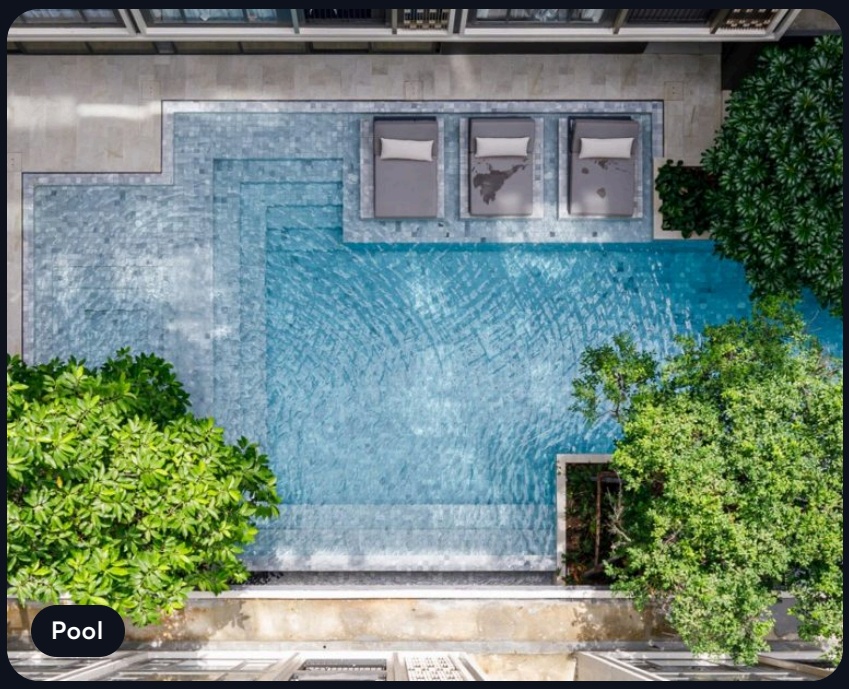
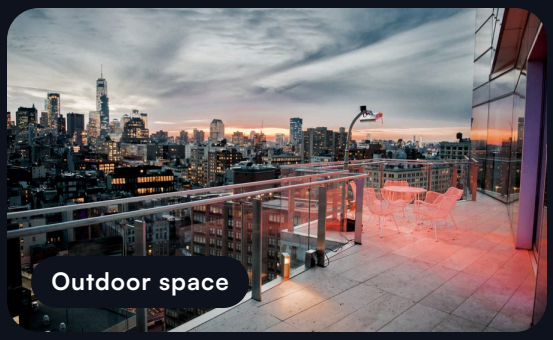
Market Every Amenity

RealPlus takes a look at the Manhattan market to offer this practical guide for agents: why buyers want amenities, how they search for them, and how to tag, describe, and photograph every listing so it gets found.







2.4x

Homes with an in-unit washer/dryer were 2.4 times as likely to close above the median price per square foot.

$1.39M

Median closing price in doorman buildings, versus $785K in buildings without an attended lobby.

~1 in 2

Dishwashers described in active sales listings that are not tagged in the amenity fields filters use, making the listings harder to find.

Source: RealPlus listing data for Manhattan as of November 13, 2026. Closed sales and completed rentals, January 1 to November 13, 2026.

Why amenity marketing matters

Your listing's amenities only help if buyers can find them.

Here's what the data says, and how to make sure every amenity shows up in search.

1 Buyers, renters and agents search by amenity.

Public portals such as StreetEasy and listing systems such as RealPlus all offer amenity filters, and searchers use them to narrow results before they open a listing.

2 Standard filters are the most common search.

Keyword search can find words in a description, but most searches use the standard amenity filters, which match the listing's amenity fields. Tagging puts the home in those results.

3 Amenities track with higher closing prices.

Homes with an in-unit washer/dryer, pool, gym or doorman were 1.5 to 2.4 times as likely to close above the market's median price per square foot.

4 Many amenities are left untagged.

Dishwashers, a sought-after quality-of-life amenity, are tagged in 17% of active sales but described in about 33%. Rental gyms are tagged in 23% but present in 41%-47%.

5 Tagging is the sure thing.

An amenity alone may not raise the price, but a home tagged for its amenities appears in every filtered search for that amenity; guaranteeing more visibility, more competition, and access to more potential customers.

