

# The perfect apartment search

By: Jenny Kim

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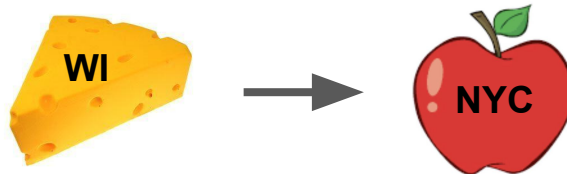


# Meet Michael

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# Michael's moving to NYC and needs help finding an apartment





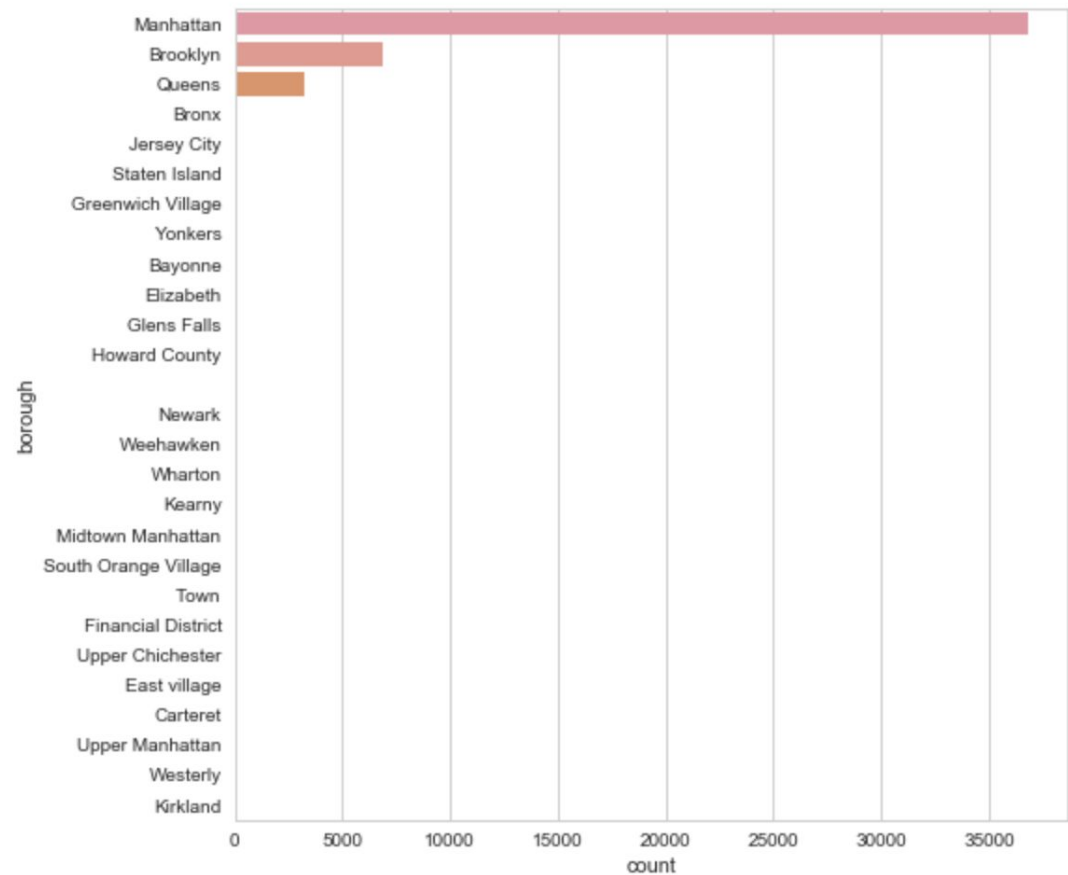
Where should I begin?

What area should I live in?

How do I apartment hunt in  
my price range?

