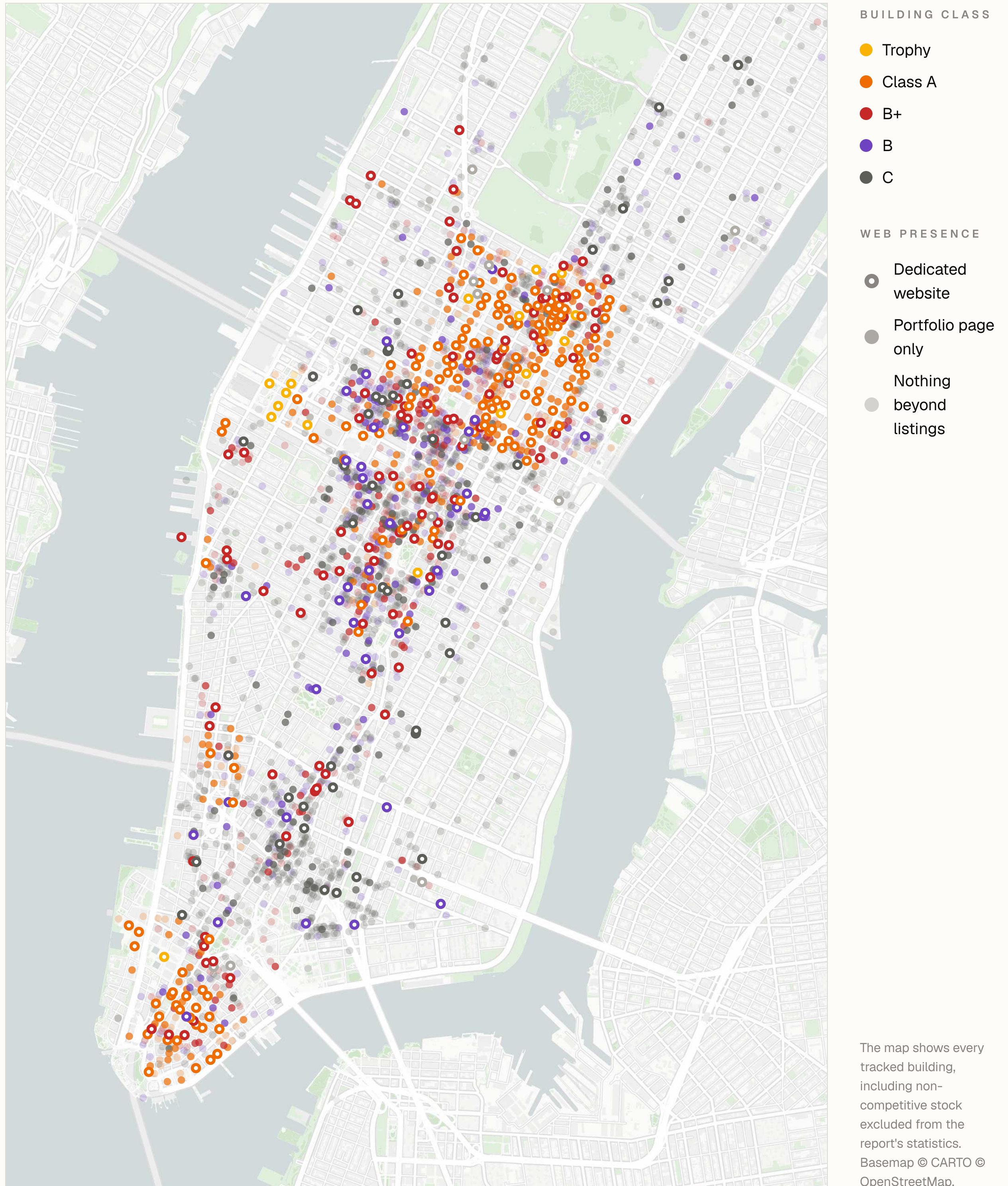
The listing platforms (CoStar, LoopNet) show the dry facts of a building and carry no narrative, no branding, nothing that makes it stand out - if anything, they make every option look the same. That's why this report doesn't count them as web presence.

