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 have nothing beyond listings.

EXECUTIVE SUMMARY

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

67%

of buildings have no web presence

1,773 of the 2,639 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

32%

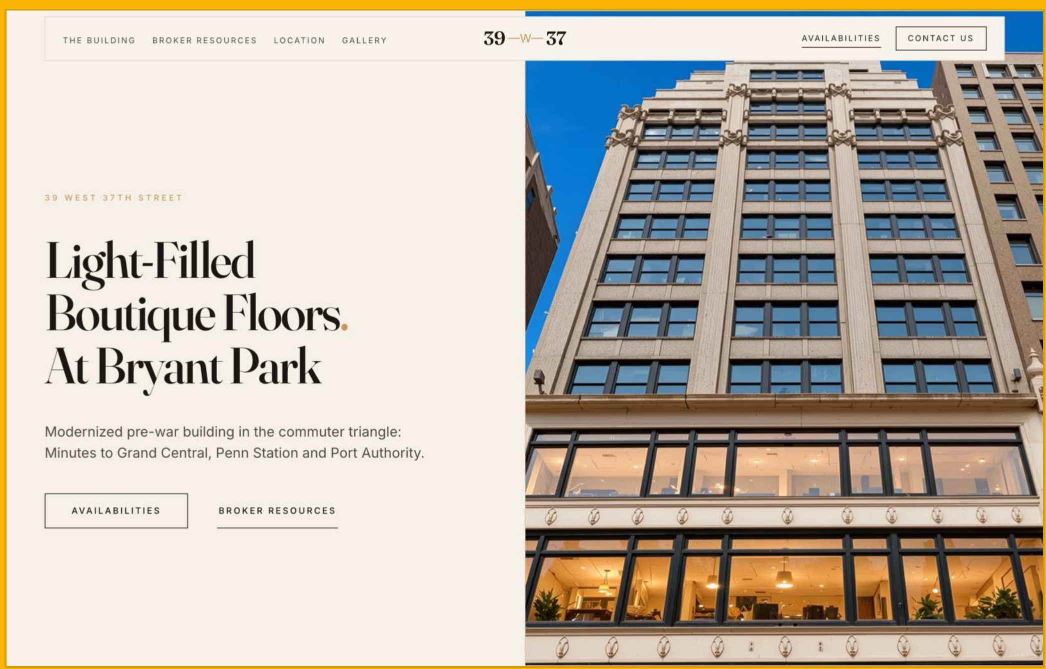
of the top buildings market under a chosen identity

Across the 241 Trophy, Class A, and B+ buildings with dedicated websites, 78 market under a brand name or an upgraded address rather than the plain street address. At the Trophy tier, it is 2 in 3.

SEE PAGE 6

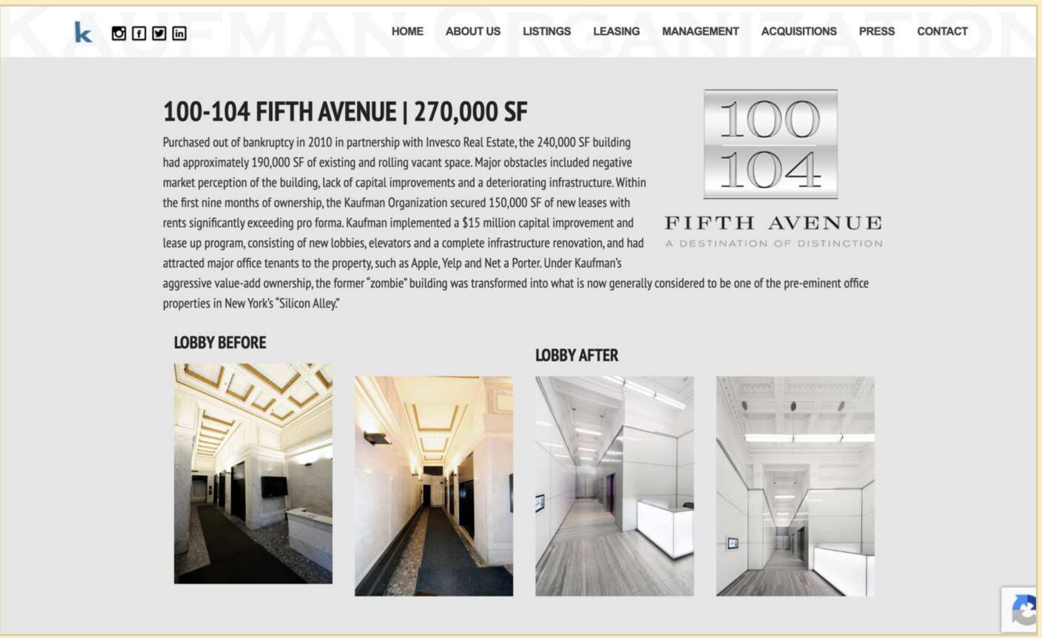
Look up any building in Manhattan - you'll find one of these three