# What areas/boroughs do people live in?

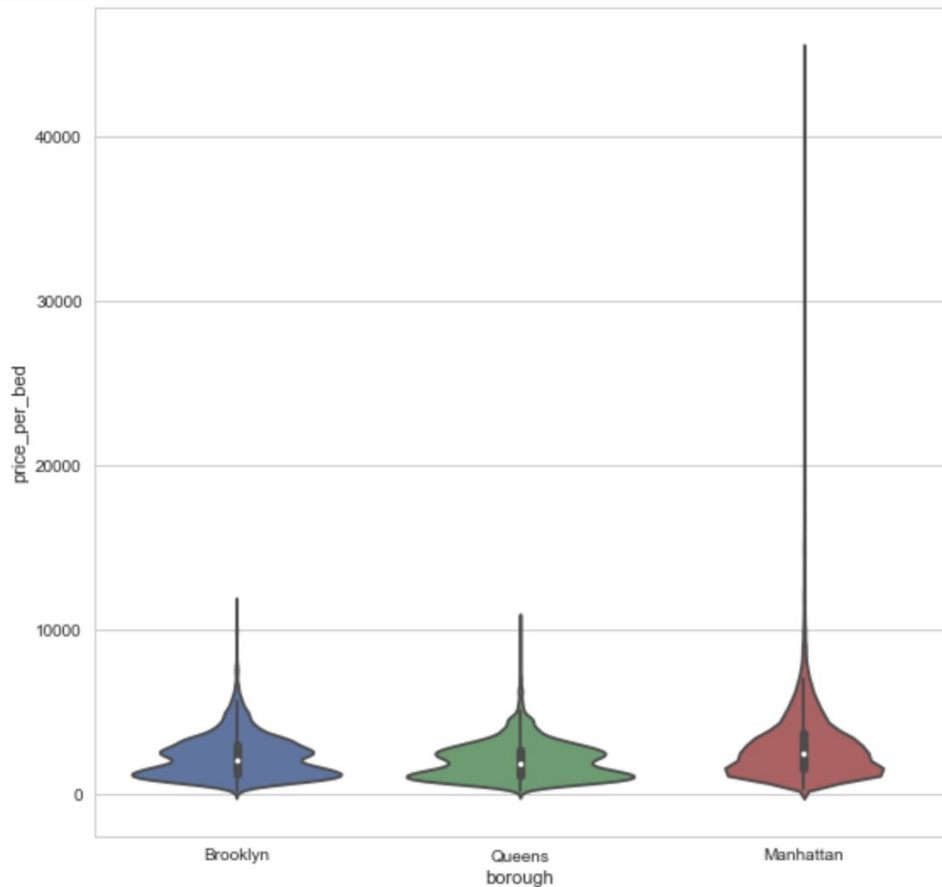
- 1. Manhattan
- 2. Brooklyn
- 3. Queens