**Not every building needs a website.**

Online presence makes sense when there is vacancy. That is why the class ladder on page 5 is the sharper lens - even at the top of the market, there is still a lot of room for improvement.

# Web presence is strongest in the top submarkets

The white-centered dots (dedicated websites) cluster along the Midtown spine and around the World Trade Center. Move into Midtown South and Uptown and the map goes faint - and that's an opportunity: **when a building's comps don't exist online, investing in a website makes it stand out that much more.**

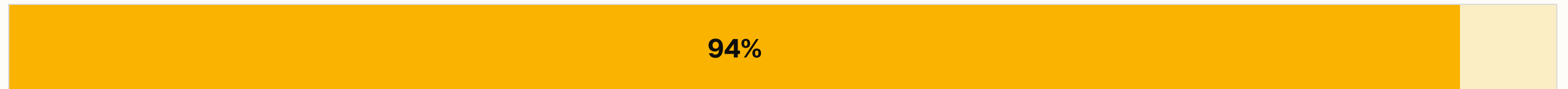


# Each step down the class ladder, web presence halves

The pattern is steep and steady: 78% of Class A buildings have some web presence, 44% of B+, a quarter of Class B, 14% of Class C - roughly halving with every step. And even in Class A, 3 in 5 buildings lack a dedicated website.

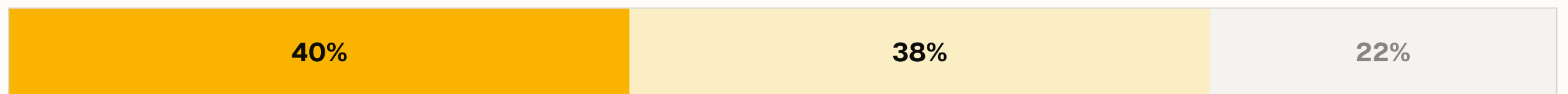
## Trophy

16 buildings total



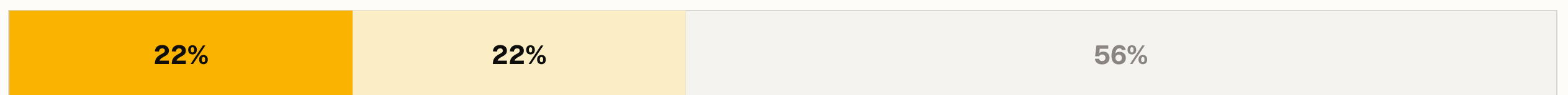
## Class A

379 buildings total



## B+

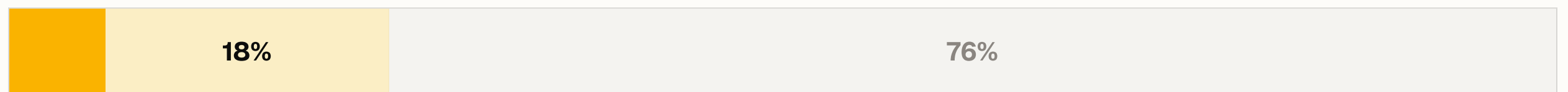
465 buildings total



Older buildings with real scale, often heavily renovated - stronger than classic Class B, short of Class A.

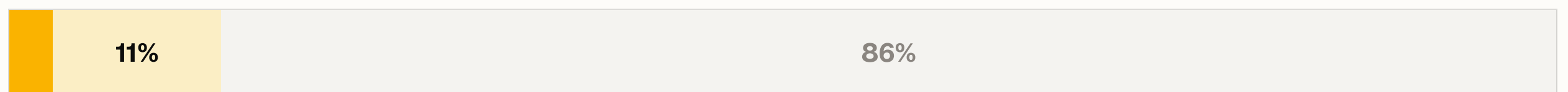
## B

486 buildings total



## C

1,499 buildings total



■ Dedicated website    
 ■ Portfolio page only    
 ■ Nothing beyond listings

Every Trophy, Class A, and B+ building was verified individually in July 2026.