Convenience comes at a premium

City living is all about making the everyday easier. When buyers and renters filter for amenities, they're really asking a few simple questions about daily life. Here's what each one is worth, and how to answer it in your listing.

"Can I do laundry at home?"

IN-UNIT WASHER/DRYER

No trips to the basement or the laundromat. Homes with one were 2.4 times as likely to close above the median price per square foot.

+ Tag: Washer/dryer • Show: the laundry closet

"Can I skip washing dishes by hand?"

DISHWASHER

A small, daily time saver. It's also one of the most often untagged features: tagged on 17% of active sales, described in about 33%.

+ Tag: Dishwasher • Show: the kitchen

"Is someone there when I'm not?"

DOORMAN OR CONCIERGE

Packages, deliveries, guests, building help. Doorman buildings closed at a median $1.39M, versus $785K without an attended lobby.

+ Tag: lobby type • Show: the lobby

"Can I get upstairs with my groceries?"

ELEVATOR

Easy every day, and essential with a stroller, a bike or a move. Elevator buildings closed at a median $1.31M, versus $700K for walk-ups.

+ Tag: Elevator • Say: floor number

"Can I work out without leaving home?"

GYM

Exercise on your own schedule. 58% of gym-building closings were above the median, versus 38% without.

+ Tag: Health club • Show: the gym

"Can I get some fresh air?"

OUTDOOR SPACE

A roof deck, terrace or garden. A shared roof deck added about 10 points to above-median closings.

+ Tag: outdoor type • Show: the view from it

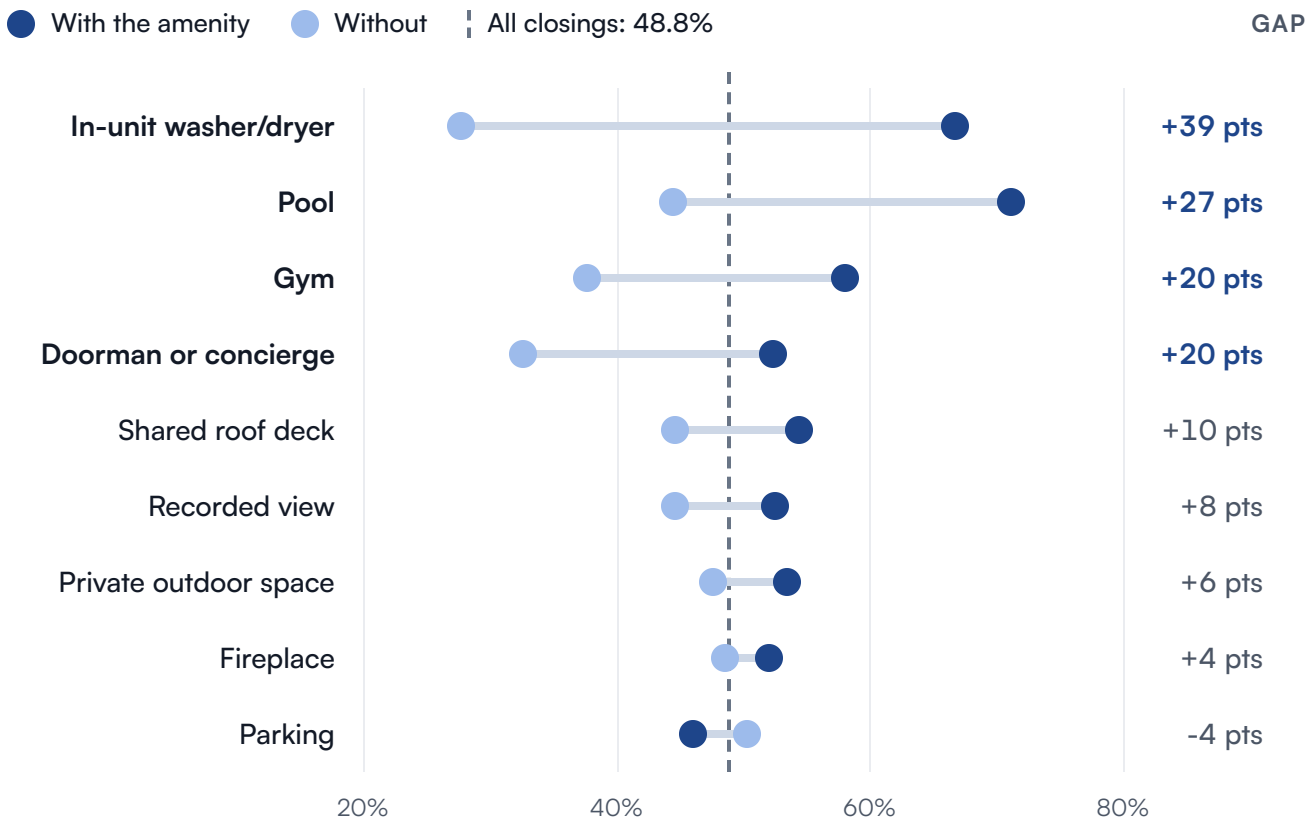
Write your description to answer these questions.