# What's the price range for these boroughs?

1. Manhattan
2. Brooklyn
3. Queens

**Take away:** All boroughs have a similar range, but you can find some extremely expensive apartments in Manhattan

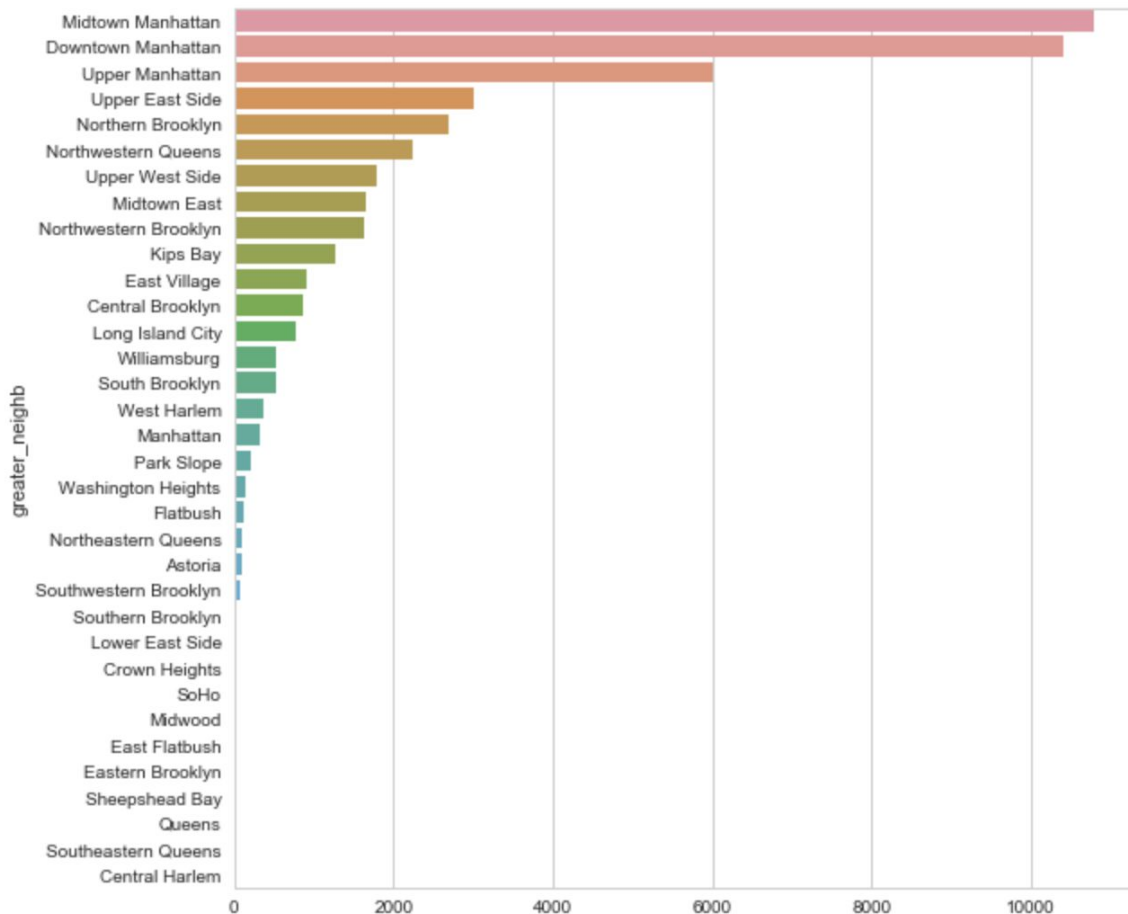


# What neighborhoods have the most available apartments?

(In Manhattan, Queens, and Brooklyn)

1. Midtown
2. Downtown
3. Upper
4. Northern Brooklyn
5. Northwestern Queens

**Take away:** You can start a search by neighborhoods with the most available apartments, but what about price?

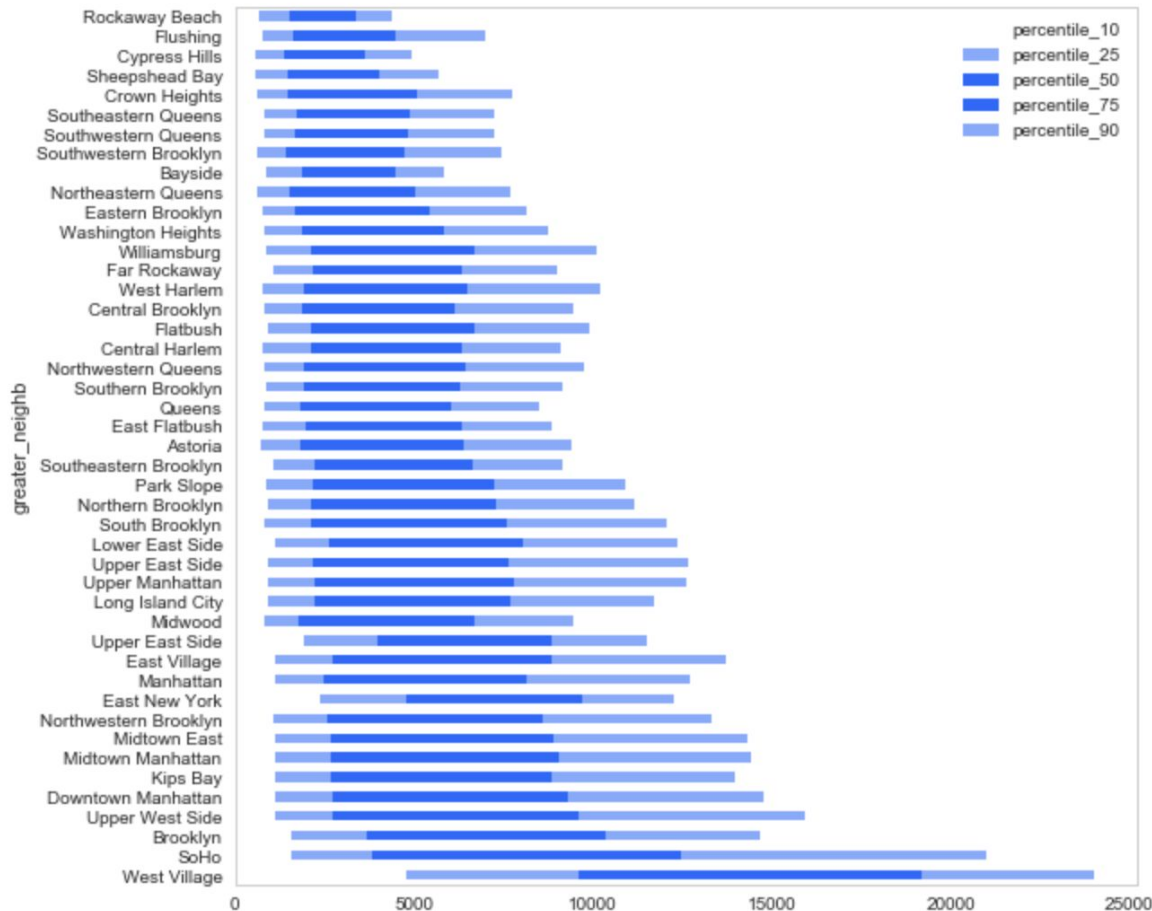


# What neighborhoods have the cheapest price?

(In Manhattan, Queens, and Brooklyn)

