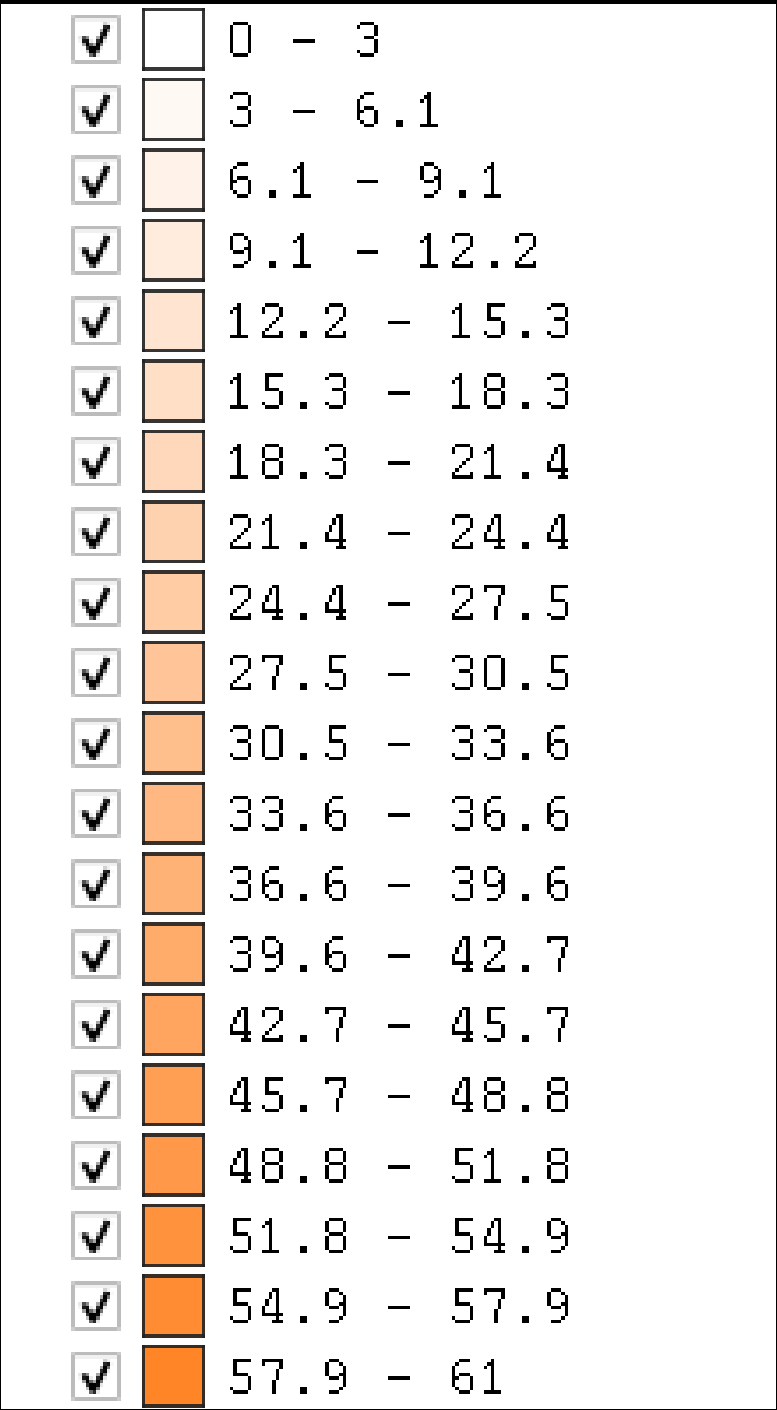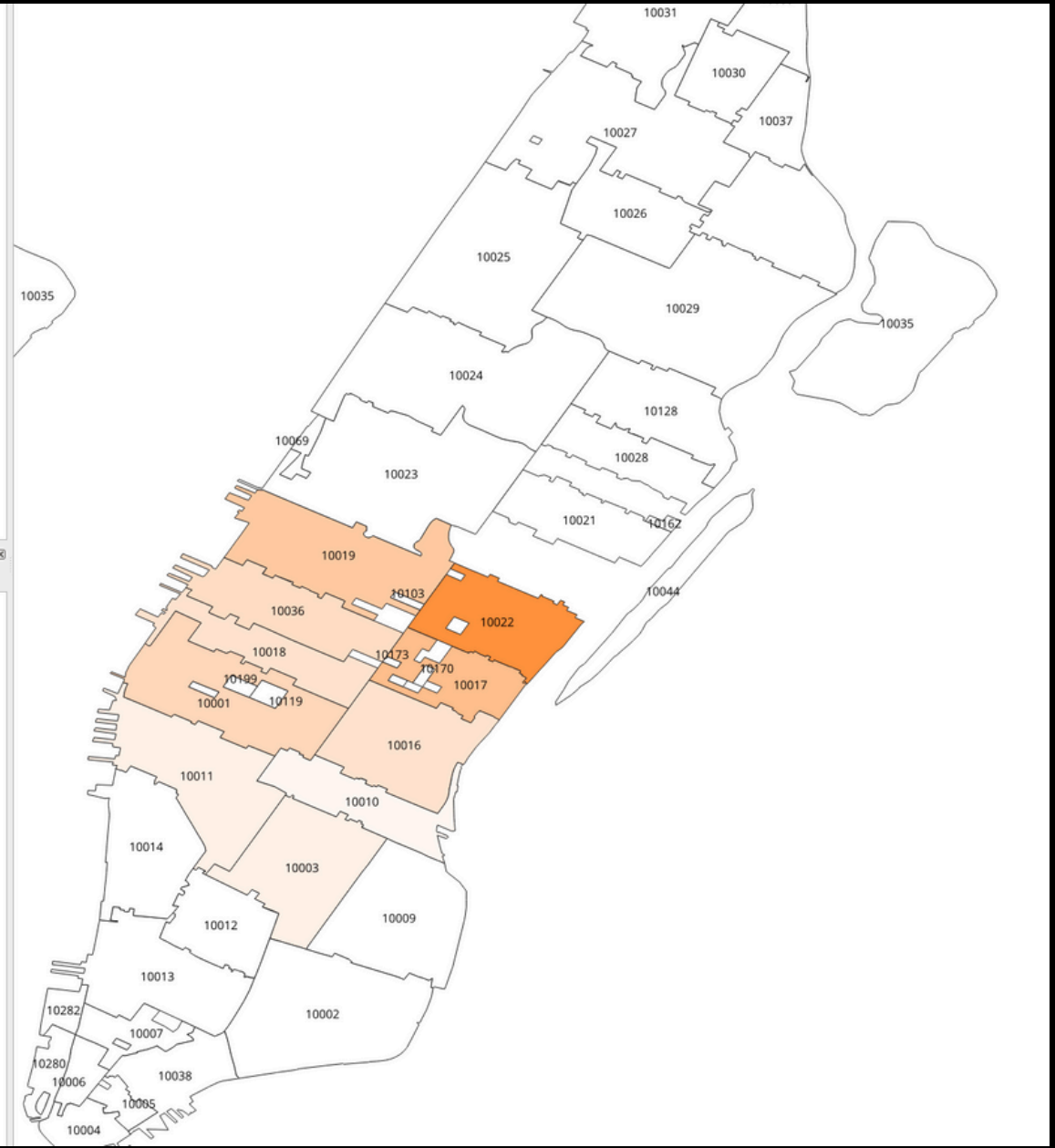