Buyers picture their daily routine, so "laundry in the unit" and "full-time doorman for packages" land better than a list of features.

Amenities and closing price

Good news for your sellers. We compared every 2026 Manhattan closing with a recorded square footage against the market median of $1,420 per square foot. Homes with an in-unit washer/dryer, a pool, a gym or a doorman were 1.5 to 2.4 times as likely to close above it.

Share of 2026 closings above $1,420 per sq ft, the market median



RealPlus listing data. Manhattan sales closed January 1 to November 13, 2026 with a recorded square footage (7,787 closings). Amenities from listing tags.

A CLOSER LOOK AT CONDOS

In-unit washer/dryer

72% with, versus 41% without

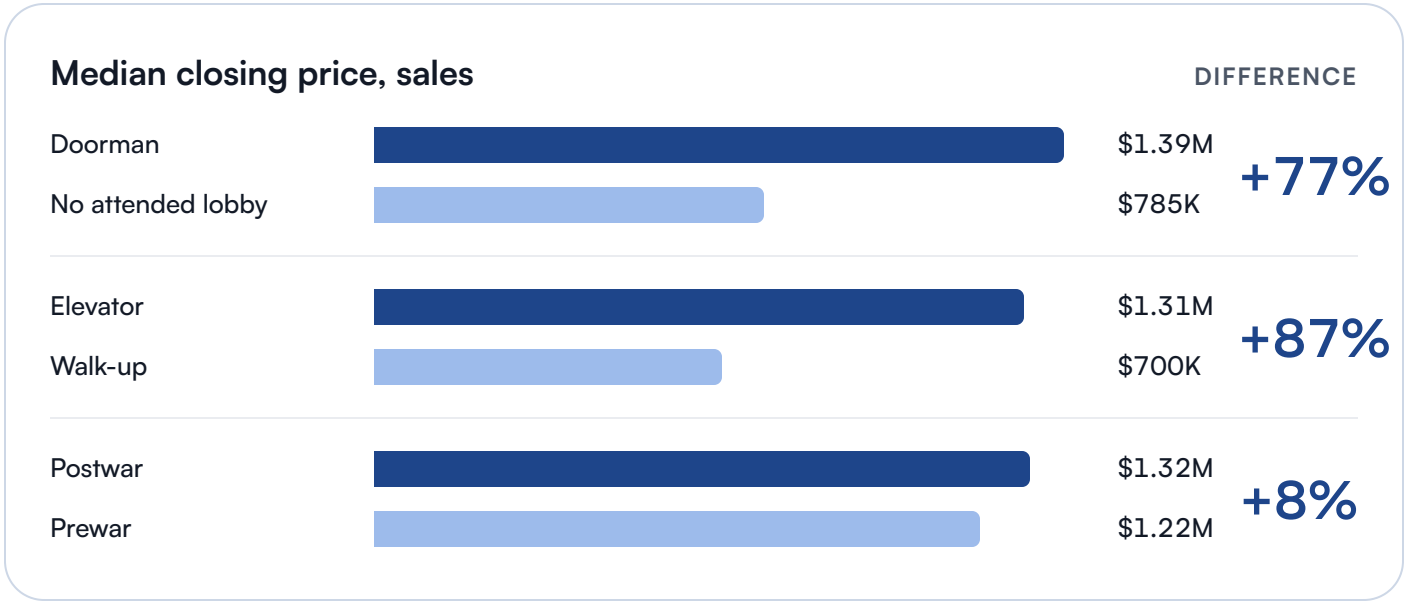
Pool building

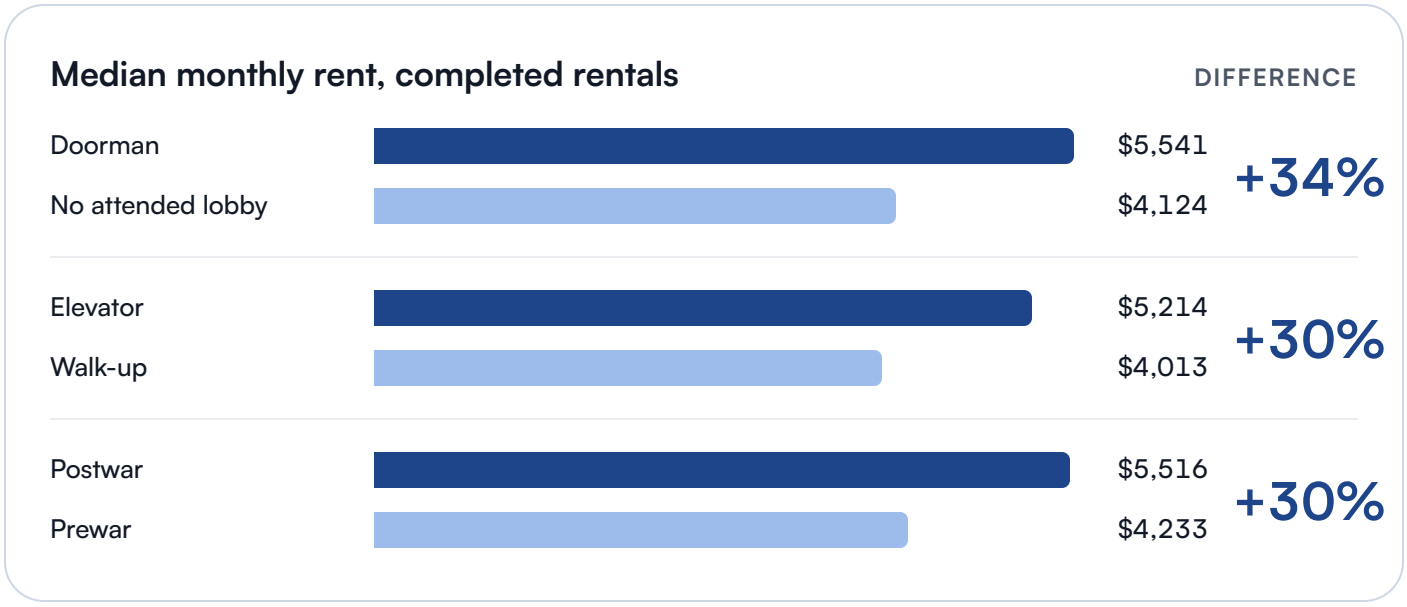
75% with, versus 57% without

The gaps hold up within condos, where most of these amenities sit. Fireplaces and parking show little premium once the whole market is counted.