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.

NOTHING

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.

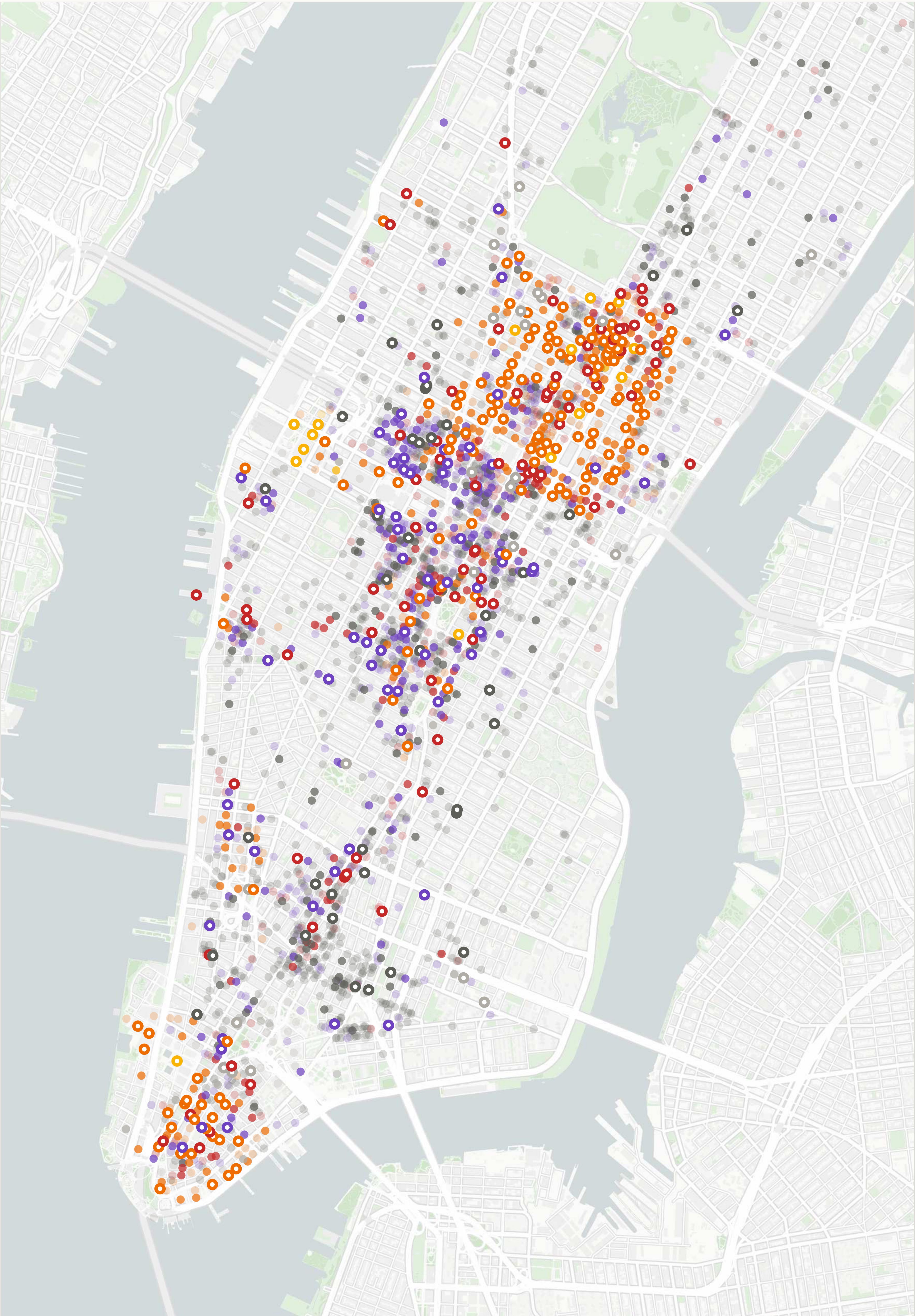
Not every building needs a website.