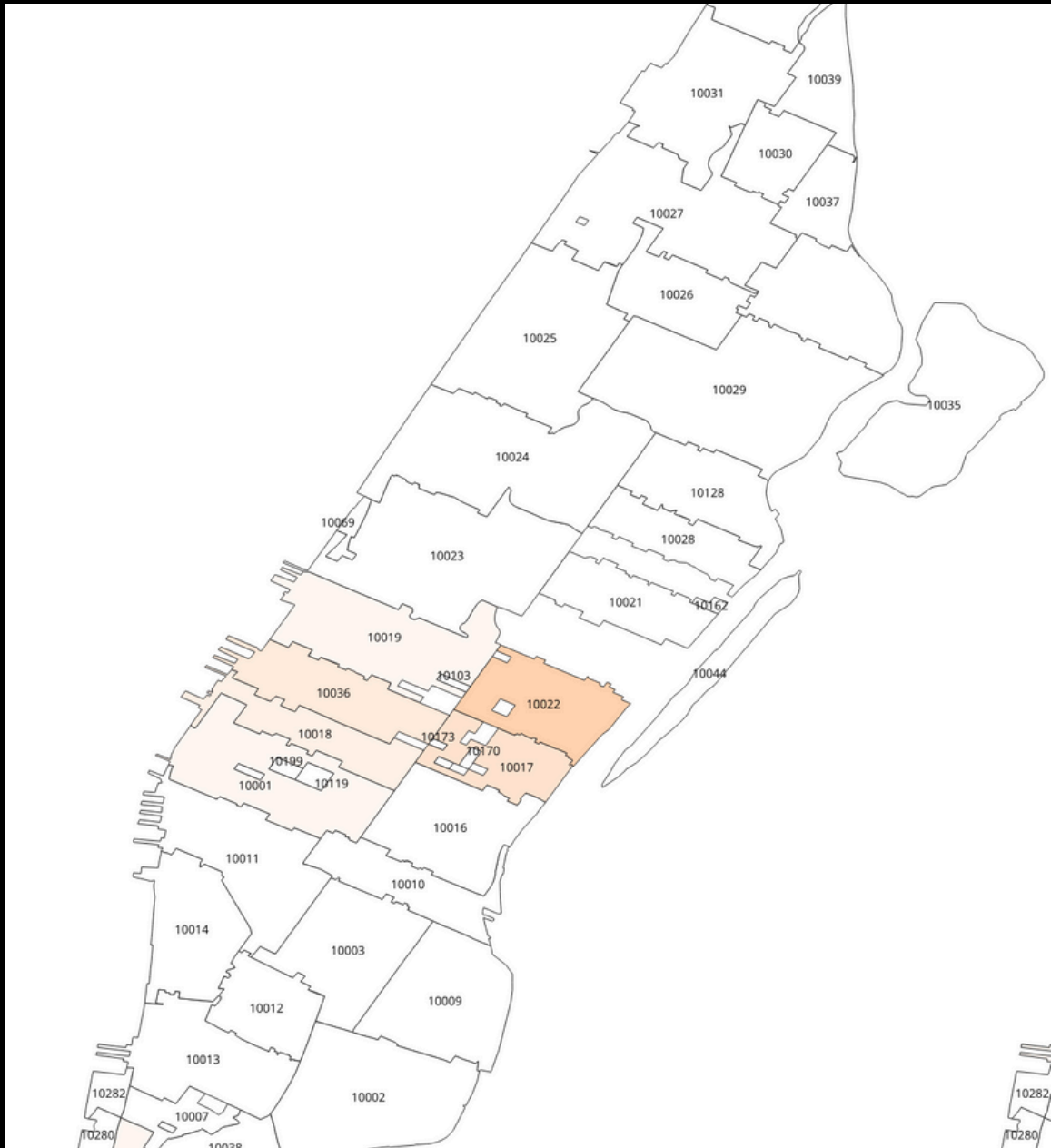# TARGETING MANHATTAN 🏙:
BEST SUBMARKETS FOR FINANCIAL SERVICES