# Top owners are renaming their buildings

The market's top owners name their buildings intentionally - and the reasons follow a pattern: claim the location that sells, brand the renovation, retire the baggage. Recent examples:

FORMERLY	NOW	INTENT	OWNER · YEAR
666 Third Avenue	> <b>6 Grand Central</b>	Claim the Grand Central connection - and quietly drop the 666	Tishman Speyer, 2024
655 Third Avenue	> <b>5 Grand Central East</b>	Anchor a new 'Grand Central East' district on Third Avenue	Durst, 2025
335 Madison Avenue	> <b>22 Vanderbilt</b>	Ride One Vanderbilt's halo from across the street	Milstein, 2022
780 Third Avenue	> <b>The Gardens at 780</b>	Make the \$40M garden renovation the identity	Nuveen rebrand, 2022
One Penn Plaza	> <b>PENN 1</b>	Flagship of Vornado's PENN District brand	Vornado, 2019-2021
4 Times Square (ex Condé Nast)	> <b>One Five One</b>	Shed the Times Square image and the Condé Nast past	Durst
666 Fifth Avenue	> <b>660 Fifth Avenue</b>	Retire an unlucky number after a \$400M reposition	Brookfield
708 Third Avenue	> <b>10 Grand Central</b>	Leave 'commodity' Third Avenue, become a Grand Central building	Marx Realty, 2018
One Chase Manhattan Plaza	> <b>28 Liberty</b>	Drop the departed bank - 28 reads as 'double prosperity'	Fosun, 2015

Intent is assumed - Trophy's read of each move, grounded in owner statements and press coverage where available.

Across the 270 buildings with dedicated websites at the top of the market (Trophy, Class A, and B+), 96 market under a chosen identity (a brand name or an upgraded address) rather than the plain tax-lot address - at the Trophy tier, 11 of 15:



# Midtown buildings invest twice as much as Midtown South

MARKET / SUBMARKET	BUILDINGS	WEB PRESENCE		
<b>MIDTOWN</b>	<b>1,057</b>	<b>18%</b>	<b>21%</b>	<b>61%</b>
Hudson Yards	29	31%	10%	59%
Plaza District	173	29%	21%	50%
Sixth Ave / Rockefeller Center	81	27%	17%	56%
Grand Central	126	27%	24%	49%
Columbus Circle	22	18%	27%	55%
Midtown East	101	16%	22%	62%
Times Square	102	16%	19%	65%
Penn Plaza / Garment	204	12%	26%	62%
Herald Square	86	7%	23%	70%
Midtown West	61	7%	14%	79%
Murray Hill	72	12%		82%
<b>MIDTOWN SOUTH</b>	<b>1,079</b>	<b>9%</b>	<b>17%</b>	<b>74%</b>
NoMad	129	11%	21%	68%
Gramercy Park	107	9%	22%	69%
Flatiron / Union Square	227	9%	18%	73%
Chelsea	238	9%	17%	74%
Hudson Square	78	8%	21%	71%
SoHo / NoHo	300	7%	12%	81%
<b>DOWNTOWN</b>	<b>310</b>	<b>14%</b>	<b>18%</b>	<b>68%</b>
World Trade Center	8	50%	13%	37%
Financial District	150	19%	23%	58%
City Hall / Civic Center	37	8%	14%	78%
Tribeca	115	13%		81%
<b>UPTOWN</b>	<b>330</b>	<b>9%</b>		<b>86%</b>
Upper West Side	111			91%
Upper East Side	219	12%		84%

■ Dedicated website
 ■ Portfolio page only
 ■ Nothing beyond listings

About the data: Trophy tracks 3,002 Manhattan office buildings, built on NYC public records (PLUTO, Department of Finance) and Trophy's own research. Statistics cover the 2,845 standing, primarily office buildings; 69 sit outside these submarket boundaries and are tracked but not shown above. Every building in the top three classes was verified individually in July 2026; Class B and C figures are stated as minimums. Listing platforms such as CoStar and LoopNet are availability records, not building marketing, and are not counted as web presence anywhere in this report. Building classes are assigned by Trophy's classification model - five weighted factors from public records, calibrated so the Class A footprint matches the industry consensus - with a small "Trophy" class reserved for the newest flagship towers. Data snapshot: July 2026. Full methodology available on request at info@trophy.inc.