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.

■ THE MARKET, MAPPED

Even the top submarkets are mostly dark

The Plaza District has Manhattan's highest office rents and its most sought-after addresses - and fewer than 1 in 3 of its buildings has a dedicated website. In Midtown South, it's fewer than 1 in 10. The opportunity for owners in these submarkets is clear: **when your comps are invisible online, a website makes you the obvious standout.**



BUILDING CLASS

- Trophy
- Class A
- B+
- B
- C

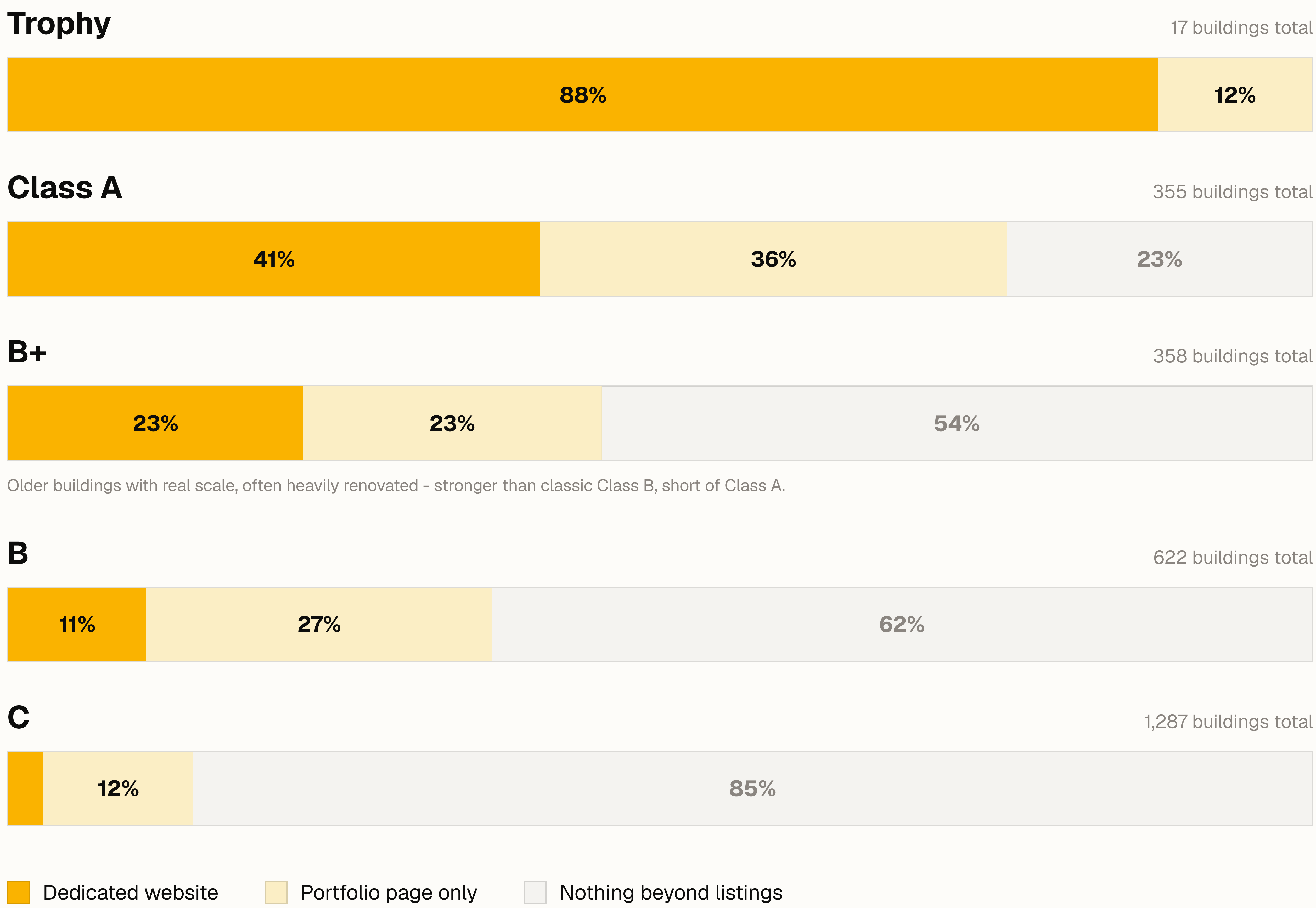
WEB PRESENCE

- Dedicated site
- Portfolio page
- Nothing

The map shows every tracked building, including non-competitive stock excluded from the report's statistics. Basemap © CARTO © OpenStreetMap.

Web presence rises with building class

The gradient is steep: every Trophy building is online, 77% of Class A, 45% of B+, 37% of Class B, 14% of Class C. And even in Class A, 3 in 5 buildings lack a dedicated website.



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

BUILDING IDENTITY

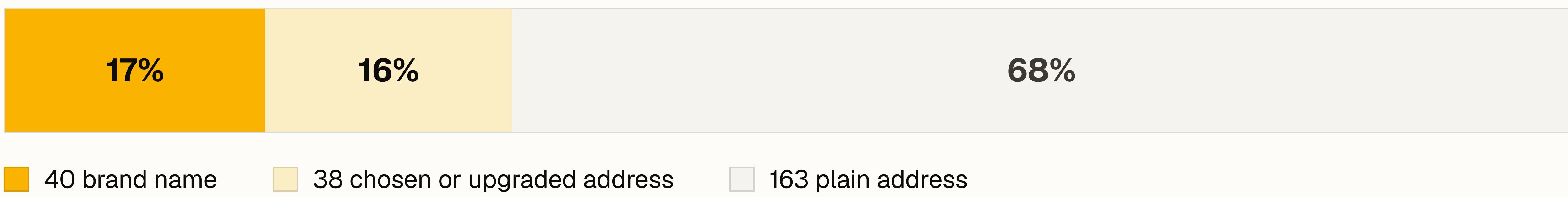
Top owners are renaming their buildings