WASIM KHAN, TAAHA SAYED, DECLAN MARTINEZ, DANA VAN, MAHIYAT BHUIYAN

MARKET CONTEXT (2018–2024)
MANHATTAN LEASING VOLUME LEADS ALL MARKETS.
DESPITE FLUCTUATION, DOMINATES FINANCIAL SERVICES ACTIVITY.

MAPS OVERVIEW
DARKER ZONES = STRONGER SUBMARKETS.
LIGHTER ZONES = WATCH FOR LOWER LOYALTY OR SLOWER GROWTH

RECOMMENDATIONS
FOCUS CLIENTS IN SUPERSTAR AND STRONG SUBMARKETS. BE CAUTIOUS IN
WEAKER SUBMARKETS LIKE TRIBECA. USE GROWTH + RETENTION SCORES TO
GUIDE SITE SELECTION CONFIDENTLY.

SCORE INTERPRETATION
STRONG BALANCE OF
EXPANSION + STABILITY FOR
CLIENTS

TOP SUBMARKETS
🏆 PARK AVENUE SOUTH, HUDSON
SQUARE, HUDSON YARDS

✔	0 - 3
✔	3 - 6.1
✔	6.1 - 9.1
✔	9.1 - 12.2
✔	12.2 - 15.3
✔	15.3 - 18.3
✔	18.3 - 21.4
✔	21.4 - 24.4
✔	24.4 - 27.5
✔	27.5 - 30.5
✔	30.5 - 33.6
✔	33.6 - 36.6
✔	36.6 - 39.6
✔	39.6 - 42.7
✔	42.7 - 45.7
✔	45.7 - 48.8
✔	48.8 - 51.8
✔	51.8 - 54.9
✔	54.9 - 57.9
✔	57.9 - 61

SCORE MEANING
0.80+ ✳ SUPERSTAR (FAST
GROWTH + STRONG
LOYALTY)
0.60–0.80 STONG
0.40–0.60 MODERATE
(CLIENT-DEPENDENT RISK)
<0.40 WEAK (RISKY)

📈 **SCORING METHODOLOGY**

CAGR = LEASING GROWTH RATE

RETENTION RATE = TENANT LOYALTY
(LEASE RENEWALS)

FINAL SCORE = GROWTH + RETENTION

Financial Services Leasing Volume (Top Markets)

Best Submarkets in Manhattan for Financial Services (Growth + Retention)

3-Year Linear Leasing Forecast (No Log) with Bull/Base/Bear Scenarios