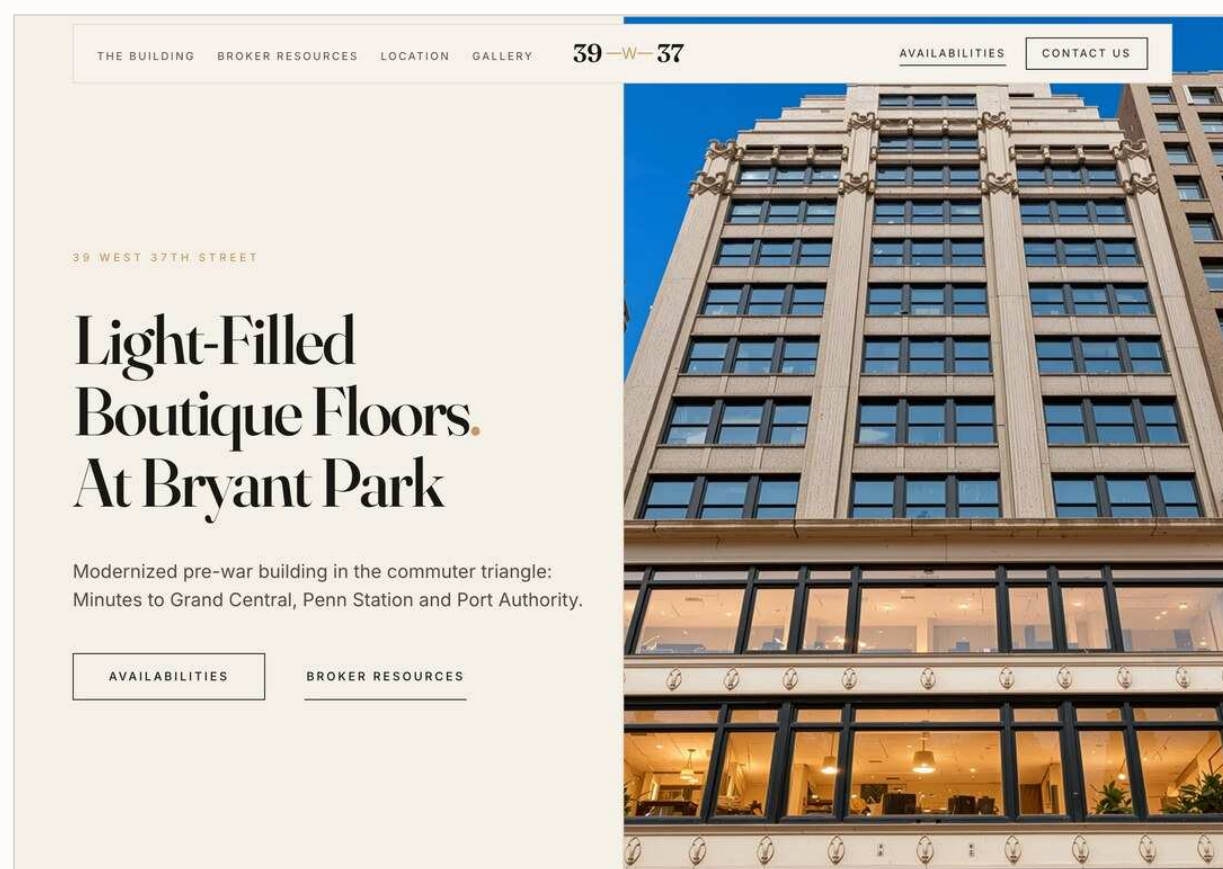
# AI-powered leasing campaigns for Manhattan office buildings

Trophy works with Manhattan office owners and leasing teams to create lease-up campaigns. We build websites, brochures, videos, and visual assets - all under one roof.