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	>	**6 Grand Central**	**Claim the Grand Central connection - and quietly drop the 666**	Tishman Speyer, 2024
655 Third Avenue	>	**5 Grand Central East**	**Anchor a new 'Grand Central East' district on Third Avenue**	Durst, 2025
335 Madison Avenue	>	**22 Vanderbilt**	**Ride One Vanderbilt's halo from across the street**	Milstein, 2022
780 Third Avenue	>	**The Gardens at 780**	**Make the $40M garden renovation the identity**	Nuveen rebrand, 2022
One Penn Plaza	>	**PENN 1**	**Flagship of Vornado's PENN District brand**	Vornado, 2019-2021
4 Times Square (ex Condé Nast)	>	**One Five One**	**Shed the Times Square image and the Condé Nast past**	Durst
666 Fifth Avenue	>	**660 Fifth Avenue**	**Retire an unlucky number after a $400M reposition**	Brookfield
708 Third Avenue	>	**10 Grand Central**	**Leave 'commodity' Third Avenue, become a Grand Central building**	Marx Realty, 2018
One Chase Manhattan Plaza	>	**28 Liberty**	**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 241 buildings with dedicated websites at the top of the market (Trophy, Class A, and B+), 78 market under a chosen identity (a brand name or an upgraded address) rather than the plain tax-lot address - at the Trophy tier, 10 of 15:



WEB PRESENCE BY SUBMARKET

Midtown buildings invest twice as much as Midtown South

MARKET / SUBMARKET	BUILDINGS	WEB PRESENCE: Dedicated website	Portfolio page only	Nothing beyond listings
MIDTOWN	**996**	19%	23%	58%
Hudson Yards	11	73%	27%	
Plaza District	171	29%	22%	49%
Grand Central	122	28%	24%	48%
Sixth Ave / Rockefeller Center	78	27%	19%	54%
Columbus Circle	19	21%	32%	47%
Midtown East	86	19%	24%	57%
Times Square	92	16%	22%	62%
Penn Plaza / Garment	215	12%	27%	61%
Midtown West	51	8%	19%	73%
Herald Square	86	7%	26%	67%
Murray Hill	65		13%	82%
MIDTOWN SOUTH	**1,028**	10%	19%	71%
Gramercy Park	91	12%	29%	59%
NoMad	128	11%	25%	64%
Chelsea	227	10%	21%	69%
Flatiron / Union Square	222	10%	21%	69%
Hudson Square	72	8%	21%	71%
SoHo / NoHo	288	8%	12%	80%
DOWNTOWN	**290**	14%	20%	66%
World Trade Center	8	50%	13%	37%
Financial District	139	21%	24%	55%
Tribeca	111		16%	78%
City Hall / Civic Center	32		16%	78%
UPTOWN	**295**		10%	85%
Upper West Side	99	7%		90%
Upper East Side	196		14%	82%

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 2,639 standing, primarily office buildings; 30 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.

ABOUT TROPHY

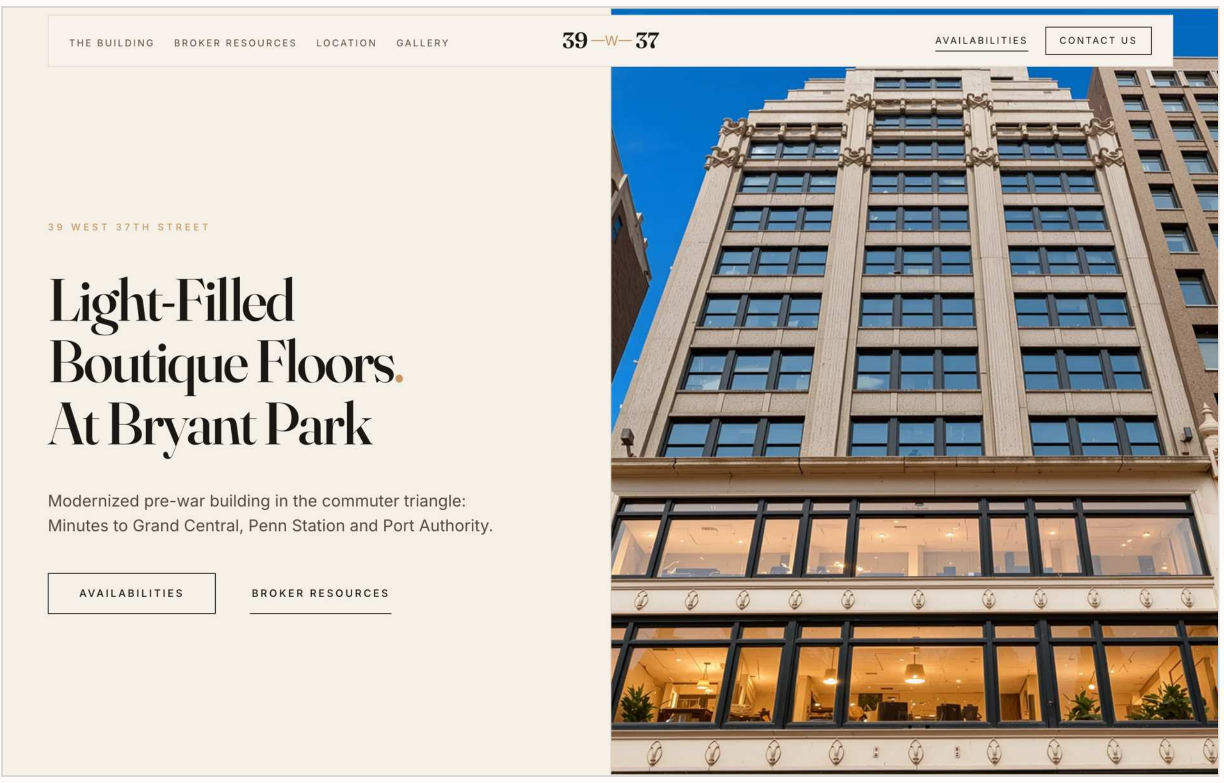
Specialized agency for Manhattan office leasing campaigns