Full-service buildings close higher

If your listing is in a doorman or elevator building, make sure every buyer knows it. Here's what homes actually closed for and what renters actually paid in 2026.





Medians for Manhattan co-ops, condops and condos, January 1 to November 13, 2026: 10,432 closed sales and 54,171 completed rentals. Townhouses are excluded. Differences are computed from the rounded medians shown. Median price per square foot was $1,470 in doorman buildings versus $1,094 without, 34% more.

How your buyers search

Buyers and renters start their searches on public portals such as StreetEasy, which are built around filters, with separate amenity filters for the apartment and for the building.

Listing amenities

- In-unit washer/dryer
- Dishwasher
- Private outdoor space
- Central air conditioning
- Views: city, water, park
- Pets allowed

Building amenities

- Doorman
- Elevator
- Laundry in building
- Gym
- Parking
- Shared outdoor space

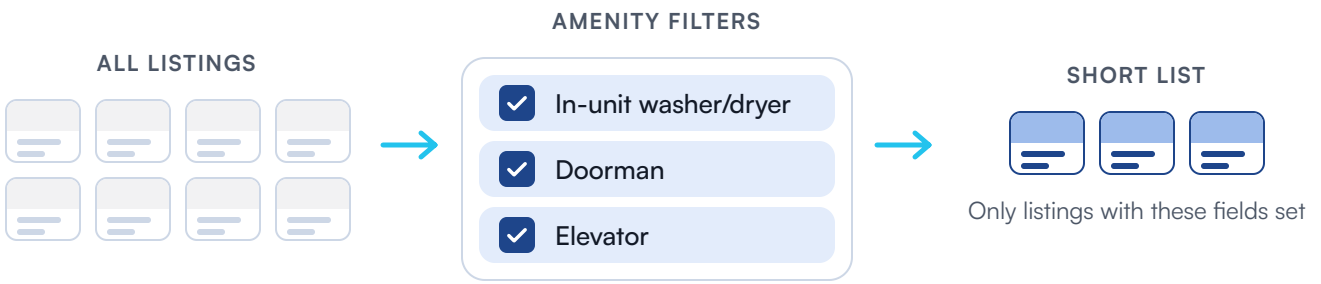
Filters come first.

