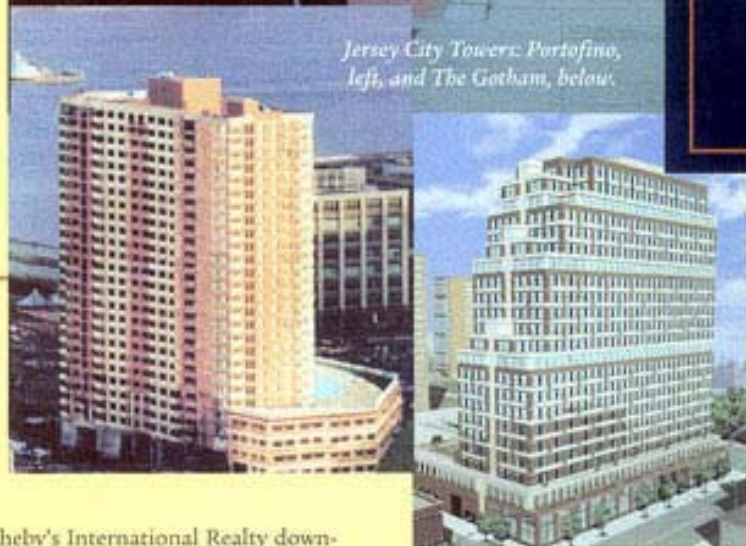




*Hoboken Scene:
young population,
old-town feel.*



*Jersey City Towers: Portofino,
left, and The Gotham, below.*

**"Jersey City has
become a bedroom
community for the
Wall Street crowd."**

—*Michael Barry*
Applied Development
Company



RELOCATION IN THE NEW NEW YORK

The stress of a local move is nothing compared to moving to Manhattan from another city. According to Diane Levine, manager of the Sotheby's International Realty downtown office, people who relocate to Manhattan for short terms prefer to live in a comfortably furnished apartment with hotel conveniences. "Talent agencies call our Beverly Hills office requesting apartments for clients who are shooting a film," she says. "They want to make life as comfortable as possible for them." With offices in key cities, Sotheby's draws from a roster of private owners who are willing to lease their apartments to desirable tenants.

Leonard Bayer, president of Goodstein Realty, is seeing more and more people moving north from Florida. "These people are used to driving their cars and having the suburban lifestyle," he says. With a strong base in Nassau County and Queens, as well as Florida, Goodstein is primed for relocation. The

areas of choice are Forest Hills, Forest Hills Gardens, Kew Gardens and Rego Park in Queens; and Roslyn, Great Neck and Kings Point on Long Island.

Companies relocating executives in Manhattan turn to Oakwood Corporate Housing which provides turnkey-ready apartments to business people coming to New York for a minimum of 30 days. "We position ourselves as the alternative to a hotel stay," says senior district manager Noel Hernandez. The Los Angeles-based company has 300 New York units in top rental buildings like Ocean in the financial district.

DJ Knight & Company is one brokerage firm that is sensitive to the demands involved in relocation. "The relocation broker becomes intimately involved with the day-to-day life of the client and their family," says founder David J. Knight, "who sees the broker as educator and occasional therapist.