Trophy works with owners and leasing teams to turn buildings from commodity listings to premium products. We create websites, brochures, email blasts and visual assets. Everything brokers need to lease-up a building.

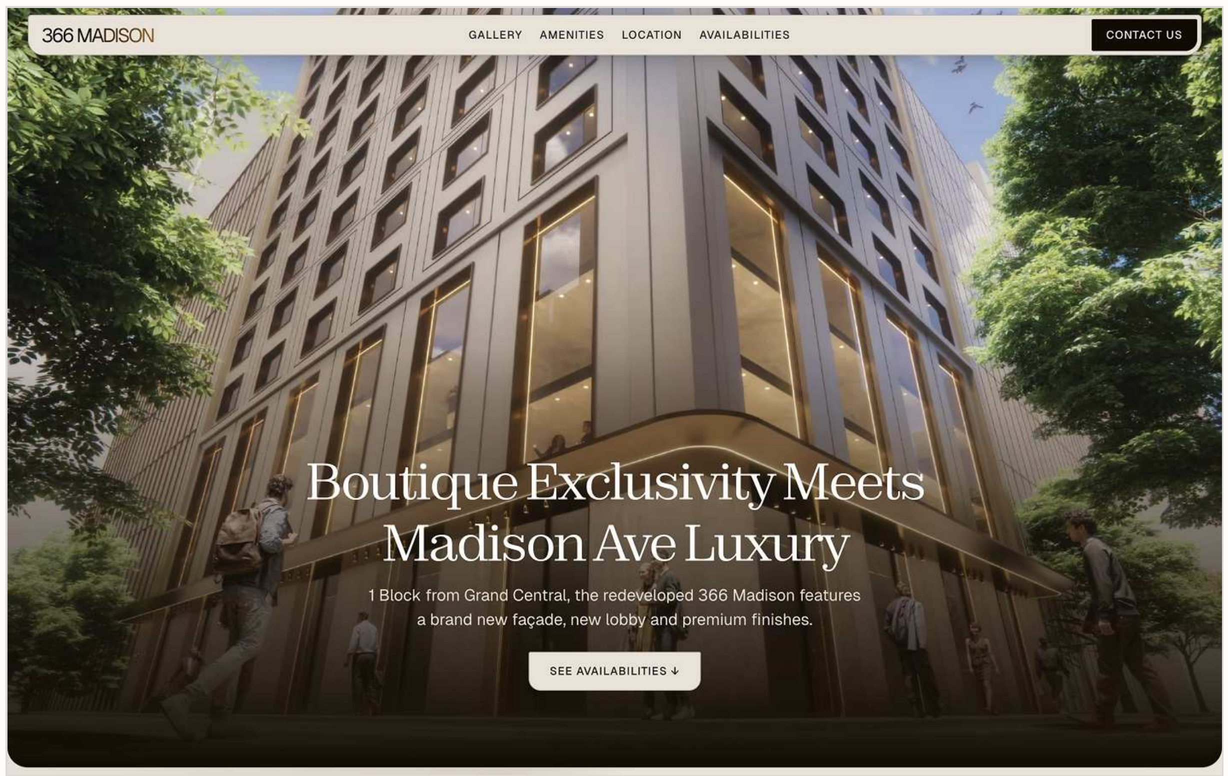