Portals put amenity filters at the center of search because that is how people narrow thousands of listings to a short list.

- **Every filter is a chance to appear.** Each amenity a portal can filter on is one more search your listing can show up in, if the field is set.
- **The same holds on any portal.** Whichever public portal a buyer or renter uses, the listing appears in filtered results through the amenity fields you fill in.

How a filtered search works

ILLUSTRATION



Tagged listing: in the results, and in saved-search alerts.

Same home, untagged: filtered out before anyone sees it.

Filter examples from StreetEasy's search, under Advanced Options.

How your fellow agents search

Your co-broke partners are searching too. Agents use internal listing systems such as RealPlus to find homes for their buyers and renters, and save searches that alert clients to new matches. RealPlus offers detailed amenity filters, each matched to a field on the listing:

Apartment features

Washer/dryer, dishwasher, fireplace, dining room, eat-in kitchen, maid's room, loft space, penthouse

Building amenities

Health club, pool, laundry facilities, elevator, parking, storage, security, air conditioning, wheelchair accessible

Attended lobby

Doorman (full-time or part-time), concierge, elevator man, unattended lobby

Private outdoor space

Terrace, wrap terrace, balcony, Juliet balcony, garden, patio, deck, roof deck, private roof access, roof rights, greenhouse

Common outdoor space

Roof deck, courtyard

Views and exposure

City, park, river, skyline, bridges, garden, panoramic and more, plus north, south, east and west exposures

Building policies

Pets, washer/dryer in apartment, pied-à-terre, subletting, financing, open houses and more

Media

Photos, floor plan, video, video tour

Use the fields and the description.

RealPlus keyword search also reads listing descriptions, so a well-written description helps. But most agents search with the standard filters and save those searches for client alerts. Setting the amenity fields is what puts a listing in front of them.

The tagging gap

Here's the easy win. This is how often each feature appears on active Manhattan listings, estimated from tags and descriptions together. For some features, such as dishwashers and rental gyms, the tagged share is far below the real one.

FEATURE	ACTIVE SALES: 7,236	ACTIVE RENTALS: 6,216
Pets allowed (building)	90%	77%
Elevator	89%	76%
Laundry (building or unit)	~81%	~70%
Doorman or concierge	~79%	~63%
Gym	57% to 60%	41% to 47%
Washer/dryer	~56%	~45%
Eat-in kitchen	54%	57%
Any view noted	48%	27%
Roof deck (shared)	~46%	~33%
Prewar building	43%	45%
Parking	~36%	~26%
Dining room	~34%	~12%
Dishwasher	~33%	~31%
Private outdoor space	23% to 24%	17% to 18%
Fireplace	~17%	~7%
Pool	~15%	~11%

Share of active listings on November 13, 2026 with each feature. Figures marked ~ or shown as a range are estimates that combine listing tags with a review of listing descriptions; the lighter bar shows the range. The gap between sales and rentals is widest for gyms, views and dining rooms.

Many amenities go unlisted.

Dishwashers are tagged on 17% of active sales but described in about 33%. Rental gyms are tagged on 23% but present in 41% to 47%. Amenity filters match tagged fields, so an amenity that is only described can be left out of filtered searches on any portal or listing system.

A complete strategy: tag, describe, photograph

People find listings in lots of ways: filters, keywords, and advanced and AI search tools that read descriptions and scan photos. The good news is you can be ready for all of them with three habits.

1 Tag

Set every amenity field.

Standard amenity filters are the most common search, on portals and listing systems alike. They match the fields.

FOUND BY

- Standard amenity filters
- Saved-search alerts

2 Describe

Name every amenity in plain words.

Keyword, natural-language and AI search read the description. Use buyers' words: in-unit washer/dryer, full-time doorman.