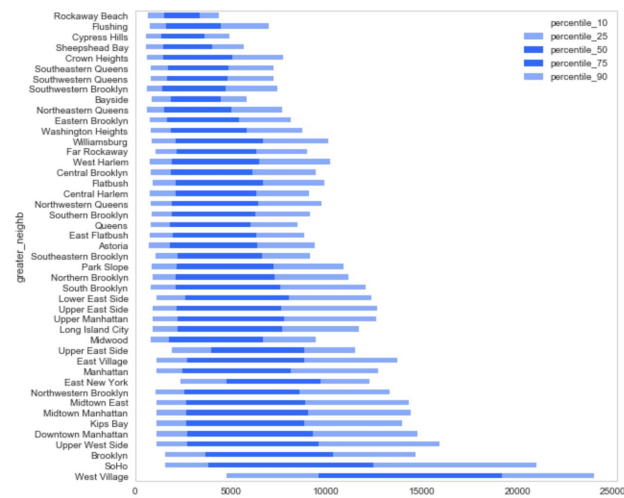
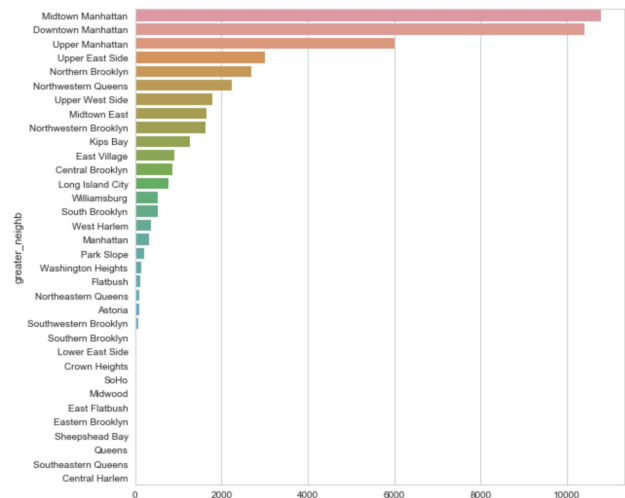
1. Rockaway Beach
2. Flushing
3. Cypress Hills
4. Sheepshead Bay
5. Crown Heights
6. ...