TRUSTED BY

ZAR PROPERTY NY · BLAKE PARTNERS · noah&co. · BENCHMARK PROPERTIES · LSL ADVISORS COMMERCIAL REAL ESTATE

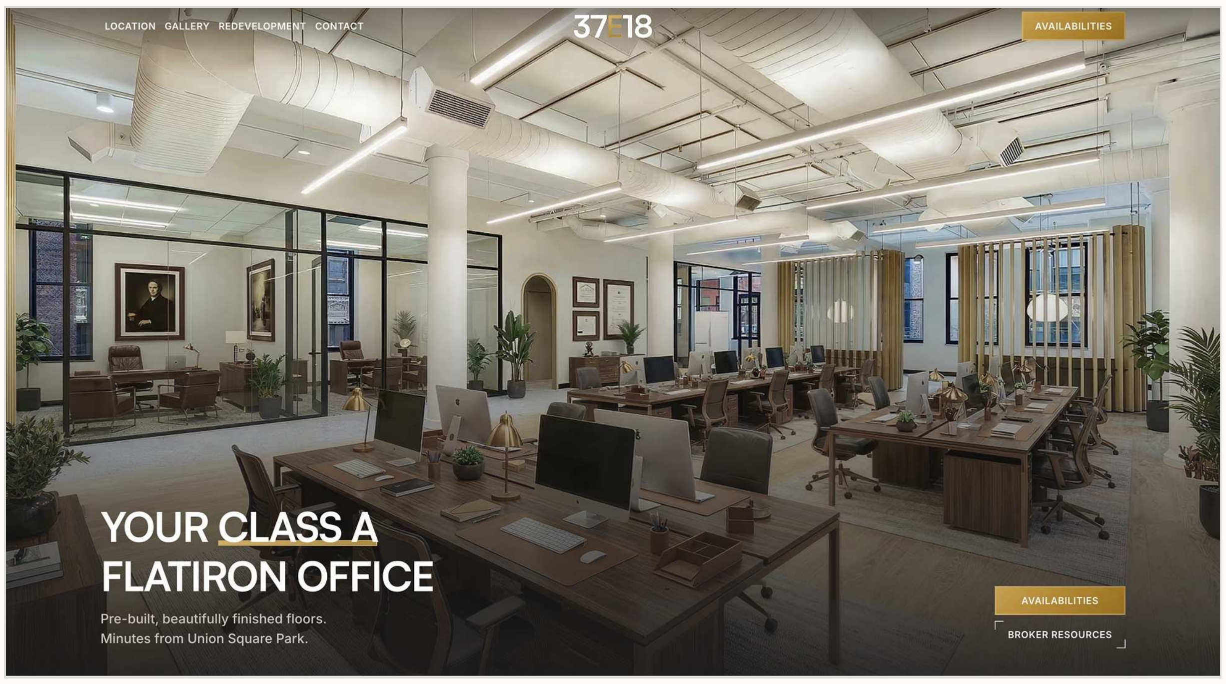
RECENT WORK



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
(212) 470-7457