FOUND BY

- Keyword search
- Natural-language and AI search

3 Photograph

Show every amenity.

Photos, a floor plan and video sell the home once found. Media types are filters, and AI tools can scan images.

FOUND BY

- Media filters
- AI image analysis
- Every buyer who scrolls

Cover all bases

HOW PEOPLE SEARCH	WHAT IT READS	WHAT YOU DO
Standard amenity filters	Amenity fields	**Tag every field**
Keyword search	Description text	**Name every amenity**
Natural-language and AI search	Description text and, increasingly, photos	**Describe and photograph**
Media filters	Photos, floor plan, video	**Add every media type**

Set yourself up for success.

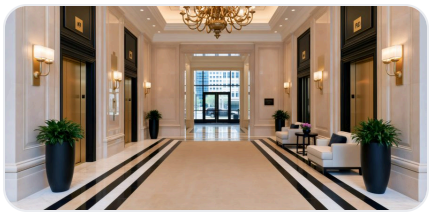
A listing that is tagged, described and photographed shows up in every kind of search: the filters most people use today, and the advanced and AI tools that read text and images. Do all three on every listing, every time.

Photograph every amenity

Photos sell the convenience buyers are shopping for, and AI tools can scan them too. Choose shots that highlight the amenities.

A complete photo set starts here

SAMPLE DATA



Lobby, elevators in view



Kitchen, appliances in view



Laundry, machines in full view

Sample tags: In-unit washer/dryer · Dishwasher · Full-time doorman · Elevator

Your amenity shot list

In-unit washer/dryer
Doors open, machines in full view. Show the closet or nook it sits in.

Dishwasher
Shoot the kitchen wide, then a closer shot with the dishwasher clearly visible.

Doorman and lobby
The lobby from the entrance with the desk in view, shot during staffed hours.

Elevator
The elevator landing or cab, especially in a building buyers may assume is a walk-up.

Gym
One wide, well-lit shot of the whole room and its equipment.

Outdoor space
The terrace or roof deck in good light, plus the view from it.

Laundry room
Bright and tidy, with the machines in view. Note it in the caption if allowed.

Floor plan and video
Add a floor plan and a short walkthrough video. Both are search filters.

One amenity, one photo.

Use natural light, keep the camera level, and clear the clutter. Give each amenity its own photo, place amenity shots early in the order, and name the amenity in the caption where the portal allows it.

Your amenity checklist

Six quick steps to tag, describe and photograph every listing, so it shows up in every search for what it offers.

1. **Tag every amenity the home and building have.**
   Go field by field: apartment features, building amenities, attended lobby, outdoor space, views and building policies. If it's in the description, set the field too.

2. **Be specific.**
   Pick the most specific value that applies: full-time doorman, terrace, park view. That way the listing matches searches for that exact type.

3. **Describe every amenity in plain words.**
   Name each one in the description the way buyers say it, so keyword, natural-language and AI search can match it.

4. **Lead with the features buyers want most.**
   Put in-unit washer/dryer, doorman, elevator, dishwasher, gym, pool and outdoor space in the first lines and the first photos.

5. **Photograph every amenity.**
   Add a clear photo of each one, plus a floor plan and video where you can. Media types are search filters, and AI tools can scan images.

6. **Check rentals the same way.**
   Renters filter on the same amenities. Rental gyms are tagged on only 23% of listings but present in 41% to 47%.

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METHODOLOGY AND SOURCES

RealPlus data. RealPlus listing data for Manhattan, pulled November 13, 2026. Aggregates only, with no addresses, agents or clients.

Closing prices and rents. RealPlus market analytics for co-ops, condops and condos closed or rented January 1 to November 13, 2026: 10,432 sales and 54,171 rentals. Townhouses are excluded. “Doorman” means an attended lobby.

Amenity and closing price. Of 2026 closings with a recorded square footage (7,787), the share at or above $1,420 per square foot, the market median. Homes “without” an amenity are all closings minus those tagged with it. Washer/dryer and pool were re-run within condos only.

Tagging gap. Active listings on November 13, 2026 (7,236 sales, 6,216 rentals). Estimates combine listing tags with a keyword search of descriptions, discounted by a sample set hand review. Treat them as plus or minus a few points.

Search filters. RealPlus filters are the amenity fields in RealPlus listing search as of November 2026. StreetEasy filters are examples from its search Advanced Options and may change.