**Take away:** Neighborhoods with cheap prices are different from neighborhoods with a lot of apartments

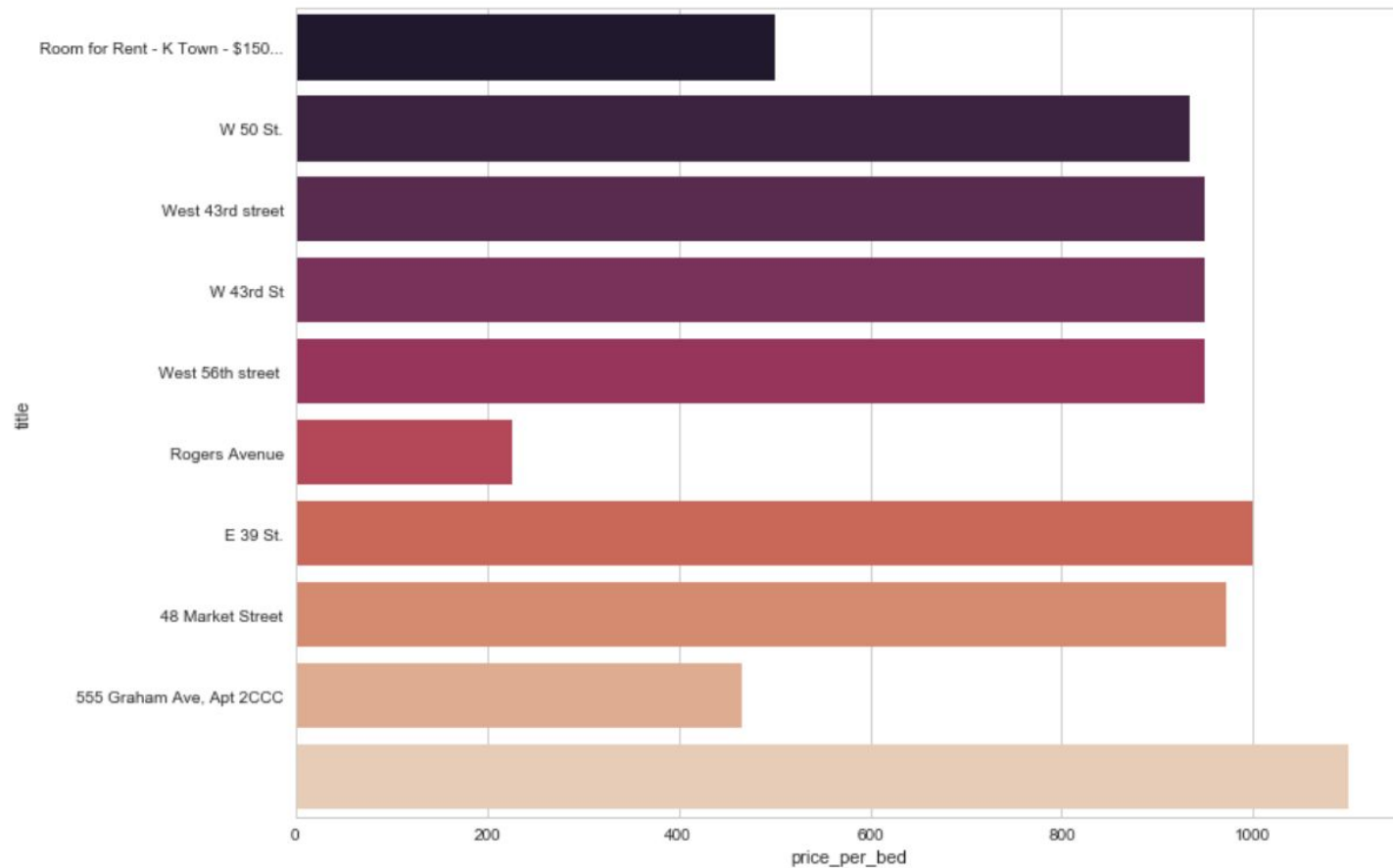




# So let's combine availability and price!

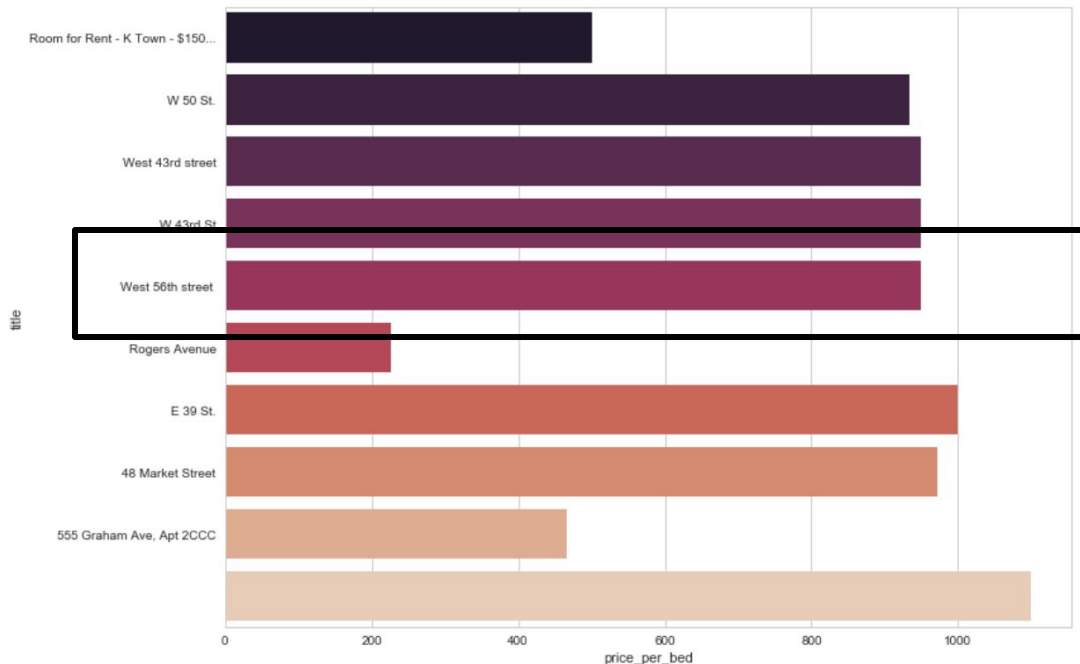


# Top 10 recommendations



# The Decision

Michael shows up to 10 open houses and based on price, and location chooses the **West 56th street** location.



**The end! Michael is completed and happy with his apartment search**