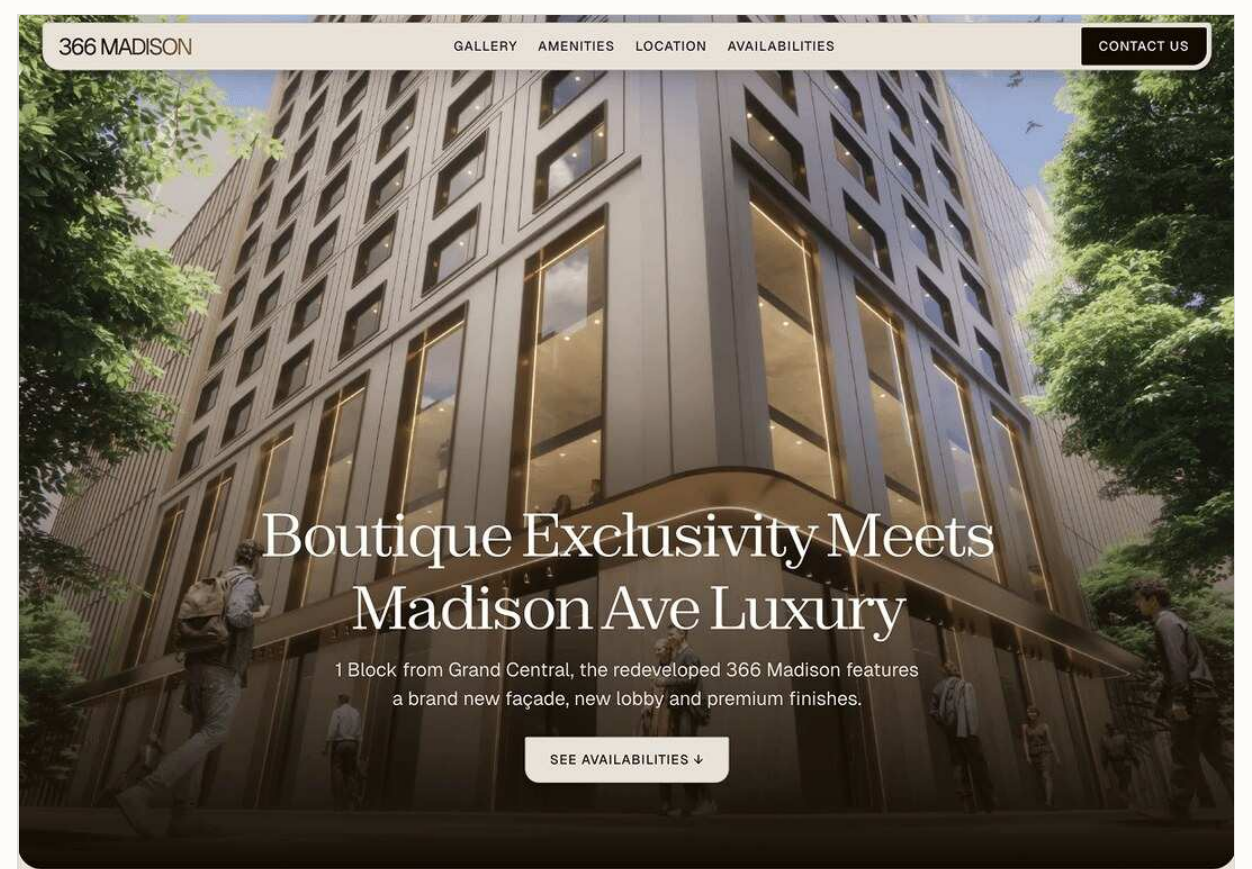
TRUSTED BY



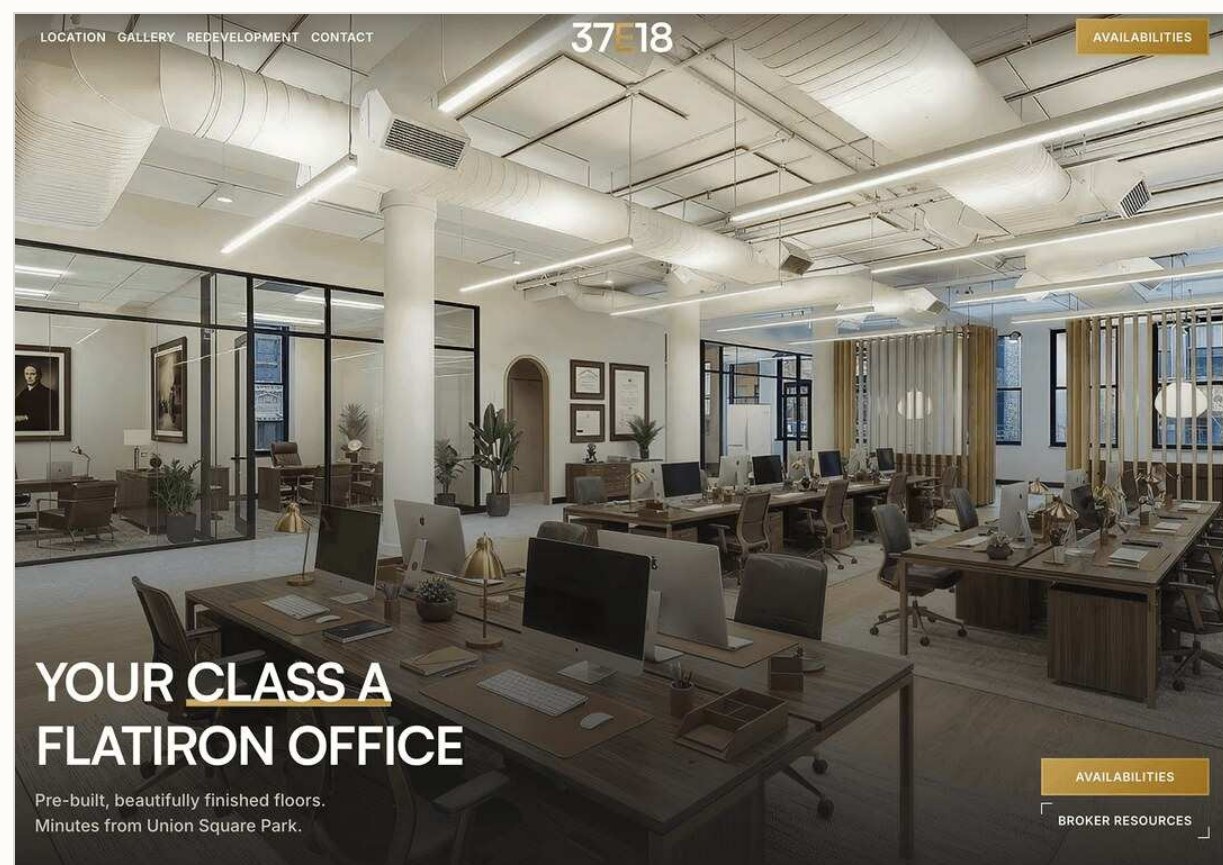
RECENT WORK



39 WEST 37TH STREET ↗



366 MADISON AVENUE ↗



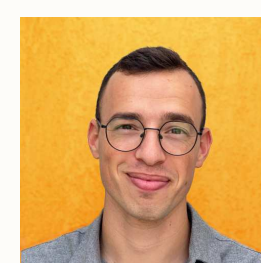
37 EAST 18TH STREET ↗



THE B. ALTMAN BUILDING (198 MADISON) ↗

## Need help leasing up your building?

Reach out to explore a project or get comps for your building.



Or Lev-Cohen **FOUNDER**

[or@trophy.inc](mailto:or@trophy.inc)  
(212) 470-7457